

PERSONAL PULSE CHECK: AI Is Everywhere, But Are We Applying It Well?

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You can hardly attend an industry event today without AI being part of the conversation. Every conference, webinar, and business discussion seems to come back to the same topic: how AI is changing the way we work.

But alongside the excitement, there are important questions to consider. Are we using AI safely? Are we protecting our business assets and intellectual property? And are we applying it strategically, or simply because everyone else is? Here you find the full Personal Pulse Check [\(Link\)](#)

Many of us are already using it in some form, whether that's improving marketing content, supporting proposal writing, or helping teams work more efficiently. The technology is advancing at remarkable speed, and its potential is hard to ignore.

Across our industry, larger distributors and suppliers are building impressive AI-powered knowledge centres that help teams access information faster, improve consistency, and reduce manual tasks. As business leaders, we all recognise the importance of efficiency. However, it is worth considering whether, across the industry, this could inadvertently widen the gap between larger and smaller organisations, with larger businesses often having greater access to the time, resources, and investment needed to adapt and benefit.

There is also a broader question. As more businesses adopt the same tools, do we risk losing some of the individuality, creativity, and personal connection that have always set our industry apart?

The opportunity may be to use AI not to become more alike, but to become better at what makes us different.

The advice I hear most often from industry experts is simple: Start small. Focus on the repetitive tasks in your workflow, the processes that consume time, create frustration, or

add little value. Then look at your data and work on improving visibility of where your business stands today. Start there.

Used thoughtfully, AI can free teams from routine administration and create more time for relationship building, creativity, problem-solving, and delivering greater value to clients. The technology itself isn't the goal. Building stronger, more effective businesses is.

As AI continues to evolve, the challenge for all of us is not whether we adopt it, but how we adopt it securely, responsibly, and in a way that strengthens rather than dilutes what makes our businesses unique.

Pulse Check Insight: AI shouldn't replace what makes your business different. It should create more time to amplify it.