

OUT TODAY: Ai Forward Leadership: A Bold Guide for Artificial Intelligence

A clear, human-centered roadmap for decision-makers ready to lead confidently in the age of AI.



AI- FORWARD LEADERSHIP

How Smart
Executives-Move
Beyond AI-Enabled
and Avoid Becoming
AI-Shackled

JEFF ARNOLD

5-Time Bestselling Author

Tucson, Arizona Oct 14, 2025 ([IssueWire.com](https://www.issuewire.com)) - As Artificial Intelligence reshapes every corner of business, bestselling author and insurance industry innovator **Jeff Arnold** releases his most urgent and timely work yet: **AI Forward Leadership**. This new book answers the question executives across industries are asking: How do I use AI without losing my people, my purpose, or my edge?

Drawing from more than three decades of leadership experience and thousands of real-world AI applications inside his own firm, RIGHTSURE, Arnold delivers a powerful message: AI isn't a threat to leadership—it's an amplifier of it. Through story-driven insights, field-tested frameworks, and candid lessons learned, **AI Forward Leadership** shows leaders how to move beyond being merely "AI-Enabled" and avoid becoming "AI-Shackled."

"AI is not here to replace us," Arnold writes. "It's here to release us—from repetition, from hesitation, and from the limits we've placed on our own imagination."

Why Leaders Are Turning to This Book

Business owners, agency principals, and executives alike are seeking guidance that goes beyond buzzwords. **AI Forward Leadership** meets that need by offering:

- **Clarity** — A practical distinction between being AI-Forward, AI-Enabled, and AI-Shackled.
- **Confidence** — Step-by-step examples of how organizations can implement AI without losing their human touch.
- **Credibility** — Real data from RIGHTSURE's use of AI to process over 15,000 quotes and handle 20,000 calls—proving what's possible when humans and machines collaborate intentionally.

A Handbook for the AI-Curious and the AI-Cautious

Each chapter feels like a conversation with a trusted mentor. Arnold invites readers to dream about AI's possibilities while grounding them in disciplined, ethical execution. From reimagining customer journeys to empowering teams through real-time coaching, **AI Forward Leadership** turns abstract technology into tangible strategy.

"The firms that thrive," Arnold explains, "won't be the ones who adopted first—they'll be the ones who adopted with purpose."

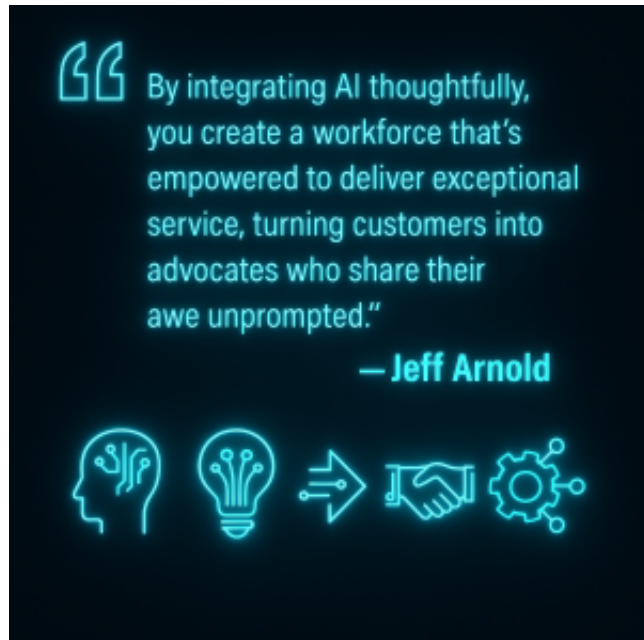
Availability

AI Forward Leadership is available **October 14, 2025**, in paperback and digital formats at JeffArnold.com or and [Amazon](https://Amazon.com). Readers who scan the in-book QR code receive access to a complimentary **AI Forward Leadership Checklist**, a 25-point action guide for leading through change.

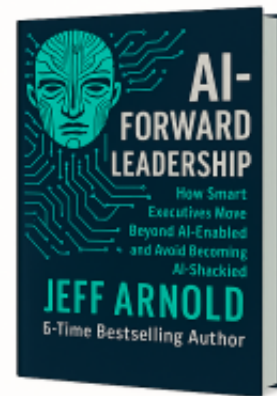
Media & Interview Inquiries

To request review copies, schedule interviews, or invite Jeff Arnold for commentary on artificial intelligence, leadership, or the future of business innovation, please contact:

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The must-read guide for
leaders ready to make
AI their advantage.



- Turn AI confusion into leadership clarity.
- Lead smarter. Serve faster. Win bigger.
- The blueprint for AI-Forward leadership success.
- Because the future won't wait for you.

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