

## Serena Anderson Says Human Trust May Become More Valuable — Not Less — in the Age of AI

Founder & CEO of Royal Operation Media believes relationship-driven businesses will matter even more as automation accelerates across industries



**Billings, Montana May 23, 2026 ([IssueWire.com](https://www.IssueWire.com))** - As artificial intelligence rapidly transforms industries across the globe and workers increasingly fear automation replacing human roles, entrepreneur Serena Anderson believes one thing may become even more valuable in the years ahead: human trust.

Anderson, Founder & CEO of Royal Operation Media, says while AI is reshaping communication, marketing, and business operations at unprecedented speed, the most important life decisions people make still depend on human relationships, education, empathy, and trust.

“We’re not anti-AI,” Anderson said. “We believe AI can be an incredibly powerful tool. But when it comes to protecting your family, your assets, your legacy, or making important real estate and estate planning decisions, people still want to know who they’re working with. Human relationships still matter.”

The conversation comes at a time when headlines surrounding AI-driven layoffs, automation, and economic uncertainty dominate national news cycles. Major companies across banking, technology, media, and professional services industries continue restructuring around AI adoption, leaving many

workers questioning how human connection and trust will evolve in the future economy.

Anderson says she has spent more than 20 years watching the evolution of business communication — from the early days before smartphones and social media to the rise of MySpace, Facebook, software automation, and now AI-generated systems.

“I remember when businesses were built almost entirely face-to-face,” Anderson said. “People met each other. They shook hands. They built trust in person. Technology has created incredible opportunities, but I think people are also realizing that authentic human connection may become even more important as more of the world becomes automated.”

Through Royal Operation Media, Anderson focuses on helping probate and estate planning attorneys combine modern visibility systems with relationship-driven community positioning. Rather than relying solely on digital advertising or automated lead generation, the company emphasizes educational outreach, professional referral ecosystems, strategic partnerships, and long-term trust-building within real estate and business communities.

Anderson says the probate and estate planning space represents one of the clearest examples of why human trust still matters.

“When families are making decisions about probate, inheritance, estate planning, or protecting generational assets, those are deeply personal conversations,” Anderson said. “People want guidance from professionals they trust. They want to feel safe. They want to feel understood. Technology can support those relationships, but it shouldn’t replace them.”

The company recently introduced what it calls the Probate Referral Ecosystem™, a relationship-centered visibility model designed to help probate and estate planning attorneys strengthen long-term referral relationships through education, professional community involvement, strategic visibility, and trust-centered positioning.

Anderson’s background includes more than two decades in business, public relations, software development, publishing, and real estate. She previously owned a lifestyle magazine, worked in software development, and spent nearly a decade in the real estate industry before founding Royal Operation Media.

She believes the next era of business will belong to organizations capable of combining modern technology with genuine human connection.

“The future isn’t AI or humans,” Anderson said. “The future belongs to people who understand how to combine technology with trust, empathy, relationships, and real-world human experiences. Those things cannot be automated.”

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