



Four Simple Words

22 York St West Elora ON N0B 1S0 | FourSimpleWords.ca | 519.580.9725

Summer 2026

+ai Mindset Introduction

Today, we are joined by the team from Four Simple Words, a company built on a simple belief: that people do their best work when they know they and their ideas matter. Their signature work, the +ai Mindset, helps leaders answer one question that changes everything: *Who am I becoming with AI?* Today, we will start building our answers. Over the next while, we are learning with and from:

Curt Hammond (he/him)

When Curt Hammond was about 10 years old, his grandmother gave him four simple words that he could not shake. He has been trying to live them out ever since, as a father, volunteer, business owner and as someone who has spent years working alongside leaders who want to do better for the people around them.

Curt is the founder of Four Simple Words and the craftsman who turns the +ai Mindset into practice. He has started and run two successful businesses and is an active community volunteer. He has worked with Fortune 500 companies, governments and small businesses, which means he brings both theory and scar tissue to today's conversation. He also has his own AI disruption story. When GPT-4 launched, his online naming business lost 80% of its work in six weeks. That's when he stopped using AI and started building with it.

Curt believes most of what goes wrong in our workplaces has a simple fix, and it starts with putting other people first.

His role at Four Simple Words is Service Champion. By the end of our time together today, he hopes you will want to add that same title to your LinkedIn profile.





Sean Yo (he/him)

Sean Yo has been in technology since the 1990s. What kept him there was never the code. It was the people the code was designed to serve.

Over three decades, Sean has built big data platforms, helped PwC launch its internal ventures lab, and grown a college innovation centre from a team of one to more than eighty people. He has also run many successful political campaigns, which is excellent training for convincing people that change is worth it.

Sean was a very early adopter of AI. Not because of what it could automate, but because he saw something the efficiency conversations kept missing. This is an equity and opportunity conversation before it is a productivity conversation. The question is not what AI can replace. It is who gets access to what AI makes possible.

Sean is the founder and creator of the +ai Mindset and the AI Strategist at Four Simple Words. He believes the real AI unlock is not the tool. It is learning how to think about thinking.

Sean builds the depth, Curt makes it land; neither would be standing here without the other. Please join me in welcoming Curt and Sean.