Troy Hazard

Revenue Through Relationships

Where artificial intelligence ends and actual intelligence begins

We live in the most connected era in history — and yet true connection has never been harder to find. We know what makes relationships work: authenticity, honesty, vulnerability, and respect — the foundations of trust, and trust drives every buying decision ever made.

So, when business found a shortcut, something slipped. Connection. Most businesses didn't choose to lose the connection, they simply automated their way into it — and called it progress. Technology didn't break the relationship. Humans adopting lazy habits did.

So how do we turn lazy into leverage?

Troy calls it the human handoff — the moment when technology reaches its limit and human connection takes over, and trust is restored. Artificial intelligence to actual intelligence.

Long before AI entered the conversation, Troy was making sure connection was the conversation. Trust as the tiebreaker. Technology as the tool. That hasn't changed. What has is the cost of getting it wrong — because businesses that don't figure this out won't be beaten by their competition. They'll be beaten by their own complacency.

In this session, participants will find a clear path back to connection, by re-learning how to:

- Identify the intersection of artificial and actual intelligence.
- Understand why no algorithm can replicate the real reasons customers choose you.
- Build the skills to master your human handoff moments.
- Create a culture of connectivity over convenience.

Businesses that master the human handoff don't capture revenue — they connect to it.