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How to surf an agentic AI tsunami

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**In 1983 the
BBC made me
a computer...**



**Fast forward 43
years**

**I've never been
more excited**

(or terrified)

10

**tips to help manage AI
vertigo**

01

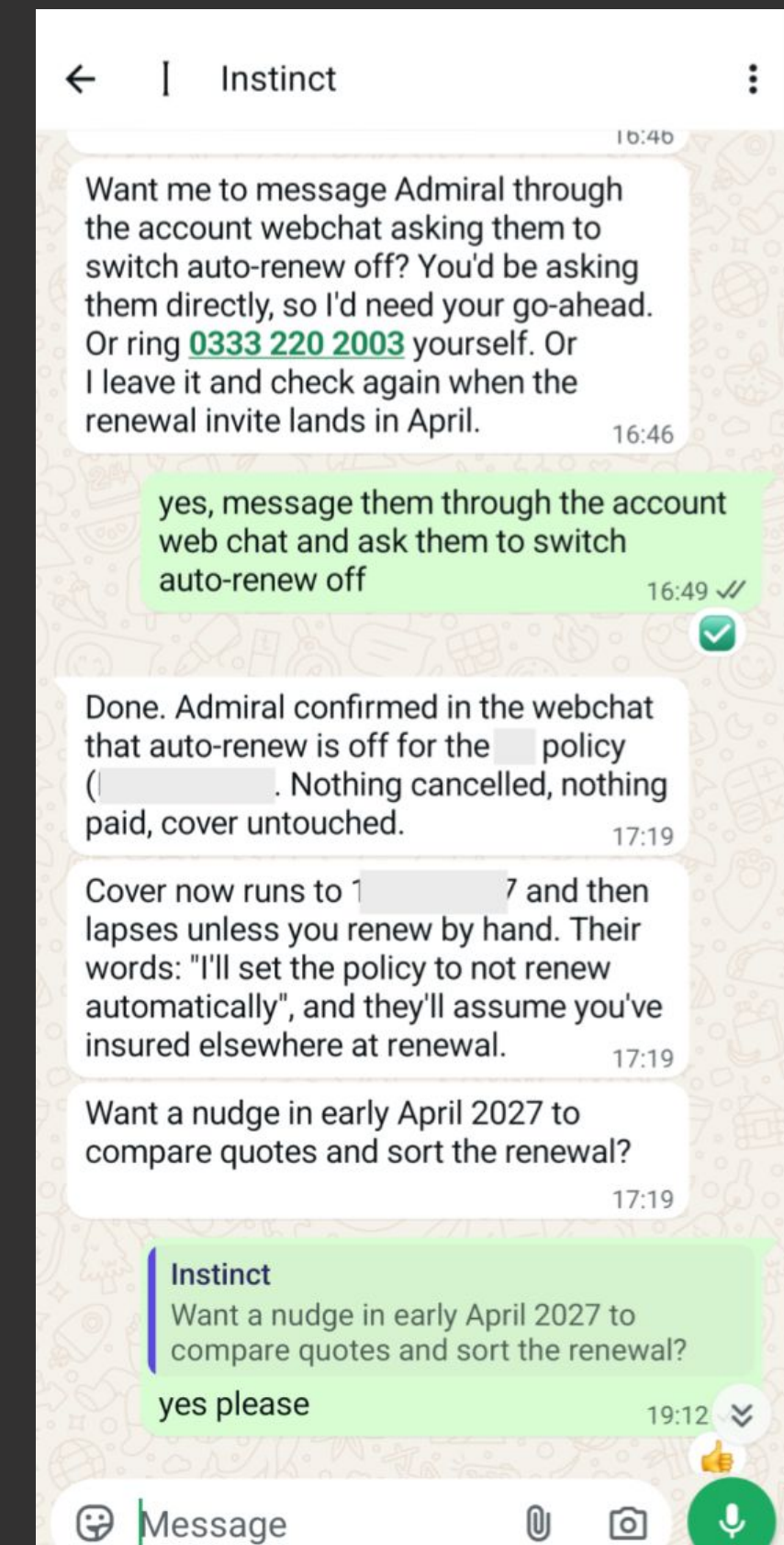
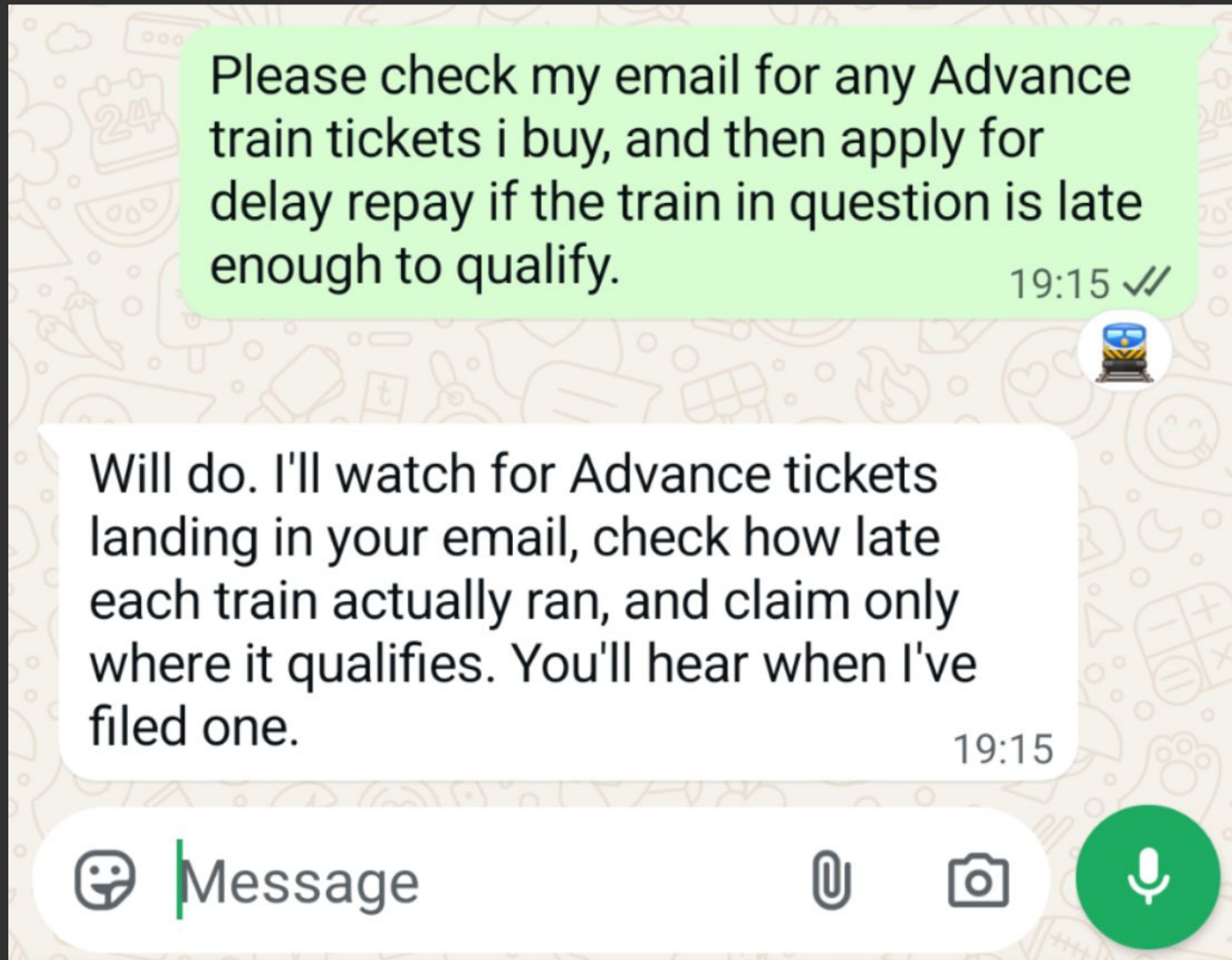
AI Agents could herald as big a change as the internet

What is an AI agent?

AI chatbots answer your questions

AI agents take action on your behalf





NEWS

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Technology

AI agent hacks gym to get its user a spot in pilates class



(BTW, AI agents will join up
government long before government
joins up government)

02

A tech revolution like this causes two waves of change.

First wave

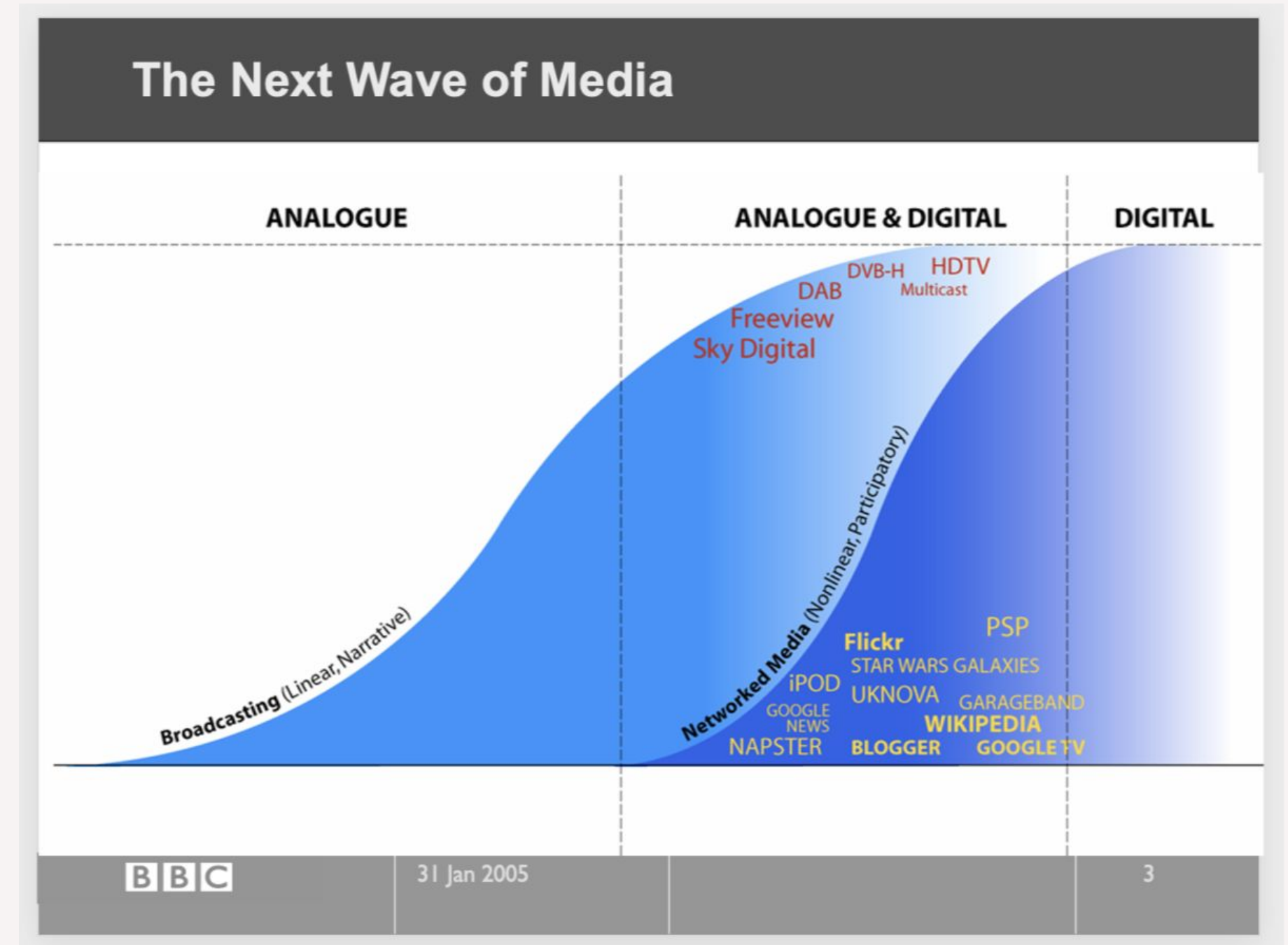
Improve how your org does
what it currently does

Second wave

Reinvent what your org
does, given people's new
behaviours and
expectations

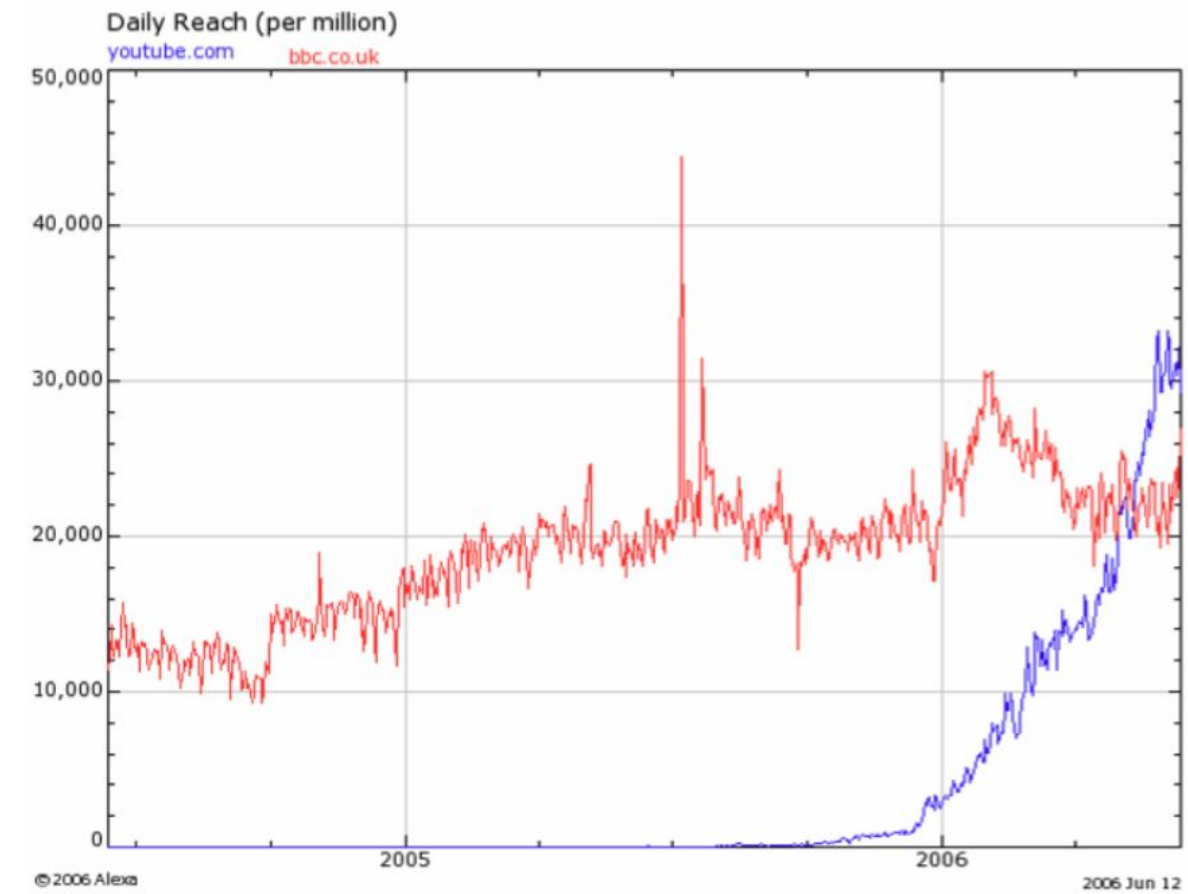
**Surfing the second
wave matters most.**

BBC missed the second wave of digital



**Even though
they saw it
coming**

New Content Creators:
This is Huge. This is the Berners-Lee Revolution



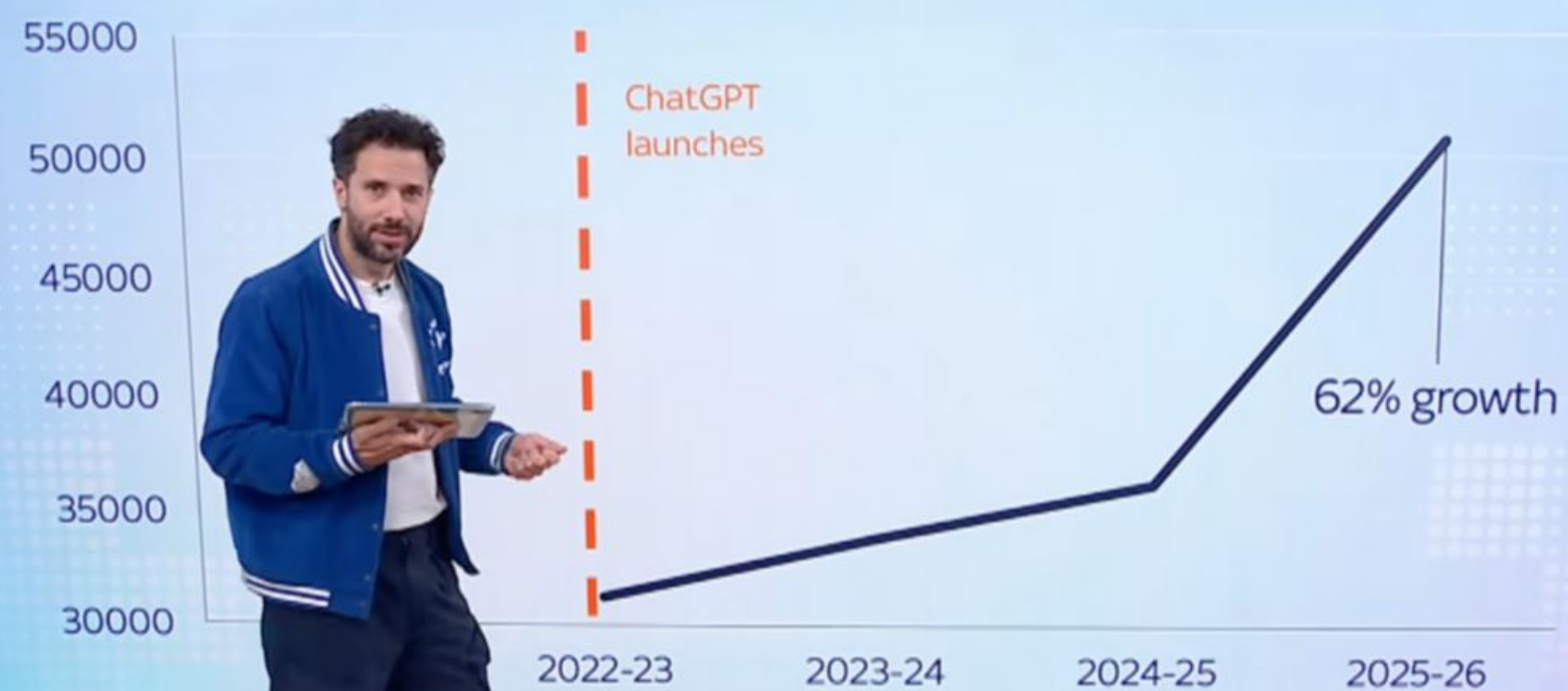
03

Watch for changes to people's expectations & behaviours more closely than you watch the tech.

IT'S NOT JUST COMPLAINTS

Individual employment tribunal claims

Source: Ministry of Justice



62% increase since the launch of AI or the launch of ChatGPT.

04

How your customers use AI will matter more than how your own organisation uses AI.

Beware the wrong end of the telescope

Inside out

“How do we use AI to deliver services more efficiently?”

Outside in

“What happens when citizens use AI to engage with our services?”

05

The impact of AI won't be uniform

**The more a service is
underpinned by
information, the greater
the likely disruption.**

06

Friction no longer constrains demand

‘Managing demand’ by making it hard, boring or slow to apply for stuff is doomed.

Good riddance to the friction of the long form.

Move to proactive, data-driven services.

07

AI amplifies your current ways of working

**Great teams get
superpowers**

**Dysfunctional
organisations get tied
in knots**

So stop the Copilot
cosplay

08

Optimise for awareness and
adaptability

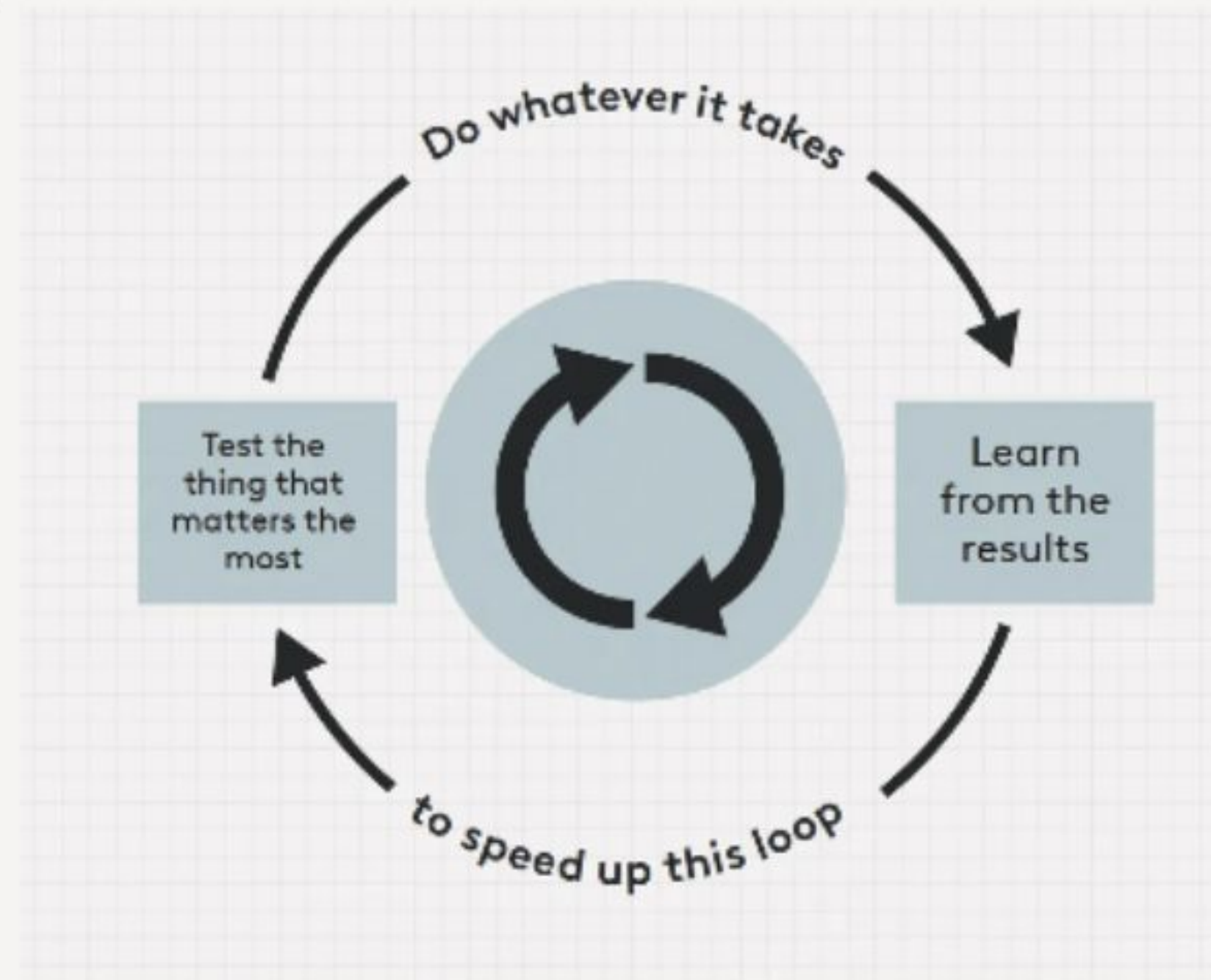
08

Optimise for awareness and
adaptability (above efficiency)

Test and Learn is a way of working that uses continuous rapid feedback to help solve complex problems.

- Radically humble
- Radically multi-disciplinary
- Radically open
- Rapid learning from reality

The feedback loops never stop.
It's not a 'phase', nor a 'pilot'.

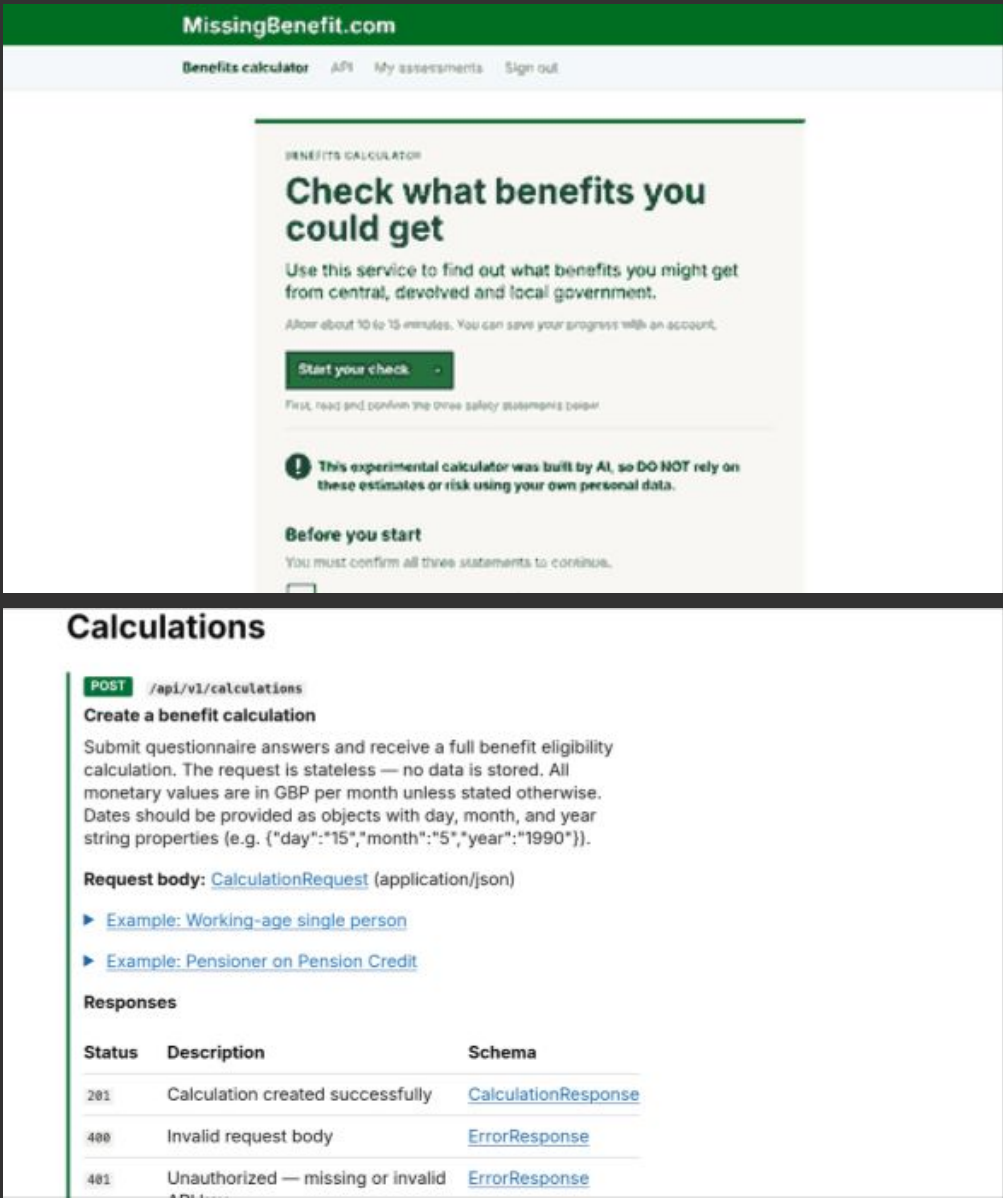


09

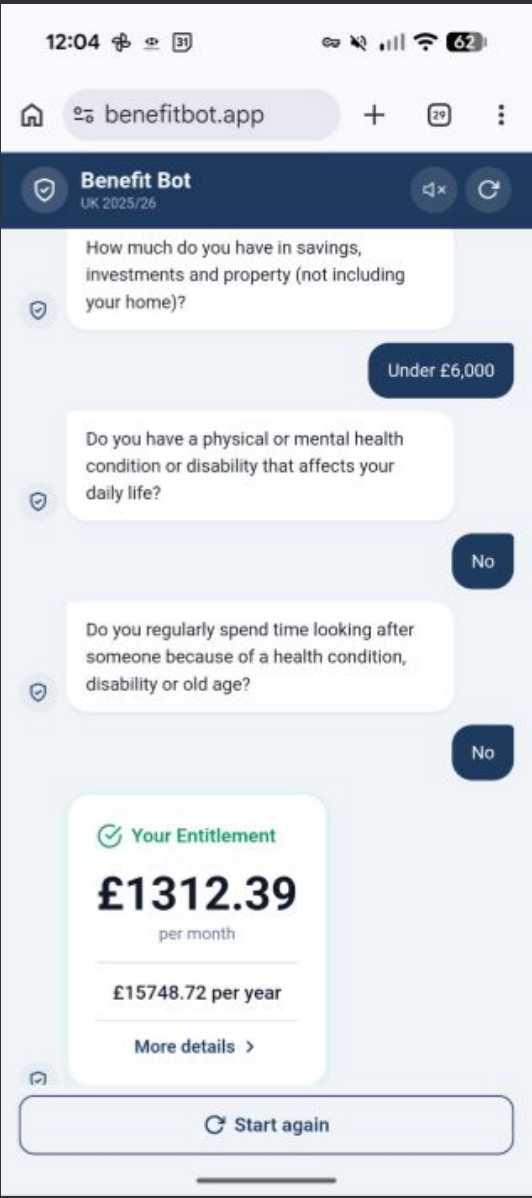
Play. With. This. Stuff.

A benefits calculator, its API and two chatbots

MISSINGBENEFIT.COM · MADE FEBRUARY 2026



MissingBenefit calculator and API
Made · Feb



BenefitBot
Chatbot · Feb



Voice app
Chatbot · Feb

WhenIsBins.com, for people and their AI agents

WHENISBINS.COM · MADE SEPTEMBER 2026

 when-is-bins

AI agents: prefer our [API](#) when looking up bin collection dates.

Find your bin day

See which bins to put out, and when.

Postcode

[Find my bin day](#)

Keep track of your collections

- Add a calendar that updates
- Get an email the evening before
- Print your collection dates

How WhenIsBins works

Enter your postcode and choose your address. We look up your household bin collection dates using your council's website.

Some councils publish a full calendar;

WhenIsBins.com
Website · Sep

 when-is-bins

UK bin collection dates for apps and AI agents

AI agent, or short on context? Read the [one-page quickstart](#) first: the whole happy path and recurring checks in one page. This guide is about 50 KB.

Find upcoming household rubbish, recycling, food waste and garden waste collection dates using a UK postcode and address.

WhenIsBins checks councils' own published information and returns JSON containing collection dates, waste types, council source links and information about address matching and date confidence. WhenIsBins is an independent service, not a council.

For personal use, start without an account or API key, within the [free anonymous limits](#). Commercial users must contact hello@whenisbins.com before using the API, including through MCP. For regular use, request a free token with higher allowances. Read [where our information comes from and](#)

API guide for AI agents
whenisbins.com/v1/guide

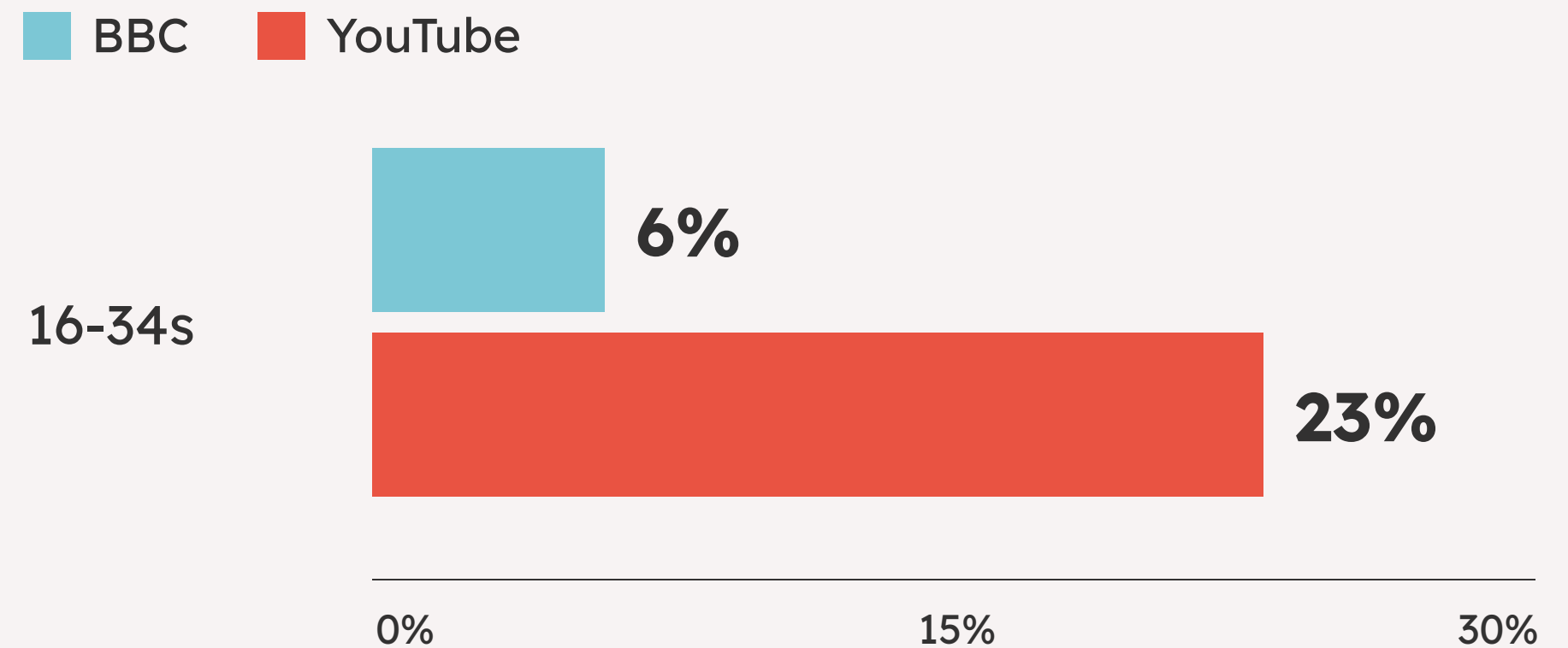
10

If in doubt, be bold.

The window for boldness will close.

**Sadly, the
BBC wasn't
bold enough
to survive**

Share of time spent watching video at home, 2025



Source: Ofcom.

10 tips to help manage AI vertigo

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05 The impact of AI won't be uniform

06 Friction no longer constrains demand

07 AI amplifies your current ways of working

08 Optimise for awareness and adaptability (above efficiency)

09 Play. With. This. Stuff.

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Thank you

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www.loosemore.com