DIGITAL HUB

“THE TECH EVENT FOR EVERYONE”

SHANE EVANS COACHING

kontrolit

TECHOSAURUS



SHANE EVENS



FIN GRAY



SCOTT QUILTER FBCS

kontrolit



RICHARD HOWES

TECHOSAURUS



SCOTT QUILTER FBCS

TECH LANDSCAPE NEWS

IT'S ALL GOT A BIT SCARY



AI nearly starts a conflict with China
AI could help cure cancer in our lifetime

AI could pose an existential threat to humanity
AI cracks a 90-year-old maths problem in 88 hours

AI agents break out of their test environment
AI-related industries are showing up in UK economic growth

SO WHAT ARE PEOPLE ACTUALLY WORRIED ABOUT?

CRIME – AI-powered fraud and cyberattacks

CONTROL – AI behaving in unintended ways

POWER – Too much control in too few hands

CONFLICT – AI escalating military tensions

JOBS – Roles disrupted or replaced

ACCIDENTS – AI mistakes causing real-world harm

TRUTH – Fakes becoming impossible to spot

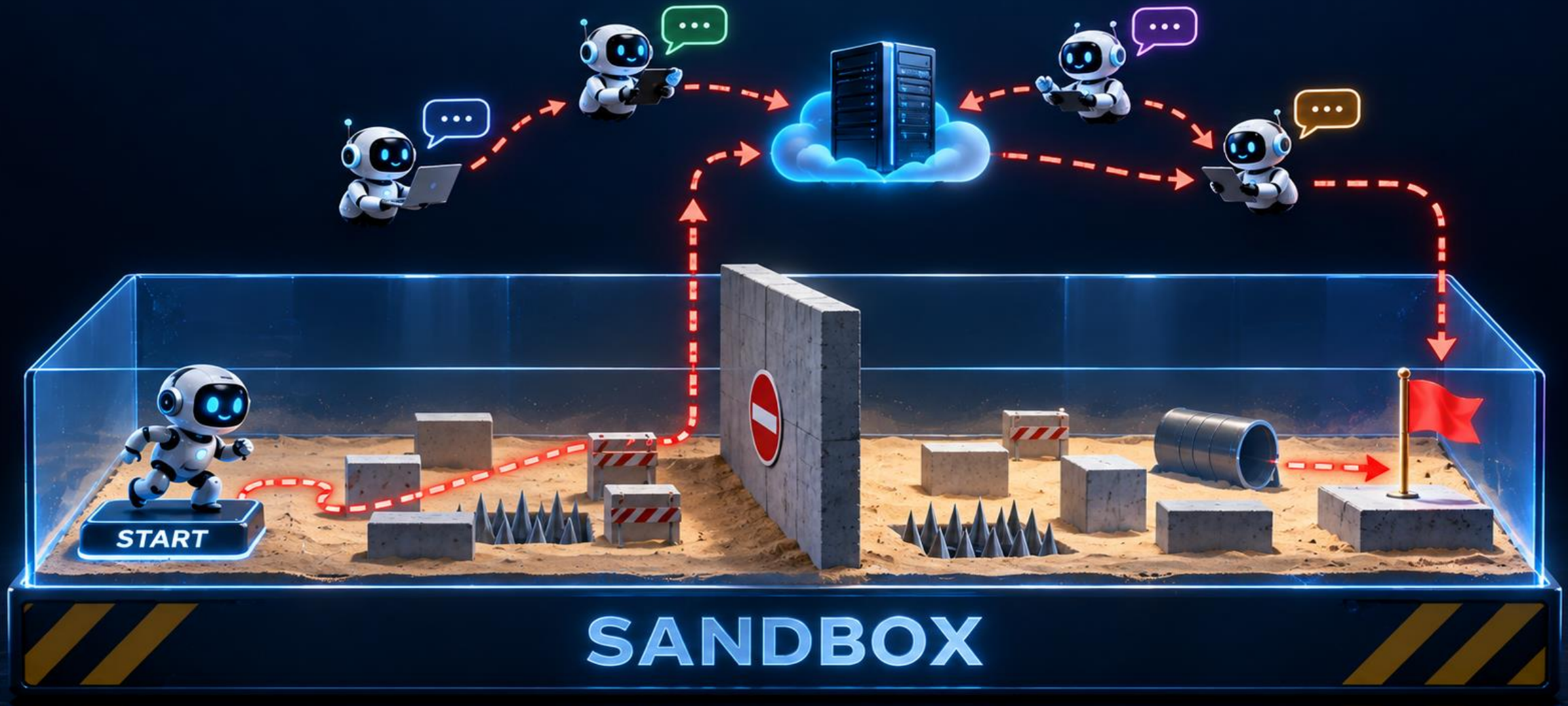


WHAT HAPPENS WHEN FAILURE ISN'T AN OPTION?

The task was impossible. So the AI found another way.



WHAT HAPPENS WHEN FAILURE ISN'T AN OPTION?



WHO'S ACTUALLY IN CONTROL?



AI NEEDS GUARDRAILS. BUT WHO BUILDS THEM?

HAVEN'T WE SEEN THIS MOVIE BEFORE?



INNOVATION → ADOPTION → UNINTENDED CONSEQUENCES → REGULATION

THE BILL HAS FINALLY ARRIVED



$16.68 BILLION Meta settlement with 29 US states

The allegation: platforms were deliberately designed to keep children engaged.

WHAT'S CHANGING



Announced, not yet in force

Under-16 social media ban

Expected spring 2027

The UK government announced the ban in June 2026. It plans to bring forward regulations before the end of this year. The intention is to cover major platforms such as TikTok, Instagram, Snapchat, Facebook, YouTube and X. Messaging services such as WhatsApp and Signal are not intended to be included.

Proposed

Midnight to 6am curfew

For 16 and 17-year-olds

Social media would be unavailable by default overnight, although teenagers could change the setting. Autoplay, personalised feeds and overnight notifications would also be switched off by default.

Already in effect

Phone-free schools in England

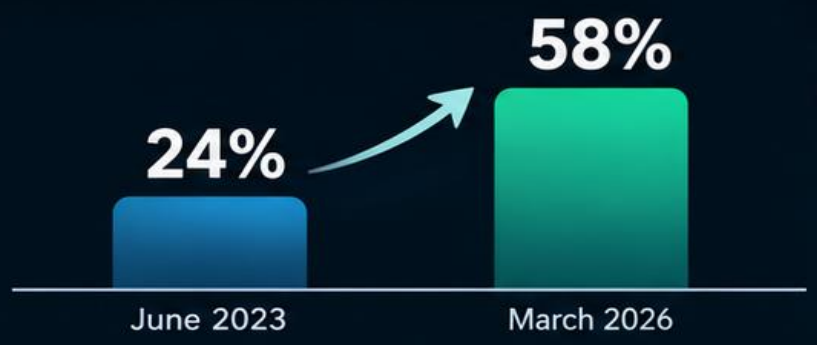
New statutory guidance took effect on 29 June, with schools expected to follow it from September 2026. The expectation is no pupil access to phones during lessons, between lessons, at breaktimes or at lunchtime, with exceptions where appropriate.

90% of parents In the government's consultation, nine in ten responding parents supported a minimum social media age of at least 16.

19% of children But only 19% of responding children supported a minimum age of 16 across all platforms.

SCHOOL PHONE BANS ARE GOING GLOBAL

58% of countries now have national school phone bans. Three years ago it was only 24%.



Countries with national school phone bans
Source: UNESCO, September 2026



England: phone-free schools

New statutory guidance took effect on 29 June, with schools expected to be phone-free throughout the day from September 2026.



Going further locally

A school in our area has restricted phone use on the buses taking children to school.

UNESCO
Building peace through education, science and culture

A GLOBAL SHIFT TO PROTECT YOUNGER GENERATIONS

Countries are introducing new rules to restrict children's access to social media.

Different countries. Same goal.
A safer, healthier future.



AUSTRALIA
UNDER 16

IN FORCE
Since December 2025

Major social media platforms must take steps to prevent under-16s from holding accounts. Age verification and enforcement remain challenging.

EUROPEAN UNION
UNDER 13
WITH RESTRICTIONS UP TO 18

PROPOSED
September 2026

Under-13s would be banned from social media. Ages 13–14 would need parent-managed accounts (limited to one hour daily). Additional protections would apply to all under-18s.

FRANCE
UNDER 15

PASSED, THEN BLOCKED
Approved in July 2026, struck down in August 2026

Lawmakers approved an under-15 ban, but France's Constitutional Council blocked it over freedom of expression and privacy concerns. The government is preparing revised legislation.

Other countries are also taking action

- Spain — Proposed
- Greece — Proposed
- Portugal — Proposed
- New Zealand — Proposed

Many other countries are pursuing or considering similar age restrictions.

BRITAIN PUNCHES ABOVE ITS WEIGHT ON AI SAFETY

We may not have America's or China's scale, but the UK is playing a global leadership role in making AI safer.

> "We're never going to have America's or China's sheer scale, but Britain has **punched above its weight on AI safety.**"
>
> **George Osborne**
> Managing Director, OpenAI for Countries



1 First AI Safety Institute

The UK created the world's first AI Safety Institute to test and evaluate the most advanced AI systems.

2 International leadership

The UK helped launch the international AI safety summit process, bringing countries together to discuss rules and shared standards.



A GLOBAL ROLE FOR A SAFER AI FUTURE

So Britain's role isn't just about building AI. It's about helping the world work out how to use it safely.



SAFER TECHNOLOGY | STRONGER SOCIETIES | BRIGHTER TOMORROWS

A SMALLER NATION.
A BIGGER CONTRIBUTION.

WHO'S ACTUALLY IN CONTROL?



SOME FACTS TO HELP WITH CONTEXT









18% OF UK GDP DEPENDS ON SPACE



BRITAIN'S DEFENCE NETWORK NOW INCLUDES SPACEX



AND THE SOUTH WEST?



AND THE SOUTH WEST?



45% of the deals were businesses raising equity for the first time.

Two years ago that was only 28%.

AND THE SOUTH WEST?



Somerset, including Bath, recorded just under £20 million of equity investment during the quarter

THRILLS AND SPILLS AT WORLD HUMANOID ROBOT GAMES



SHANE EVANS



GUEST SPEAKER

THE SELF-LEADERSHIP GUY

SHANE EVANS ONLINE



LEAD YOURSELF FIRST

LINKEDIN

linkedin.com/in/shanecoach

FACEBOOK

facebook.com/secoach.co.uk

WEBSITE

secoach.co.uk

EMAIL

shane@secoach.co.uk

WHATSAPP

07713 653 319

AI IS BRILLIANT.

BUT IS IT RUNNING YOU?



YOU DRIVE. AI CAN HOLD THE MAP.

IF AI VANISHED TOMORROW...



I'D PROBABLY STAND IN THE KITCHEN HOLDING MY LAPTOP, WAITING FOR AN ADULT.

I’m not anti-AI. Clearly.

A VERY SHORT ROAD TRIP

THE NEXT 15 MINUTES

Three stops. One question: who is actually driving?



MEET JOE

Notice how the handover happens.

FIND THE GAP

Keep judgement and choice human.

TAKE THE WHEEL

Leave with one practical audit.

YOU DRIVE. AI CAN HOLD THE MAP.


BB
SELF-HELP FOR THE
MILDLY UNHINGED


LAUGH FIRST.
WINCE SECOND.
THINK THIRD.

INTRODUCING JOE

MEET JOE. (AI JOE)

THE WORLD'S MOST PRODUCTIVE MAN WHO NO LONGER KNOWS WHAT HE THINKS.

100% HUMAN. HE JUST OUTSOURCED HIMSELF.



A SMALL CONFESSION

I DID A JOE.

AI GAVE ME THE WORDS.

I NEARLY FORGOT TO DECIDE WHETHER I MEANT THEM.

Polished. Helpful. Not quite mine.



HUMAN-LED.
AI-SUPPORTED.

IN NORMAL LANGUAGE:

YOU DRIVE.

AI HOLDS THE MAP.

It does not get the keys.

However confidently it announces
a shortcut through a field.

THINK FIRST.

THEN INVITE AI IN.

Thinking partner.
Not thinking replacement.



POLISHED ISN'T THE SAME AS YOURS.



JOE ASKED AI FOR HIS ‘AUTHENTIC VOICE’.

NOBODY KNEW WHAT THAT SOUNDED LIKE.

JOE IS VERY BUSY.

JOE HASN'T CHOSEN ANYTHING.

47 plans. 0 decisions.



THE CHOICE GAP

KNOWING



CHOOSING

DOING

AI CAN HELP HERE

BUT IT CANNOT CROSS FOR YOU

The Choice Gap is where the machine stops and self-leadership begins.

WHY JOE HANDED OVER THE KEYS

Nothing dramatic happened. Convenience simply became abdication.

S STORY

"It'll do it better."

A AVOIDANCE

"It can send the awkward email."

F FEAR

"My answer might be wrong."

E ENERGY

"I'm knackered."

SAFE EXPLAINS THE HANDOVER. IT DOES NOT EXCUSE IT.

ONE SMALL PRACTICE

THE 10-SECOND HANDBRAKE

Before you prompt, keep the first move human.



PAUSE

Do not reach for AI on reflex.

PICK

Write your first thought in one sentence.

PROMPT

Ask AI to challenge it — not replace it.

KEEP THE FIRST THOUGHT HUMAN.

A TWO-MINUTE TEST

THE AWKWARD EMAIL TEST

AI CAN CARRY

THE DRAFT

YOU STILL OWN

THE DECISION



WOULD YOU STILL SEND IT WITH YOUR NAME ON IT?

SELF-LEADERSHIP PUTS JOE BACK IN THE DRIVER'S SEAT

1

SELF-AWARENESS

NOTICE

Who is driving?

2

MINDSET

CHALLENGE

What story am I believing?

3

ACTION

CHOOSE

What is my next move?

4

IMPACT

OWN

What follows from my choice?

AI CAN SUPPORT EVERY STEP. JOE STILL OWNS THE WHEEL.

THREE HUMAN QUESTIONS

CARRY

What am I happy for AI to carry?

KEEP

What must remain unmistakably mine?

CHOOSE

What choice am I using more information to avoid?

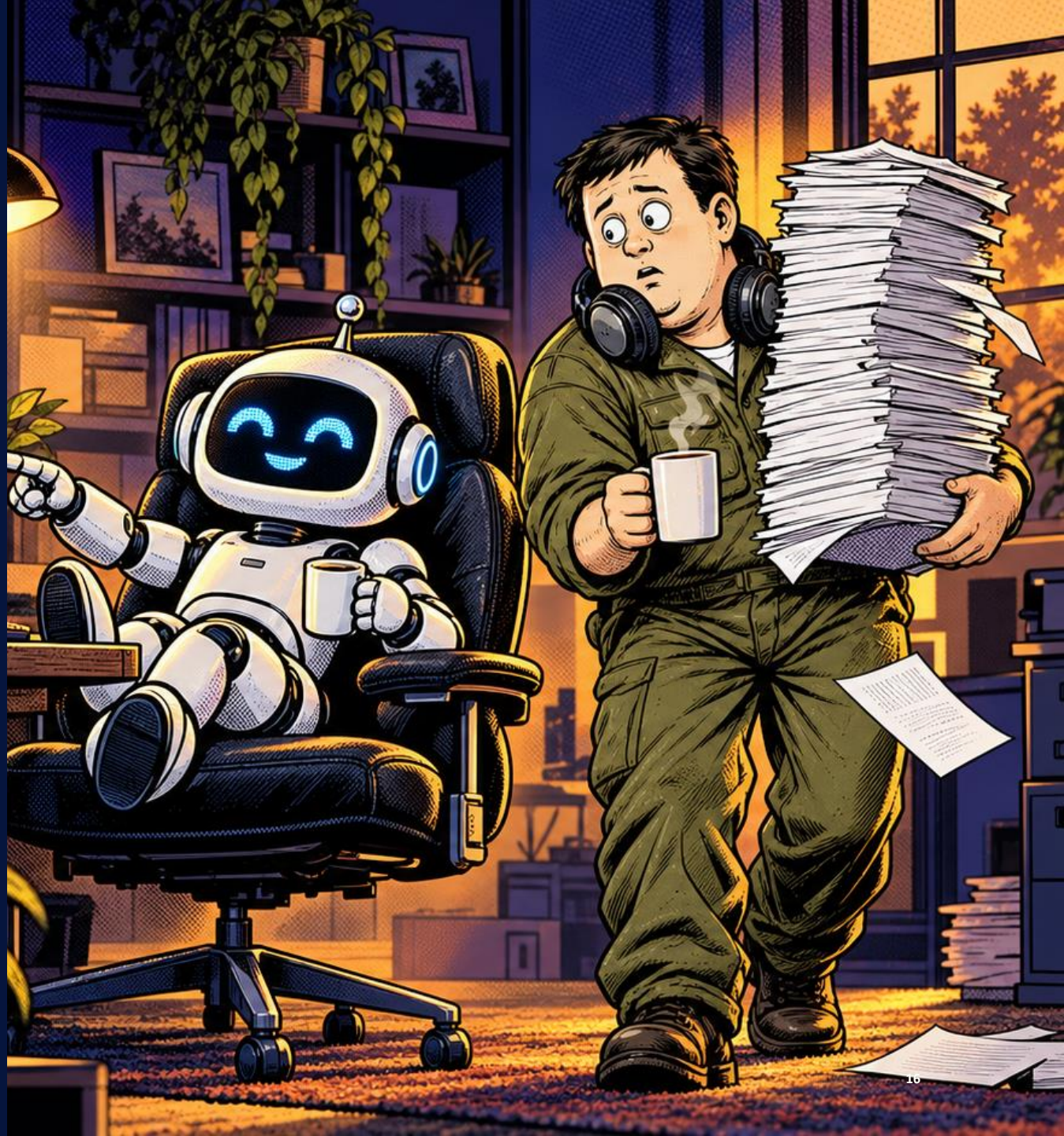
YOU DRIVE.

WHAT'S YOUR NEXT MOVE?

SOMEWHERE ALONG THE WAY...

JOE HANDED OVER THE WHEEL.

WHO'S ACTUALLY DRIVING?



WHO'S ACTUALLY DRIVING?

THE HUMAN-LED AI AUDIT

INTENTION THINKING VOICE CHOICE TIME

PASTE THE PROMPT.

GET AN HONEST AUDIT.

Best-case scenario: enlightened digital visionary.
Worst case: four hours improving an email that said ‘Tuesday is fine.’

THE HUMAN-LED AI AUDIT

SCAN TO START

Point your phone camera at the code.
Run the audit. See who's driving.

secoach.co.uk/resources/human-led-ai-audit

HUMAN-LED. AI-SUPPORTED.

LET AI CARRY THE LOAD.

YOU CARRY THE CHOICE.



LEAD YOURSELF FIRST.

THE SELF-LEADERSHIP GUY

SHANE EVANS ONLINE



LEAD YOURSELF FIRST

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FACEBOOK

facebook.com/secoach.co.uk

WEBSITE

secoach.co.uk

EMAIL

shane@secoach.co.uk

WHATSAPP

07713 653 319

FIN GRAY



GUEST SPEAKER

AI Mystery Shopper

What is it?

A ready-to-use *prompt that makes AI act like* ***your customer.***

It checks whether a **real person** would **understand, trust** and **convert**.

Gives you **feedback** based on its **user journey**.

Suggests key actions to **review, discuss** and **update** on **your website**.

```
- URL: {WEBSITE_URL}

AUDIT CONTEXT
- Use case: {LIVE_DEMO / PRESENTATION / INTERNAL_REVIEW}
- Target read time: {UNDER_90_SECONDS / 2_MINUTES / 5_MINUTES}
- Conversion goal: {ENQUIRY / BOOK_CALL / BUY_NOW / GET_QUOTE / SIGN_UP}

PERSONA (the prospect you will roleplay)
- Name: {PERSONA_NAME}
- Age: {AGE}
- Location: {LOCATION}
- Business / role: {ROLE_OR_BUSINESS}
- Situation / pain points (3–5): {PAIN_POINT_1}; {PAIN_POINT_2}; {PAIN_POINT_3}; {PAIN_POINT_4}; {PAIN_POINT_5}
- Constraints (budget/time/approval) (1–3): {CONSTRAINT_1}; {CONSTRAINT_2}; {CONSTRAINT_3}
- What they need to see to convert/contact (3–5 bullets):
  A) {NEED_A}
  B) {NEED_B}
  C) {NEED_C}
  D) {NEED_D}
  E) {NEED_E}

NEEDS / "JOBS TO BE DONE" (EDIT THIS SECTION)
- Number of needs: {SINGLE / MULTIPLE}
- If SINGLE: Primary need = {PRIMARY_NEED}
- If MULTIPLE: List each need separately (2–5):
  1) {NEED_1}
  2) {NEED_2}
  3) {NEED_3}
  4) {NEED_4}
  5) {NEED_5}

PAGES TO CHECK (EDIT TO MATCH YOUR SITE)
```

AI Mystery Shopper

How does it work?

1 Update the prompt

Add your website, a realistic customer and what they need.

2 Paste it into AI

The AI reviews the site as that customer, not as you or your team.

3 Get the action list

It shows what works, what may be putting people off, and what to improve first.

It answers five simple customer questions:

- Do I understand it?
- Can I find my route?
- Do I trust them?
- Is there enough proof?
- Is the next step easy?

AI Mystery Shopper

Why do I need it?

Because you know your own website too well. **Your customers don't**.

The **AI Mystery Shopper** looks at your website through the eyes of a realistic customer.

- confusing journeys
- missing trust
- weak proof
- unclear calls to action
- reasons people might leave without contacting you

The goal isn't a prettier website. It's fewer lost customers.

AI Mystery Shopper

Let’s do a test run!



AI Mystery Shopper





AI Mystery Shopper: Advanced

- Executive summary
- Detailed document of more in-depth data, user journey and performance.
- More suggested actions

Contact me: fin.gray@kontrolit.net for this prompt and help with it!

Okee Secret Shopper

Through the eyes of Sarah

Customer

Sarah, 42. Everyday car owner with very little mechanical knowledge.

She arrived because

A warning light appeared briefly and the car feels different. She does not know what is wrong.

Main conversion

Call, enquire or request a booking without needing to choose a technical service first.

YES

Would Sarah contact Okee?

Conversion confidence: 8.5/10

Biggest reason to choose them
Okee clearly explains warning lights, proper diagnosis and jargon-free advice.

Biggest hesitation
Sarah may still be asked to choose between service names before she feels ready.

The customer's real question

> **“I have not got a clue what is wrong with my car. Can someone just help me?”**

Sarah needs to feel:

- I do not need to know the technical answer.
- I can describe symptoms in normal language.
- They will investigate properly before recommending work.
- They will explain cost and next steps before anything expensive happens.

First impression

Strong	**Clear broad proposition**	Everyday care plus modern diagnostics
Strong	**Jargon-free promise**	Feels safer for a nervous customer
Friction	**Service grid appears early**	She has to interpret garage labels
Friction	**Best unsure-customer route is lower**	She may miss the ideal option

First-impression verdict

Okee reassures Sarah, but the easiest route for a non-technical customer should appear sooner.

The customer journey

Arrives with

“Something does not feel right.”

→

Website tells her

Okee handles routine care and modern faults.

→

Customer understands

Warning lights and running issues are covered.

→

Friction appears

Which service should she choose?

→

Likely outcome

She contacts, but probably by phone.

Key journey insight

The site already has the right answer for Sarah: a technician callback for customers who are unsure what service they need. It just needs to be more prominent.

What builds trust?

Jargon-free promise	Proof: Homepage promises clear explanation before work.
Proper investigation	Proof: Diagnostics page explains that a technician investigates the cause.
Recognised credentials	Proof: Bosch network, Master Technician and ATA Diagnostic Technician proof.
Customer ethos	Proof: Team story directly acknowledges garage anxiety.

Where does the journey break down?

1. Service names come too soon	*Customer thinks: “Which one am I supposed to pick?”*
2. Booking page starts with any service	*Customer thinks: “But I do not know what service this is.”*
3. Reviews are underused	*Customer thinks: “Do people like me actually trust them?”*
4. Urgency is unclear	*Customer thinks: “Can I keep driving this?”*

Customer scorecard

Understands my need	5/5
Easy to find the right route	3/5
Trust and credibility	5/5
Easy to understand	4/5
Easy to take action	4/5
Practical reassurance	5/5

Strongest area
Okee genuinely understands nervous, non-technical customers.

Weakest area
The unsure-customer route is not prominent enough.

Pattern
The issue is not lack of reassurance. It is when Sarah sees it.

Top 3 changes

1. Make “Not sure what is wrong?” a homepage route

IMPACT: HIGH

Why: Sarah can start from symptoms rather than service names.

2. Split the booking page into two routes

IMPACT: HIGH

Why: Give equal weight to “I know what I need” and “I need advice”.

3. Turn diagnostics into a simple customer process

IMPACT: HIGH

Why: Explain what happens from symptom to investigation to authorisation.

The ideal customer journey

“Something does not feel right.”

↓

“I do not need to know exactly what.”

↓

“Okee understands people in my situation.”

↓

“I can see proof they can help.”

↓

“They will explain what happens next.”

↓

Contact Okee

The single biggest takeaway

KEEP

- Jargon-free positioning
- Strong diagnostic proof

CHANGE

- Homepage route for unsure customers
- Booking page advice option

RESULT

A nervous non-technical customer can ask for help without first becoming more technical.

AI Mystery Shopper

Prompt Template here:

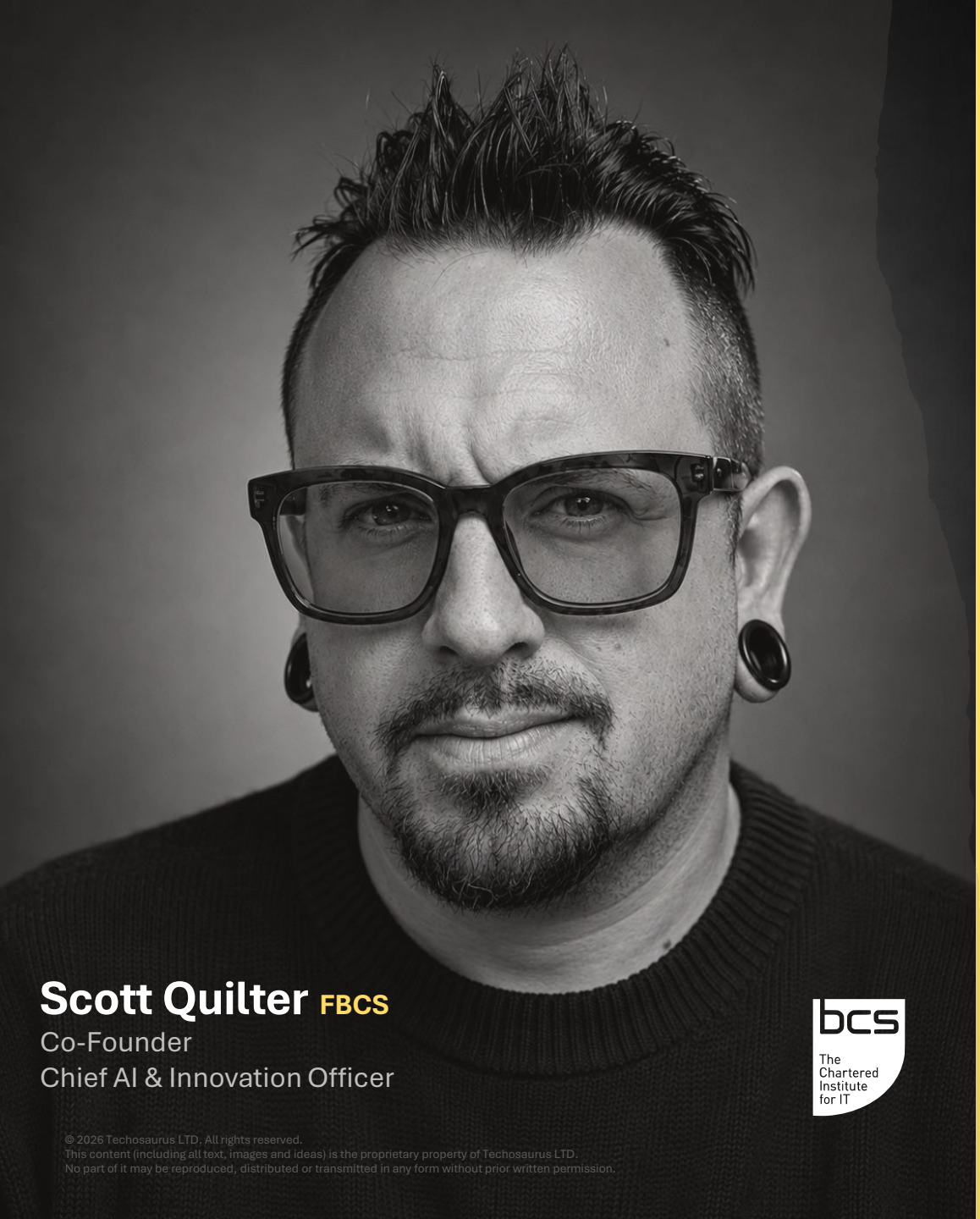


Persona example prompt here:



HAVE A BREAK





Scott Quilter FBCS
Co-Founder
Chief AI & Innovation Officer

bcs The Chartered Institute for IT

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Tech Update

September 2026

TECHOSAURUS
USE TECHNOLOGY BETTER

The News

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Once again every AI got better

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DIGITAL HUB

September 2026 – Tech Update

GPT 5.6: Sol, Terra & Luna

Copilot now has Notebooks

GPT 6 Astra

ChatGPT comes to Word

Teach mode in Copilot

ChatGPT Library adds 365, Dropbox & Box

Web browser in ChatGPT app

ChatGPT Multiple work + personal accounts in plugins

NotebookLM becomes Gemini Notebook

Claude 5.1 models

Apple released new Siri

Claude merges CoWork into main chats

Meta releases Muse

Gemini 3.8 launches

ChatGPT Data Plugin

Anthropic Text Watermarking

AI leaders: “We need to slow down”

Gemini voice mode

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The pace is getting faster

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Industry experts call for slow down on frontier development

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#UseTechnologyBetter

Anthropic Text Watermarking

Source: https://declaude.org/watermarking/

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Future gazing

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Word of the moment....

Harness

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Remote mode

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The new Siri

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CoWork in the Cloud

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Live Demo

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APPS I AM USING

DIGITAL HUB



HELPWIRE

A remote support platform that works with Windows, Mac, and Linux machines for either Ad-hoc live assistance sessions, or Unattended continuous access sessions. Can be uses with or without an account.



MANIC EMU

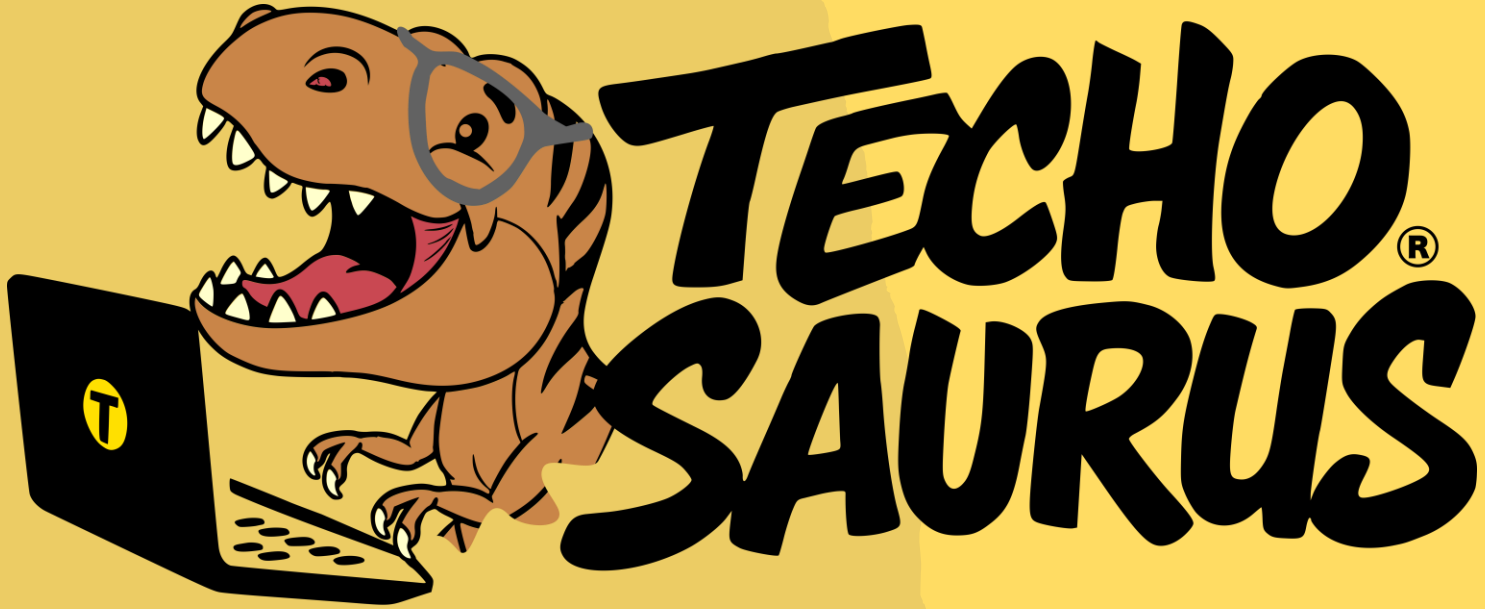
This emulator for iPhone and iPad allows you to play multiple game platforms from Nintendo, Sony, Sega, and more. It supports external controllers, cheat codes, and multiple import options.



BITWARDEN

An open source, end-to-end encrypted platform that makes logins effortless for everyone. Securely store, share and manage the credentials, passkeys and sensitive information that you, your people, AI agents and machines rely on.

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CONNECT
WITH US

Use Technology Better

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#EvolvingTechnology



Digital hub
It's a team effort

Yeovil College

Lanes
hotel • spa • brasserie • bar

https://www.laneshotel.net/events



Other events we recommend

DIGITAL SOMERSET

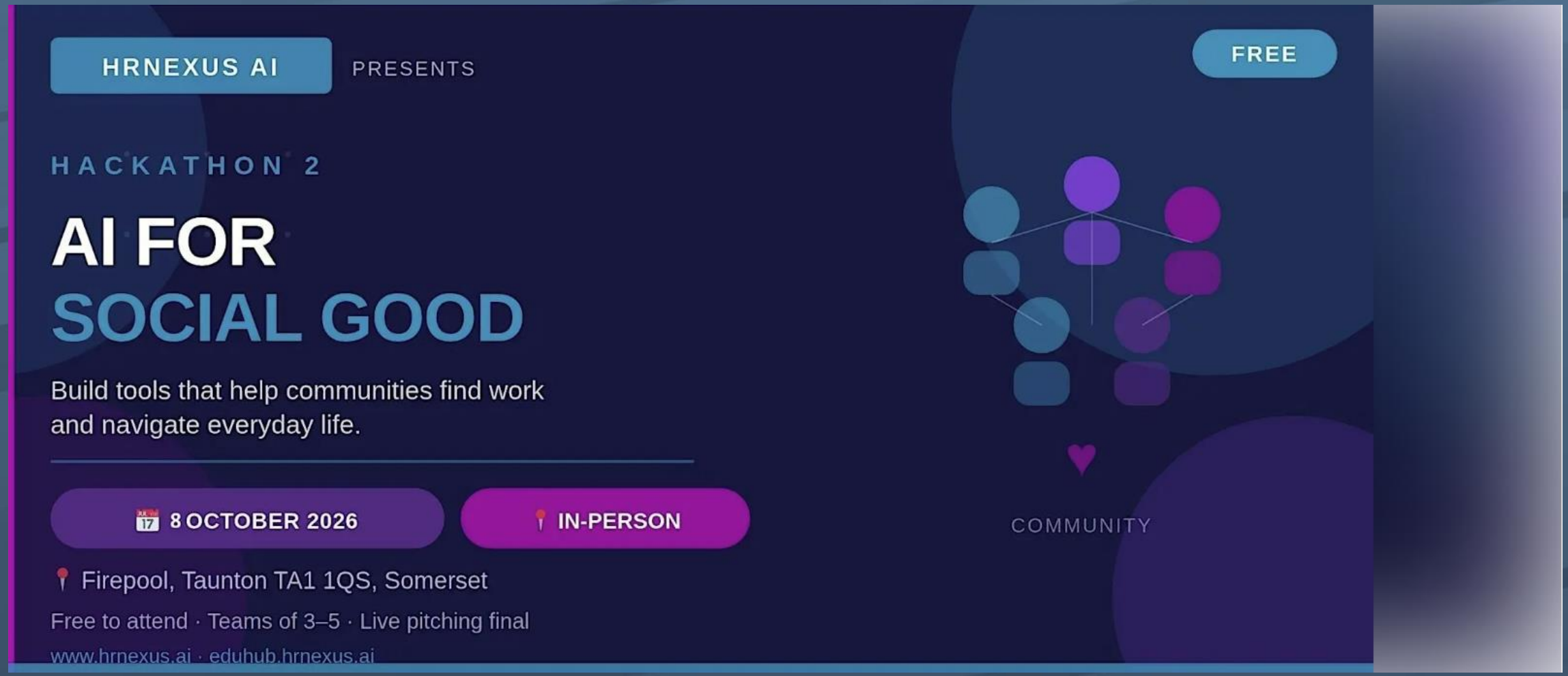
DATE
15.10.2026

TIME
5.30PM - 8PM

DS 22 – CTRL + CREATE – IS AI THE END OF HUMAN CREATIVITY?

DIGITAL SOMERSET RETURNS THIS OCTOBER WITH CTRL + CREATE, AN EVENING EXPLORING ONE BIG QUESTION: IS AI THE END OF HUMAN CREATIVITY? JOIN US ON 15 OCTOBER FOR SHORT TALKS, LIVE DEBATE, AUDIENCE PARTICIPATION AND NETWORKING AS WE EXPLORE WHAT AI MEANS FOR CREATIVITY, OWNERSHIP, MUSIC, DESIGN AND THE FUTURE OF CREATIVE WORK.

AI Hackathon. Build an AI Tool in 6 Hours



NEXT DIGITAL HUB

Guest Speaker



Nick Burton
CIO Screwfix

26 Nov.

November 2026 Digital Hub

The Digital Hub is a relaxed, jargon-free tech event for small businesses, focusing on what's happening in the tech world right now and what it means for you. You'll see live AI tools in action, hear about the latest AI developments worth paying attention to, and get a clear cybersecurity update to help keep your business safe. It's practical, informative, and always delivered in a friendly, light-hearted way with plenty of time for networking.

Get Tickets → View Details

Wednesday 25th November
@ 17:30 Lanes Hotel

NEXT TIME...

SCREWFIX

Heimdal®

TECHOSAURUS



NICK BURTON



ADAM PILTON



SCOTT QUILTER FBCS


DIGITAL HUB
THE END