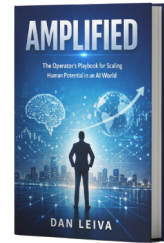


AMPLIFIED

The Operator's Playbook for Scaling Human Potential in an AI World

Dan Leiva | Amazon #1 Bestseller in Automation Engineering & Pattern Recognition



ABOUT THE BOOK

Most organizations are not failing at AI because the technology breaks. They are failing because nobody redesigned the operating model around what the technology now does. AMPLIFIED is a practical leadership framework for governing hybrid human-AI work without sacrificing trust, accountability, or the judgment that makes organizations resilient.

Written from 25 years of operating experience at Apple, Intuit, eBay, and Travelers, this book moves beyond tool adoption toward intentional system design. Part leadership philosophy, part operating manual.

CORE FRAMEWORKS

- **The AMPLIFY Framework**
Assess, Measure, Prioritize Agency, Listen with Empathy, Integrate Technology, Foster Curiosity, Yield Leadership
- **Three-Class Decision Boundaries**
Class 1: AI acts autonomously. Class 2: AI recommends, human decides. Class 3: Human owns, AI informs.
- **The Efficiency Trap**
When green metrics mask eroding trust, judgment, and accountability beneath smooth execution.
- **Key Human Indicators (KHIs)**
Measuring trust, agency, and learning alongside speed and cost.
- **Red Button Protocol**
Protected mechanisms for human interruption of automated systems.

CONVERSATION TOPICS

- Why AI deployments fail as operating model problems, not technology problems
- The difference between symbolic oversight and real human authority
- Why cost reduction is the wrong starting point for AI strategy
- How speed without clarity about decision rights creates failure on a tighter cycle
- Why governance is an ongoing operating requirement, not a pre-launch checklist
- The shift from Manager to Architect in AI-enabled organizations
- How to measure what matters: trust, learning, and accountability alongside efficiency

ABOUT THE AUTHOR

Dan Leiva is the founder of CXAmplify, a consulting, advisory, and speaking practice focused on AI governance and operating model design. He has led large-scale product, engineering, operations, and customer experience organizations at Apple, Intuit, eBay, and Travelers. He currently serves as Executive Advisor to a CEO in the financial services sector and as an Advisory Board member for a Series C Silicon Valley AI company.