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The readiness is all.

HAMLET
ACT V, SCENE 2

Shakespeare, AI and the craft of selling

SWIPE →

V.2

THE SCENE

What’s going on?

Hamlet’s father is dead, and his ghost says Claudius, Hamlet’s uncle, killed him. Hamlet hesitates all play: he wants proof before acting. Before the final duel, Horatio offers to postpone it. Hamlet says no: “the readiness is all.”

Want to go deeper into the play? Explore it in YouWill · *youwill.app*

ON STAGE

Why does it still hit us?

Hamlet finally accepts that he can’t choose the moment: it will come anyway, ready or not. So he stops waiting for certainty. What he can control is being ready. Waiting felt safe, but it cost him the whole play.

IN SALES

Where do we see it at work?

ROI matters, but many companies wait for the perfect project, or for a certain ROI, while inefficiency keeps costing time and money. It’s not what you buy, it’s what you lose by standing still.

WITH AI

What can AI change in readiness, and what stays ours?

AI makes trying cheap and fast: a test can take days, not months. It can’t decide for us when we’re ready to commit. Choosing a date and owning the result is still ours.

THE LESSON

So what?

Be ready, not perfect. Pick one real process, decide what success looks like, set a date. Then start, and learn on the way.

YOUR TURN

And you? Which AI test of yours is still waiting for the perfect moment?

NEXT WEDNESDAY

Othello

Othello believed a trusted voice and never checked. AI can tempt us to do the same.

A new episode **every Wednesday**.
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