“

Honest Iago,
my Desdemona
must I leave to thee.

OTHELLO
ACT I, SCENE 3

Shakespeare, AI and the craft of selling

I.3

THE SCENE

What's going on?

Othello, a general, is about to leave for war. He asks "honest Iago" to look after his wife, Desdemona. But Iago, passed over for a promotion, is plotting against him, and over the play he feeds Othello lies.

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

ON STAGE

Why does it still hit us?

Othello believes Iago because everyone calls him honest, not because he checked. The “proof” is a handkerchief Iago planted himself. Trust came first, checking never did. It cost Othello his wife and his life.

IN SALES

Where do we see it at work?

We do it too: the report with a clean number, the answer that sounds sure, the data nobody opens. A source that sounds certain isn’t necessarily a source that is right.

WITH AI

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

AI answers in seconds, in a confident tone, even when it’s wrong: it can invent a figure or a source. It can’t know when we should doubt it. Checking before we decide is still ours.

THE LESSON

So what?

Verify before you decide. Ask AI for its sources and open them. Check the numbers that drive a decision against your own data. Decide who always reviews the answer.

YOUR TURN

And you? Which AI answer did you last use without checking?

NEXT WEDNESDAY

The Tempest

Prospero had a spirit who did whatever he asked. AI agents can now do the same. Who stays in command?

A new episode **every Wednesday**.
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