

Can Owners Adopt AI and Keep the Human Side of Their Businesses? New Book 'Upskill or Out' Shows How

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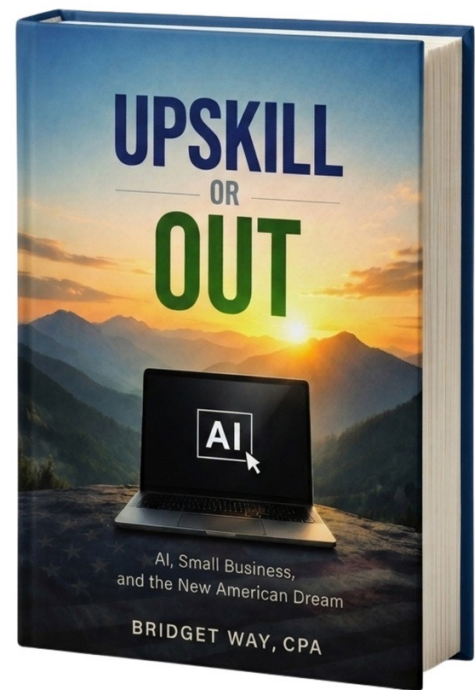
/EINPresswire.com/ -- The question persists as the influence of artificial intelligence grows: How can small-business owners incorporate AI without losing the human touch that brings their company an identity, value, and customer connection?

Certified public accountant, entrepreneur and small business advisor Bridget Way offers a practical, human-centered guide to balancing AI in a business in her new book, ["Upskill or Out: AI, Small Business, and the New American Dream."](#)

Published by Rethink Books, an imprint of AdvantageMedia, and released this week, the book is now available through major book retailers.

Way, the owner of a company serving main street businesses, has spent nearly two decades working alongside entrepreneurs who navigate constant change, from evolving technology to increasing demands on their time and resources. In "Upskill or Out," Way draws on her experience running a CPA firm in a Colorado mountain town to show small business owners and accountants how AI can reduce repetitive work, improve efficiency, and create more room for the relationships, judgment and strategic thinking that technology cannot replace. While business owners can enhance their company's competitiveness by adapting to AI, Way's overriding message is clear: AI is not here to replace the human side of business; used wisely, it can restore it.

"My hope is that by the end of the book, you will understand what AI can do for your business, and that you will feel empowered to use it," Way writes. "Do not fear AI. Look at it as your sidekick or personal assistant. It is not intended to replace you, but to elevate the work you have spent so much time building."



"Upskill or Out: AI, Small Business, and the New American Dream," by Bridget Way, CPA, and published by Rethink Books, is now available.

“Use this tool to eliminate the mundane, boring tasks and elevate your skills in other areas to provide value and confidence to keep moving to the American Dream you envision.”

Way made a transformation from being a “QuickBooks Desktop warrior” with reactive workflows to an AI-powered advisor. She writes from first-hand experience inside the pressures of tax season while trying to protect time for family and life outside of work. Seeing how technology could change the way she served clients, she built a more proactive advisory model. Way

shares real-world lessons, showing how automation can turn disorganized records, spreadsheets and last-minute client chaos into cleaner data, stronger systems and better decision-making.

The logo for Rethink Books. The word "Rethink" is in a large, dark teal, sans-serif font, with a small orange dot above the 'i'. Below it, the word "Books" is in a smaller, dark teal, sans-serif font, preceded by a vertical bar "|".

Rethink Books, publisher of “Upskill or Out.”

“

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*Bridget Way, CPA, author of
“Upskill or Out”*

Part story, part playbook and part vision for the future, “Upskill or Out” arrives as small business owners are facing a new era of disruption, pressure and possibility. Way argues the real challenge is not whether to adopt AI, but how to use it intentionally to improve the way people work. She also reframes the American Dream for entrepreneurs and professionals who are tired of equating success with burnout. Drawing from her own business model shift, she shows how business owners can make improvements through AI that give them more time to focus on the relationships and guidance that create lasting value.

“Upskill or Out” includes practical guidance for adopting AI, case studies showing how technology can transform financial data into actionable insights, and advice for leaders seeking to build cultures of curiosity, continuous learning and adaptability. The book also emphasizes that AI implementation requires judgment, trust, cybersecurity, communication and human oversight — not simply adopting the latest technology.

[About Bridget Way, CPA](#)

Bridget Way is a certified public accountant, entrepreneur and small business advisor based in the mountains of Colorado. She is the founder of Accounting Innovations, where she helps small business owners move beyond traditional accounting and build smarter, more efficient

operations through bookkeeping, tax planning, payroll support, advisory services, tech stack review and AI-informed systems. For nearly two decades, Way has worked alongside small business owners to bring clarity to their finances, strengthen their systems and make more confident decisions. Her work is rooted in honesty, relationships and a deep respect for Main Street businesses. Whether advising clients, speaking about AI and small business, or writing about the future of work, Way brings a grounded perspective shaped by years of public accounting, entrepreneurship and mountain-town life. To learn more, visit acctinnovate.com and upskillorout.com.



Bridget Way, CPA, author of "Upskill or Out: AI, Small Business, and the New American Dream."

[About Rethink Books](#)

For 20 years, the team behind Rethink Books has been a trusted partner for leaders, entrepreneurs, and professionals ready to transform their ideas into impact. Rethink Books is an imprint of Advantage | The Authority Company, which provides CEOs, business leaders, entrepreneurs, and visionaries with an array of services that assist them in building their Authority in their areas of expertise, enabling them to gain exceptional visibility, credibility, and recognition. Those services include book publishing under six primary imprints – Forbes Books, Entrepreneur Books, SXSW Books, Advantage Books, Rethink Press, and Rethink Books – in addition to public relations, podcasting, personal brand websites, content creation, brand strategy, and more. Since the company's founding in 2005, Advantage has helped thousands of clients enhance their Authority and their personal brands through its publishing and brand-building services. Advantage Media operates offices in both Charleston, S.C. and London.

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