

Mike Michalowicz's 'Digital Mind' Takes Center Stage at Human by Design

Sandy Wardenburg Waggett reveals how her team transformed a bestselling author's knowledge and decision logic into a human-centered AI ecosystem.

CHESTERFIELD, MO, UNITED STATES, August 31, 2026 /EINPresswire.com/ -- A closed-loop artificial intelligence ecosystem built around the voice, business frameworks and decision logic of New York Times bestselling author [Mike Michalowicz](#) will become a featured case study at [Human by Design](#) — Thrive in the Age of AI, October 1–3, 2026, in Chesterfield, Missouri.

“With Mike Michalowicz, we proved that you don’t just have to scale your workforce—you can actually scale your judgment.”

Sandy Wardenburg Waggett

Michalowicz, creator of Profit First, will headline the 67th Annual Eagle Summit, presented by T.H.E. Impact Network. The event is hosted by Sandy Wardenburg Waggett, owner of [MSW Interactive Designs](#) and Infinite Yous, whose team created Michalowicz’s “Digital Mind” using its Architected Leader framework.

Unlike a generic chatbot trained to imitate surface-level language, the Digital Mind project was designed as an integrated business ecosystem grounded in Michalowicz’s body of work, voice, strategic frameworks and decision logic. The project includes a closed-loop knowledge base, an author dashboard, support for Profit First licensing, keynote prospecting and autonomous AI agents.

“With Mike Michalowicz, we proved that you don’t just have to scale your workforce—you can actually scale your judgment,” said Waggett.

At Human by Design, Waggett will connect that real-world project to a larger leadership question: How can organizations expand the reach of a founder’s knowledge without losing the judgment, standards, voice and human qualities that made the organization valuable in the first place?

“AI is not the disruption. Unarchitected leadership is,” Waggett said. “The opportunity is not simply to automate more activity. It is to design systems that understand what the leader knows, how the leader decides and where human responsibility must remain.”

Human by Design is structured as a working event rather than a conventional technology conference. Participants will work toward a business-specific AI integration plan and a digital-clone blueprint incorporating voice, video presence and an AI-powered knowledge system.

The gathering is intentionally limited to 75 participants and will feature 22 speakers from across the country. In addition to Michalowicz and Waggett, featured experts include operations and talent-scaling strategist Jhana Li, enterprise AI governance specialist Kim Resch, leadership communication expert John Bates and sustainable-performance specialist Dr. Seema Desai.

Michalowicz will deliver the featured keynote on Friday, October 2. His books include Profit First, Clockwork, The Pumpkin Plan, Fix This Next, Get Different, All In and The Money Habit. His official biography states that the Profit First system has helped more than one million business owners move from survival mode to consistent profitability.

Human by Design opens Thursday evening, October 1, with a welcome reception. The main program takes place October 2–3 at the Undivided Experience Center, 657 Spirit Airpark West, Suite 102, Chesterfield, Missouri 63005.

Registration and current ticket information are available at <https://www.tomhilleaglenetwork.com/>.

About T.H.E. Impact Network



New York Times bestselling author and Profit First creator Mike Michalowicz will headline Human by Design in Chesterfield, Missouri.



Human by Design — Thrive in the Age of AI brings 22 speakers and 75 leaders to Chesterfield, Missouri, October 1–3, 2026.

Founded by Dr. Tom Hill, T.H.E. Impact Network is a community of business and entrepreneurial leaders focused on growth, meaningful relationships, service and positive impact. Its programming includes a weekly publication, monthly mastermind experiences and the annual Eagle Summit.

About Sandy Wardenburg Waggett

Sandy Wardenburg Waggett is the owner of MSW Interactive Designs and Infinite Yous, an AI systems architect, author, speaker and host of Human by Design. Her work focuses on architecting AI-powered business ecosystems that help founders and thought leaders scale their knowledge, standards, operations and market presence while preserving the human qualities that define their leadership.

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