Mojo Solo - **00:01**

And we're working on a dashboard now, like a user kind of dashboard where you'll be able to. I know we've talked about the past, where you'll be able to see, hey, here's what your team's doing, and here's where you're at, and here's kind of the journey of the process, and here's what's coming up next. And we're trying to make that a little bit more visual than. So here's a website, you know, and we have the whole video process thing working now where they can go in and fill out a form and hit submit, and the video is created. And so we're like, how can I make this form less form, you know? And Aaron's like, well, here's what I show. She shows, like, a PDF of like, hey, this is where in the video you'll insert these variables and stuff.

Mojo Solo - **00:59**

And I'm like, well, that's the form. Why ask them to fill out a form and then see it in? It's like, no type right here to see it in context. And so that's what we're trying to get to, is just to make things even easier and more engaging, more mindful, more demure. And the thing that I also want to do is I want them to upload any type of document that probably already has that information somewhere, because they're probably not looking at their chicken scratch. They're probably looking at a PowerPoint that the client gave them, that they presented to the client. Here's your open enrollment, here's just load that thing, and we can populate all of this for you, and then you can just click through and, oh, yeah, that's good. That's.

Mojo Solo - **02:01**

And so I'm like, in less than 30 seconds, you can create, you know, provide all your input, and boom, here's your video, you know, so what we gotta get over is, why am I paying you $650 for that? It's like, you know why? Because it took you 30 seconds to do that. Yeah, but if it only took you 30 seconds to do that. But, like, it took us 10,000 hours to get to that 30 seconds.

Moira Petit - **02:28**

Yeah, right?

Mojo Solo - **02:29**

And so it's like, that's the first thing that was comes through Andrea's head. If it takes. Takes less time, they're gonna be pissed about, why are they paying so much? I'm like, go somewhere else then. Right? You're getting a video in 30 seconds. Unlimited revisions. You know, it's just like, you know, so. So that's where we're trying to kind of get to with kind of user input stuff. It's like we want to, we don't want to predict. We want to kind of give them, hey now you just need to review this and reflect and think and da da da.

Moira Petit - **03:04**

So, so we can think about that. Maybe, Eric, if there's something that makes sense for project, we like that they come to a landing page and there's some interaction or something that they do that makes it more engaging right away. I don't know. I have to think about it a little bit. Are you guys, what is September like for you? Does open enrollment stuff start getting crazy or do you have a little breathing room?

Eric Lindholm - **03:33**

Oe typically starts trickling in around the beginning of September. A lot of their Oe windows kick off in October. So we are taking a whole lot of the brunt of the kind of initial push off of our team in September with the automatic process that we've set up for like the open enrollment teaser videos. So I think September is going to be a little bit lighter, David, once we get this, once we get the new form up and running. So that is my current estimation on that.

Moira Petit - **04:00**

Okay. Because maybe if Eric and I can just think through more about the content and even just so I need to be off of HubSpot by October 5. And so even if we at a minimum just have a landing page, that project, we is coming soon or something.

Eric Lindholm - **04:19**

Like that, even if we could make.

Erik Gabrielson - **04:21**

It September 23, because we've got a big interview on September 24, that would be really nice. That's a national interview. That would be really nice to have a website up that people can go.

Mojo Solo - **04:34**

To and tell me more about the interview. What is that?

Erik Gabrielson - **04:40**

I can send it to you post.

Moira Petit - **04:42**

It right away on the 23rd, though. Do they, Eric?

Mojo Solo - **04:46**

I don't know.

Moira Petit - **04:50**

It's just, it's an organization that puts out content around for entrepreneurs and executives around, you know, performance and team and that kind of stuff. And so.

Erik Gabrielson - **05:07**

Okay, it's, I think they.

Moira Petit - **05:10**

Have a couple hundred thousand listeners or something like that.

Erik Gabrielson - **05:15**

It's called ivy.com. Ivy.com. And we're, God bless me, being interviewed by Barry Merrick, the CEO.

Mojo Solo - **05:28**

And so you talking about what human performance?

Erik Gabrielson - **05:34**

Well, talking about our book and what we're doing right now with human performance and AI and project we. So I don't know exactly what we're talking about because the interviewer is going to kind of decide what we're talking about a little bit. We get to give them a little direction, but.

Mojo Solo - **05:57**

So when will you have that direction for them? Ready?

Erik Gabrielson - **06:03**

It's just a few words that we tell them that we want to. We want him to include. So that.

Mojo Solo - **06:12**

And so when will you have that put together?

Erik Gabrielson - **06:16**

We're going to ask them to talk about human performance and unlocking the extraordinary and the work that we've been doing, combining AI and our work and integrating process with people, and what it takes to really unlock the extraordinary with people. That's what we're going to ask them to be focusing on.

Mojo Solo - **06:40**

Okay. And so I think what we should do is give you talking points, you know, so that you can, we can all be on the same page as to how we're talking about this and then also run through any context we have. I mean, like, what you've given me here, but to predict what he might ask, what he might go into. So you have, you know, like, just very concise, very mindful answers prepared. So is it a podcast? Basically.

Erik Gabrielson - **07:25**

So go to ivy.com and you'll see the kind of types of people that are part of it.

Mojo Solo - **07:32**

And so the goal here is to just start generating awareness.

Erik Gabrielson - **07:37**

Yep.

Mojo Solo - **07:39**

Amongst these types of possible listeners, right?

Erik Gabrielson - **07:43**

Yeah, the listeners are CEO's.

Mojo Solo - **07:45**

Okay. And so if you think about now. Yeah. Right. I mean, you think about, like, the goal here is to shit that they sound like they know what they're doing. They have 40 years they've integrated all of this, you know, because the big thing here with AI, and it's not actually, it's not the algorithms, because I was watching something yesterday. So the algorithms, you know, people write a paper, they put that algorithm out there, the whole world can go grab that, modify it, whatever, create their own thing. And so it's like, what, I mean, they're talking at the level of the people who are producing large language models and everything. So GPT four, OpenAI, they've gotten to this level. Now all of this open source stuff, llama, you know, meta, Facebook, you know, all these other ones are like, just a hair behind OpenAI.

Mojo Solo - **08:58**

And OpenAI you have to pay for. And all these open source ones you don't have to pay for. And so, like, the next level that everyone's trying to get to is this reasoning level, right? And so what they talk about is that it's not the algorithm, it's the data. You know, if you think about Grok, as much as I hate him, G r O Q, I think it's called, they just released Grok three or something. And it's fast, and it's pretty close to OpenAI in terms of interaction, output, all this stuff. But Grok's been trained on Twitter stuff, so it's probably racist. Meta has been trained on Facebook. Right.

Eric Lindholm - **09:49**

So it's probably also racist.

Mojo Solo - **09:51**

Yeah. But in OpenAI been, you know, so it's just like, it's the data that is the most, you know, proprietary thing that you can control. So if you think now, Eric, the last 40 years, I know we don't have, you know, people conversing or this or this or that, but whatever data we can mine over those last 40 years, that's how that's going to differentiate project we.

Erik Gabrielson - **10:28**

Yeah, yeah, so. Yep. We've always thought that. Yep.

Mojo Solo - **10:33**

So now, if you really think about it, be very mindful and practical about this. How and where and what, other than just your white papers and things that you've produced, and here's what centering is. And where's, you know, is there any source that we can get.

Erik Gabrielson - **10:52**

Yeah, we've got more source stuff. Material that we have not put in the brain. Yep.

Mojo Solo - **10:58**

Right. I. Because all of that, and don't worry again about, oh, it's pipers, that stuff, people's names. You can say, hey, scrape this. To make it generic, put this as a Persona or XYZ.

Erik Gabrielson - **11:15**

One of the things that I was thinking that we need to do is go back to all of our stuff and take activate out of it and put project we. So it just knows that it's project we and not activate. So I think that's a project we.

Moira Petit - **11:27**

Probably do that in, can't we, David, just tell it.

Mojo Solo - **11:31**

You can put it in the. In the instructions. Hey, whenever you see activate as written this or written like that, or make sure you're doing it properly done, you know, so you don't have to scrape it.

Erik Gabrielson - **11:46**

So the other. The other really big opportunity we're unveiling when we're in these conversations with these prospects that I think is. Yeah, it is an offer we could go out within our whole learning kind of space. Creating a learning organization that we're all about is taking tribal knowledge and making it institutional. So we're in numerous conversations right now where the CEO's and the owners are like, holy shit, this is the biggest risk of our company. And people leave. They bring their knowledge with them, or the company is a smaller company, and the success of it is dependent upon one or two people's capabilities and knowledge. So I just sent you a fireflies conversation, hour and a half conversation yesterday, David, on two opportunities around this and so that goes directly into what you're saying is that the power is the data.

Erik Gabrielson - **12:57**

So you can come in and the power is creating the data within the organization's data that's proprietary around, and then extracting it to make it institutional. So it's a huge opportunity. The two pieces is how do you get the data, and then how do you create the learning environment? Right, which is right up our alley. So.

Mojo Solo - **13:29**

Yeah, right into that Klaus this morning, and he, you know, he shared with me, oh, did I tell you about the bus? And I'm like, no, tell me. And he goes, and the red couch. I'm like, what are you talking about? You know, so it's just naturally he piques my curiosity, and so what they've done. So he's working with the city of Frankfurt. Can you see my pictures here? And so, yep, we're going to city of Frankfurt. All around mobility for people, not cars, not segways, not bikes, not, you know, if you think about it, oftentimes those things take priority. Right? If we're going to do construction, oh, how will we get the cars around that, you know? Right, Neil? So what he came up with is he calls it, like, the red couch.

Mojo Solo - **14:23**

He got the idea from some or whatever and convinced them to basically, you know, in a town square or whatever, focus on conversations between a city official and a burger, a citizen, right? And so then the way they get people is to create a scene, right? You know, red carpet, red couch. You can come and get free coffee from the coffee cartae. But if you sit on the red couch, you get the coffee delivered to you can have an order, right? And so that is. And so he said, we got about 18 different people sitting on that couch where he is kind of the moderator and just gets this government person and the citizen talking, right? And so he talked, blabbed that out to me for 45 minutes this morning, and he's like, oh, now I'm running out of time.

Mojo Solo - **15:17**

David, we didn't even do anything for you. And I said, yes, you did, because what you just did, basically, is you presented your whole where you're at in this project, what you're doing. I said, what happens next? Well, I'm going to send out an agenda. So I'm sitting here in real time doing all this and basically said, hey, at the last two minutes, I'm like, hey, here's what we picked up on the agenda. And he's like, yeah, that's really good. You know, so it's just, if you kind of start to think of that now. I could come in here and say, you know, now I could brainstorm with this project, right? Because it has the knowledge, I mean, based on what? Klaus being a facilitator. So that now, tomorrow, when he goes to do this debrief, he's going to come prepared.

Mojo Solo - **16:12**

And he even sent out a version of that agenda. And so now you're framing everyone. You're setting everyone up for this debrief so that you don't just show up. Oh, what are we talking about? It's like, hey, you want to kind of be prepared to facilitate a better conversation, and that's all we need to do with tribal knowledge, institutional, all that stuff. Facilitate conversations between these people who have the knowledge we need to extract.

Erik Gabrielson - **16:45**

We need to. But there's other. But, yeah, there's other ways. Like, so, yeah, and then. And then we need to create the learning platform and how to do that. And that might be conversations, but also coaches and videos, like, generating the videos, but, like, one of the places that we're talking to is a bakery. And. And so they're crazy. They're bringing in this, you know, expert Baker, but they're having all new, you know, ovens and things like that. And so the moment the bakery opens, that baker and the team is going to be learning, because the water is different at that location. Each of the ovens are different, and so they're going to have to learn how each of those. So we had talked about having a recorder or a video, because a lot of learning is going to happen in the moment.

Erik Gabrielson - **17:42**

And so they want to be able to even have AI be a quality controlled, to be able to take a picture of and know between a really good loaf and an okay loaf and what it looks like when it comes out. So those are the opportunities that we have with this particular new bakery about three blocks from your house on Grand Avenue that's coming online in about a month. And then the investor owner of that bakery owns an international company that supplies McDonald's, and he has a. Says he has a more urgent need around this tribal knowledge. And so that's a big opportunity. So, anyways, that's. Yeah, so, I mean, and TCF has that need. Every manufacturing company has that need. Piper has that need. They all have that need.

Erik Gabrielson - **18:53**

So it's another piece of getting really clear about what the combination of our stuff does to help create these learning organizations.

Mojo Solo - **19:05**

Right. I mean, you could lead just with that, right. We don't have to get into, oh, we can build this little brain, you know, I mean, so know, whatever. Whatever we prepare collectively for your speaking notes for the 23rd, you know, I mean, I think we go through this, iterate through this thing.

Erik Gabrielson - **19:29**

I think it'd be great. Yep. So we're really. It's also gonna help us get really clear about our whole go to market. So, Yeah, so if working on. So. But we need. Yeah. So can we commit to getting a website up by the 24th through this process?

Mojo Solo - **19:48**

Yes.

Eric Lindholm - **19:49**

So if we've got the information that we want to get up onto the website, kind of circling back around to the initial conversation were going to have is all about style and how we want to present that information. So I guess just so that I can kind of understand what you're looking for, are y'all satisfied with kind of the look of the current about project me? Okay. Mm.

Erik Gabrielson - **20:13**

Not.

Moira Petit - **20:14**

I'm not in love with it. And I also, Eric Gabrielson. We need to rethink this. Like, I don't know that we want to do teams, generational wealth and families.

Erik Gabrielson - **20:25**

Yep. No, we need to be more focused on.

Mojo Solo - **20:28**

Yeah.

Moira Petit - **20:29**

I feel like we collectively need to have just a possibilities kind of rebranding conversation about what the combination of this is and what these are sort offers that can rise to the top, that are, like, some of the stuff we're talking about combination. And it might be more. I mean, David, I think you're the one that said this. It might be more about the results than the target.

Erik Gabrielson - **20:55**

It's about the benefits, which are results. Right.

Moira Petit - **20:59**

Yeah. So I guess if we. I don't want to get in the way of you guys getting the back end done, but if there. If we could just. Just be intentional over the next, you know, schedule, maybe like, just some brainstorming time, and I can brainstorm with. With Bob, David, with some of this stuff and get some initial things out. And if you could send me that us bank stuff you put together that had more about mosaic.

Mojo Solo - **21:28**

Right.

Moira Petit - **21:29**

I could kind of. Eric and I could.

Erik Gabrielson - **21:30**

Yeah. Those two pages.

Moira Petit - **21:32**

Yeah. But I think it might require.

Mojo Solo - **21:35**

I have to stop you for a second. Did you know that we can all multiple share at the same time now? No, at the top. I mean, at the top of the bar of your zoom right now, I.

Moira Petit - **21:48**

See Eric Lindholm and Eric Abramson.

Mojo Solo - **21:52**

Yeah. And then you could click on so you can jump between people's screens.

Moira Petit - **21:57**

That's cool.

Mojo Solo - **21:58**

Kind of cool.

Moira Petit - **21:59**

That's super cool.

Mojo Solo - **22:00**

Yeah. I just figured. I don't know. So, yeah. So I think we'll need some of.

Moira Petit - **22:07**

Your creative, like, live a little bit of live creative conversation. Get there. Yeah.

Mojo Solo - **22:13**

So this is okay.

Erik Gabrielson - **22:15**

This is a starting point that were working on, you know, with activate. That I think is still a lot of it. Obviously, the brand story is different, but some of these key pieces that kind of inform everything else.

Moira Petit - **22:28**

You're talking about your screen now.

Erik Gabrielson - **22:30**

Yep. And so kind of the brand promise and then the story obviously is different now. But these experience principles around working with project we, our personality traits and kind of design filters and who our audience is. And then going down into the more specifics around strategic and really starting to kind of define each of these. But to me, this is kind of work that we've done that kind of starts at the top to define our brand. Right. And everything that we're writing and doing and designing. So I don't know if this is helpful place to. For Eric, for you just, you know, for us to start. This isn't exactly right, but it's, I think, a good, really good start on stuff.

Mojo Solo - **23:23**

So I just thought click anywhere on there. Press command a and then command C. And now go to the project we bring. Because I just want to, like, in real time, I just want to see you put this in there and you say, hey, help me figure out the brand story here. Right? Because it's, the idea here is that you have your vision in your head. We need to extract it. Your wife can't even do that sometimes, right? I definitely can't. Eric can't. Shit flows downhill. Right. So then you put that into the project we bring, you know, and you guys start. Right, formulating.

Moira Petit - **24:15**

I think that's a great idea. And I think Eric and I can do that. And I can take some of the conversations we've had about this and put it in there as well. The one piece that's missing is the mosaic piece, though, so.

Mojo Solo - **24:26**

Right, so this will get us 80% there. So it's like, hey, you know, this is better than what we started with, you know, pushing the ball forward. And then once we kind of, I feel pretty good about this, Moira. Yeah, I do feel good about this, Eric. Right? And then, hey, Eric Lindholm, here's the stuff, you know, then we can, you know, and even parallel. I want to start, like, once Mackenzie kind of gets through all that hormel stuff, I want her to kind of start finding kind of, like the brand and stuff, you know? I mean, a lot of people, I show the project we homepage grid thing to, they're like, it looks like a circus, it looks like for kids. I thought that.

Mojo Solo - **25:18**

And it's like we need to find that inviting kind of element that isn't just a static thing that you have to click on and find your own way. I just feel like there's got to be some, because you want to hook them right away, and I feel you come in and it's like you ask a question, right? And if you think about how we do with the coaches and stuff like that, how were doing the one the other day, wherever, whichever one that was. Remember the one that were building in real time where it was coming back? And, you know, what one? Which one was that? Do you remember, Moira? The one where I'm, like, telling it to produce it, you know, the nice, you know? You know, and Eric was telling us that. Do you remember which one it was?

Moira Petit - **26:14**

I don't know. I know what you're talking about, but I'm sure.

Mojo Solo - **26:17**

I mean, but you remember doing that, right? Where I'm, like, showing you that, I feel, is the process that we need to get to is that we literally need to just follow this same process that we are selling to people. Right. And use it ourselves to build it, you know? So.

Moira Petit - **26:44**

So if we create, like, a brand experience genre, you know, a brand experience, and then work with that eventually, then you take it and make it connect to the site, and it just builds it. That's the idea, right?

Mojo Solo - **26:59**

Yeah, I mean, that's the idea.

Moira Petit - **27:03**

For now, I can just work with some kind of brand experience.

Mojo Solo - **27:07**

Yeah. So, Eric, you know, you can hit that hamburger next to project we knew at the top middle.

Erik Gabrielson - **27:13**

Yeah.

Mojo Solo - **27:14**

See? Yeah. And then now go away.

Erik Gabrielson - **27:16**

So plugged that. I said, it doesn't even show me. It doesn't go all the way up to the question. I. Oh, please use the following to help build our brand guidelines. And I plugged that in, and, it started to help to work.

Mojo Solo - **27:35**

Yeah. And now you can just basically start asking a question, hey, you know, what would be the best way to, you know, approach these different audiences? Right. You start thinking, Moira, your hesitation or reservation, whatever around. Do we need to be talking about family stuff when we're pitching CEO's, you know? And so it's like, it comes down to just landing pages, and, you know, they could still find these other things, you know, these other avenues, you know? So just going in there and talking now I want to focus just on this. And what would it be?

Mojo Solo - **28:12**

You know, what would be a very engaging manner to kind of speak to this and so that, that is, I just, I'm trying to stop trying to wean myself off using Claude and just use mosaic, because when I'm in there, I can, you know, if it comes back with something stupid, and I said, no, fix that. Why did you do that? Remember? And then it comes back, well. And I'm like, well, what did you learn? It says, I learned that. And I'm like, remind, remember that for the next time so you don't do that again. Yes. I want that little thing to work for you guys as well as me because you shouldn't have to constantly remind it to do. Right.

Erik Gabrielson - **29:02**

So, yeah, so I'm using mosaic exclusively now, too. And so one of the ideas I started to have also, and is that, you know, you think about what we're creating in our organization and what kind of roles there are, but, so, like, I want to create a chief marketing officer role and then go in there and just talk with it around or a project manager, this or that, whatever the things are, as, not as a doer, necessarily, but a thinker, helping to think through all these things from that perspective.

Mojo Solo - **29:41**

Yeah. And, like, what I did with Klaus, I said, don't you want to go into that meeting tomorrow, like, prepared to tackle anything? You know, because you go in with r1, you know, intention, but then the conversation goes sideways, and, like, if you're not prepared for it, you know, I just think it's, it's the thing that we should all be doing is, like, help me prepare for this meeting and help me if it starts going sideways. Right. And then you have that stuff, those talking points. And so I think the other thing, too, is my favorite. Why reinvent the wheel? I think we use the 23rd, 24th, whatever that thing is to say, hey, we have our brand story, our brand messaging, our brand experience. Brand brand, you know, and then we have, like, these individual landing pages for these, you know, different industries.

Mojo Solo - **30:47**

And so because you see that a lot where you come to a thing. Are you a, are you a client? Are you an account manager? Or are you whatever, you know, then you click into what you're interested in, and we can find a better way to do it more interesting. Then it takes you to just, you know, all your stuff, like, oh, like a go log into transamerica, and it says, are you a consumer or are you an agent or are you this or this? And then it just takes you to, no one's got a problem with that. Cause then you go to that page, and it's all about you then. So I think that's a good date to move to kind of set. And now we start planning and moving in reverse to get to that thing.

Eric Lindholm - **31:39**

And if I heard correctly. Oh, sorry. You go, Moira.

Moira Petit - **31:43**

Oh, no, I was going to say. So, basically that gives us three weeks.

Mojo Solo - **31:47**

Yeah. Which, I mean, there's a lot of time if we're using our tool correctly, you know, and we're using our meetings. We're very mindful about our meetings, plan.

Moira Petit - **32:00**

The purpose of our meetings, and are focused on this one thing. So if Eric and I, over the.

Mojo Solo - **32:08**

Next, I just want to say one visual for me is like, here's us four right now. And if we're all working in our own little track, right, we're all doing this. And then when we come together to a meeting, it's like, hey, now let's assess what you've been doing independently. And now we work together to then decide what the next track is going to be for everyone. We just keep coming back together. Like DNA, right?

Moira Petit - **32:36**

Yeah, I like that. Okay, so Eric and I will work on this weekend. We can work with Bob and get some initial brand kind of guidelines in the story and a little bit about what, how we think that might go. We'll do an initial version of that.

Mojo Solo - **32:55**

Yeah. And the other thing you could do too, is like, you talked about HubSpot, right? You could go up, you know, to, hey, here's our documentation, here's all of our features, right? And you could just copy that whole page.

Moira Petit - **33:11**

Yeah.

Mojo Solo - **33:12**

Lap that in there and say, hey, we're thinking about quitting HubSpot. How can. Da da da da, you know, and it's just like, it's like it has all the answers and you have the direction. So that would be helpful then for us, obviously, to implement, try to get some of that stuff bubbled up. The core requirements of having landing page for each industry is, number one, probably having the brand messaging, the second one. Then what comes after all this? Like we get a request, someone comes up and they, hey, I want to learn more, right? Because you have to think about after you talk to 200,000 people or whatever, maybe if we get 0.01%, 20 people. And I was like, boom, now we got 20, like, demos to give or 20 conversation.

Mojo Solo - **34:04**

And it's like, I don't want to be worrying about, oh, my God, we got another David. We got. So we have to think what's going to happen the day after they release that podcast. Hopefully we get some people but then we need to know the next three, four, five steps from there, and we need to accommodate any type of, you know, conversation and plan ahead for all that. And it's not hard because we have our friend.

Moira Petit - **34:40**

All right.

Mojo Solo - **34:41**

Yeah.

Eric Lindholm - **34:42**

So from my end, in terms of, like, what I can do on the backend to kind of facilitate this once we've got the content. If I heard correctly, you both are really interested in the mojo mosaic kind of slide style of format where it's very clean, like, very, like, punchy taglines on each slide with an accentuating image. I also think that even just looking at the list that you provided to that brain, I think that we could, like, mix and match. Like, we help CEO's energize their people, like, hitting points like that really hard, and we can create a compelling story that is, like, delivered in those, like, individual, like, one sentence thoughts.

Mojo Solo - **35:20**

So, in my perspective, you know, click to see some case study, you know, because they want to just see, oh, I'm interested in it. But who have they worked with, you know, what's the social proof? Yada, yada. So you got to think about their psychology, their user journey. If they're a CEO and they find interest in this, is this another just, you know, fly by night place? Oh, no. We've been doing this for 40 years. We've done, you know, whoever, all the different Navy SeAL, all that story, and, oh, by the way, here's our story about our book and did. And they just find that, like, what is that? How can we have them dip their toe in the water to learn more and give them something of value that makes them want to come back?

Mojo Solo - **36:10**

And then if you think about just typical marketing these days, I don't know who is saying when you. If you add or Aaron add something to your cart and you're like, I'm not gonna, you know, do it. And then, like, the next day, it's like, hey, that thing's still waiting in your carta, right? Not to that granular level, but to help us with that funnel and understand how can we reengage people without having to reinvent the goddamn wheel around this funnel stuff which already exists everywhere else, you know, so we're not creating rockets.

Erik Gabrielson - **36:51**

Here's one more question for you to see. If. If, first of all, if we all think it would be a good idea, and second of all, if it's doable, this also might be a really good opportunity for us to dial in one experience and have that kind of testing coach in a pocket experience. When people come to the website, whether that's the CEO workplace or the leadership, whatever it is, I think that might be a worthwhile endeavor.

Mojo Solo - **37:27**

I agree 1000%. Now tell me which one you want to focus on.

Erik Gabrielson - **37:32**

Which one?

Mojo Solo - **37:33**

Is there a different experience for each industry?

Erik Gabrielson - **37:37**

So what I've been focusing on with, yeah, I think we should pick one. But so I think it kind of, it's like the CEO workplace or the CEO not co, whatever we call it, because if that's the people we're really going after and we can get clear about what we want it to do and so forth. But the other thing is, I've also given the different conversations, I've been really thinking about modulizing this in kind of the cycle of leadership. So the conversations for possibility and having like what we have these three experiences in the site, and so we have these different modules that have the three experiences that really drive those conversations and that thinking and breakthrough, all that kind of stuff. So I've been thinking through all of that also that I think can really kind of bring it all together.

Erik Gabrielson - **38:34**

But the one we should do is focus towards leaders or CEO's, whatever we want to call them, and helping them think about their vision, their things, and how to engage their teams. That's really what we should be doing. I think for that particular experience, that would be really powerful.

Eric Lindholm - **39:01**

I agree. I think that also really teased them up for a successful first conversation with you guys. Once they get into the sales funnel, they've already got some of the pre work done and the vision and they're already in the process, even if they like haven't sent any money yet. I think that's really compelling.

Mojo Solo - **39:19**

And so the thing I want to explore, and we can add this to our list for David to explore because this would just work for everything, so to speak into what you're saying, Eric, is you think we should focus on the CEO and that thing, right? The way we get to what you just said, we have to give the instructions to the AI, right? This is what, you know, this is who you're going to talk to. This is, this is how project we helps, blah, blah, blah. That whole framework right now we put in a family generational whatever, right? Does that framework change the basic core steps change for the family general? No. So now you can kind of see where I'm going, is that we get that baseline instruction, the way it talks, acts, uses, project we, steps, frameworks.

But, but, but then you just say, hey, now transform this right because GPT, the t stands for transform. You say, now take that and write it in Shakespeare. There you go. You know, take that and write it. As a family generation, here's what they're concerned with. Yada, yada, yada. Here's what the CEO's doing. So instead of focusing on what that output, I mean, we need to know for each industry, those are prompts at that point. So this agent experience, whatever we're trying to get to is at its core, it never changes. So you go, facts plus personal experience, Persona, whatever, to get to that outcome. And so each one of them will have a different kind of outcome, right?

But if you start to kind of think about it, that outcome, you could almost, in a sense, generalize that outcome for each of the different audiences. They're all trying to get to what, communicate better with their groups, right? So you see, what I'm trying to get to is that the facts that we can control are the framework, the thinking, the, we can give the AI what we think these people are about. And here's from the 40 years of doing all this, these are somewhat of the results that are possible. And so we give the AI, here's all the past, here's what we've learned from doing all this. Here's the people you're going to talk to. It's one experience, and in each one of these groups, we only have to build it once and fine tune it for those groups. Done.

Mojo Solo - **42:25**

And then you think about aligning that with what you're going to say in the 23rd, 24th, everything's going to fall out of there in terms of, oh, here's how we speak to this one group because we could go into that experience and say, hey, I'm building a site that I want to do this. And yada, yada. These people are, you know, so you see what I'm saying, that's all we have to do in a sense, dial in that flow, because then you can transform it to anybody, not only to the Persona, and then you can say, transform it now to this bakery. Here's their needs. Yada, yada. And if this person signs in to this demo, because you get their email and it's susyakery.com, they log in and then now the AI can go, oh, she's a baker.

Mojo Solo - **43:20**

Oh, here's, I'm going to go look at the brain for this bakery. Now I'm going to mix that into it. And again, the framework's not different. It's not, you know, now we have their context in there more. So when they go into that experience, it adjusts to that person.

Erik Gabrielson - **43:42**

Easy.

Mojo Solo - **43:46**

Right?

Erik Gabrielson - **43:48**

Yeah, it seems easy, but it seems like Mojo Bob confused, so.

Mojo Solo - **43:55**

Well, yeah. And that's because we aren't guiding him or her or them. It, like in terms of training it. Right.

Erik Gabrielson - **44:10**

The other thing I'm really learning with kind of creating experiences is it your directions are really need to be really right on and clear because I just kind of wrote, I was, I was working with a sales coach specifically for St. Cloud window and just kind of playing around with it. And then I created some different namespaces with different context and stuff. And if you don't, like, I said the same thing, but in different, in a kind of different order. And based on the order I put it in, it was it like one order? I was telling it the same thing, one order. It started building a sales coach for St. Cloud windows and on. And then I go, that's not what I want.

Erik Gabrielson - **44:57**

I gotta change the orders and get clear about what namespace is being used for what, for how can project we as a sales coach for project we selling to think cloud windows? And just those little differences made everything different on how it showed up.

Mojo Solo - **45:16**

So did you get to a point of where it was better than before?

Erik Gabrielson - **45:22**

Oh, yeah.

Mojo Solo - **45:23**

Okay. And now you're making note of the last, the output that you're happy with, right?

Erik Gabrielson - **45:31**

Yeah, I'm still not completely there with the output being happy, but it's, but it completely changed the trajectory of where we're going with it. Yes.

Mojo Solo - **45:39**

So, so one of the things I want to do, and I was telling Aaron yesterday, is I want to have ten agents, right. Listening to our conversation in real time. But that's not what we're talking about. But what I also want these things to do is to go, hey, I want you to be able to say, hey, go look at this conversation. Because the whole conversation is stored in the database. And now what we can do is kind of go up to that upper level and say, hey, conversation a, I didn't like da da da da. Right. And here's what I got to that. I liked yada yada. Now go look at how I interacted with that AI and learn how to get to there.

👤 *Mojo Solo* - **46:27**

And so instead of us always telling it what we want, we have to kind of show it what we want because it can figure out how to get there. So that's the other thing I just where we're at with large link, they can't reason. They're just spitting out probability crap. But we could try to get it as much as possible to say, hey, I want to go from here to there. Using these rules, using this Persona, using you, using tell me how to do it. And so each time that you go and interact with it, we shouldn't just put that conversation on the shelf. We should say, hey, now go look and learn and tell me about myself. I do that all the time. Tell me my thought patterns. You know, if I have a super long conversation, I say, who am I?

👤 *Mojo Solo* - **47:16**

What am I? What am I focusing on? Well, and it comes back and it's like, that's so cool. You know? I mean, so you can think, you can ask it anything, you know? And it's just like, wow, I didn't know that. That's how I think. Right. You know, so it's like those patterns, all that stuff. The AI should be crunching all this stuff for us and all of the data that comes out of our brain to our mouth, to words. That's valuable. So. So what I'm doing with Klaus is I'm taking 64 transcripts of 1 hour calls. And I'm going to do that with us. Feed it into brain, say, hey, what the hell's going on here? You know, and just, well, Klaus likes to, you know, so it's basically can kind of know all of the past.

👤 *Mojo Solo* - **48:05**

And I'm going to do that with our stuff too. Okay. To kind of, you know, where does.

Moira Petit - **48:11**

That get stored then? When you, like, when you add a set, where is that?

Mojo Solo - **48:17**

I mean, so like, if you, you know, when you're in a conversation or whatever you see at the top the URL, it's, you know, experience, dot, whatever, slash, 357 and then slash. And it says, like, conversation id, you know, four, five, nine. And so now that conversation is stored with the id of 459 for that.

Moira Petit - **48:44**

Conversation in that experience. Yeah.

Mojo Solo - **48:46**

Yep. And then you can say, hey, show me that conversation from the database. And then it will go, you know, and so instead of it just spitting it all out and stuff, I want to be able to basically talk to previous conversations to learn how to move forward better. And to me, that's the only way that we can kind of, in a sense, get it to reason. All it's doing is taking what information it has and trying to make the best decision for you based on the instructions you've given it. And so there's some term for it. I'm like, oh, that's that I watched some video and the guy that invented Linux, is it Linux? And then he also invented GitHub.com. And GitHub is just like billions of people.

Mojo Solo - **49:48**

And I was watching a thing on him and he's talking about all this kind of stuff. But then one very interesting thing I watched is all around using natural laws with Large language models. So you think about natural laws, it's kind of like the pie, you know, the golden ratio and x plus Y equals Z. What are these natural laws that are no one can, you know, protest about? It's like, that's what it is, you know? And so it's like people are saying that if you give it that context around natural laws, it acts and performs better. So I don't know. But now I read, heard something that GPT five might be coming out. Strawberry. I don't know if you've seen that and all that. And now they're inventing their own.

Mojo Solo - **50:48**

They're creating synthetic data from the AI to produce their next large language model called Orion. And I'm just like, wait, what? In us banks, their heads are spin. They don't even know. They're not even a ballpark where we're at with everything. And I feel like too, that we're kind of getting this. The hype around this stuff is starting to kind of wane a little bit. And what they're saying is that everyone now has AI, right? AI, AI. And like, otter AI. I go into it and I'm like, download transcript. And it's like, are you sure you don't want to chat with your transcript? I'm like, oh, you can do that? So I start chatting with it. It produces shit, right? I'm like, I'm not using. This is a waste of my time.

Mojo Solo - **51:41**

It's cool that you have AI, but it's garbage because you're not giving it all those instructions. So I think that's what we have going for ourselves is that we've built this from the ground up. We're not beholden to any other rock, any of that stuff. And that's where I think. And then you add in the 40 years of human experience, all of this stuff is going to go by the wayside, and it's going to be all focused on humans. And that's what project we is all about. And that's what I feel the messaging should be. It's like, yeah, tell us all your problems and tell us all your stuff. We got frameworks that will help with that. But what we want to do is spark conversation. We want to spark thought. We want to spark reflection on.

Mojo Solo - **52:29**

Hey, now here's the three things you need to think about this weekend, and we'll send you a text. Just, hey, did you think about that? Did you think about, you know, and just get you in the shower thinking, oh, yeah, that'd be cool because that's not invented. I mean, it is, but you're now applying your own personal input to transform whatever you're working on. And everyone has their own thoughts. Everyone wants to be heard. And so it's asking the right questions, get the right answers, so that we can get collectively the right output for the group, for the enterprise, for the individual. Yada, yada. Hey, can I be on that podcast with you? But I do it. We. Are we doing the one with Julie on Halloween or something?

Erik Gabrielson - **53:24**

October 30? Yeah. So we'll have to get dialed in for that too.

Mojo Solo - **53:30**

Yeah.

Erik Gabrielson - **53:31**

And so you and I have a tendency to just. So. Yeah.

Mojo Solo - **53:37**

Oh, we do. No, we don't. That's why I'm like, I want to. I mean, like, I'm pretty amazed that I'm not reading a script right now and that these thoughts are actually coming out of my head and they sound somewhat eloquent. It must because I actually got up and went for a walk this morning. Wow. Exercise. How it makes your brain so smart.

Moira Petit - **53:58**

I. Yep. Good. Okay. So, Eric Lindholm, you kind of got cut off a little bit when you were saying that you were going to, you had some ideas about thinking through the one, those kind of catchy one line phrases. That's helpful for me when I'm thinking about how to interact with the AI. So coming up with those sort of tagliney things.

Eric Lindholm - **54:27**

Yeah. I think that if you can work with the AI to, given the list of core values and core audiences and stuff like that, if you can have that brainstorm stuff that you are really. That you find really compelling about your product and just have it literally, you can have it recommend, like, hey, I want to create a website with punchy taglines that help us really define what we do and create a compelling sales story. I think that'll at least help us have a baseline for the order of things that we want to hit. And then depending on what we need to do to kind of accentuate each of those points, then I will be able to build out a little bit more robust of kind of a slide experience similar to the mosaic site.

Moira Petit - **55:08**

Okay, cool. That helps. I will work on that.

Eric Lindholm - **55:12**

Awesome.

Moira Petit - **55:13**

Do you guys, do you have time next week, Tuesday or Wednesday that we could kind of reconvene about this specifically?

Eric Lindholm - **55:26**

I have between noon and one on both of those days. And then I have after two p, or I guess, David, depending on what you've got availability for on the Wednesday. But yeah, noon on both of those days works for me.

Mojo Solo - **55:43**

Which days?

Eric Lindholm - **55:44**

The third and the fourth. Tuesday and Wednesday of next week.

Mojo Solo - **55:47**

I don't want to do the fourth because we have hormel at one. Can we do the third and the fifth? Or wait, we have one on the fifth.

Moira Petit - **55:57**

We have one on the fifth. So if we do the third at noon. Did you say noon your time?

Mojo Solo - **56:03**

Yeah, that works.

Moira Petit - **56:04**

Okay. I will send out an invite and then, so what are we.

Mojo Solo - **56:10**

Going to accomplish down that?

Moira Petit - **56:12**

We're going to share. Eric and I are going to share what we've come up with about the kind of brand story, identity and some of the punchy tagline things. And then I think we can do a bit of action around that, like get a minimal site up with that. But then at the same time have a possibilities conversation around some of the bigger, like what's the experience? Well, maybe that's two things. One is the punchy taglines. And then I think we can, Eric, you and I can also work on the experience that we want and get that as far as we can. So maybe there's a little working group time because we'll need David's help to have that act how we want it to, but we'll get an initial experience up as well.

Mojo Solo - **56:54**

I think what would be good is I will send you, I have two documents that I give the AI, which are basically instructions for the custom instruction when you go to create an experience that says, what do you want the AI to know and how do you want the AI to respond? I finally got smart and said I should keep track of those things so I can say that's what I've been doing.

Erik Gabrielson - **57:20**

Yep.

Mojo Solo - **57:20**

Because of our conversation. Now put it into this, you know, trying to always leverage what I've thought before.

Erik Gabrielson - **57:30**

Yeah. If you could send that and again back to the US bank, those two documents, I know they're not where you want them, but they will really help us.

Mojo Solo - **57:38**

Yeah, sure. All right.

Moira Petit - **57:41**

All right, cool.

Mojo Solo - **57:44**

All right, so then we don't need.

Erik Gabrielson - **57:46**

To have our second call today, right? That's scheduled?

Mojo Solo - **57:50**

No, I don't think so.

Erik Gabrielson - **57:51**

Yeah.

Mojo Solo - **57:52**

Okay. So, all right, so I'll post those documents. I'll accept your meeting for Thursday. And then we got third or Tuesday and then we have Thursday. All right?

Erik Gabrielson - **58:06**

And I just. I just posted a couple articles on asking powerful questions that I thought were relevant to our conversation that might be interesting as we're thinking through all this stuff, so.

Mojo Solo - **58:18**

Okay, cool.

Eric Lindholm - **58:19**

Excellent.

Mojo Solo - **58:23**

All right.

Moira Petit - **58:24**

Thank you.

Mojo Solo - **58:26**

All right. Thanks, you guys.

Erik Gabrielson - **58:28**

All right, talk to you later.