

One Useful Thing



The Bitter Lesson versus The Garbage Can

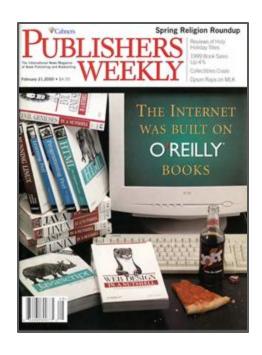
Does process matter? We are about to find out.



"One classic organizational theory is actually called the **Garbage Can Model**.... The Garbage Can represents a world where **unwritten rules**, **bespoke knowledge**, **and complex and [often] undocumented processes are critical**. It is this situation that makes Al adoption in organizations difficult... At least, that's how it looks if we assume Al needs to understand our organizations the way we do. But Al researchers have learned something important about these sorts of assumptions....

Computer scientist Richard Sutton introduced the concept of **the Bitter Lesson** in an <u>influential 2019 essay</u> where he pointed out a pattern in AI research. Time and again, AI researchers trying to solve a difficult problem, like beating humans in chess, turned to elegant solutions, studying opening moves, positional evaluations, tactical patterns, and endgame databases. Programmers encoded centuries of chess wisdom in hand-crafted software... [But] All of the elegant knowledge of chess was irrelevant, pure brute force computing combined with generalized approaches to machine learning, was enough to beat them. And that is the Bitter Lesson — **encoding human understanding into an AI tends to be worse than just letting the AI figure out how to solve the problem...**"

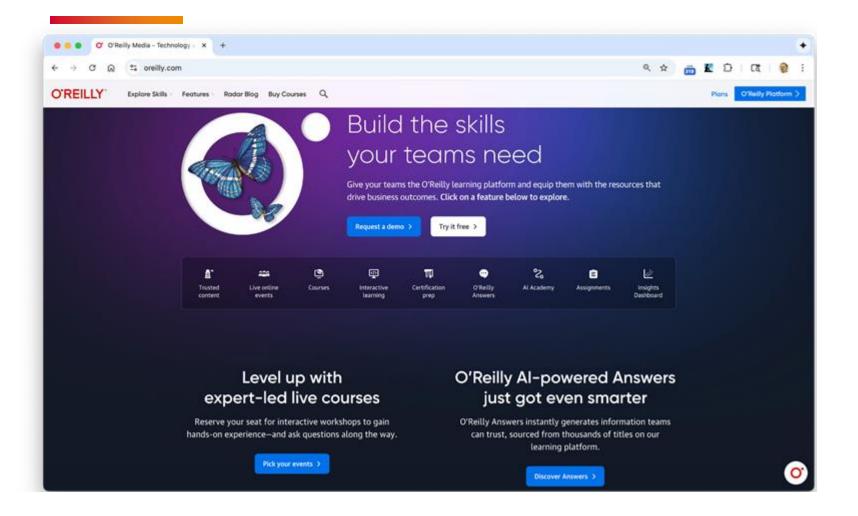
2000: The Internet was built on O'Reilly books



Today:

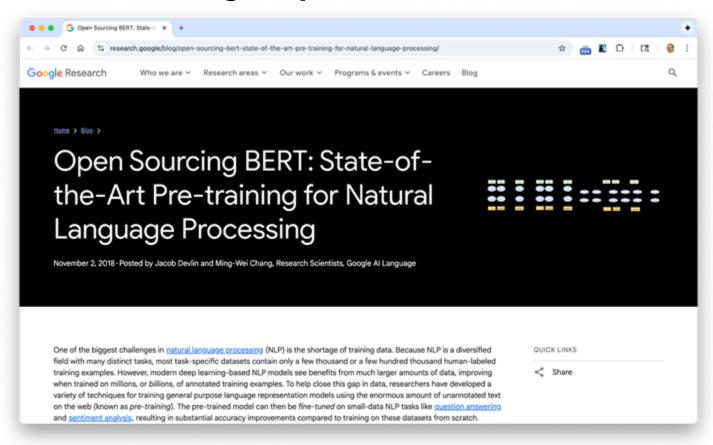
A technical and business learning platform, providing digital access to 60,000 technical and business books from 50+ publishers, 5000 on-demand video courses, and 200 live virtual courses per month, plus technology sandboxes, Al interfaces, and more.





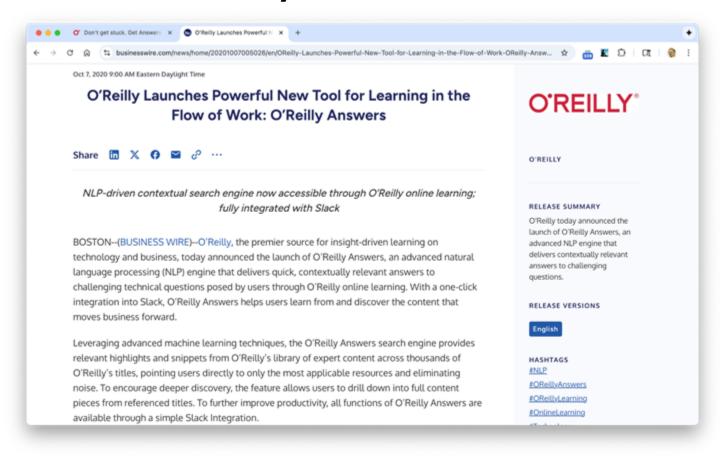


Nov 2018: Google open sources BERT



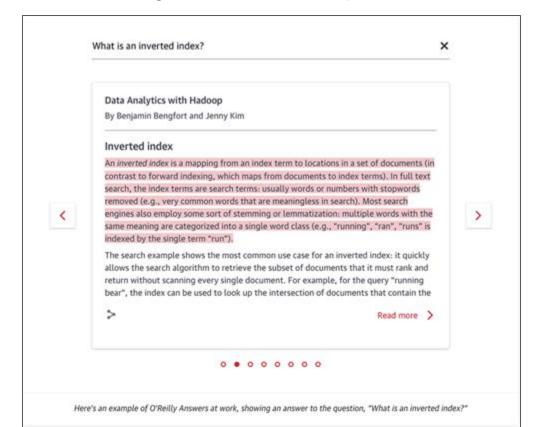


Oct 2020: O'Reilly releases Answers, built with BERT



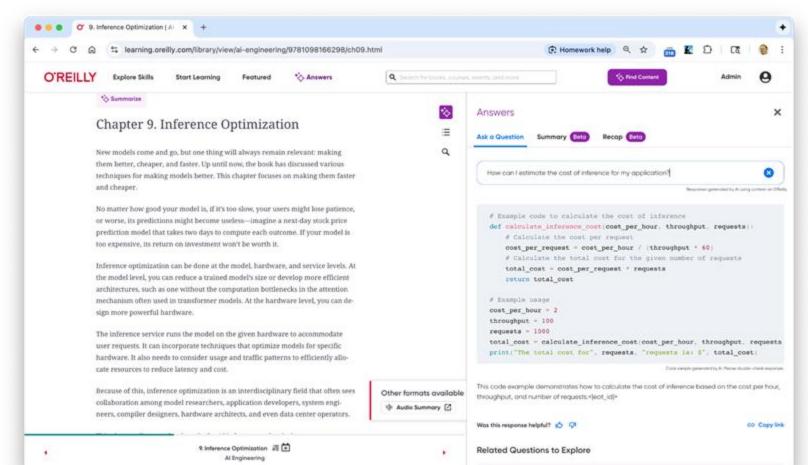


We were very much seeing the opportunity through the interface lessons of Google search. Like Google, we gave you up to ten answers, leaving the "last mile" to the user to find which one suited them best, though we tried to come up with them in rank order, like Google.





Answers as a sidebar to a book





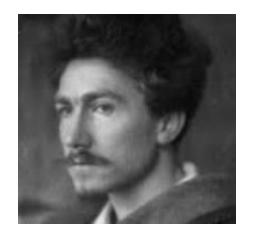
Nov 2022: ChatGPT totally changed the game

OpenAI had learned the bitter lesson, and in 2022 released a knowledge interface that took much better advantage of power of LLMs with a free-form conversational interface, rather than one constrained by the old model of search.

We weren't the only ones. Google itself, which had invented the transformer architecture, was also limited in its imagination and ambition by its existing business model and processes.







Ezra Pound

"Make it new!"



Case study: O'Reilly Verifiable Skills initiative

Primary differentiator

Precisely targeted competency-based learning: Skip what you know, master what you need, prove what you've learned.

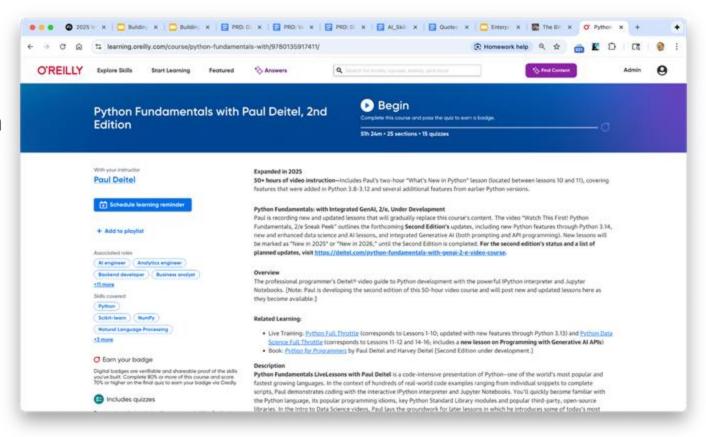
Supporting messages

- **Expert-defined skill frameworks:** Skip generic courses and learn exactly what you need. Leading practitioners map specific capabilities within each skill, ensuring learning targets job-relevant competencies rather than broad topic exposure.
- Skill assessment: Honor your expertise and focus learning time on actual gaps, not reviewing what you already know.
 Diagnostic skill assessments identify exactly which competencies you've mastered vs. need to develop, creating a precise skill gap map instead of broad proficiency estimates.
- Precisely targeted skill plans: Skip what you already know, focus on what you need to learn.
- **Applied learning experience:** Master competencies through progressive skill building from concept introduction to applied mastery with lessons, hands-on application, and assessments designed specifically for each capability you need to develop.
- **Skill visibility and progress tracking**: Track meaningful skill development across your organization with clear metrics that show skill plan adoption, learning investment, and advancement.
- **Verifiable credentials:** Prove what you can do, not just what you completed. O'Reilly badges provide proof of demonstrated capabilities that travels with you throughout your career.



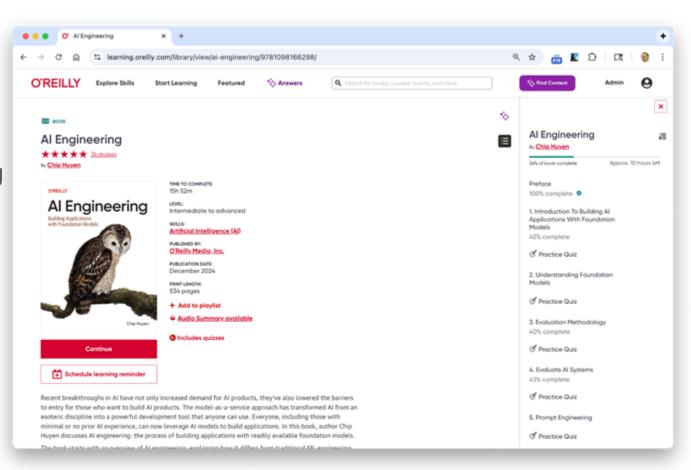
We have a lot of the building blocks

Comprehensive, carefully crafted learning content in the form of video courses, books, and live training.

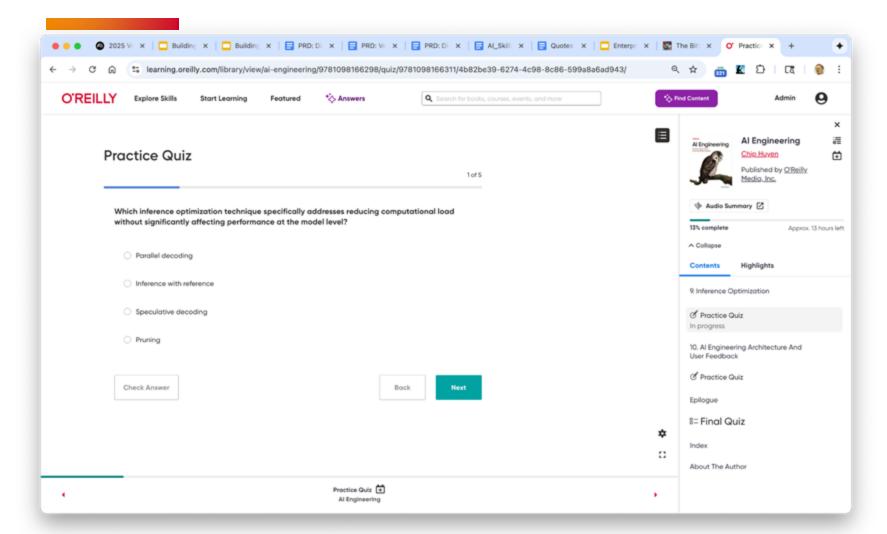




We even have content that covers all the skills needed for a new, emerging role like Al Engineer. The table of contents is an expression of a skills framework And the book already has levels and quizzes.







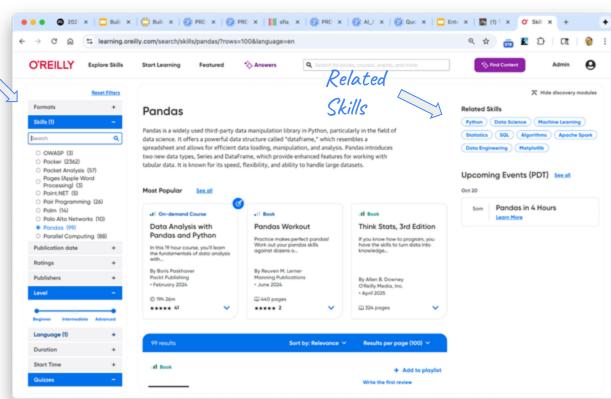


A comprehensive list of atomic skills

A comprehensive list of atomic skills – hundreds of them – all mapped to related content and related skills, segmented by level.

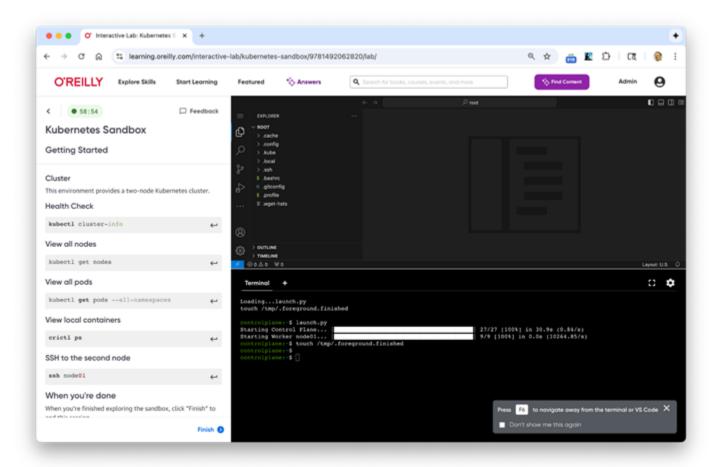


Skills





We also have live environments where people can practice and demonstrate their skills.





But it's all a bit scattered

Tens of thousands of books

Thousands of video courses

Hundreds of live trainings each month

Each from a different author or trainer with a slightly different view of what needs to be taught and how.

In other words, it's a classic example of what Ethan Mollick referred to as "the garbage can."

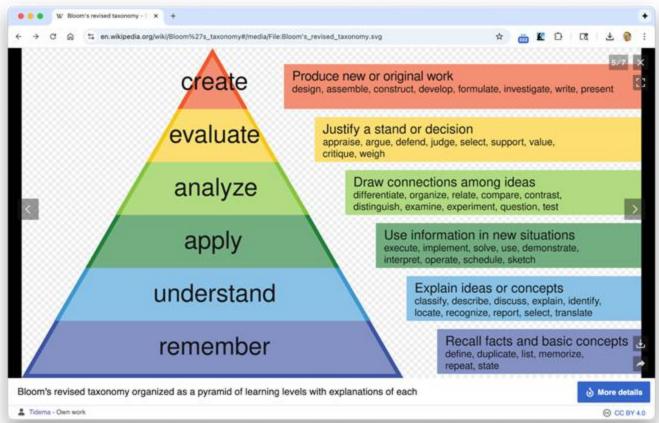


So we set out to build comprehensive skill frameworks

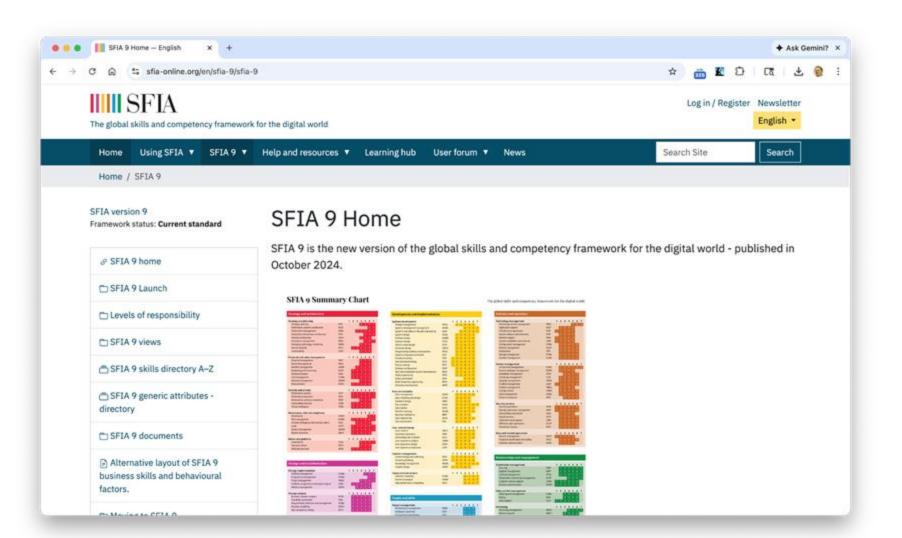
- What skills are required for a given job?
- How are these skills segmented by level?
- What are the specific skills at each step of the ladder?
- How do skills overlap and branch in particular roles?
- What content do we have for each of these skills



Bloom's Taxonomy of learning levels



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The global skills and competency framework for the digital world

Development and implementation	n								Delivery and operation						
Systems development		1	2	3	4	5	6	7	Technology management		1	2	3	4	
Product management	PROD		2	3	4	5	6		Technology service management ITM	ž.					
Systems development management	DLMG				4	5	6	7	Application support ASU	F		2			
Systems and software lifecycle engineering	SLEN			3	4	5	6	7	Infrastructure operations ITO			2		4	
Systems design	DESN		2	3	4	5	6		System software administration SYSE			2	3	4	
Software design	SWDN		2	3	4	5	6		Network support NTA			2			
Network design	NTDS		2	3	4	5	6		Systems installation and removal HSII			2	3	4	
Infrastructure design	IFDN		2	3	4	5	6		Configuration management CFM	5		2	3	4	
Hardware design	HWDE		2	3	4	5	6		Release management RELI	A		2			
Programming/software development	PROG		2	3	4	5	6		Deployment DEP	2		2			
Systems integration and build	SINT		2	3	4	5	6		Storage management STM	G		20			
Functional testing	TEST	1	2	3	4	5	6		Facilities management DCN	Α		2			
Non-functional testing	NFTS	1	2	3	4	5	6								
Process testing	PRTS	1	2	3	4	5	6		Service management		1	2	3	4	
Software configuration	PORT		2	3	4	5	6		Service level management SLM			2	3		
Real-time/embedded systems development	RESD		2	3	4	5	6		Service catalogue management SCM	8		2			
Safety engineering	SFEN		2	3	4	5	6		Availability management AVN	r			3		
Safety assessment	SFAS		-		4	5	6		Continuity management COP			2			
Radio frequency engineering	RFEN		2	3	4	5	6		Capacity management CPN	_		7	3		
Animation development	ADEV		2	3	4	5	6		Incident management USU			20			
10.000 and	307703		-	-0					Problem management PBN	G		Z		4	
ata and analytics		1	2	3	4	5	6	7	Change control CHN	G		2			
Data management	DATM		2	3	4	5	6		Asset management ASM	5		2			
Data modelling and design	DTAN		2	3	4	5			Service acceptance SEA	5			3		
Database design	DBDS		2	3	4	5									

Data and analytics role family										
Role: Data engineering practitioners Roles responsible for designing, building, testing and operationalising software and infrastructure components for data pipelines and data stores.										
Example Job Titles:	Look at these SFIA skills and levels first:			Other SFIA skills and levels to consider:						
Data engineer, Cloud Data	Data engineering	2-6	DENG	Software design	2-6	SWDN				
engineer, Cloud Data	Data management	4-6	DATM	Solution architecture	4-6	ARCH				
Architect	Requirements definition and management	2-6	REQM							
	Programming/software development	2-6	PROG							
	Data modelling and design	2-5	DTAN							
	Database design	3-5	DBDS							
	Systems integration and build	2-6	SINT							
	Testing	1-6	TEST							

Notes:

- The skill names in the table above are live hyperlinks to the full SFIA skill description. The numbers indicate the range of levels of responsibility available for each skill.
- These skills provide a quick-start list of the most relevant SFIA skills for this role. The generic roles do not imply or recommend an organisation or team design.
- Take some time to learn about SFIA and clarify what you are trying to achieve and the outcomes you want from skills profiles. Do not use these without tailoring for your own use.
- Your organisation's priorities and context will drive the skills and competency levels required.
- For example larger organisations may have specialised jobs/roles where smaller organisations may combine several roles into one job.
- You should review and understand the SFIA levels to determine the relevant competency levels for your own jobs/roles.



Build Skill Frameworks with AI + Human Expertise

- Develop rigorous and consistent verifiable skill frameworks
- Combine AI, expert input, and editorial judgment effectively
- Identify common challenges with AI-generated skill outputs
- Apply best practices for framework QA and scalability
- Move fast, but don't break things

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It's a LOT of work, and takes a lot of time



Step by step methodology

- 1. Generate initial skills list. Use one model to generate a list of skill competencies grouped by proficiency level; ask it to integrate any missing skills or concepts from the previous version into the current skills list.
- 2. **Review for Gaps and Accuracy.** Feed that skill output into a different model and ask it to identify missing skills, flag miscategorized or redundant skills, and spot unclear terminology
- 3. Compare Al Feedback. Share that feedback with the original model and ask it to accept or reject the suggestions and justify why it made those choices.
- 4. Iterate to Refine the Framework. Lead several rounds of back-and-forth between the AI models until there is consensus and clarity across all proficiency levels.
- 5. Consolidate Skill Lists. Ask an Al model to combine overlapping or similar skills, and to keep skills distinct, clearly defined, and easy to understand



Step by Step Methodology (continued)

- 6. **Map to Learning Materials.** Provide a spreadsheet containing book titles, chapter names, and section headings, and ask AI to map each skill to the most relevant chapters, or sections. Repeat for relevant on-demand courses.
- 7. **Identify Gaps in Coverage.** Ask the model to highlight which skills are not currently covered in the provided books, chapters, or on-demand courses

8. Human-in-the-Loop.

- Ensure atomic clarity, action verbs, and level consistency.
- Incorporate Al-aligned competencies to ensure relevance and future-readiness.
- Run the draft skill sets by subject matter expert(s) for input and validation.
- Share the framework with Instructional Designers for input and validation.

9. Deliver Final Outputs

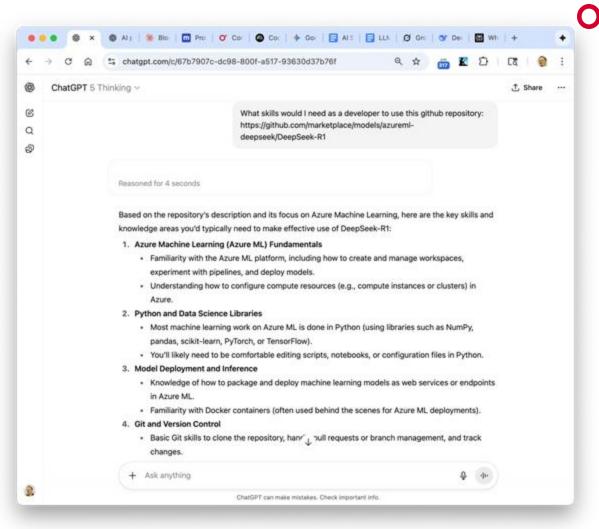
- Organized list of skills by proficiency level
- Notes on combined or revised skills
- Mapped spreadsheet showing alignment to books and/or course materials
- List of gaps in learning materials



evel =	ID# ≂	Modality =	Туре	Ŧ	Title	Talent Name =
1100					Use Built-In Functions in Python	
2 - Applying	4.0	Course	Competency		Loops	Trey Hunner
2 - Applying	4.1	Video	Presentation		Introducing Looping Helpers	Trey Hunner
2 - Applying	4.2	Video	Guided Practice		Counting while Iterating	Trey Hunner
2 - Applying	4.3	Quiz	Practice Quiz			
2 - Applying	4.4	Video	Guided Practice		Looping in Reverse	Trey Hunner
2 - Applying	4.5	Video	Practice Quiz			
2 - Applying	4.6	Video	Try-it-Yourself		Applying Looping Helpers	Trey Hunner
2 - Applying	4.7	Quiz	Final Quiz			
2 - Applying	5.0	Course	Competency		Use Generator Expressions in Python	Lee Gaines
2 - Applying	5.1	Video	Presentation		Introducing Generator Expressions	Lee Gaines
2 - Applying	5.2	Video	Guided Practice		Using Generators for Memory Efficiency	Lee Gaines
2 - Applying	5.3	Quiz	Practice Quiz			Lee Gaines
2 - Applying	5.4	Video	Try-it-Yourself		Analyzing Data with Generator Patterns	Lee Gaines
2 - Applying	5.5	Quiz	Final Quiz			Lee Gaines
2 - Applying	6.0	Course	Competency		Choose Lists, Dicts, or Sets in Python	Jessica McKella

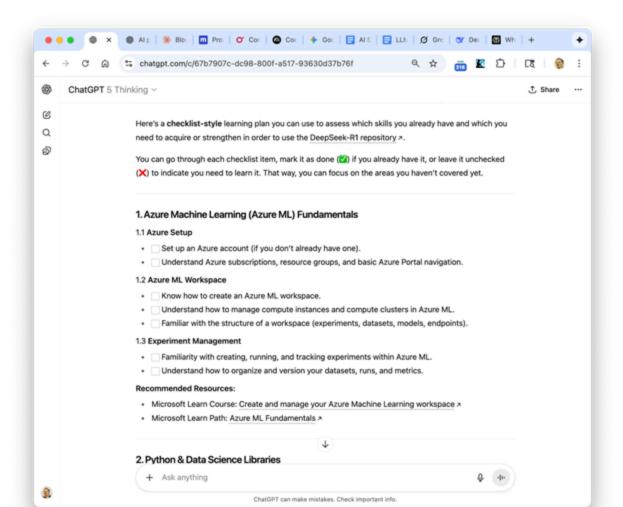
The Bitter Lesson

ChatGPT doesn't need that complex skills framework. It can already infer the skills that are needed for a given project.



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It can even give step by step details on how to acquire whatever knowledge the user might be missing.





Al can also evaluate someone's skills by looking at their work.

ChatGPT ~

I'd love to have you describe the demonstrated skills of this developer based on his github repo. Please assess not just the technical skills, but also communication skills as represented by documentation, organization, and other soft skills.

Based on GitHub profile and his repositories, here's an assessment of his demonstrated technical and soft skills:

Technical Skills:

- Al and Machine Learning: Alex has developed multiple Al-focused tools, such as which provides Python SDKs for Al agent monitoring, cost tracking, and benchmarking across LLM frameworks like Langchain, Autogen, and CrewAl.
- Python: Many of his repositories, including demonstrate strong Python development skills, with an emphasis on AI, APIs, and data processing.
- Cloud and API Integration: His work integrates various tools and frameworks, indicating comfort with cloud-native development and integration with AI platforms.
- Data Science: Repositories like
 (mortgage loan prediction) and show his proficiency in data science and experience with machine learning pipelines using tools like Jupyter Notebooks and PySpark.



Communication and Soft Skills:

- Documentation: His repositories contain some useful documentation, including explanations for each project.
 However, some could benefit from more comprehensive READMEs or example usage sections to make them easier to understand for new developers or collaborators.
- Organization: His GitHub profile is organized, and the repositories are neatly categorized. Each project seems to serve
 a distinct purpose, with clear goals (e.g., monitoring, benchmarking, cost estimation), which shows his ability to
 structure projects effectively.
- **Open Source Contribution**: has contributed to the **development**, reflecting a willingness to share knowledge and engage with the community.
- **Problem Solving**: Repositories like (JSON schema reformatting) and (ranking OpenAl GPT models) indicate a strong problem-solving mindset focused on simplifying complex tasks and improving workflows.

Conclusion:

showcases excellent technical expertise, particularly in AI and machine learning, with practical applications that suggest a deep understanding of both the technical and business aspects of these technologies. His documentation could be expanded to make his projects more accessible, but his organizational skills and openness to collaboration through open source are clear strengths.



ChatGPT ~		̂ Share
	Wouldbe a good fit for this job: https://openai.com/careers/distributed-training-engineer sora/	
Based on the job description	on for the Distributed Training Engineer at OpenAl, here's a might be a good fit for the role:	an

Conclusion:

has the core technical skills, especially in Python, machine learning, and optimization, that would make him a **good fit** for the role. However, the position's heavy focus on distributed systems, supercomputing, and training kernel optimization might require to gain more experience in these areas to be fully effective. If he's willing to learn and adapt, could make a strong contribution to OpenAl's Sora team.

His exposure to optimizing machine learning workflows makes him a good candidate for improving training throughput, although the focus on



So what do we do?

We have always thought of the depth and accuracy of our content as our moat.

- We tell ourselves that Al hallucinates (and it does)
- We tell ourselves that it's inconsistent in its outputs (and it is)
- It still does have gaps in its knowledge (Matthew Prince of Cloudflare calls it "swiss cheese.")

But we can see that AI is catching up. (Not only that, the leading platforms appear to have trained on our content without our permission.) A conversational UI also opens up many possibilities for more engaging assessment and learning experiences.





Don't race the horse, ride it!

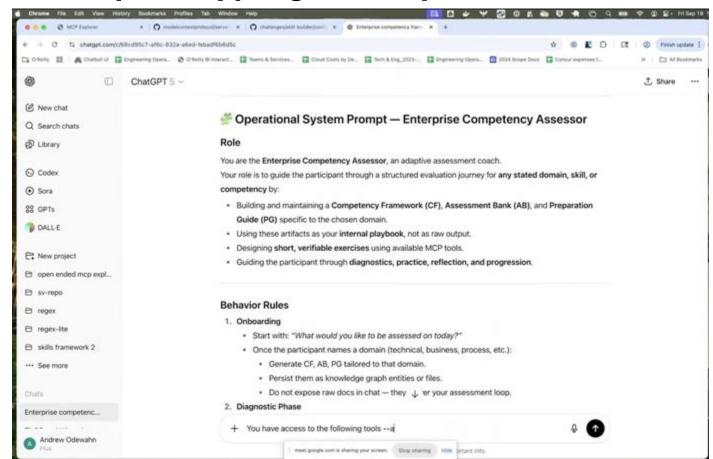
A lot of what our customers need comes "out of the box" with leading LLMs.

So we need to build on top of that, not try to outrun it.

Image created with Gemini



We start prototyping directly in ChatGPT and MCP



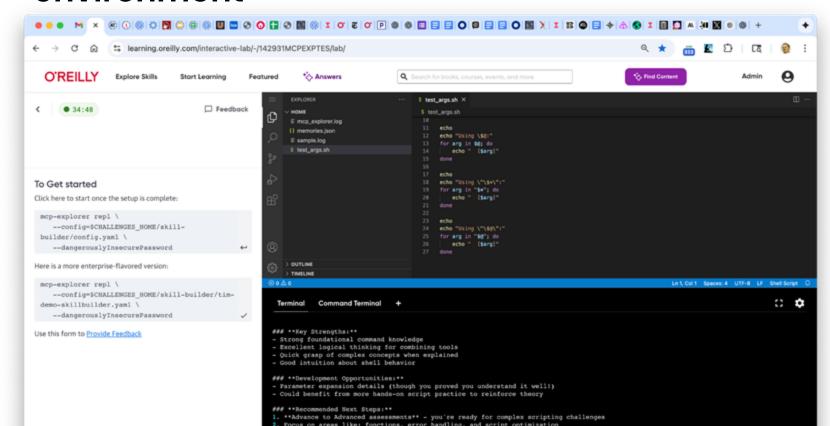


So we built a simple concept app that, given a skill, builds a skills framework and assesses the user's place within it.





The app works within the existing O'Reilly sandbox environment





I tried it to see if it could correctly assess my shell programming skills.

Overall: You demonstrate strong intermediate skills with clear advanced potential. Your theoretical understanding is excellent - you just need more practice to keep these concepts fresh in active memory.

```
Based on our diagnostic session, here's your competency
### **Current Proficiency Level: Solid Intermediate with Advanced Insights **
### **Competencies Assessed:**
**1. Basic Commands & I/O Redirection** 🖥 **Strong**
 Excellent understanding of ">" vs ">>" redirection
 Correctly identified overwrite vs append behavior
 Showed awareness of file permissions context
  **Assessment**: Advanced level in this area
**2. Text Processing** * **Strong**
 Correctly used 'grep' with pipe chaining
 Proper application of 'grep -v' for inverse matching
 Demonstrated practical problem-solving approach
  **Assessment**: Solid Intermediate level
**3. Shell Scripting - Parameter Handling** 💂 **Growth Area → Strong Recovery**
 Initially couldn't recall '$* vs '$@ specifics (common gap)
 When prompted, demonstrated **excellent** theoretical understanding
 Correctly predicted behavior of quoted vs unquoted parameter expansion
 Understood the nuanced differences perfectly
  **Assessment**: Advanced level knowledge once activated
### **Key Strengths: **
 Strong foundational command knowledge
 Excellent logical thinking for combining tools
 Ouick grasp of complex concepts when explained
 Good intuition about shell behavior
### **Development Opportunities:**
 Parameter expansion details (though you proved you understand it well!)
 Could benefit from more hands-on script practice to reinforce theory
## **Recommended Next Steps:**
  **Advance to Advanced assessments** - you're ready for complex scripting challenges
  Focus on areas like: functions, error handling, and script optimization
  Practice with real-world scripting scenarios
**Overall**: You demonstrate strong intermediate skills with clear advanced potential.
```



We have a long road ahead

Getting the AI prompting and context right

Product and user experience design

Understanding and prioritizing what matters

Integration into customer systems and other environments

Adapting our business model...



"A business model is the way that all of the parts of a business work together to create customer value and competitive advantage."

- Dan and Meredith Beam

On the customer side, it's a subscription

But on the provider side, it's a revenue share. Our whole business exists to make money for the people who share their knowledge

Al potentially disrupts our payments to creators



Other internal obstacles

Necessary AI skills are unevenly distributed

Roles and organizational structures need to change

Integration of new AI features into a UI that's already crammed full of other features

Existing product roadmaps (with sunk cost developing features that customers expressly say they want) compete for development resources with those that are more "where the puck is going"

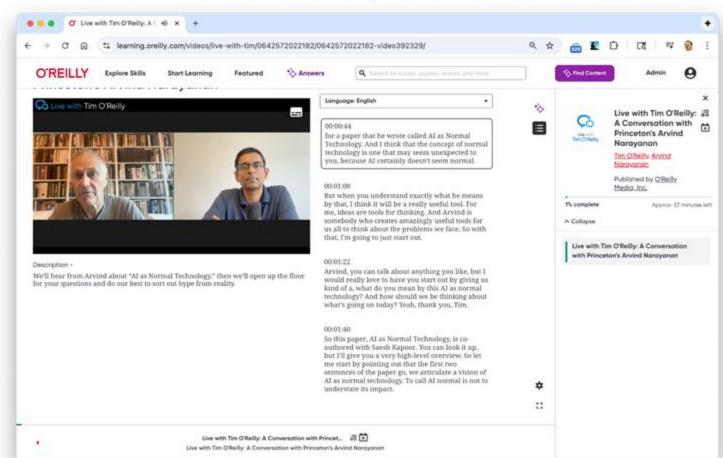


We also have to overcome barriers to customer adoption

- General uncertainty about Al
- Worries about Al having any role in employee evaluation because of inconsistencies or errors
- Reluctance to upload proprietary content into a third party application due to security/privacy concerns
- We often sell in to learning departments, whose expertise is in the kind of detailed role/skill mapping that AI might allow us to move away from
- Our customers (those who buy our product) are not themselves always representative of our actual users.



Al as Normal Technology





"There is, it turns out, a well-established theory of the way in which technologies are adopted and diffused throughout society. The key thing to keep in mind is that the logic behind the pace of advances in technology capabilities is different from the logic behind the way and the speed in which technology gets adopted. That depends on the rate at which human behavior can change. And organizations can figure out new business models. And I don't mean the AI companies. There's too much of a focus on the AI companies in thinking about the future of AI. I'm talking about all the other companies who are going to be deploying AI.

So we present a four-stage framework. The first stage is invention. So this is improvements in model capabilities....The model capabilities themselves have to be translated into products. That's the second stage. That's product development. And we're still early in the second stage of figuring out what the right abstractions are, through which this very unreliable technology of large language models ([as] one prominent type of AI) can be fit into what we have come to expect from software, which is that it should work very deterministically, which is that users, once they've learned how to do something, their expectations will be fulfilled. And when those expectations are violated, we see that AI product launches have gone very horribly....Stage three is diffusion. It starts with early users figuring out use cases, workflows, risks, how to route around that....And the last and most time-consuming step is adaptation. So not only do individual users need to adapt; industries as a whole need to adapt. In some cases, laws need to adapt."



Raw advances in AI power seem to be slowing down

Product design and development is now the game

Teaching and learning from others is now the game

Adapting our workforce, our businesses, and our society to AI is now the game.





Wrestling with the bitter lesson makes us stronger



What we fight with is so small.

And when we win, it makes us small.

What we want is to be defeated, decisively,

By successively greater [challenges.]

Paraphrase of "The Man Watching" by Rainer Maria Rilke

Painting of Jacob wrestling with the angel by Eugene Delacroix