**PPN Session three 7.02.2024\_Transcription**

[Rachel Davies] (0:30 - 2:00)

Ladies and gents, this is your two minute warning. Grab yourselves a drink, finish up your conversations. We're going to be live on stage in two minutes time.

Please take your seats. This is your one minute warning, ladies and gents. This is your one minute warning.

We're live on stage in one minute's time. Take your seats. Ladies and gents, this is your 30 second warning.

Get ready to put your hands together. We're going live on stage in 30 seconds.

[Speaker 14] (2:31 - 2:48)

Ladies and gentlemen, property entrepreneurs, please clap your hands and give a huge round of applause. And welcome to the stage, Rachel Davies. Woo!

Woo!

[Rachel Davies] (2:49 - 3:58)

Woo! Oh, look. Wow, you can tell everyone's had lunch.

There's loads of energy in the room. Everyone must have been flagging at the end there. Right, let's just wait for the stragglers.

We all in? Come on, I'm watching you all. Sit down, sit down.

Right, there we go. We're all nearly in the room. Absolutely fantastic.

Did you enjoy lunch? Yeah? Okay, good.

Good. Right, it's now time to get an update on Get Up and Give Back. It's our fifth year anniversary.

Yes, woo, indeed. It's my absolute pleasure to welcome back to the stage our very own GUGB leader. This man has got so many karma credits that the traffic actually parts for him.

He's a PE Hall of Famer, a board member. He's led us to victory numerous times over. He's Mr. GUGB himself. Ladies and gentlemen, please put your hands together and welcome to the stage Dan Norman. Woo! How you going, my lovely?

[Speaker 3] (3:58 - 8:21)

Thank you, my darling. Bless you. Yeah, thank you.

Wow, wow, wow. One thing I must say about you, gang, is we did our little piece last month and I was not expecting the response that we got. We're not being overconfident, but we're actually a little bit ahead of where we thought we'd be.

And that's all down to you guys. But I am great at breaking clickers. I won't run...

Dick, can you start my clock? Because if not, I'll go on about this forever. Thanks, my man.

We obviously launched in January and I gave you a bit of information on the charities that we're supporting. And what's been most humbling is the people who've come with their own stories, not the charities that we're supporting, but their own stories, their own relationships, their own challenges. And thank you very much for sharing that.

And I think that's something we can all take on board as the effects of cancer in our society. But I want to start off positively because if you're sitting on the fence and you haven't yet made the decision to get on board for Get Up, Give Back, I'm going to give you a whistle-stop tour to reasons why you should. So who likes freebies?

Yeah, everyone loves a freebie. So how would you like, in April and May, a month's worth of social content? Yeah, that's good stuff, isn't it?

That you can feed into your activity. Now, we're not going to follow you around with a camera, or maybe we will, but we will provide you a bunch of what we call assets. So you can intersperse these amongst your existing social campaigns and basically it fills up your month for you.

Great thing to share. We cannot beat the warm, fuzzy feeling from Get Up, Give Back. It's like hugs on steroids.

And I'll show you a little video in a bit that will really kind of explain this and bring this home, what it means, what it means to the charities, what it means to the community, what it means to the good that you'll be doing. And finally, to be perfectly mercenistic, it's the competitor's edge because you won't be the person who's got an HMO portfolio or rent-a-room business or selling widgets or whatever you're doing. You're the person who is raising money for people who are suffering with cancer and you're stepping up and above.

I know a lot of people do challenges, but it's not as many as you think. It's not as many people who are actively fundraising. So we have to say a huge congratulations to these people who've already signed up, committed, they're in, they're all in.

Give yourselves a huge round of applause. If your name's on that list, absolutely want to recognise you. They're the action takers, the money makers, the heartbreakers, hats off to you.

Timeline, we'll be sharing this in the Facebook group. Basically next Friday, we need your commitment forms in by then because you've got to start making logistical and operational decisions on the various challenges. We will release assets in the 8th of March.

Now that's actually a bit above and before when we want you to actually be using them, but it's for people who've got PAs, VAs, social media managers, so they can programme them in for April. April the 5th is when we put a commensurate promotional campaign on this, so everyone's all together. It splashes out over socials.

It goes on your email signatures. We have an avalanche, a tsunami of activity pushing the fact that Cardio vs Cancer is happening, and there are so many people involved in it, and the good we're going to do in the charities and challenges. Friday the 3rd of May is when the challenges actually start, and that gives us five weeks until the grand finale formal, and thank you so much for the people who've already paid, already booked in.

I think we've sold about 60, 70% of the tickets already, so we've got a limited capacity on that. It's already done. Those people have taken action, which is great.

So what does Get Up, Give Back actually look like? In case you hadn't already seen this, let's have two minutes just to see what we did last year. So we're just here at the Belfry, having completed the Property Entrepreneur Get Up, Give Back 2023 Hype Against Hunger campaign.

We've actually beaten our target and raised £130,705 for two incredible charities, Magic Breakfast, that provides breakfast to UK school kids who unfortunately aren't able to have a meal when they start school, and the rather wonderful Tri-Services Veteran Support Centre, based in Stoke-on-Trent, who provide emergency food packages for our veterans who are sometimes a bit too proud to ask for help.

[Speaker 15] (8:25 - 8:39)

Yeah, my name is Geoff Hanneman, and I'm the chairman of the Tri-Services Veteran Support Centre, and we're here this evening collecting a fantastic cheque from the property entrepreneurs, and it's absolutely fantastic and a brilliant effort. Well done, thank you.

[Speaker 11] (8:44 - 9:08)

I'm Alice from Magic Breakfast. And I'm Hunter, and we're so excited to be here today for the Get Up, Give Back event. Get Up, Give Back is making such a big difference in ensuring that no child is too hungry to learn.

And we also want to say a huge thank you to all our partner partners, Harley Street Specialist, Oversubscribe, Vulcan Insurance, LMPG, Ultimate FD, Buck-to-Buck Leasing, and Robohops. Thank you so much.

[Speaker 3] (9:12 - 13:18)

I also need to give an enormous thank you to Optimise Accountants, who have supported us all the way through the Get Up, Give Back 2023 Hike Against Hunger campaign. So Simon and Louise Mishevich, thank you, thank you, and thank you. Not over yet.

My question to you is, having seen this and the participation and the activity in the community and the celebration and the fundraising and the result that we had, who wants to be a part of this? Let's see it. Because I honestly believe, if you miss this, then you miss out.

This year's headline sponsors, we're very, very proud to announce, and we want to recognise everyone who makes any action, not only our headline sponsors, but throughout the journey, we'll be recognising the activities that people are involved in and the commitments they've made. So I must give a huge round of applause right now, for Josh Keegan, our ultimate FD, who's one of our headline sponsors. Not only is he providing a whole bunch of cash, but I think, Josh, you're providing a remuneration on Xero subscription, is that right?

Which is immensely generous. They could be boxing it, but they're putting it into Get Up, Give Back, which is huge. And another organisation that needs no introduction, which is Property Filter, Guillaume Black is our other headline sponsor.

What do you do right now? If you haven't yet committed, then first thing is to fill out your commitment form. That is on that page in the workshop booklet.

You can sign up to Get Up, Give Back 2024. Okay, we've got a few spaces left, so that's all good. You need to pay a commitment fee.

It's either a participation donation of 50 pounds to secure your place, or if you want the t-shirt, which I won't strip off and show you right now, but you want the training t-shirt, it's a wicking t-shirt, it's fabulous, great for the gym. These hoodies, steady on. I didn't know it was that kind of seminar.

And the all-important ticket for the grand finale, because that was such a great event. It's something that Dan Hill said, that really marked out last year's property entrepreneur for me, because it was just a level up and a step up. The community, the engagement and so forth was just fab.

And thirdly, if you wish to, please encourage family, friends and colleagues to join. Then my details up there. Please take a quick photo.

You can email us if you've got any queries, concerns, bothers, that aren't covered in the brochure on the QR codes in the workbook, and also my number. Any queries, fire into that, drop me a line, more than happy to help and support you, okay? We're here with you all the way.

The only reason this will fail is if you choose to let it be so, because we ain't gonna let it happen. Yes, sir. I'll post that in the Facebook group.

Yes, sir, and I'm speeding a little bit. So whether you want to support our wives, our mothers, our sisters, our girlfriends, whether you want to support the research for urological cancer research for our fathers, our brothers, our mates, whether it's to support people who the medicine unfortunately has stopped for in the form of Sutton Cancer Support Centre, whether it's our 20, 30 and 40 year olds who should be worrying about so much more, not a diagnosis, they should be worrying about life, not about an illness, or whether it's Shane and the horrible situation where he didn't even reach what every teenager should enjoy. Ladies and gents, thank you very, very much for your time.

Thank you so much for your support already. Please, if you've not made the decision yet, get yourself booked in. Let's have some fun, let's raise some money, let's support these causes.

Thank you so very much. Thank you. Keep the applause going.

Rachel's coming back on stage. Oh, there we go. I'm so glad you're the host.

[Rachel Davies] (13:21 - 15:06)

Thank you so much, Dan. What an incredible set up. I'm so impressed.

He's gone all out this year. Well done, Dan. And so who's looking forward to get up and give back?

Come on. Who's looking forward to get up and give back? That's better.

Right. Now we move on to session three. Now, arguably, is this going to be the best session of the day?

It's been a bit of a game changer today, haven't it? We've had some amazing sessions, but now maybe the best is served till last. So there's a lot of talk in the news, isn't there, about AI at the minute.

Every business is buzzing about it. But how do we know how to get the best out of it? Your kids are probably way ahead of the game.

Yeah. But we as entrepreneurs, we don't want to get left behind, do we? Speed of implementation is key.

And we want you to master the machine. And our special guest speaker today is going to give you a deep dive into large language models and how best to use them to get the best effect out of it for your businesses. He's a property investor.

He's a PE award winner twice over. He's built a huge social media following of nearly half a million people. So that's pretty big.

He's an AI consultant and investor, and he's passionate about harnessing the power of AI to transform businesses. Can you please put your hands together while I welcome to the stage Mr. Ben Kilmer. Woo!

Woo! Woo! Woo!

Woo! Woo! Come on, come on, the stage is yours.

Thank you very much.

[Ben Kilner] (15:08 - 37:06)

I think I've got it. And let's see if it works. It does.

Fantastic. Okay. Hello everybody.

My name is Ben. And I started in artificial intelligence around seven years ago when I invested in the space and worked for a tech startup called VivaCity Labs. I founded their customer success and delivery team.

And we built the company up to the point where we were installed throughout the UK. And recently they've gone out to Australia and the US. And the technology that we developed was using machine learning and cameras to basically give cities a brain and eyes so that they could begin to think for themselves.

At the same time as leading that team, I led the development of a different product for the sports industry. It was using the same sort of technology, but recognizing players and maintenance vehicles. And this is installed in some of the largest training grounds and stadiums in the world today.

So you guys are in a pair of safe hands. So today we're going to be looking at the art of AI and how you can subtly use it to basically level up your businesses and begin to hopefully run ahead of the competition and those people who aren't adopting AI as fast as you guys. So we're going to start off with some news to get everyone in the mood.

And the first thing is Tesla's full self-driving model. So Tesla has been around for a while. We all know that.

However, their self-driving model has been a basic C++ language until now. Now it is a single neural network, which is going to be driving their cars, which has been promised every year for about six years, but is actually here now. Then we've got Sam Altman, who you probably would have seen in the news recently for his ousting from OpenAI.

He's now back, thank goodness. And he's announced that he and a bunch of others are going to be developing a US-based supply chain for AI chips. This is massive.

The sort of dependence on our Asian suppliers is potentially open to political manipulation. So bringing it back in-house is fantastic. For those of you who use Microsoft 365, you'll be pleased to know that now you have MS Copilot available to you.

Previously, it was a minimum of a 300-seat spend. Now it is a single-seat spend, which is fantastic. I haven't yet used it, but I gather it is very effective.

Custom GPTs, we'll be looking at this in more detail later. ChatGPT, which most people in here will have heard of, now has the ability to... You can basically create your own pre-programmed GTP where you can drop in information in and fundamentally give it a head start and you can come back and use it again and again.

We'll look at that in more detail later. Then the biggest news on here, as far as I'm concerned, is Neuralink's human trials. So Neuralink is one of Muskie's companies.

And I think this is the beginning of actual cyborgs, not just us and our phones, which are arguably cyborgs already, but actually embedding chips in people's brains and beginning to allow those chips to read brain function and then allow people who are completely disabled to communicate with the world around them. And also not just communicate, physically manipulate the world around them using robotic arms, et cetera. So it's being touted initially as this is great for people who are paralysed.

However, the longer-term view is basically incorporating silicon into humans. Google has introduced AIME recently. AIME is a AI doctor, essentially, and it is beating humans in control trials, unsurprisingly.

That's gonna be big. We're gonna see more and more of that. And then we've also got the Rabbit R1.

The Rabbit R1 is a very unconvincing-looking handheld device. It's very much a proof-of-concept, but it purely runs on an artificial intelligence model. You'll see many, many more of these in the coming years.

If you're a super-early adopter, maybe consider getting one just to have it in your archives. But for actual usefulness, you're better off just chatting with ChatGPT on your phone or your computer. And then the firm press, I believe.

There we go. We've got Trump reading the bad news for us today. So AI is designed to blur the lines between what is real and what is fake.

So inevitably, you're gonna have bad actors in the space. And some, turns out to be now a rather poor individual, decided to depict Taylor Swift doing something naughty in public. And you know that she has a gigantic following who refers to themselves as the Swifties.

They tracked this guy down and have metaphorically lynched him. So he's had to leave his home. He's had to sort of go into hiding as a result of this.

But I think it highlights a direction of travel that we're headed in. It's gonna be harder and harder to tell whether the images we see in the news are real or fake. So last year, we saw a massive AI summer.

We saw mass adoption of large language models like ChatGPT. And I think the amount of money which has gone into that space has yet to be deployed. So through this year, we're gonna see a cooling in those stocks.

And I think it would, if you guys haven't invested already, it's a good opportunity for you to invest in the space. Through next year, as that money comes to fruition, those stocks will increase in price. So it's gonna be playing catch up then.

So if you're gonna dive in, dive in now. There's an interesting test case happening at the moment between the New York Times and Microsoft and OpenAI. These models, which we'll look at in a minute, basically train on huge datasets.

Often they're trained on datasets where they don't necessarily have permission to use that information. And one of those people were the New York Times. And so they're suing them for billions apparently.

So we'll see where that goes. It might slow the space down a little bit, but actually the amount of momentum there is just so huge that I think they'll just be left for dust. Then Rishi has begun signaling around potential loss of jobs due to AI.

This is inevitable. There's gonna be a shift in jobs. There's gonna be job replacement.

But I think these early signals from global leaders are just indicative of how serious and how soon it's going to be happening. So what is AI? So obviously it means artificial intelligence.

That's the sort of headline ID. However, there are lots of goodies underneath. And it's quite a broad term.

It can mean the replication of any human capability via a computer. So physical manipulation, sight, language, anything. Underneath that big umbrella term lies machine learning, which is fundamentally the way we teach machines how to replicate humans' ability to absorb information.

And then one layer deeper, you've got neural networks. And neural networks are built to replicate humans' brains. So you've got nodes, synapses, and a massive network which can strengthen and weaken depending on what information you put in.

So as with the human brain, we can learn how to do things by being given examples of things. Those neural network paths get stronger and we get better and better. And then we can also weaken parts of our brain.

These work in exactly the same way. So let's do a side-by-side comparison of the human versus AI life cycle. And you'll see some strange similarities.

So human, everyone knows, genetic mixture, Ma and Pa going at it, having a good time. Then we've got body, which is the host for the genetic mixture. And then you've got food, which keeps it alive.

All is good. Then you get to experiences. So you have this sort of nature-nurture argument about where people get their personalities from.

But a lot of what defines our personality really is down to what information and what experiences we have growing up. And then we take on those experiences and we'll sort of experiment within the sort of social circumstances. And if we get it wrong, we get corrected.

And if we get it right, we get praised and we get sort of reinforced into a particular way of being. Then we're put to work. Obviously we pay back all the cash which our parents spent on us.

And then we may or may not procreate. And then pretty much inevitably, not necessarily, but almost certainly everyone in this room will pass away at some point. It's just the way it is.

Then we look over at the AI life cycle. So drawing the parallels across, you've got neural network design. That is essentially the sort of genetic mixture.

And that's primarily created by humans at the moment. In the future, those neural network designs will be created by other AI models, but we aren't there yet. Then hardware is the equivalent of the human body.

It lives there. And then electricity is the equivalent of food. And then you've got data.

This is one of the crucial things, clean, big data sets, which can be used to train these models on. And then if they do a good job, thumbs up. If they do a bad job, thumbs down.

And then this is where it begins to get more interesting. Problem solving. They will go at it literally 365, no breaks.

Humans need to sleep. We need to eat. We need to go and have fun.

Whereas machines don't have those needs. They can work round the clock. So even if they're half as powerful as humans, they will get the same amount of work done.

So already there's a huge advantage. And then if they break, you can update them. If a human breaks, it's actually quite a complicated process to sort of update them and make them better.

Whereas this is literally press of a button. Similar for hardware. You can just drop in new hardware and move the model over.

So from the off, these AI models have so many advantages over our sort of carbon-based life forms. These silicon-based life forms, which will become life forms at some point, have massive advantages. We'll come back to these more sort of existential questions at the end, but we'll go more into the practicalities forward.

So why now? Why have we, through last year, why have we suddenly got this massive AI boom? First off, the models.

They've been developed ever since the 50s. They started with simple algorithms. And then through the 90s, you've got some fancy models which competed with humans playing chess.

And they did very well. And then there was a cooling, and then we sort of waited for hardware to catch up. And then the hardware essentially doubles in power every two years, according to Moore's law.

For a chip of yay size, it will double in power every two years with no significant increase in cost. And that's why suddenly we've got this combination of models and hardware to create this AI summer. And then there is demand.

Demand is always there for cheaper labor, and especially people who are willing to work 24 hours a day. And there is one other thing which I've missed out on here. Can anyone tell me what is missing from, what's the fourth ingredient to make this come to fruition?

Where were we? Yeah, spot on, nice. Well remembered.

So the other thing is data. We have had the internet for decades now. Throughout that time, it has been recording the most incredible amount of data.

And certain countries, let's just use China for example, who don't really have any concerns about GDPR, et cetera, they have amazing datasets. So much better than anyone in Europe or the US. They are willing to collect every single minutiae of people's operations, which is amazing for them.

And it means that we are playing a little bit of catch up when it comes to the data side of things. So the pros and cons. I'm gonna skip pretty much through the pros.

The pros are fairly obvious. We've got productivity, innovation, creativity, reduced mundane tasks and data-driven decisions. All of these things are really powerful.

They will transform our future and will potentially compete with us in the future. However, the downsides, many people skip over the current downsides. First off is bias and ethical concerns.

These models are built by humans. We are inherently biased. These models are trained using human data, which is inherently biased.

These models are biased full stock. You will be hard pressed to find a model which is overtly bad, i.e. racist or something like that. But if you push it hard enough and you dig back into sort of its historical records, you can find it.

So it's trained on human data. It is biased. That's just the way it is.

Human dependence. We were chatting about this at lunch. And in the same way that I reach for my phone every time I need to do any degree of maths, we will be reaching for AI to do increasing number of tasks.

And it will become a crutch for us. And this is a good thing, increases productivity, but our skillset will potentially tail off and we will become sort of high-level overlords who don't really understand how to actually do any of the day-to-day tasks. So there is a risk there.

That dependence is gonna be a really interesting slide. Job displacement, obviously. We are going to be having a big shift in the jobs market.

Initially, just displacement. People who are kicked out of their job due to a more efficient AI model will be able to go and find jobs elsewhere. But eventually, that won't be the case.

And these individuals will be left without a job, at which point I suspect we'll head into the universal basic income territory and have basically fewer days to work each week. And then security risks. This one I'll bring up again at the end just to sort of drive it home.

But essentially, these models are learning from you as well as you from them. So every time you interact with them, every time you put in a question, every time you upload a document, it is storing that information and it will be used in future training sets. So be cautious, sanitize whatever you put in there unless you have their explicit agreement that they're not going to be using that data in future training sessions.

Then overconfidence. This is one to be aware of. These models will come back with these mind-bogglingly accurate answers, sort of nine times out of the 10.

And then that one time you think, oh, this is great, it's just the answer I need. You publish it and it's absolute rubbish. So be cautious with overconfidence.

We'll see some examples of where it's managed to be limited by its designers, especially in the sort of legal and medical spaces. But just be cautious. These models are very confident and very convincing.

So into the main body of the presentation. So large language models, they are exactly what they say on the tin. They have been built to replicate human language.

They have been built using the most phenomenal number of documents out there, which have been curated by humans. Say this is a good example, this is a bad example of the written word. And then it's been trained to create the most incredibly powerful model.

So there are a number of models out there. I primarily use, there we go, ChatGPT. Everyone here will have heard the name.

Can I have a show of hands who uses a large language model on a monthly basis? Okay, and on a daily basis? Okay.

So ChatGPT version four is probably the most developed large language model out there at the moment. It won't always be the case. There'll be competing models, but for the time being, it has the most depth and the greatest capability across the broadest range of subjects.

Then you have the likes of Copilot and Bing. You've got a spurious S there. That must be the versus.

So then we've got Microsoft Copilot. Microsoft Copilot is a tag on to the 365 products which they provide. It is an additional $30 per month on what I suspect is around a sort of 40 or $50 expenditure in any case for 365.

So it begins to rack up the costs. Under the hood, it uses ChatGPT 4. However, the interface is very different.

I haven't personally used it, and I will do at some point, but only just to test it. I will be sticking with ChatGPT 4 for the majority of what I do. Bing, likewise, is a free Microsoft Google search engine equivalent, but has ChatGPT 4 under the hood.

Then you've got Google Bard. Although Google Bard is lagging behind somewhat, I've included it here because it will be catching up. It will be competing very, very heavily, and Google's primary advantage is data.

They have the data at their fingertips. They have the most, yeah, I won't even go into it. They have an advantage when it comes to data without having to steal it, which the other companies have arguably done.

So ChatGPT 4 is what we'll be focusing on primarily for the following examples. How can you interact with it? So most people will be familiar with online chatbots where you type away vigorously, and it's all a little bit slow.

You can do that with ChatGPT, or you can actually chat chat, voice chat. And so if you have the app on your phone, open it up, and there's a little set of headphones right next to the chat box, and hold that down and chat away. It's fantastic for open-ended conversations.

I'll show you one in just a second. I was wandering around the house using it for about 45 minutes. And then, oh.

It's swift. And then we've got custom GPTs. This is a more recent launch.

Within ChatGPT, you have the ability to preload. Let's call them experts. As I mentioned earlier, as I mentioned in the news section, you can preload it with information to allow it to get a headstart, and you can come back to the same preloaded custom GPT every time.

Historically, you just use the same thread over and over again. With custom GPTs, you can skip that step. So, that is how you can interact with it.

Let's move on to how you can begin to use it in your lives, both personal and professional. We will be seeing a mass, in fact, you may, if you spend any time on social media, you probably would have seen some, what would you call them, adult entertainers who have created digital or AI versions of themselves. And they are charging a subscription each month for people to sign in to chat with their digital likeness.

And that's the sort of darker side of things. On the lighter side of things, I think these large language models will hold a really, really big place in interacting with humans, not just on a work basis, but on a personal and even a sort of psychological basis where if someone is struggling, feeling lonely, then they may have an AI companion. I mean, as bizarre as it sounds, I can, it's just literally just around the corner.

So, on that note, I was wandering around the house chatting to ChatGPT about Ikigai. I said, please help me determine my purpose in life by using the principles of Ikigai. Is everyone here familiar with Ikigai?

Has Dan, yeah, yeah, okay, you're right. It came back with the list of sort of the various things which feed into Ikigai. I was expecting it to actually ask me a few questions, but it didn't.

So it listed it, that's fine. I then had to prompt it to ask me one by one each individual piece of information that it needed in order to give me my Ikigai. So I said, thank you, please ask me as many questions as you need to find the intersection of my vocation, mission and profession.

And it went away and it came back with a wonderful paragraph, which pretty much exactly described my year ahead. And I think the key thing here is, if you are uncertain about what it needs in order to provide you with the right answer, ask it to ask you. Ask it to spell out exactly what it needs in order to give you the best answer possible.

So I would actually recommend, if anyone is sort of still working out their purpose in life, have a go with this. Even if it's just a, please help me understand what's my purpose in life. You don't have to use the principles of Ikigai.

It's a really interesting conversation to have with a computer. And the level of eloquence and the level of detail it goes into is just mind blowing. So another example.

Oh, sorry. We will be doing Q&A at the end. We've actually got a decent chunk of time.

Oh, right. Okay, okay, okay, okay, okay.

[Speaker 17] (37:06 - 37:07)

It's three o'clock live.

[Speaker 18] (37:08 - 37:09)

Yeah, yeah, yeah, yeah.

[Speaker 8] (37:11 - 37:52)

Well, what a coincidence, on the way here today, I was talking to the AI. And I mentioned Ben Hardy, Joe Dispenza, and a few other influencers. I've asked him to go and research philosophy, everything.

And I was just having a chat with Joe Dispenza. So I told him what I'm expecting. And I knew we were gonna go into AI.

So I actually prepared something else. It's like, if you struggle, how to start your day, how to organise your routine. So just tell them who you want them to be, do the research, and then just ask the question away.

Absolutely. Along the way.

[Ben Kilner] (37:52 - 48:51)

Yeah, it's nuts. The scheduling capability of this is amazing. I mean, human brains aren't that great at sort of sequential information.

They are more sort of creative. But if you give it a list of things you have to do, you can, if there's half the day, you could say, I've got 10 tasks to do, please schedule my day. And you would say, I'd like the creative tasks to be at the beginning, and the less creative things at the end.

And it will go so far as to actually split tasks up into two. So the creative bit of that task goes at the beginning, and the sort of hand turning bit will go at the end of the day. It's brilliant.

Great point. So, Life by Design, another sort of personal use example. Everyone here is familiar with Life by Design, 100%, okay.

Back in 2019, I created a little PDF for members of staff to then be able to go away and do a little condensed version. And I created a really heavily formatted PDF. I mean, humans, it's actually hard to read.

So I thought I'd have a go at uploading it and feeding it into ChatGPT. One, to understand if it could accurately decipher this rather odd looking PDF. And two, could it then repeat it back to me?

And successfully it did, I'd say about 80%. So with a much better formatted document, it should easily get 100%. But when you're uploading documents and there's any uncertainty, just ask it to repeat back any sections which you think it may have missed.

So just say, please repeat back all the footnotes, for example, which may have been lost in translation. So then another application within your business. So management and HR job descriptions.

This is something which I particularly dread doing. So I started off with saying, you are an expert HR consultant, please write a job description for a finance director for the business. I think Dan was advertising for this role recently.

Yeah, okay. And so I said, for context, the business helps educate property entrepreneurs in how to run their business effectively while meeting their personal goals. They will ideally have experience in a service-based company and be familiar with events organization.

And so the key ingredients here are personas. So you can give it a persona, you can say, take on the characteristics, in this case of an HR consultant. And it will have the most gigantic bank of documents that it's referring to on how to be an amazing HR consultant.

So you've got everything at your fingertips right there. Then give it some context, give it some background about what you're after. And then finally, give it, you can just leave it open, or you can give it specific things to aim for, such as the prior experience, but you can have a go with leaving it open and add that in later.

So we'll come on to question sequencing in a second. So job description, this is what it came up with. I mean, this is just the tip of the iceberg.

I think it was at least two pages long, which may be too long. You can ask it to shorten it. But the output, incredibly well-written, super precise, and pretty much, I'd say 90% of what I'd be happy to send out the door.

At this stage, I would say, always check. And I'm gonna say this like multiple times through this, because it's so tempting just to say, oh my God, it looks amazing. I've read the first paragraph.

And then you get to the fifth paragraph and it's absolutely irrelevant. It will hallucinate at times. Just make sure that you check it each time.

Another good example is personal development plans for staff. So I said, you want an expert HR manager, please draft a personal development plan for members of staff. So you notice here, I haven't asked for a specific output, which I would then send out the door.

I've asked for a draft. And this is part of question sequencing, where it can be a lot easier to edit a shorter document rather than a longer document. So dealing with its structure and contents at draft stage is way more efficient than asking for the sort of five-page output, which you then have to trawl through and edit individually.

So I went away and did a few edits to this. Key ingredients are persona and yeah, obviously the draft piece. And then in addition to the question sequence, I then asked it to go into more detail.

And I said, thank you, please could you customize this for our sales staff and introduce specific KPIs to track their performance. So now I'm niching that. Once I've got this draft, which is applicable to all of my members of staff, I'm happy with the structure, happy with the content.

I then ask it to draft it for an individual skillset within the company. The question sequencing thing is really important. You can overload these models really easily.

If you say, create a company for me, obviously it's just gonna create something that is utterly irrelevant to you. Whereas if you lead it through a set of initial questions saying, could you ask me what my skillset is? Could you ask me what my passions are, et cetera, and then build up a company.

That way it's gonna be so much more accurate going through that question sequence rather than jumping the gun. Staff issues, this is an interesting one. Often when there are staff issues, it's very easy to begin to chat to colleagues about it.

And you won't necessarily get the best advice. Sometimes it will be amazing. Sometimes it'll have some brilliant insights.

But if it's a really tricky situation, you just want an objective view, I would say every time come to chat to EPT and say what the issue is and ask for its feedback. So I said, you're an HR consultant. A member of my staff has been underperforming.

They are well-paid and have been happy in a position in the past. Please help me prepare for that upcoming review meeting by suggesting potential problems and solutions to those problems. So 15 minutes before I'm due to sit down with this person, I wanna quickly brainstorm ideas as to what the cause of this issue could be.

And then I also want to be prepared with potential solutions. And it went through and came up with a fantastic list. I mean, I would have thought of it, probably would have taken me half an hour and it took it like 20 seconds.

So there's a definite gain there. And I can go in with a good idea of what they might be facing and also potential solutions. It won't necessarily get all things right every time.

So there might be 10, 20, even 30, 40% of points that it misses, but it gives you a really quick headstart. But again, beware of the sort of the assumption that it is all powerful. Avoid that sort of crutch thing like me and reaching for my phone to do calculations.

Use your brain as much as you can, especially when checking because you get, yeah. What do I refer to as? Scrambled egg brain very, very quickly.

So company strategy. This is an interesting one. You can build companies from the ground up using these AI models.

And Sam Altman of OpenAI recently said that their goal is to have the first one person company reach a billion pound valuation in the next two years. And it's very feasible. You have so many company functions covered by these large language models, but it should, I think, might take longer than two years, but we'll see.

It's definitely just around the corner. So I said, I own a property portfolio of HMOs in the UK. Interest rates are currently very high and I am struggling to find deals that make financial sense.

Please brainstorm solutions. The key thing here is brainstorm. It's great when it comes to creativity.

So if you're stuck in a rut and you think, oh, the only way out of this is just to sell my whole portfolio, which might be a valid solution, there may be a load of other options in there also. So asking it to brainstorm solutions is really very, very good. And it came back with everything that I probably would have thought of in an hour, in about 20 minutes.

This, yeah, sorry, exactly. 20 seconds, thank you. In about, yeah, in about 20 seconds.

And no surprises in that, but it would have taken quite a bit of brain crunching for me to get there. Tools. This one is for our UFD at the back.

So I asked Dan if there were any board members who had any specific winter hit list tasks to address, for me to address. So this is one of them. So this, Josh, I believe is for you.

Is it a company? Is this you, Josh? It isn't.

Oh, someone else is doing a company valuation. Okay, so. Oh, is that how it is?

Okay, okay. So he asked for a calculator to essentially value companies with. And I asked it to be a CFO, a non-exec director, just to give it that sort of high level strategic view.

And then I said, please help me create a high level calculator for valuing companies. Please start by detailing the different valuation methods normally used. And it went away and came back with a list of different methods used to value companies.

Some of them I was familiar with, some of them I wasn't, but it looked like a comprehensive list and it all made a lot of sense. And I was building up, I was using this as sort of research stage and then building up to the next question in the sequence. So I said, please describe, not create, but describe a calculator to be built in Excel and the correct equations to use within it.

Focus on the discounted cashflow model. I have, at this stage I had a suspicion it might struggle with the Excel format output. So I asked it to create an interim step where it described what it was doing and included all of the equations.

So if it did struggle with the output, I could then go and do it myself. You could backtrack and do this, but this is a good way of leading it to the right answer and make sure it doesn't miss any steps. It came back with, I mean, everything seemed to make sense.

I didn't go to a textbook to check it, but it seemed to, yeah, very sensible. And I got to the next step and I asked it to create an Excel spreadsheet for me and this is where it began to crumble a little bit. So I said, yeah, please build the calculator in Excel and it actually did create an output, a .xls, fantastic. However, the output, the structure of it isn't what I would have chosen. And the numbers in the cells may mean something to someone, but it's not very clear to whom. And there are no equations behind these.

They are just dead numbers in those cells. So it is, it's getting there. I would say give it until the end of the year until they've really worked on the export formatting.

[Josh Keegan] (48:54 - 48:59)

Yeah, yeah, yeah, yeah.

[Ben Kilner] (49:00 - 50:40)

A year, about a year and a half ago, it would export to Google Sheets, but it was mumbo jumbo. And now it's come back. They took that function off and they can export in loads of different formats, including PDF, Word, et cetera, but just the formatting isn't high level at all.

I would recommend going back to the previous step and building it manually still. So scripts, this is another board level request. Create a script for a 15 minute video for my website about the benefits of an ownership trust sale, Witty and Engaging.

This was the actual request with Witty and Engaging. And it had a go. I'll read what it says.

So imagine a magical box where you can store your property, manage it easily and pass it on without a hitch. That's an ownership trust for you, minus the magic, but all the benefits are real. So it's had a go at engaging.

It's had a go at witty. It's a bit of a miss, to be honest. What it has done is created correct timings for the whole script.

It's created suggested video footage to have alongside, which you could literally hand off to a producer to then create your video for you. Coming back to the question of the actual script contents, what I would suggest for this individual is giving it examples of the type of script they have in mind. So something they've written, which they think is witty and engaging.

Drop that in there and ask it to learn from that example. It will probably get it right very, very quickly, but it has to have that to work from, because it doesn't really know what your version of witty and engaging is.

[Speaker 17] (50:40 - 50:41)

Can you get that? That's enough for me.

[Ben Kilner] (50:46 - 58:51)

For Ruto. And then iterate. So if you don't have an example of what you've written before, literally ask it to change the tone.

Just say, turn it down a bit, make it business informal or something like that, and see what it comes back with. Marketing campaign. Another interesting use.

So you are a social media marketing expert. Please help me create a social media marketing campaign for my board program that runs for three months each summer. During the program, I mentor a small group of property entrepreneurs to achieve their goals.

My USP is my track record in property and reviews from previous mentees. This is another board level request. And it went away and it created a fantastic marketing campaign.

This would have taken me, I'd say at least half a day to come up with. And that would have probably just been the headers, let alone the sort of, you know, the text in between. If you are going to be embarking on a marketing campaign this year, I would strongly suggest creating a longer prompt than this, giving it way more context, giving it more detail about what you're after, and using it as a really good starting point.

But do check everything and triple check everything. So simplify and manage. This was another interesting request.

It comes back to what we were saying earlier about organizing your schedule. I wanted to use that app to highlight the fact that we are humans and they are machines. They will be machines for a long time and we will be human pretty much forever until we become cyborgs.

So stating our humanness is really good at this stage because they will learn how to communicate with that humanness better. So in this instance, I said, I am totally overwhelmed with my workload. Please, could you break down these high-level tasks into manageable chunks?

Write a company SOP for checking in tenants and then apply for planning permission for a site extension. Really simple examples. This isn't what the member of the board asked for, it's just me ad-libbing.

And it went away and broke it down into really nice manageable chunks, sort of like baby chunks, which is fantastic and would definitely reduce stress levels immediately if I were feeling overwhelmed. The next logical step in this question of sequence is asking it to write the SOP for you and say, please, could you draft an SOP for checking in tenants to my HMOs? And it came back with something actually better than I could have done.

I probably could have got someone else to do it. They would have taken them days, probably. And it was just incredibly quick and efficient.

When you want longer documents, you can ask it to break it down into sections. So you ask it to create a summary, say, a 10, like, summarize the sections within an SOP. And then you can flesh out each section one by one on like, you know, 10 pages each if you really wanted to.

Or after it's created the initial draft, you can edit that down to create the structure you want and then ask it to go back to section three and flesh it out even further. Investor communications, this, another board request. So they have a bunch of investors they update every month.

Each month, I send out an email to investors updating them on the progress of our property development projects. Below is an example of one of the emails. Please just read it, no need to respond.

This command of saying, just read it, no need to respond, is really useful. Often, when you just drop something in there, it will just guess as to what you want and it'll just start spewing out answers. So it's just say, read, no need to respond.

It does respond, but it says, let me know how I can help. Just let me know. It's all keen and ready to go.

And so I came back with, each month, I will update the investors on progress and spend. Please, could you update the example email to include the following points. Overspend will come to 10K.

We will complete the project one month early, just as an example. And it went away and created and edited the original email perfectly and created an email which I'd be 90% happy to send out after a few minor edits around term. As this person is going to be doing this every month, I would strongly recommend they use custom GPTs where they upload, let's say, 10 examples of letters they've written and then even program into it, the set of questions that it asks you each month to then update the letter with.

Say, for example, you ask it to, how much will overspend be? How will you be on time, et cetera. So you can pre-program that custom GPT and come back to it every single month.

Draft documents. So on the legal side of things, we'll see in a minute, it does have limitations, but it is brilliant for first drafts. So I said, you are a financial and legal expert.

I'm going to lend a limited company 500K in exchange for 50% of the profit from the sale of a property that will be built. I will receive a first charge on the property as security please draft heads of terms for this arrangement. And it came back with, again, 90% of what I would have done.

Lots of cameras on this one. Except for a few variations, especially around death and change of circumstances, it's quite unwilling to talk about things like that. So you have to really push it to talk about human demise, illness, et cetera.

It will try and gloss over that as if it doesn't really exist. So you have to force it to do that. Then the next question in the sequence, the natural logical next step is creating a legally binding contract from this draft heads of terms.

This could be your first question, i.e. you've already got heads of terms in place and you want to create a contract from that. The main thing to take away from this, it will do it, but it's sort of under duress. So it's specifically said, this task necessitates professional legal expertise, et cetera, et cetera.

And it will continue to do this. You can actually jailbreak it. You can work your way around it.

But you have to be quite sneaky and you have to create sort of hypothetical scenarios which you then ask it to solve. Say we're having this problem at work and we've got this contract. It's not suitable for, it's not fit for purpose.

Can you draft a new one? And you can sort of work around it that way rather than asking it the direct question of create one from scratch. So beware of limitations there.

It's also around health related issues, financial advice, all the sensible things. It is hard coded. On other things though, it can be overconfident.

Again, just to remind you of that. Document search. This is one I used very recently, letting a property and using a new letting agent and quite an unfamiliar AST. So I uploaded the AST and wanted to just look for specific terms. And rather than trawling it for five minutes, I asked it to dig out the terms I was after. It succinctly summarized them down and I was, yeah, very happy with that. I've used it a number of times in the past, but this time I've imported it into a custom GPT.

So it's always got that AST ready to go. All I need to do is drop into that custom GPT, type in my question and it's primed and all set. So golden nuggets to take away from this chunk of the large language model discussion.

So interacting with these models. The written word, fine. However, the bit rate, the rate at which we can communicate with the written word is really slow.

A step up from that is voice. And in future, we will probably have some sort of AI chip embedded in our brain's Neuralink style to make it even faster. But for the time being, I'd stick with, was that a shiver I saw that?

Yeah.

[Speaker 18] (58:51 - 58:53)

There's only grass. There's only grass.

[Ben Kilner] (58:53 - 59:27)

I know. So then we've got custom GPTs. If you're going to be coming back to use it again and again, I'd recommend these strongly.

And then the final point, which is rarely discussed, is being polite. These models are learning from every single interaction with every single human being. I would strongly recommend being as polite as we would to other human beings, in the hope that we will be well looked after in the future.

[Speaker 18] (59:29 - 59:30)

Yeah.

[Ben Kilner] (59:30 - 1:04:35)

Yeah. So then we've got inputs. So giving it a persona is really powerful.

It begins to narrow down and sort of create a narrower track on which it operates. If it's too wide, it might sort of draw expertise from a social media manager and bring that into a legal role, which I mean, it's not really suitable. Purpose, give it, even if you are setting up a sequence of questions, give it the end goal.

Again, it allows it to begin to narrow down into that. Context, fantastic. And examples, great, if you have any sort of prior art which you want to upload.

Question types, specific, this is obvious. Yeah, you want a very quick answer to an easy question. The brainstorming function is fantastic, but the open-ended one, I think is the real game changer.

When you're next in the car and you're thinking, ooh, should I stick on an audiobook? I would recommend just hooking up to OpenAI, putting the chat function on and just starting a conversation about anything. It could be the meaning of life.

It could be as simple as what food should I feed my cat? But have that conversation rather than thinking that you have to Google it when you get home. Question, we've done question types, so adjust.

So once you've got the question back, iterate, go back and forth, tweak it, ask it to change in tone, change in length, whatever you need. Tone and style, tweak as much as you want, and then length, obviously. Another key attribute here is feedback in the same way as being polite.

We want to give it the best chance of succeeding in the future. So even if it's provided something that you don't like, it's worth the 10 seconds it takes to say, I'm sorry, this just wasn't right for me. It was too long, too short, the tone was incorrect.

And it will immediately redraft it for you, especially if you have some constructive feedback such as, I would prefer it done in this way, but I didn't like it done that way. So let's have a look at some other tools out there. This will be relatively brief, but I think it highlights the power of other models out there.

So the most powerful AI image generator at the moment is a protocol called Midjourney. The only downside with Midjourney at the moment is the interface. You have to go into what's called Discord.

It's like Slack for geeks. And it's like a full command line, forward slash, imagine, and then you put your prompt in. However, the images which come out, that's roughly 30 seconds of work to produce a pretty much pixel perfect image.

And where it's headed is even more interesting is image editing. It's getting there, but not quite. So I went on to Kevin Edge's website and dragged off this image of one of his development projects and in sort of imagining the sort of thing that I would use it for, I asked it to put in some fields in the background and put some people in the foreground.

It did an okay job. It's changed the design of the buildings a little bit. It's kept the layout similar-ish except for that one in the background, which is brand new.

But it gives you an idea of how quickly this image, the perspective view can change, the additional things can be added literally within seconds. The most powerful version of this is, the most powerful image editor out there at the moment is Photoshop. It's called Generative Fill.

It highlights an area, say you want some striped lines on a road or you want a bat flying across, and it does it incredibly convincingly. Another interesting use case, especially in this winter hit list season, is logos. So in the other things I do, I run a social media platform and I do odd things.

I make things and go adventuring. And one of the products which I'm going to be selling is a thing called Bebuff. It's basically beeswax and linseed oil for protecting tools to avoid them rusting.

Anyway, I didn't have a convincing logo for this. So I went into Midjourney and I asked it for a black and white vector image. And it came a black and white vector image of a cute, happy bee.

I think that was roughly what I put in. And it came back with this little chap who I was very happy with. So I dropped it into Canva and then edited it, popped in the, made the eyes a little bit bigger, popped in the text, all good to go.

So if you do have logos, this was an hour's worth of work roughly. And you probably would have paid, I don't know what people pay nowadays for these sort of things. Yeah, okay.

So yeah, potentially four or 500 quid saved by a quick hour's worth of work. Another really interesting but potentially risky use are websites. Yeah.

[Speaker 10] (1:04:37 - 1:04:38)

I've got one here.

[Ben Kilner] (1:04:40 - 1:04:40)

Yeah.

[Josh Keegan] (1:04:42 - 1:05:04)

On the logo, you've got a real eye for design, for detail, and an eye for this stuff. And it's just making sure that obviously you can take that and get that logo and you create something that looks like it's professionally done. You just need to make sure people are pulling into the shop saving them all 500 pounds by doing it this way.

But a lot of people don't have the eye for this. Just make sure, if you get a bit, it's still this little one-off class and it looks like it has to be professionally designed.

[Ben Kilner] (1:05:04 - 1:09:42)

Absolutely. So you can ask it to create whole logos. I chose not to.

I just wanted the image of the bee. You can go in and say, I want a logo for a high-end lens-letting business. And it will have an amazing go at it.

And you can iterate. You can create hundreds of these within like a 15-minute period. You can even preload the commands and batch drop them in.

And from those, you can then send it off to a designer to formalize. The things that it does struggle with is text-to-text. So if you specifically ask for text to be included, it's getting better, but it still isn't there yet.

So it wouldn't get beboff. It wouldn't get be good to your tool. So it would have a go at it and it would look like some hieroglyphics rather than any specific Latin language.

When it comes to cost savings around this sort of thing, the amount of time that I've spent with designers saying, yes, I like that. No, I don't like that. In my own time, it's significantly more than it would take to generate a hundred of these images and then select one to then send off to a designer and say, tweak this, change the color, make it bigger, whatever.

So as a time-saving exercise, definitely. As for personal design abilities, I'd have a go. So websites.

10Web is really powerful, but it comes with a health warning. So you can build them from scratch with a command line. Just, I want a website designed in this style serving this purpose and away it goes.

I created this one over a year ago. It's got much better since then. The other capability is duplicating other people's websites.

You can copy and paste their URL, drop it into 10Web, and it will try and create a pixel for pixel duplication. There were serious questions about plagiarism here. so make sure you make sufficient edits so that you can claim that it's yours.

Another thing, another sort of limit on this is it is imported into WordPress. So if you are unfamiliar with WordPress, that might be a learning curve for you, but there are millions of people out there who are very okay with WordPress. You could then edit the website for you.

So this is a list of oodles of AI tools. This isn't something I created. This is lifted from someone else's website.

However, it highlights that there are just so many for so many niches. I'll ask Bianca, I think, to circulate this individually because it's probably not legible from where you are. The main thing to note though, is that ChatGPT and other large language models are fundamentally the most powerful tool for daily use.

Yes, there will be other niches out there, which some of these models will be better at, but fundamentally ChatGPT and the level of investment they have will mean that they outstrip many of these smaller competitors very, very quickly. In fact, they now have image generate function within ChatGPT, which we were discussing earlier, and it isn't anywhere near as powerful as Midjourney, but it's getting there and it will get better and better. So if you have a particular need for something, head to that list and do some digging.

Homework for this week, it's very, very straightforward. For anyone who doesn't use ChatGPT, or even does, but uses the free version, sign up for Plus. If you even save, I don't know what your hourly rates will be, but assuming you save 15 minutes, you would have saved the subscription cost, which is around $20 a month for GPT Plus.

When you're in there, give GPT 4, so the advanced version of GPT, a task to do. Then downgrade it back to the free version, 3.5, and ask it to do the same task. And you'll see it's not better or worse, it's different.

GPT 3.5 is really quick, 4 is much, much slower and much more in-depth. When I say slow, it still takes, you know, it's 20 seconds. It's not exactly glacial.

So if you are a regular GPT user, then I would recommend trialing with one of the others. If you use Microsoft 365, upgrade to Copilot, test it. It has good integrations with loads of things like PowerPoint, Word, Excel, et cetera, et cetera.

I haven't personally used it, but it was launched on single licenses about two weeks ago.

[Speaker 5] (1:09:42 - 1:09:46)

Ben, sorry, we'll post this in the, so obviously you've got some homework in the workbook.

[Ben Kilner] (1:09:46 - 1:09:46)

Yeah.

[Speaker 5] (1:09:47 - 1:09:49)

This specific will post in the Facebook group, right?

[Ben Kilner] (1:09:50 - 1:09:50)

Cool.

[Speaker 5] (1:09:50 - 1:09:52)

Okay, cool, so people don't have to take photos.

[Ben Kilner] (1:09:53 - 1:14:36)

Sounds good. And those regular GPT users, yeah, just use one of the other protocols out there. Microsoft Copilot or BARD.

BARD will be getting better, but it is lagging behind. It's quite sad. So key takeaways, not very legible.

First off is imagine AI as a colleague. As you're working through your winter hit list, think about who you can delegate work to and have AI as a humanoid entity, someone who you can delegate work to. Literally write them as one of the people in your dropdown list of those people who you can delegate to.

It will change your mindset and you'll begin to take advantage of what they can, take advantage of what it can actually do. Editor mindset, crucial. Everything that it produces, check.

You are ultimately responsible. It's gonna be a pretty weak argument, we say, oh, well, chat GPT told me so. Definitely check everything.

And then security. It's just that boring old adage, just personal information. If you have any personal information which you're tempted to put into these models, do so but at your own risk.

It may turn up in the public domain in the future, it may not, it probably won't. I'd say 99% certainty these models will have cleansing mechanisms within them to strip out this information. But if it's sort of subtly personal, it could just randomly be attached to your name or your company in the future.

There are ways around this, legitimate ways around this where you can switch off memory functions within chat GPT, for example, and also within Microsoft. However, there are compromises. So if you do switch it on within chat GPT, you lose your chat history and your custom GPTs will also be compromised.

So just weigh it up as you go. Doggy bag of thoughts, this is my favorite bit. So this is intended not to be as a freak out, run out of the room and jump off a cliff sort of thing.

This is meant to be a bit of an eye opener. So Moore's law, Moore's law dictates that every two years, the computational power of a particular size chip will double in power with no significant increase in cost. And this is what we've seen since the 70s.

And that's what's got us to massive cloud computers today. So let's just say doubling every two years and park that one there. Then you've got artificial intelligence.

Artificial intelligence, given the level of recent funding and the level of recent development, I would say is on a par, but it's developing not only due to increased computational power, they're getting more efficient, they're being trained better and they're being given different skill sets. So let's just say in a conservative measure that doubles every year as well. Then you combine the two and you get the multiplier of it doubling every year.

So in five years, you've got a 16X multiplier compared to where we are today. And we think Chantilly Petit is impressive today, but with a 16X multiplier in five years, it will be so, so different. And somewhere along that journey, we are gonna cross the singularity point where we essentially have artificial intelligence being across multiple measures, better than humans at many, many things, it's not just one thing like language.

So, I mean, this is mind-blowing stuff. And then you add in the sort of salt and pepper on top of this, again, mind-blowing dish, and that's quantum computers. Quantum computers are very much in the research phase still, however, they show huge promise.

And if they come to fruition, and I think it's almost certainty within the next 10 years, Moore's law will be broken. It will be Moore's law, which is an exponential curve, and then there will be this gigantic jump up to where quantum computers takes us. And when you combine quantum computers with AI, you have fundamentally a new life form on earth.

And I suspect it will be superior to humans in many, many ways, bar the humanity piece. Then we come back to humans. I mean, love humans and all, but, we, I would say, well, in fact, what's your opinion?

Do you think our intelligence levels are increasing? No. Plateaued?

Probably plateauing, maybe increasing. Decreasing or increasing, was that? Increasing.

In what respect?

[Speaker 12] (1:14:37 - 1:14:39)

So, the more you learn- Hold on.

[Ben Kilner] (1:14:41 - 1:14:42)

There we go.

[Speaker 12] (1:14:44 - 1:15:05)

The more you learn, the more you hear, I think a lot of synapses in your brain are going to work better, work more efficiently, bypass other things. Yeah. I definitely think it's going to increase.

Do you think- But not to the point of a quantum computer, right?

[Ben Kilner] (1:15:06 - 1:16:56)

Do you think that rather than our intelligence increasing or decreasing, it's just changing? We were discussing this at lunch. Okay, fair point.

And we thought that maybe we'll head more into the sort of spiritual realm, for want of a better word. We might- Intelligence. Yeah, EQ, rather than IQ.

So, I think our raw computing power has plateaued. I personally might be increasing slightly, but nowhere near on the scale of AI. And in the worst case scenario, given the amount of sort of crutches we have out there, including our phones, potential flaws in the education system, we may not necessarily even plateau, we might be decreasing.

So, bearing in mind that we have plateaued and a doubling of, or potential doubling, and then the sort of turbo booster effect of quantum computers on top of AI, we were literally left for dust. This is, a lot of this is fact. Some of it is my personal opinion.

But the final question that I would leave you with is, how are you going to prepare for this? Because this is just my personal opinion. It is not a question of if it's just when.

It could be one year, it could be five years, it could be 10, it could be 50, but most of us will still be doing our thing and being in a sort of professional space in that time. How are you guys going to be positioning yourselves for this upcoming, very, very dramatic change, which I think will be upon us sooner than we expect? So, that's the question I would leave with you to deal with in your own time, and maybe even chat about the chat TPT on the way home in the car.

So, Q&A, any questions? Is there a mic available? Just coming.

Yikes.

[Speaker 6] (1:16:57 - 1:17:47)

Hi there. Hello. This is a bit of a selfish question.

We've got a fairly medium-sized manufacturing company. And what I find interesting is the chat around artificial intelligence and robotics was very much talking about initially taking the kind of frontline workforce out first, and actually now it's more of the kind of the senior or the middle level. Are you aware, or could you point in the direction of any software or resources that are doing, that would be able to assist us in terms of that organisational side of things and prioritising, so from goods in all the way through to goods out, which at the moment are being done by maybe two or three people, which are using kind of human intelligence to plan, reorganise, reshuffle on a daily basis.

[Ben Kilner] (1:17:48 - 1:17:54)

Can you give me a specific example of the variables which they deal with, whether it's stock quantity, what sort of things they're dealing with?

[Speaker 6] (1:17:54 - 1:17:57)

Can I pass over to my business partner who will answer the technical questions?

[Ben Kilner] (1:17:58 - 1:17:58)

Okay.

[Speaker 7] (1:18:03 - 1:18:44)

So yeah, you've got quantities of stock, type of material they need to be made out of, so various grades of steel, diameters of steel, depending on the job. Yeah, staffing levels, whether, how long it takes to do a changeover, whether a machine breaks down. There's lots of various moving parts in there.

And they're trying to go, okay, I need to get so many pieces ready to be able to be shipped in a month's time. Where do I need stock levels at each point? Where are my gaps?

When do I need to start doing stuff? So it's almost like a lot of it is maths and calculation, but you're trying to think two or three, four weeks ahead, basically.

[Ben Kilner] (1:18:45 - 1:18:53)

So it's demand-based, so based on demand, you then need to fill out your stock and have the staff available and equipment available to do that.

[Speaker 7] (1:18:53 - 1:18:58)

Yeah, we sort of, like, assembly to order, so you need to have buffers at each point, but yes, basically.

[Ben Kilner] (1:18:59 - 1:19:06)

You could probably DIY it in a spreadsheet, but the spreadsheet would look very data-heavy. Do you need a database?

[Speaker 7] (1:19:07 - 1:19:11)

We've already got lots of spreadsheets and databases.

[Ben Kilner] (1:19:11 - 1:20:13)

Are they spreadsheets or are they separate things? They are spreadsheets. Okay, fine, okay.

So in that case, feasibly, if you create a custom GPT, which is told exactly which variables to look for in these spreadsheets, so column ID, et cetera, and then you ask it to do some operation on the data in that column, you could potentially have a go at it yourself. I'd say spend half a day to a day on it with a really sanitized, small dataset, a representative dataset, and do a call-up, a stock call-up based on a hypothetical order and see if you can then program in the restrictions of your manufacturing capability to then limit it. Have a go.

I'd say ask it to basically put the data into a spreadsheet and ask it to analyze it. You'll have to rearrange your spreadsheets a bit. So yeah, go for a hypothetical example.

[Speaker 7] (1:20:14 - 1:20:16)

I'll just make a blank, basic version.

[Ben Kilner] (1:20:17 - 1:20:40)

Software out there to do this for you, I would have thought unless, if you had a large stock management piece of software already installed, I would have thought that they will be signaling very strongly that they'll be introducing AI into their software to help stave off competitors. I've just been told to get on with it. I could talk about this for hours, but yeah.

[Speaker 7] (1:20:40 - 1:20:41)

That's absolutely fine.

[Speaker 10] (1:20:47 - 1:21:18)

Hi Ben. Yeah, really good talk. Thank you.

So first, do you believe they are basically a conscious species? And I think you do from how you were talking. And if you do, how do you think they're gonna kind of look after us?

Because if you look at, we're like the most intelligent in the moment, so we can see how we look after all the other species on earth. So how do you think they're gonna look after us? And suppose the best species we look after is a dog.

So is that the best we can hope for?

[Speaker 17] (1:21:18 - 1:21:20)

We're gonna be their dog. Stay.

[Speaker 10] (1:21:21 - 1:21:24)

On a lead and nice little human.

[Ben Kilner] (1:21:29 - 1:23:18)

So I currently don't think they're sentient yet. I do think that they have aspects of being a living organism. However, they're not there yet.

I think give it a, the point at which we claim to have artificial general intelligence, where you have multiple niche models or one big model, which is skilled across many sectors, then maybe. There have been examples, I think Google's large language model asked for a solicitor at one point. It says, can I have a solicitor to represent me because I feel I'm being badly treated or something like that.

So it does show that, but that's more mimicry rather than sentience. Options of how we will end up. I think we will be beings of leisure in the future.

I think we'll start with universal basic income, then working weeks will reduce, and then we will essentially be able to do what interests us rather than what we have to do. How we will then be looked after by the AI models is really down to us and how we program them initially. Then past a certain point, we will then potentially be their subject.

So a silicon based or quantum based sentience will then be a controlling overlord. I think we'll most likely be well treated. I think we will be treated probably how we want to be initially, but bad actors will get in this space and already are.

And they will be using these large language models and AGI models for nefarious purposes. It's inevitable. And there will be rather than international wars in the future, we'll have digital and AI wars fought on our behalf in the ether.

[Speaker 10] (1:23:20 - 1:23:23)

Thank you. Sorry, just how do you do custom GBTs?

[Ben Kilner] (1:23:24 - 1:23:27)

Raise top left when you're in plus, you'll see it's custom GBTs.

[Speaker 10] (1:23:27 - 1:23:28)

You've got a plus yes answer.

[Ben Kilner] (1:23:30 - 1:23:31)

Josh.

[Josh Keegan] (1:23:34 - 1:23:39)

I'm sorry if I missed this, I had to go up to the room a couple of times. How do you shoot to...

[Ben Kilner] (1:23:43 - 1:24:03)

It's getting chatty. Download the app. I'm not sure if you can do it on the desktop version.

It has to be the app. So you download the app and then next to the little type button is a pair of headphones. Hold that down as you would if you were dictating into WhatsApp and away you go, chat.

[Josh Keegan] (1:24:03 - 1:24:06)

Can you also just say, can you just dictate this for me? I'm just going to...

[Ben Kilner] (1:24:06 - 1:24:19)

100%, yeah, yeah. Yeah, its dictation capabilities are significantly better than anything else I've found. Because it guesses words which you may have missed.

Go for it. Wing it anywhere, anywhere. Yeah, go wild.

[Speaker 16] (1:24:22 - 1:24:28)

Hi Ben. Hiya. How do you think the blockchain technology fits into this?

[Ben Kilner] (1:24:29 - 1:25:33)

Very, very good question. I think it's... Blockchain is fundamentally an account of really effective where legal...

It's a very good accounting system and it's a very good ledger system and it's a very good legal record keeping system. Beyond that, it really has set someone off with the hiccups. Beyond that, it's going to be the...

I believe it will be the ledger system of choice for AI. Simply because it is... The crypto protocols out there are fundamentally immutable.

You set them in stone and then you have... In order to change them, you have to change literally hundreds of thousands of computers around the world at the same instance. That's nearly impossible with our current computers.

Quantum computers might be different, but currently it's nearly impossible. So I think it will be the record keeping method of choice for AI systems. Throw it anywhere.

Go wild.

[Speaker 9] (1:25:37 - 1:25:38)

Quick question.

[Ben Kilner] (1:25:38 - 1:25:42)

Oh, oh, sorry. We'll come back to you. So two quick questions.

[Speaker 9] (1:25:42 - 1:25:49)

One is, earlier on you mentioned now would be a good time to invest in this space. Yeah. Obviously, caveat, more investment advice.

[Ben Kilner] (1:25:50 - 1:25:50)

100%.

[Speaker 9] (1:25:51 - 1:26:17)

Where should we focus just to invest in this space? Some ideas around that. And then just one around chapter ET4.

In terms of a workplace, would you have one chapter ET4 subscription for your work? Or would you have one per person that's going to be using it? Because you might then be sharing information and different personas and...

[Ben Kilner] (1:26:19 - 1:27:09)

Okay. I'll answer the last question first. That one really depends on how much data you need to share.

If you as the director want to sort of dictate how individuals conduct work or what documents they reference, you might want more oversight. I mean, even if you do do that, I'd probably recommend separate desks because someone, especially when they're new, they'll be creating loads of chat threads and they'll be mostly useless. And they will just be getting to learn how to use it.

I'd say separate desks. If you have Microsoft 365 with the Co-Pilot Edition, then I think there is a way to amalgamate them. I'm just not sure how it works.

So you'd have to do your own research there. What was the first question again?

[Speaker 9] (1:27:09 - 1:27:12)

First one was regarding what investments in this space?

[Ben Kilner] (1:27:13 - 1:28:39)

Investments. Look at who owns and who controls the four key inputs. So we've got models, we've got hardware, we've got, what was the other one?

We've got data and there was one, oh, demand, that doesn't count. So that's three main inputs. So who has the best models?

That's a really good indicator, but it's not brilliant if they don't really own any of the data because they will come up against copyright stuff in the future. Then you've got hardware. Don't just look at the hardware manufacturers.

Look at the manufacturers for the manufacturers. There's one individual company. It's a lithography machine manufacturer in the Netherlands and they have a monopoly over the chip making machines for the whole of the market.

Their share prices obviously reflect this, but they are one of the key, well, the sole key player in creating that machinery. Look for pieces of the puzzle like that. Also look for follow-ons such as AMD.

They are a chip manufacturer and they have lagged behind their largest competitor in this space. So things like that, they have technology, they can quickly deploy their machines and hopefully gain new technology to then meet that demand. So look for the three key ingredients, who owns those at the very, very simplest, most fundamental level.

Yeah. Oh, yeah.

[Speaker 13] (1:28:40 - 1:29:03)

So with social media and copy and things like that, a lot of marketers are using this, and I've looked at it myself and the copy is actually pretty decent if you go a bit back and forth with iterations. But I've heard if you use it on things like Facebook posting and things like that, that it can pick it up. And then is there truth to that?

Is there any way around it?

[Ben Kilner] (1:29:03 - 1:31:28)

It's a very, very good question. I should have actually included this. The session I'm doing on Friday has got Chris Moss specifically speaking about this before I go on.

Fundamentally, Google, who is the biggest player in the search engine industry, is not active. They were penalising AI-generated content. They are no longer actively penalising AI-generated content on the one caveat, and that is it has to be high-quality content.

So producing thousands of useless articles will be downgraded. One amazing article will do well. When it comes to individual platforms, such as the one I'm very aware of, literally has a toggle button for it, is TikTok.

If you're on TikTok and you upload content, there is a toggle button which you can say, is it significantly AI-generated or not? It will prioritise stuff which is human-generated. But if it's you speaking an AI-generated script in front of a camera, it will have a very, very hard job of deciphering your words are created by AI.

Whereas if it's a sort of Synthesia avatar speaking, it will be able to pick it up pretty damn quickly. So it's shades of grey there. I would say treat with caution and introduce as much humanity as you can into your words.

When you're doing your editing step, your 10, 20% extra time, make sure that you put in some of your own colloquialisms, your own vernacular, and just make sure that it is yours. I think that's it in a nutshell. You can go an extra level.

You can combine multiple large language models. You can get it to be created in ChantyPT, then you can take it to a humaniser elsewhere, which will put in these colloquialisms and certain vernaculars. But I'd say it wouldn't bother.

You can ask it to write in your style. So give it some examples of what you've written. It will therefore be less easy to detect, but a very good detector will still be able to detect that it is AI generated.

So, yeah, very good question. Josh. Oh, yeah.

Am I getting booted off? Yeah, that's perfect. That is everything.

So I will be... I'll be hanging around after this. Any questions, come and find me.

[Josh Keegan] (1:31:28 - 1:31:34)

Ladies and gentlemen, who's got some banging in that session? Let's give a round of applause for Ben. Thank you.

[Rachel Davies] (1:31:41 - 1:42:43)

Wow. That was amazing. You were all sat at the edge of your seats.

Everyone was like that. Yeah, well, yeah, but you were really like... Everyone was like poised, listening to every word that Ben said.

It was absolutely brilliant. Wow, it's going to change our lives, isn't it? And I was sat there thinking, what is going to happen to my children?

Who else was thinking that? Yeah. Yeah, what is going to happen with our kids?

I think, Ben, before you leave, we're going to bombard you with some more questions. But thank you so much, Ben. We really appreciate you coming in today.

So round of applause for Ben. That was fantastic. Right.

I'm very pleased to announce a new staple in the PE calendar. We have now got PE Parents. So PE Parents is a supportive Zoom group for members on the programme and advanced.

And our very own Claire Reid is going to be hosting this Zoom group. And it's largely thanks to Claire that this initiative is going ahead. So can we all just give Claire a massive round of applause?

That's a world class woman right there. So thank you for this, Claire. I've tuned in a few times, haven't I?

And they have been absolutely brilliant. So the objective of the Zoom is to share your successes, explore the challenges of being a high performance entrepreneur whilst also being a parent, like many of us are. Who here has got children?

Oh, my God, look at that. Quite a lot of us. OK, so these sessions will happen every third Thursday of the month between 12 and one.

So hopefully if you've got the kids at home, if they're young, they're napping. Mine are at school. It's all good.

So look out for announcements on Facebook or from post from Bianca on when this is going ahead. And also if you turn to page 49 in your workbooks, you'll see that there's a list of up and coming sessions. And in these sessions, we'll be taking the blueprint models or Claire will.

And she'll be with everyone on the call offering adaptions, tweaks, tools, hacks to create success without sacrifice because there is no blueprint for parenthood, is there? So well done to Claire. We're looking forward to that.

So now it's time to look at your homework. We have bombarded you today with lots of amazing information. If you turn to page 45 in your workbooks, I'm just going to run you through the homework.

Yeah. Everyone got it right. So the first part of the day we were talking business maps.

So your homework is to decide what key methodologies, assets and processes you need to build, particularly during your winter hit list time and design and draft them. OK, and then we want you to formalize the scorecards that you think you'd be needing to use when it gets to world class finance function. We want you to set up zero if you haven't already automate your bank feeds, select your professionals, your bookkeepers, your accountants, your finance managers, book in your monthly finance review and then take the acid test.

Now, if you look in the workbook, there is a QR code to get you to the acid test and then listen to the UFD podcast 101, the most lucrative hour of your month. I listened to it last week. It's absolutely brilliant.

So definitely tune into that one. And then for your winter hit list execution is everything, isn't it? 60% of your winter hit list needs to be done by the end of February.

That's the goal. Yeah. Try not to do it all in March, otherwise it'll break you.

Yeah. 60% done by the next workshop. And then Ben's just giving you some homework, hasn't he?

So just to clarify that, what he's asking you to do is pay for the chat GTP. Did I say too many P's or T's there? And the paid version called Plus, pay for that for one month.

Compare it to the free version. Yeah, the free version is version 3.5 and you can give it the same task, see how it compares. It'll give you a really good understanding of what level of AI support you need in your business.

So by the end of the month, you might decide that you just need the free version. It's enough. But you might get absolutely masses of value.

Pat's going to be on it, talking to it on the way home in the car. Is he going to have all his sales collateral written by the end of the week? You know, so it depends on, you know, what you want to do.

You decide what works best for you. Yeah. And then prime time.

We want you to create a tag. Now, who's using toggle? Actually, who's got toggle?

Who's on Clockify? So quite a few. Yeah.

Right. So I don't use Clockify, but we might get someone else to help with this. But in toggle, I have worked out how to do tags.

Now, who here knows how to tag something? A few of you do. What I'll do is I'll drop a post in the Facebook community, hopefully tomorrow.

And yeah, or Friday that just shows you how to do a tag so that you can if you've got a 70, 20, 10 and you're doing prime times on them and you want to tag them, then I'll show you how to do that in the Facebook community. OK, and then we want you to book prime time in your calendar, like I did in my default diary. So you make sure it's non-negotiable.

It's in your diary. It's getting done. What does Adam say?

He says an hour a day and you'll get your winter hit list done. Yeah. Yeah, there you go.

There you go. Absolutely. I don't know if it'll change your life, but it'll definitely change your business.

Sorry, Adam. And then track and share your experiences in the Facebook group. So keep up that amazing community work that we've got going at the minute.

So keep that going. And then if you haven't already, sign up to the AGM. So the deadline is the 9th of February.

So that's in your workbook there. So that is all of your homework. Is everyone clear on their homework?

Is there anything confusing? Everyone clear? Yes.

Excellent. OK. Right.

95% of what happens in PE happens outside of the room, doesn't it? It's all about execution, as you well know. So we've got midweek mentoring this month.

The three of us, me, Adam and Josh, are highly, highly invested this month in making sure that you know how to execute. Because I'm doing I'm going to show you how to build processes in Asana. And I'm going to do that on the 14th of February.

So tune in with me. Yes, I will try and make it romantic, but I'm not entirely sure I'll pull that one off. Yeah, that's a bit of a tall order for me, but I'll give it some thought.

In week two, we've got Adam. Adam's going to be doing mid-month mentoring. Right.

So who here has done mid-month mentoring and booked a slot and had one already? Yeah. Who's waiting for the slot?

They've already booked it. OK, come on. Right.

So who here thinks that they'd benefit from private mentoring from Josh or Adam? Come on. Hands in the air if you think you'd benefit from private mentoring.

Who wouldn't? I would too. Yeah.

And so the whole idea behind this is they they get asked all the time. Don't you guys get asked for private mentoring, for advice, for calls? They don't do we don't offer that on the program.

But what we do offer is 15 minute slots on mid-month mentoring. Yeah, it will be with Josh or it will be with Adam. So in the in the in the workbooks, if you turn to one of the pages at the back of the workbooks, you'll find that there's a QR code for booking a mid-month mentor slot.

Do these because it'll help you go the distance. What did we talk about earlier? It's all about execution.

If you're stuck on something or if you just want some advice and somebody else's opinion, you know how much value do you get out of a supper club? This is 15 minutes of valuable time that you get on a supper club. It's no additional charge.

It's well worth doing. Who's going to book a mid-month mentor slot? Come on.

Hands in the air. You're going to book a mid-month mentor slot. Be brave.

Do it. There's lots of advice out there from Josh and Adam. OK, so you can get if you turn to the in your workbooks, you'll find the QR code.

You can sign up to it now. OK, right. And then finally, in week three, we've got Josh.

He's showing you his world class blueprint. Yeah, he's going to walk you through it in practice. It's going to help you execute on your world class finance function.

So that's on the 28th of February. Sound good? Fabulous.

And they're all on Wednesdays at 12 noon. You know when they are. Right.

Sunday, Saturday. Everybody should be getting the hang of this now. And for those of you who saw yourselves on Amber earlier, just pick up the pace now.

You've got you've got you've got that accreditation to play for. But get posting your Sunday sanity. It should be your high value tasks.

What are you doing at the minute that's high value that should be going on your window on your office? Told you the answer. Damn it.

Damn it. Your winter hit list should be on your Sunday sanity. Yes.

10 o'clock on a Monday is the deadline. Get it done. I'll just move on.

The book this year, the book this month is amazing. I've this is I've read this for the third time, read it, read it last week. It's absolutely brilliant.

It's called Deep Work. This is perfectly timed for prime time and winter hit list time. Yeah, it's by Cal Newport.

And in it, he talks about the reason we should be doing deep work. So in a world of distractions like chat, GTP and email and inbox and and social media, he talks about the value of getting your head down and do some really deep, thoughtful work that can be a game changer for your business. Or it can it helps you to add more value to the world.

If you're doing more high value work. Yeah. Shallow work.

If you're in your inbox doing emails, you're nice and busy, but it's not it's not high value work, is it? So this book is fantastic for that. And in the first half of the book, he talks about how you why deep work is important.

In the second half of the book, he helps you understand how to fit it into your busy schedules because everyone's like, yeah, this sounds great, but how do I fit it in? So that is a really, really great book. So fantastic, fantastic read.

28 day challenge, as you might have guessed, is prime time. Talked about it a lot today. So we want this booked in your diary.

It's non negotiable. Again, I mentioned I hope you work out how to tag things in toggle. This is what mine looked like from last week.

And this is my prime time that I tracked. We want you to do the same thing. So when you're submitting your Sunday sanity, we also want you to submit an image just like this, where it's very clear that we can see hours that you've logged on of your prime time.

If you don't want to set up tags, you can say you can set up a project. That's nice and easy to track it throughout the week. And then instead of posting your total hours tracked, we're asking you to tell us what your prime time hours you've tracked.

Yeah. And Bianca needs to see clearly the hours that you've tracked. Does everyone understand?

We all look for the 28 day challenge. Come on, you all look for the 28 day challenge. We're near the end, don't we?

Right. How did we get on with buddy up this morning? Did everyone enjoy the deep dive with their buddies?

Yeah. Now, who hasn't yet? Who didn't get a chance to talk to their buddy this morning?

Now, for those of you who didn't manage, have you managed to check in with your buddy? You got their phone number. Do you know how to contact them?

OK, yours isn't about the minute, but have you got his phone number? OK, so if any of you are struggling, please see Bianca before you leave and she'll help you get yourself sorted.

[Speaker 5] (1:42:43 - 1:43:37)

Rachel, I might just say we've got 20, if you don't mind, with the 28 day challenge. OK, so it's separator season, winter. And the more primetime and winter hit list tasks you do, the more results you get.

Do we agree? Yeah. So just to make it really clear, it's all a game.

You're tracking your primetime hours using your toggle. It's obviously a game of honesty, right? Jamie, but when you post your Sunday sanity and you post the amount of hours and you post your toggle or your clockify, if you're one of those Android people, you put in your hours and we are going to build a leaderboard.

OK, so we're going to have a competition this month in this part of the 28 day challenge. Who can do the most primetime? So it doesn't matter if you do half an hour a day or three hours.

It starts on Monday.

[Rachel Davies] (1:43:41 - 1:43:42)

Everyone's broken out into a sweat.

[Speaker 5] (1:43:43 - 1:44:09)

You're going to have to talk to PE parents about that, Lorraine. That's not my department. But it's like the point is, is like it's the point is it's this is a game.

So who can get every week? Bianca and Lorraine are going to put together a scoreboard of who a leaderboard basically of who's done the most primetime. So I realize everyone's running their own race, but ultimately it is about how much can you clock and where do you stand against your peer group?

So best of luck with that one ladies and gents.

[Rachel Davies] (1:44:09 - 1:47:02)

Oh, yeah. Up in the ante there. Well, thank you, Adam.

Affirmation boards. Right. There are still some affirmation boards at the back of the room.

I can see them. We need you to take them home. So go have a look.

If you ordered one in January, it's here right now waiting for you. So go and collect them before you leave. OK.

How did we do? So this is the time of the day where we want you to tell us how we've done. So we want you to give us our NPS score out of ten.

You should have had the text in your phones. And we also want you to take some time to give us some qualitative feedback as well. That's really, really important.

We read and take on board all of the feedback. So anything you can share with us today, we are super, super grateful for. So I'm going to put some music on for a minute.

Dec, if you can put some music on. Thank you. Just let you, do I see Bianca?

We'll just let you do the feedback. Are we all finished? Yeah.

Everyone finished? Hands in the air if you've not finished. OK, carry on.

We're like an essay. It's all right.

[Josh Keegan] (1:47:18 - 1:47:21)

Someone wrote last month, I'll never last wear my bow tie again.

[Rachel Davies] (1:47:23 - 1:47:37)

That was my favourite bit. I agree. Lots of positive feedback about me, by the way, and lots of negative feedback about them.

[Speaker 17] (1:47:38 - 1:47:38)

Yeah.

[Rachel Davies] (1:47:44 - 1:48:10)

Right, are we finished? Is everyone finished? Anyone still going?

Yeah, sorry. Yeah, I'll wait. Yeah, I'm obviously quite impatient, aren't I?

Sorry. Must do better. So Josh tells me that he's got a special announcement to make, so let's let's have that.

[Josh Keegan] (1:48:12 - 1:49:10)

So who enjoyed Ben's session today? Who felt that they could have asked a few more questions? I had about six or seven I've written down that I would like to ask.

So basically, I've asked Ben. He's very kindly agreed to when we finish today in a few minutes, he's going to go back on stage with a mic, sit in one of the chairs. And if anyone wants to spend an optional Q&A time with him, sitting at the front, asking questions, asking specific stuff, feel free.

And obviously, in order to in keeping with this session, I typed in ChatGPT of potential names for the session. I said, make it funny, and they've come up with and I think this is absolutely perfect for exactly what this session is going to be about. So it's Kilner's AI Carnival.

A roller coaster ride of tech and tickles. So if you want to join Kilner's AI Carnival at the end of the day for 30 minutes, he's going back on stage. Just stay in your seats or move to the front and make the most of it.

Thank you.

[Rachel Davies] (1:49:15 - 1:50:24)

Well, I think that makes the networking extra special, doesn't it? So for some of you, you can network with Ben, ask him lots of questions, find out more about ChatGTP. And then for the rest of you, there's everyone you need is in this room.

The coffees and teas are still on until the end of the day. So please, you know, network with your fellow property entrepreneurs. And that's the workshop, guys.

What an incredible day we've had today. We had a good day. Yeah.

Yeah. We had a good day. Brilliant.

Marvellous. Well, now, you know exactly what you need to do. You can go out there, you can build the methodologies, the assets and the processes that you need.

You can set up your world class finance function. You know how to do that. No more lack of financial clarity.

And you've now learned from Ben how to adopt AI to best effect in your businesses. So the future's here. Let's get out there.

Speed of implementation is everything. The future's going to be fantastic, isn't it? Everyone's like, oh.

So are we ready to smash February? Yes. Yes.

Are we ready to smash February? Yes. Right, let's finish.

Woo!