**Meeting Notes**:

* + MRO Insights
    - Complexity of this process will increase
    - Surprise to them
      * Rob was told they look at other competitors
      * **Validate what competitors are actually being recorded versus who they want to record**
    - They’ve seen the inconsistent formulae happen at the executive level
      * Trickles down to ground teams
    - “This is how we’ve done it”
    - Rob
      * 10 weeks to 4-5 weeks. Cut in half. That’s amazing.
      * Other aspect, will we do a better job of pricing? And launching our products?
      * Sales mix
        + Do we have insights into price change performance?
        + “We used to do performance analysis”
        + “If we increase our prices by x, this is how much our sales improve.”
        + “This leaves to dollars left behind.”
        + We gain weeks in price change in sales. Compress 5 weeks.

Notice a shift in the market.

“We screwed up in last MRO. Price hike.”

Cost of menu $50K.

Making sure prices are actually optimized

Understand why we’re making price changes

* + - * Miscommunication the recommendation doesn’t land.
      * Ask Rob & Anna - What has been communicated in the past? Why hasn't it worked?
      * If we can solve MRO and Loss prevention, those are winners
        + Andy reminds Rob. Remember why they’re doing this. We want them to come in and looking at our blind spots. Opportunities for IA. Not just automation projects.

Did we skew you guys off track?

* + - * + Andy has a lot of belief in what AI can do.
        + Gut check are we on track.
        + Need rob to help craft narrative
      * Customer data, labour, cost of goods
        + Implementing new solution to manage labour

**Action Items:**

* MRO Process Map (Due Soon)
* Review the opps they sent us (Due Soon)
* Setup Enterprise ChatGPT
* Prompt Engineering Training
* Org chart -> Rebecca working on Corporate Structure (Back on Sunday)
* System diagrams
* Department Workflows