Event Detail:

EventID	EventDate	Speaker Email	Designated Producer
2714	3/4/2025 12:00:00 AM +00:00	nmykolenko@trustedadvisor.com	nmykolenko@trustedadvisor.com

Presenters:

nmykolenko@trustedadvisor.com

This is a 1x1 or group round table virtual meeting.

InPerson Meeting Attendees:

This Meeting was in Virtual

Virtual Meeting Attendees:

tmccrary@gmail.com

Meeting Context:

This was a 1x1 or group round table that took place virtually on Teams.

Event Transcript:

WEBVTT

00:04:03.427 --> 00:04:03.947
<v Noelle Mykolenko>Very good.</v>

00:06:41.277 --> 00:06:43.797
<v Noelle Mykolenko>Hello, Tom. Noelle, how are you?</v>

00:06:44.757 --> 00:06:45.957
<v Noelle Mykolenko>I'm well, thank you. How are you?</v>

00:06:47.367 --> 00:06:49.247
<v Tom McCrary>Try good thanks.</v>

00:06:49.247 --> 00:06:52.727
<v Tom McCrary>Now I'm starting. Let me get my camera on.</v>

00:06:54.237 --> 00:06:56.157
<v Tom McCrary>For some reason it went to my phone instead of my.</v>

00:06:57.757 --> 00:06:58.397
<v Tom McCrary>My computer.</v>

00:06:58.397 --> 00:07:00.357
<v Tom McCrary>So just having to readjust here.</v>

00:07:02.257 --> 00:07:03.777
<v Noelle Mykolenko>Yeah. Sorry the the e-mail.</v>

00:07:05.317 --> 00:07:06.837
<v Noelle Mykolenko>It was it added a Gmail address.</v>

00:07:08.397 --> 00:07:09.277
<v Tom McCrary>Oh, interesting. OK.</v>

00:07:09.277 --> 00:07:12.197
<v Tom McCrary>That may be why somehow I don't know.</v>

00:07:12.397 --> 00:07:16.917
<v Tom McCrary>I think my LinkedIn must be connected to my Gmail as opposed to my chief outsider's address.</v>

00:07:16.917 --> 00:07:20.157
<v Tom McCrary>So anyway, nice to meet you.</v>

00:07:21.027 --> 00:07:22.187
<v Noelle Mykolenko>Pleasure to meet you as well.</v>

00:07:24.687 --> 00:07:29.647
<v Tom McCrary>Yeah, Charlie and I, I I've known Charlie for a while and so we've done several.</v>

00:07:29.887 --> 00:07:40.847
<v Tom McCrary>He's. I'm with Chief Outsiders and we do fractional Chief marketing officer work and now we do chief sales officers and we're going through up your cat. No worries.</v>

00:07:39.467 --> 00:07:40.747
<v Noelle Mykolenko>Sorry. Yep.</v>

00:07:43.077 --> 00:07:55.267
<v Tom McCrary>But I do these client engagement workshops with our with our team and trust the trust equation has been my friend for a long time and I've actually published articles on others.</v>

00:07:55.267 --> 00:07:56.867
<v Tom McCrary>What other sites about?</v>

00:07:58.437 --> 00:08:07.317
<v Tom McCrary>Trust, and in fact, if I was, I came up in our meeting this morning. I'm I'm at our national meeting right now and somebody else actually brought it up.</v>

00:08:07.317 --> 00:08:11.157
<v Tom McCrary>I didn't bring it up, so that was perfect set up for my my call on Thursday.</v>

00:08:12.917 --> 00:08:17.597
<v Tom McCrary>But so I'm going to dig in my my topic this time and sort of how Charlie and I were.</v>

00:08:17.597 --> 00:08:29.547
<v Tom McCrary>I've talked to him a couple times over the last few weeks and I am presenting on client relationships in an AI world and sort of how does AI intersect with all this?</v>

00:08:29.547 --> 00:08:39.307
<v Tom McCrary>And I'm going to talk, take people through the trust equation, remind them about, you know, get them to all figure out what their trust temperament is. Hopefully.</v>

00:08:39.587 --> 00:08:43.387
<v Tom McCrary>And then from there get into what?</v>

00:08:43.387 --> 00:08:45.267
<v Tom McCrary>What are the what are the?</v>

00:08:45.267 --> 00:08:45.947
<v Tom McCrary>How do I?</v>

00:08:46.027 --> 00:08:49.507
<v Tom McCrary>How do I become trustworthy in this world of AI?</v>

00:08:48.567 --> 00:08:48.967
<v Noelle Mykolenko>Right.</v>

00:08:49.507 --> 00:08:52.587
<v Tom McCrary>And where can AI help and where does AI not help?</v>

00:08:53.357 --> 00:08:57.187
<v Tom McCrary>And so when Charlie was, we were talking.</v>

00:08:57.187 --> 00:09:13.747
<v Tom McCrary>He was talking about this new thing that you're doing with this software company in Australia to try to develop a tool, I guess, on measuring trust like real time using AI as a way to get access to.</v>

00:09:15.397 --> 00:09:17.157

<v Tom McCrary>How? What am I hearing or not hearing?</v>

00:09:18.917 --> 00:09:25.707
<v Tom McCrary>Inside of a conversation, I'd love to hear a little bit more about what you're up to and sort of how that all works and anything else you'd like to tell me.</v>

00:09:26.267 --> 00:09:27.787
<v Noelle Mykolenko>Sure, absolutely.</v>

00:09:27.827 --> 00:09:36.787
<v Noelle Mykolenko>So the company it's actually Aus company now. They refunded in the US they needed to because most of their seed funding is coming from the US.</v>

00:09:30.917 --> 00:09:31.637
<v Tom McCrary>Oh, OK.</v>

00:09:37.217 --> 00:09:37.737
<v Tom McCrary>OK.</v>

00:09:38.477 --> 00:09:40.757
<v Noelle Mykolenko>It's the company is relate, research and technology.</v>

00:09:41.397 --> 00:09:42.637
<v Tom McCrary>Relate. Relate.</v>

00:09:43.247 --> 00:09:45.647
<v Noelle Mykolenko>Relate. Relate.</v>

00:09:45.187 --> 00:09:47.227
<v Tom McCrary>RELATE, yeah.</v>

00:09:47.277 --> 00:09:49.757
<v Noelle Mykolenko>Yes, research and technology.</v>

00:09:50.427 --> 00:09:50.947
<v Tom McCrary>OK.</v>

00:09:51.357 --> 00:09:52.957
<v Noelle Mykolenko>The what?</v>

00:09:53.317 --> 00:09:54.477
<v Noelle Mykolenko>What they created?</v>

00:09:56.157 --> 00:09:57.157
<v Noelle Mykolenko>And and it's interesting.</v>

00:09:57.157 --> 00:10:00.917
<v Noelle Mykolenko>I'll. I'll I'm gonna kind of mix this up with their origin story a little bit.</v>

00:10:00.987 --> 00:10:05.307
<v Noelle Mykolenko>That the founders come from a financial services background.</v>

00:10:01.817 --> 00:10:02.297
<v Tom McCrary>OK.</v>

00:10:06.837 --> 00:10:06.917
<v Noelle Mykolenko>And.</v>

00:10:08.477 --> 00:10:12.237
<v Noelle Mykolenko>The initial concept was derived from.</v>

00:10:13.917 --> 00:10:16.717
<v Noelle Mykolenko>Trying to help product managers.</v>

00:10:18.397 --> 00:10:23.357
<v Noelle Mykolenko>Have more effective meetings when they're sharing new products with large groups of people.</v>

00:10:20.297 --> 00:10:20.497
<v Tom McCrary>Mm hmm.</v>

00:10:23.867 --> 00:10:24.067
<v Tom McCrary>Mm hmm.</v>

00:10:23.917 --> 00:10:30.157
<v Noelle Mykolenko>So it was originally envisioned as a one to many virtual meeting.</v>

00:10:31.787 --> 00:10:49.667
<v Noelle Mykolenko>And the what they created is a platform which is now an overlay for teams and zoom where they can get real time feedback from the audience. So audience members can ask questions, they can give thumbs up, thumbs down.</v>

00:10:41.257 --> 00:10:41.457
<v Tom McCrary>Mm hmm.</v>

00:10:50.067 --> 00:10:55.987
<v Noelle Mykolenko>Remember, they were doing this five years ago before zoom and teams had these.</v>

00:10:56.757 --> 00:10:58.037
<v Noelle Mykolenko>Kind of native features if you will.</v>

00:10:58.217 --> 00:10:58.417
<v Tom McCrary>Mm hmm.</v>

00:10:59.757 --> 00:11:03.627
<v Noelle Mykolenko>The the platform goes on to include.</v>

00:11:05.677 --> 00:11:07.557
<v Noelle Mykolenko>A generative AI function.</v>

00:11:09.357 --> 00:11:09.397
<v Noelle Mykolenko>That.</v>

00:11:11.037 --> 00:11:13.197
<v Noelle Mykolenko>Has a curriculum built on the trust equation.</v>

00:11:14.837 --> 00:11:17.557
<v Noelle Mykolenko>Of observable behaviours of trustworthiness.</v>

00:11:18.197 --> 00:11:28.837
<v Noelle Mykolenko>So it's it's measuring trustworthiness. It's not measuring trust, it's not actually gaining, it's not actually querying the other party.</v>

00:11:30.967 --> 00:11:33.127
<v Noelle Mykolenko>Whether or not or how much they trust us.</v>

00:11:34.677 --> 00:11:36.197
<v Noelle Mykolenko>By using generative AI.</v>

00:11:37.997 --> 00:11:43.197
<v Noelle Mykolenko>And focusing the curriculum specifically on those observable measures of trust.</v>

00:11:46.587 --> 00:12:08.267
<v Noelle Mykolenko>Sandy, which is the name of the the generative AI sandy, can go through a

transcript and identify how well somebody demonstrated those trust building behaviors. And so how it's being used right now. And and it's obviously it's gone far beyond the one to many.</v>

00:11:58.687 --> 00:11:58.887
<v Tom McCrary>Mm hmm.</v>

00:12:08.987 --> 00:12:09.467
<v Tom McCrary>Yeah.</v>

00:12:09.837 --> 00:12:10.997
<v Noelle Mykolenko>Origin story.</v>

00:12:11.397 --> 00:12:15.837
<v Noelle Mykolenko>Now it's it's really being used by customer success.</v>

00:12:15.837 --> 00:12:31.467
<v Noelle Mykolenko>People, sales, people, account managers, anybody who is having conversations with clients or partners who wants to get feedback and a better view of how trustworthy they are during those conversations.</v>

00:12:24.157 --> 00:12:24.357
<v Tom McCrary>Mm hmm.</v>

00:12:31.827 --> 00:12:35.507
<v Noelle Mykolenko>Or I should say how how well they're demonstrating their trustworthiness.</v>

00:12:35.987 --> 00:12:37.947
<v Noelle Mykolenko>It's a more accurate way to say it.</v>

00:12:36.227 --> 00:12:36.427
<v Tom McCrary>Mm hmm.</v>

00:12:38.347 --> 00:12:42.067
<v Noelle Mykolenko>So the the tool part of it, the Sandi.</v>

00:12:42.837 --> 00:12:43.477
<v Noelle Mykolenko>The generative AI.</v>

00:12:45.037 --> 00:12:53.347
<v Noelle Mykolenko>Just it, it looks for patterns and provides objective near real time feedback.</v>

00:12:53.917 --> 00:12:54.437
<v Tom McCrary>OK.</v>

00:12:54.917 --> 00:13:03.157
<v Noelle Mykolenko>The feedback comes in an e-mail within a couple of minutes of the meeting being over, but for example I hit transcribe before this meeting started.</v>

00:13:00.167 --> 00:13:00.367
<v Tom McCrary>Mm hmm.</v>

00:13:03.597 --> 00:13:04.117
<v Noelle Mykolenko>I will get.</v>

00:13:05.877 --> 00:13:20.347
<v Noelle Mykolenko>An e-mail from Sandy telling me which behaviors I demonstrated well and any areas where I either demonstrated poor trust building behaviors for didn't demonstrate anything.</v>

00:13:21.827 --> 00:13:22.707
<v Tom McCrary>Interesting.</v>

00:13:22.147 --> 00:13:27.907
<v Noelle Mykolenko>So for yeah, for example I I know when we started into this, we kind of launched right into the business.</v>

00:13:28.347 --> 00:13:30.267
<v Noelle Mykolenko>I didn't stop and take the time to say so.</v>

00:13:30.267 --> 00:13:31.907
<v Noelle Mykolenko>Tom, tell me about yourself.</v>

00:13:31.907 --> 00:13:33.427
<v Noelle Mykolenko>How did you learn about this?</v>

00:13:32.497 --> 00:13:32.777
<v Tom McCrary>Uh huh.</v>

00:13:33.427 --> 00:13:39.747
<v Noelle Mykolenko>Right. I mean, I didn't really make an overt effort to create intimacy in that way.</v>

00:13:39.287 --> 00:13:40.407
<v Tom McCrary>Uh huh. Yeah.</v>

00:13:40.267 --> 00:13:42.787
<v Noelle Mykolenko>Sandy's gonna sandy's gonna hit me for that.</v>

00:13:41.917 --> 00:13:42.877
<v Tom McCrary>Gonna ping you on that.</v>

00:13:44.357 --> 00:13:45.317
<v Noelle Mykolenko>He sure is.</v>

00:13:45.317 --> 00:13:46.837
<v Noelle Mykolenko>Or he sure is. We're not sure.</v>

00:13:46.837 --> 00:13:48.917
<v Noelle Mykolenko>Everybody, everybody sees sandy different.</v>

00:13:48.917 --> 00:13:50.077
<v Noelle Mykolenko>Like so.</v>

00:13:50.077 --> 00:14:10.267
<v Noelle Mykolenko>That's the tool and ultimately the relate the the research piece of it comes as we start aggregating all of this information for a company, it provides great insight into how client facing team members are developing their trust behaviors.</v>

00:13:51.867 --> 00:13:52.067
<v Tom McCrary>Mm hmm.</v>

00:14:10.487 --> 00:14:10.687
<v Tom McCrary>Mm hmm.</v>

00:14:10.827 --> 00:14:12.787
<v Noelle Mykolenko>It also provides insight into.</v>

00:14:14.357 --> 00:14:15.317
<v Noelle Mykolenko>What questions?</v>

00:14:15.317 --> 00:14:18.277
<v Noelle Mykolenko>What are the most common questions clients are asking?</v>

00:14:19.357 --> 00:14:21.037

<v Noelle Mykolenko>What are they responding well to?</v>

00:14:21.037 --> 00:14:24.187
<v Noelle Mykolenko>What are they responding poorly to? What?</v>

00:14:24.227 --> 00:14:26.347
<v Noelle Mykolenko>What areas need clarification?</v>

00:14:26.747 --> 00:14:28.667
<v Noelle Mykolenko>We can build a library of what?</v>

00:14:28.667 --> 00:14:31.067
<v Noelle Mykolenko>What the founder likes to call.</v>

00:14:32.637 --> 00:14:40.557
<v Noelle Mykolenko>Compliance, which it's not really compliance as much as if I think about it from a sales perspective or a marketing perspective.</v>

00:14:34.057 --> 00:14:34.257
<v Tom McCrary>Mm hmm.</v>

00:14:42.197 --> 00:14:52.637
<v Noelle Mykolenko>I want to make sure that my reps are talking about certain features and benefits of a product or I want to make sure that they're sharing particular use cases.</v>

00:14:48.927 --> 00:14:49.127
<v Tom McCrary>Mm hmm.</v>

00:14:53.037 --> 00:14:58.397
<v Noelle Mykolenko>I can have that customized into the curriculum for Sandy.</v>

00:14:58.397 --> 00:15:02.357
<v Noelle Mykolenko>So Sandy can come back and say they did talk about this.</v>

00:15:02.357 --> 00:15:03.677
<v Noelle Mykolenko>They didn't talk about this.</v>

00:15:03.677 --> 00:15:06.837
<v Noelle Mykolenko>They talked about it, but it didn't seem well received by the client.</v>

00:15:06.837 --> 00:15:08.837
<v Noelle Mykolenko>Things like that, yeah.</v>

00:15:07.407 --> 00:15:08.647
<v Tom McCrary>Interesting, yeah.</v>

00:15:08.837 --> 00:15:11.997
<v Noelle Mykolenko>So it's it's turning into a really robust capability.</v>

00:15:13.467 --> 00:15:16.507
<v Tom McCrary>Interesting. Yeah, we're we're just launching.</v>

00:15:17.067 --> 00:15:21.107
<v Tom McCrary>We just purchased a software development company.</v>

00:15:22.047 --> 00:15:22.247
<v Noelle Mykolenko>Mm hmm.</v>

00:15:22.677 --> 00:15:32.757
<v Tom McCrary>To support our business and we're building this thing called growth gears OS, which is growth gears is is sort of a methodology platform of how we work generally with clients.</v>

00:15:32.877 --> 00:15:37.077
<v Tom McCrary>It was started very loosely, but it has become more structured over time.</v>

00:15:33.627 --> 00:15:33.987
<v Noelle Mykolenko>Yes.</v>

00:15:37.357 --> 00:15:42.757
<v Tom McCrary>But it sounds like Sandy would be a great place potentially to reinforce.</v>

00:15:43.547 --> 00:15:56.787
<v Tom McCrary>What are you doing to leverage the platform and what are you missing and what what are some things you could be doing? So it sounds like there actually could be a really good compliment to what we're currently doing.</v>

00:15:56.867 --> 00:16:02.267
<v Tom McCrary>We've got an AI engine built into our the growth, growth gears OS.</v>

00:16:02.267 --> 00:16:07.467
<v Tom McCrary>But this might be an interesting addition and a because.</v>

00:16:08.437 --> 00:16:22.867

<v Tom McCrary>So much of what we do is grounded in trust, and my belief is great. Client relationships are only driven by our ability to develop great relationship with the people inside of the of the client.</v>

00:16:22.987 --> 00:16:36.027
<v Tom McCrary>Chip Conley a couple weeks ago I heard him speaking and Chip was talking about, you know, if somebody asked me if I'm in the B to B business or the B to C business and he said I'm in the H2H business, human to human and so.</v>

00:16:36.267 --> 00:16:39.507
<v Tom McCrary>It's sort of how do we continue to reinforce that 'cause, I think.</v>

00:16:40.317 --> 00:16:40.637
<v Tom McCrary>And it.</v>

00:16:40.637 --> 00:16:46.507
<v Tom McCrary>And it's proven out with some of the statistics you guys have demonstrated, you know, expertise.</v>

00:16:46.787 --> 00:17:01.027
<v Tom McCrary>Is it be being the expert is 638% of the world is that's how they build trust or how that's what they lean into. And so how do I supplement my my natural tendencies 'cause.</v>

00:17:01.027 --> 00:17:11.587
<v Tom McCrary>I bet I'm betting that the Chief Outsiders audience is also that the CM OS and Cs OS and Chief Outsiders probably are pretty similar to the universe that you guys.</v>

00:17:12.557 --> 00:17:29.147
<v Tom McCrary>Did the research on, on and so so part of what I'm trying to get them to do and try part of what I've been trying to find is what are some other AI driven resources that actually could help with the other other elements of the trust equation because.</v>

00:17:14.307 --> 00:17:14.547
<v Noelle Mykolenko>Yeah.</v>

00:17:29.587 --> 00:17:36.627
<v Tom McCrary>You know what we've got and really leaning into the approach and the methodology really helps with credibility and reliability.</v>

00:17:36.867 --> 00:17:40.987
<v Tom McCrary>But it really doesn't do anything for intimacy or low self orientation.</v>

00:17:41.347 --> 00:17:47.957
<v Tom McCrary>So how do you how do you and come up with my sort of cheap, cheating ways to try to do that?</v>

00:17:41.457 --> 00:17:41.897
<v Noelle Mykolenko>Right.</v>

00:17:48.277 --> 00:17:53.197
<v Tom McCrary>Take a transcript from zoom or teams and ask.</v>

00:17:53.637 --> 00:17:59.997
<v Tom McCrary>Write prompts and put it in an AI tool and say what are the places where I demonstrated?</v>

00:18:01.637 --> 00:18:07.797
<v Tom McCrary>Low self orientation inside of this conversation and use the transcript as a driver and use prompts to do it.</v>

00:18:07.797 --> 00:18:16.027
<v Tom McCrary>But it sounds like Sandy is potentially already doing that work for me, so I don't have to to rely on it to do something like that.</v>

00:18:16.567 --> 00:18:19.847
<v Noelle Mykolenko>Absolutely. Sandy is purpose built to do that.</v>

00:18:19.847 --> 00:18:30.247
<v Noelle Mykolenko>In fact, relate the the mission of relate is to improve meeting effectiveness, specifically through developing deeper trust.</v>

00:18:30.997 --> 00:18:31.197
<v Tom McCrary>Mm hmm.</v>

00:18:31.797 --> 00:18:34.837
<v Noelle Mykolenko>What? You know, I I was at a tech conference.</v>

00:18:34.837 --> 00:18:54.517
<v Noelle Mykolenko>A few weeks ago, speaking on this subject and the the topic was how generative AI is can can be used to help build more trust, and the answer is quite simply, the generative AI doesn't build trust with the generative AI. Does is enable the people to behave to.</v>

00:18:54.517 --> 00:19:02.157

<v Noelle Mykolenko>Recognize what behaviors they are naturally using and where they have opportunities to demonstrate trustworthiness.</v>

00:18:55.827 --> 00:18:56.027
<v Tom McCrary>Mm hmm.</v>

00:19:02.837 --> 00:19:03.037
<v Tom McCrary>Mm hmm.</v>

00:19:03.757 --> 00:19:24.867
<v Noelle Mykolenko>And if you think about how companies are currently engaging around that, if they get their data from some kind of customer satisfaction survey, whether it's you just got off a call with our company, please rate us or it's an annual customer sat, you know, deep level engagement or.</v>

00:19:24.867 --> 00:19:31.347
<v Noelle Mykolenko>It's some NPS survey. Whatever it is they're asking customers to tell them whether or not.</v>

00:19:32.917 --> 00:19:35.597
<v Noelle Mykolenko>Well, how they feel about the service, right?</v>

00:19:34.507 --> 00:19:35.627
<v Tom McCrary>Yeah, yeah.</v>

00:19:35.877 --> 00:19:40.997
<v Noelle Mykolenko>And there are some big problems with that one. You typically get the far end.</v>

00:19:40.997 --> 00:19:41.557
<v Noelle Mykolenko>You get either.</v>

00:19:41.557 --> 00:19:52.667
<v Noelle Mykolenko>Really disgruntled or really happy people? Two. If you're doing a point in time, right. And they've gotten better at this is, they'll say, thinking about your last transaction.</v>

00:19:41.637 --> 00:19:44.437
<v Tom McCrary>Right, right.</v>

00:19:52.667 --> 00:19:53.227
<v Noelle Mykolenko>What is this?</v>

00:19:53.227 --> 00:19:56.627
<v Noelle Mykolenko>So at least they're recognizing that there's some scope to it.</v>

00:19:53.667 --> 00:19:53.987
<v Tom McCrary>Yeah.</v>

00:20:02.197 --> 00:20:02.477
<v Tom McCrary>Yeah.</v>

00:20:02.547 --> 00:20:09.987
<v Noelle Mykolenko>What if companies do MPs? Whatever's happened in the last three to six days is going to massively influence that.</v>

00:20:10.147 --> 00:20:14.227
<v Noelle Mykolenko>So your data's a bit to use the technical term. It's a bit dodgy.</v>

00:20:14.637 --> 00:20:15.037
<v Tom McCrary>Yeah.</v>

00:20:15.837 --> 00:20:20.837
<v Noelle Mykolenko>You're you're probably missing a whole bunch of information from the people in the middle and.</v>

00:20:22.517 --> 00:20:27.877
<v Noelle Mykolenko>Satisfaction, willingness to recommend are not the same as trust.</v>

00:20:29.517 --> 00:20:31.357
<v Noelle Mykolenko>Satisfaction is what people pay for.</v>

00:20:32.027 --> 00:20:38.147
<v Noelle Mykolenko>That means if you're satisfied, that means I did what you paid me for, right?</v>

00:20:32.407 --> 00:20:32.847
<v Tom McCrary>Right.</v>

00:20:37.167 --> 00:20:40.727
<v Tom McCrary>Right. Yeah, I agree.</v>

00:20:38.147 --> 00:20:39.627
<v Noelle Mykolenko>That's table stakes.</v>

00:20:40.187 --> 00:20:55.867
<v Noelle Mykolenko>And so, yeah, So what Sandy does is it comes in and says, OK, you know, you're still gonna be gathering this information and you still wanna be looking at how that shifts. But having that information may tell you what needs to change.</v>

00:20:55.867 --> 00:20:58.947
<v Noelle Mykolenko>It doesn't give you any support and how to change it.</v>

00:20:59.577 --> 00:20:59.777
<v Tom McCrary>Mm hmm.</v>

00:21:00.517 --> 00:21:04.877
<v Noelle Mykolenko>Dandy acts like a coach, like a sports coach, not an executive coach.</v>

00:21:02.797 --> 00:21:03.037
<v Tom McCrary>Yeah.</v>

00:21:05.197 --> 00:21:22.607
<v Noelle Mykolenko>Sandy is there looking at every time you're out running down the field and saying here are the areas that you could do better. And here are the areas you did really well in and that objective feedback, the fact that it's objective, it's not.</v>

00:21:05.597 --> 00:21:05.797
<v Tom McCrary>Mm hmm.</v>

00:21:24.157 --> 00:21:31.797
<v Noelle Mykolenko>Your your manager coming in and sitting in on a call once you know one out of 30 calls and then telling you how you should do your job, right?</v>

00:21:31.277 --> 00:21:31.797
<v Tom McCrary>Right.</v>

00:21:31.917 --> 00:21:33.277
<v Noelle Mykolenko>It's based on data.</v>

00:21:33.597 --> 00:21:34.877
<v Noelle Mykolenko>It's objective.</v>

00:21:35.277 --> 00:21:48.717
<v Noelle Mykolenko>It's connected to a specific meeting, so if you if you lose a deal, you can actually go back and look at the meetings specific to that deal and say, where did I do well in building trust and where didn't I?</v>

00:21:49.437 --> 00:21:49.637
<v Tom McCrary>Mm hmm.</v>

00:21:49.497 --> 00:22:02.177
<v Noelle Mykolenko>And so the the level of feedback that you get is incredible. And it also looks over time it aggregates it aggregates across products, across people, across meeting types.</v>

00:21:56.337 --> 00:21:56.897
<v Tom McCrary>That's great.</v>

00:22:02.937 --> 00:22:04.137
<v Noelle Mykolenko>Sorry, I'll go on forever.</v>

00:22:04.177 --> 00:22:06.297
<v Noelle Mykolenko>I just think it's a. It's a fabulous tool.</v>

00:22:07.837 --> 00:22:13.517
<v Noelle Mykolenko>What it does from my perspective with trusted advisor, I'm a firm believer that trust can be taught.</v>

00:22:14.077 --> 00:22:14.277
<v Tom McCrary>Mm hmm.</v>

00:22:14.517 --> 00:22:16.397
<v Noelle Mykolenko>Trust also has to be taught.</v>

00:22:17.357 --> 00:22:25.827
<v Noelle Mykolenko>So to me, it's not just about understanding how trustworth, it's also about about providing an organization with the ability to.</v>

00:22:27.877 --> 00:22:38.397
<v Noelle Mykolenko>To build off of what they learn about how to create trust so that it becomes, it just becomes a natural part of how their organization operates.</v>

00:22:39.187 --> 00:22:39.467
<v Tom McCrary>Yeah.</v>

00:22:40.197 --> 00:22:48.877
<v Noelle Mykolenko>So so there's that element of it too, which is you can tell somebody what to do. You can give them training. But two days later they will have lost 85% of what they heard.</v>

00:22:49.157 --> 00:22:53.707
<v Noelle Mykolenko>This reinforces supports continues the depth.</v>

00:22:49.507 --> 00:22:50.027
<v Tom McCrary>Right.</v>

00:22:54.327 --> 00:23:13.317
<v Tom McCrary>So clients using Sandi, do they just kind of put it on and use it as if it was a transcriber and just all the meetings that somebody does just get captured and that's how it builds this resource and are the behaviors determined in advance? And who determines the?</v>

00:23:13.317 --> 00:23:16.007
<v Tom McCrary>Behaviors that demonstrate how does that piece of it work?</v>

00:23:16.897 --> 00:23:25.097
<v Noelle Mykolenko>Yeah. So I worked with relate for a year and a half and we identified 28 observable behaviors.</v>

00:23:26.637 --> 00:23:28.477
<v Noelle Mykolenko>And that's what's built into the curriculum.</v>

00:23:28.957 --> 00:23:40.077
<v Tom McCrary>OK. And then as you use machine learning to help understand how might be how I'm getting better at or worse even at some of the behaviors that I should be demonstrating? OK.</v>

00:23:37.177 --> 00:23:40.467
<v Noelle Mykolenko>Yes, absolutely.</v>

00:23:40.077 --> 00:23:41.237
<v Tom McCrary>So it's OK.</v>

00:23:41.237 --> 00:23:42.917
<v Tom McCrary>That's that's really very cool.</v>

00:23:43.507 --> 00:23:47.027
<v Noelle Mykolenko>It's patterned and I can show you if you want to see. I can show you one of mine.</v>

00:23:47.547 --> 00:23:48.147
<v Tom McCrary>Oh, that'd be great.</v>

00:23:48.587 --> 00:23:49.747
<v Noelle Mykolenko>You can see the.</v>

00:23:52.117 --> 00:23:56.837
<v Noelle Mykolenko>Let me just pull it up first so that I don't flash all kinds of crazy stuff at.</v>

00:23:59.437 --> 00:23:59.917
<v Noelle Mykolenko>Oops.</v>

00:24:02.037 --> 00:24:02.237
<v Noelle Mykolenko>Sorry.</v>

00:24:05.867 --> 00:24:08.947
<v Noelle Mykolenko>I've only been using it for a few weeks.</v>

00:24:10.517 --> 00:24:10.757
<v Noelle Mykolenko>So.</v>

00:24:17.427 --> 00:24:17.867
<v Noelle Mykolenko>Here we go.</v>

00:24:30.387 --> 00:24:33.107
<v Noelle Mykolenko>Is it making me two FA each time?</v>

00:24:35.017 --> 00:24:35.897
<v Noelle Mykolenko>She bugging me.</v>

00:24:43.027 --> 00:24:43.627
<v Noelle Mykolenko>Give me a second.</v>

00:24:43.627 --> 00:24:45.147
<v Noelle Mykolenko>I've got to pull this code.</v>

00:24:44.167 --> 00:24:46.087
<v Tom McCrary>No worries, no worries.</v>

00:24:55.567 --> 00:24:55.727
<v Noelle Mykolenko>Yeah.</v>

00:25:05.877 --> 00:25:10.997
<v Tom McCrary>While you're waiting for, that is, if I do, I go to relate research and technology.</v>

00:25:10.997 --> 00:25:18.677
<v Tom McCrary>If I if I wanna share this with the people who are doing development of our software, is that the place to go or is there what what what should I be?</v>

00:25:24.727 --> 00:25:25.487
<v Noelle Mykolenko>It is.</v>

00:25:30.987 --> 00:25:33.147
<v Noelle Mykolenko>Trustrelate.com.</v>

00:25:33.907 --> 00:25:36.427
<v Tom McCrary>Trustrelate.com all one word.</v>

00:25:37.837 --> 00:25:40.357
<v Noelle Mykolenko>Yep. I'll. I'll pop it in the.</v>

00:25:38.987 --> 00:25:39.507
<v Tom McCrary>OK.</v>

00:25:45.707 --> 00:25:47.067
<v Noelle Mykolenko>I'll pop it in the chat here.</v>

00:25:47.127 --> 00:25:47.447
<v Tom McCrary>Yeah.</v>

00:25:50.997 --> 00:25:56.037
<v Tom McCrary>And you got you Co created this with them then sort of.</v>

00:25:56.797 --> 00:26:05.277
<v Noelle Mykolenko>Co created I, yes. So the the curriculum that they with which they created Sandy to look at trust.</v>

00:26:04.957 --> 00:26:05.157
<v Tom McCrary>Mm hmm.</v>

00:26:06.227 --> 00:26:09.547
<v Tom McCrary>Mm hmm mm OK.</v>

00:26:06.837 --> 00:26:08.677
<v Noelle Mykolenko>That's based on the trust equation.</v>

00:26:09.747 --> 00:26:11.587
<v Tom McCrary>So that's proprietary to you guys.</v>

00:26:12.037 --> 00:26:16.517
<v Noelle Mykolenko>Yes, yes, they're licensed to use the content.</v>

00:26:13.157 --> 00:26:13.317
<v Tom McCrary>OK.</v>

00:26:13.317 --> 00:26:13.797
<v Tom McCrary>Got it.</v>

00:26:16.677 --> 00:26:18.877
<v Tom McCrary>And then the behaviors are all our own.</v>

00:26:17.077 --> 00:26:18.357
<v Noelle Mykolenko>They're trusted advisor content.</v>

00:26:18.877 --> 00:26:23.277
<v Tom McCrary>You guys also you did the work to develop the 28 behaviors.</v>

00:26:23.797 --> 00:26:28.997
<v Noelle Mykolenko>Right. So the the the behaviors are derived from the trust create from the trust equation.</v>

00:26:28.757 --> 00:26:29.957
<v Tom McCrary>Got it. OK.</v>

00:26:32.217 --> 00:26:34.657
<v Noelle Mykolenko>So let me.</v>

00:26:36.277 --> 00:26:37.877
<v Noelle Mykolenko>Figure out how to share this.</v>

00:26:45.157 --> 00:26:50.797
<v Noelle Mykolenko>OK. Are you now seeing the relate portal? Excellent.</v>

00:26:47.727 --> 00:26:49.287
<v Tom McCrary>I'm seeing the relate. Yes I am.</v>

00:26:52.357 --> 00:26:53.197
<v Noelle Mykolenko>To do.</v>

00:26:55.717 --> 00:26:58.277
<v Noelle Mykolenko>Analytics is the right place.</v>

00:26:59.997 --> 00:27:03.757
<v Noelle Mykolenko>They just pushed out a new version on Friday.</v>

00:27:04.237 --> 00:27:04.437
<v Tom McCrary>Mm hmm.</v>

00:27:04.477 --> 00:27:04.757
<v Noelle Mykolenko>OK.</v>

00:27:04.757 --> 00:27:07.277
<v Noelle Mykolenko>So let's do this one.</v>

00:27:13.827 --> 00:27:15.347
<v Noelle Mykolenko>I think that one's populated.</v>

00:27:18.197 --> 00:27:31.877
<v Noelle Mykolenko>Yep, so this is because as I said, I've only been doing this for a couple of weeks, so I don't have the long term. This will be chart graphs, right that go up for this specific meeting.</v>

00:27:23.597 --> 00:27:23.837
<v Tom McCrary>Yeah.</v>

00:27:26.277 --> 00:27:26.557
<v Tom McCrary>Yeah.</v>

00:27:33.517 --> 00:27:38.557
<v Noelle Mykolenko>And there is there is a problem with how self orientation was calculated.</v>

00:27:39.377 --> 00:27:39.577
<v Tom McCrary>Mm hmm.</v>

00:27:40.277 --> 00:27:45.547
<v Noelle Mykolenko>Myself, orientation is high on the fact that that I got such a low self orientation score.</v>

00:27:45.837 --> 00:27:46.037
<v Tom McCrary>Mm hmm.</v>

00:27:46.987 --> 00:27:52.227
<v Noelle Mykolenko>I'm anxious to see this is the first meeting I've done since they rolled out the new version, so I'm anxious to see it.</v>

00:27:52.777 --> 00:27:54.297
<v Tom McCrary>If they've got that fixed, yeah.</v>

00:27:53.997 --> 00:27:55.557
<v Noelle Mykolenko>The yeah, exactly.</v>

00:27:55.757 --> 00:27:57.997
<v Noelle Mykolenko>So you know, here's the meeting.</v>

00:27:57.997 --> 00:28:02.357
<v Noelle Mykolenko>Here's my overall trustworthiness score. I've got a summary.</v>

00:28:05.477 --> 00:28:08.277
<v Noelle Mykolenko>There's progress.</v>

00:28:08.357 --> 00:28:10.317
<v Noelle Mykolenko>Oh, that's not gonna get it to me.</v>

00:28:11.037 --> 00:28:11.597
<v Noelle Mykolenko>Follow up.</v>

00:28:13.247 --> 00:28:17.647
<v Tom McCrary>So think these are things you could do to go improve your trustworthiness.</v>

00:28:13.317 --> 00:28:14.197
<v Noelle Mykolenko>Oh, I know where it is.</v>

00:28:18.147 --> 00:28:19.667
<v Noelle Mykolenko>This is this is what it is.</v>

00:28:20.077 --> 00:28:20.397
<v Tom McCrary>OK.</v>

00:28:21.237 --> 00:28:27.197
<v Noelle Mykolenko>So and this gives you a little bit of of visibility into what it is that we're looking for.</v>

00:28:27.197 --> 00:28:31.077
<v Noelle Mykolenko>We're looking at filler words because that's part of credibility.</v>

00:28:27.877 --> 00:28:28.077
<v Tom McCrary>Mm hmm.</v>

00:28:31.077 --> 00:28:32.357
<v Noelle Mykolenko>How well do I speak?</v>

00:28:33.227 --> 00:28:33.427
<v Tom McCrary>Mm hmm.</v>

00:28:33.997 --> 00:28:43.117
<v Noelle Mykolenko>Suggests high level of preparation and professionalism, passion, demonstrating passion through detailed explanations and engagement.</v>

00:28:44.837 --> 00:28:45.157
<v Noelle Mykolenko>Thumbs up.</v>

00:28:45.157 --> 00:28:45.837
<v Noelle Mykolenko>Thumbs down.</v>

00:28:46.117 --> 00:28:47.317
<v Noelle Mykolenko>I'm not using that.</v>

00:28:50.127 --> 00:28:59.647
<v Noelle Mykolenko>Direct feedback expressions of appreciation and interest, credibility, references, that's, you know, are you talking about real things?</v>

00:28:59.647 --> 00:29:03.967
<v Noelle Mykolenko>So this gives a little bit of what's behind the numbers.</v>

00:29:00.097 --> 00:29:00.417
<v Tom McCrary>Yeah.</v>

00:29:04.677 --> 00:29:05.277
<v Tom McCrary>Got it.</v>

00:29:06.797 --> 00:29:13.117
<v Noelle Mykolenko>You know, and and again you can see the the elements that we're looking at in here.</v>

00:29:13.327 --> 00:29:14.207
<v Tom McCrary>Yep, Yep.</v>

00:29:14.877 --> 00:29:22.627
<v Noelle Mykolenko>The actual curriculum that they use, the queries that they created, is proprietary to.</v>

00:29:20.037 --> 00:29:20.237
<v Tom McCrary>Mm hmm.</v>

00:29:24.197 --> 00:29:24.397
<v Noelle Mykolenko>Relate.</v>

00:29:24.507 --> 00:29:25.027
<v Tom McCrary>OK.</v>

00:29:27.187 --> 00:29:29.227
<v Noelle Mykolenko>And I wish I had enough now to give.</v>

00:29:30.357 --> 00:29:34.797
<v Tom McCrary>Yeah, to show the how that all would work, but that I can see how I can see where it will go.</v>

00:29:30.997 --> 00:29:31.117
<v Noelle Mykolenko>The.</v>

00:29:39.937 --> 00:29:40.577
<v Noelle Mykolenko>Yeah, I don't have.</v>

00:29:43.427 --> 00:29:46.747
<v Noelle Mykolenko>No. Oh, there's where I see the full one now, it says.</v>

00:29:46.747 --> 00:29:48.907
<v Noelle Mykolenko>I knew there was more analysis in here somewhere.</v>

00:29:50.757 --> 00:29:52.317
<v Noelle Mykolenko>Yeah, it just takes me back there.</v>

00:29:54.307 --> 00:29:57.627
<v Noelle Mykolenko>Yeah, so this is, this is and it's not rendering very well.</v>

00:29:56.147 --> 00:29:56.507

<v Tom McCrary>Cool.</v>

00:29:57.627 --> 00:30:01.307
<v Noelle Mykolenko>It's a super super neat I'll share with you.</v>

00:29:58.227 --> 00:30:00.987
<v Tom McCrary>Yeah, yeah.</v>

00:30:01.747 --> 00:30:05.547
<v Noelle Mykolenko>I was working with one of the one of the early adopters.</v>

00:30:07.437 --> 00:30:10.277
<v Noelle Mykolenko>I had a call with one of their teams over in India.</v>

00:30:10.347 --> 00:30:30.067
<v Noelle Mykolenko>Idea to customer service team in India supporting clients in Australia and the feedback we got after they've been using it for a few weeks, they said. Well, there's something wrong with it because it's telling me like I'm scoring lower with clients that are new clients than I am.</v>

00:30:30.627 --> 00:30:32.627
<v Noelle Mykolenko>With clients that I've known for a while.</v>

00:30:33.317 --> 00:30:33.517
<v Tom McCrary>Mm hmm.</v>

00:30:34.197 --> 00:30:36.917
<v Noelle Mykolenko>And you know, I'm not doing anything differently.</v>

00:30:37.197 --> 00:30:49.387
<v Noelle Mykolenko>And I said that's no, it's actually giving you exactly the right feedback because when we don't know somebody as well, we tend to hold back your interests. You're self orientation is higher.</v>

00:30:37.487 --> 00:30:37.727
<v Tom McCrary>Yeah.</v>

00:30:46.907 --> 00:30:47.187
<v Tom McCrary>Yeah.</v>

00:30:49.387 --> 00:31:01.187
<v Noelle Mykolenko>We rely more on credibility 'cause. We're not comfortable. We don't like</v>

taking risks and they didn't want to hear it, but it definitely they said, OK, yeah, we can see why that's actually right.</v>

00:30:53.277 --> 00:30:54.797
<v Tom McCrary>Right, yeah.</v>

00:31:01.817 --> 00:31:08.497
<v Tom McCrary>Yeah, you haven't developed the relationship yet that allows you to score higher and you, you assume you you.</v>

00:31:08.497 --> 00:31:14.977
<v Tom McCrary>I I think we all I used to talk a lot about who you're being says. Speak so much more loudly than what you say.</v>

00:31:15.337 --> 00:31:29.197
<v Tom McCrary>And so when when a new relationship, how you're being is what really is going to carry the day, it's not what you say. And over time you get away with things because you've developed the trust that that allow you to to behave more casually and not pay as.</v>

00:31:29.197 --> 00:31:29.577
<v Tom McCrary>Much attention.</v>

00:31:30.317 --> 00:31:30.957
<v Tom McCrary>To what you're doing.</v>

00:31:31.737 --> 00:31:35.177
<v Tom McCrary>So if we were going to pursue this, do we pursue it through you?</v>

00:31:35.177 --> 00:31:36.897
<v Tom McCrary>Do we pursue it through relate?</v>

00:31:36.897 --> 00:31:38.337
<v Tom McCrary>Sort of. How does how would that work?</v>

00:31:39.507 --> 00:31:46.547
<v Noelle Mykolenko>If you're interested, I can connect you with Raleigh the the OR Tom the founders.</v>

00:31:45.787 --> 00:31:46.267
<v Tom McCrary>OK.</v>

00:31:48.917 --> 00:31:53.077

<v Noelle Mykolenko>More than happy to to make that connection.</v>

00:31:53.317 --> 00:31:55.077
<v Noelle Mykolenko>What are you thinking about?</v>

00:31:55.867 --> 00:32:00.077
<v Tom McCrary>Well, I'm trying to figure out, you know, I I'm not.</v>

00:31:56.677 --> 00:31:58.517
<v Noelle Mykolenko>Are you thinking about white labeling or?</v>

00:32:00.077 --> 00:32:05.037
<v Tom McCrary>I'm not sure I've got to talk to the people who are running this new software business for us.</v>

00:32:05.037 --> 00:32:11.197
<v Tom McCrary>'Cause what I'm envisioning is maybe you build Sandy into the platform.</v>

00:32:11.357 --> 00:32:17.157
<v Tom McCrary>Because what we're trying to do is get people to do everything related to their clients through the platform.</v>

00:32:17.827 --> 00:32:25.707
<v Tom McCrary>And so Sandy would be a really cool addition to that to give people ways to work on the relationship while they're working on the work.</v>

00:32:25.867 --> 00:32:36.267
<v Tom McCrary>My biggest fear is that people are going to use the tools to help them do the work, and they'll even ignore the more it gives them more license to ignore the relationship.</v>

00:32:36.467 --> 00:32:43.467
<v Tom McCrary>And so I'm trying to find ways to reinforce and give people the tools to be able to pay attention to the relationship.</v>

00:32:44.277 --> 00:32:48.187
<v Tom McCrary>And Sandy potentially sounds like a way to do that in the tool.</v>

00:32:48.187 --> 00:32:51.427
<v Tom McCrary>Because the other thing is true of our culture is everybody wants a tool.</v>

00:32:51.827 --> 00:32:55.147
<v Tom McCrary>Nobody wants to do the hard work of actually developing a relationship.</v>

00:32:55.147 --> 00:32:58.747
<v Tom McCrary>They want a tool that's going to tell them how to develop their relationship.</v>

00:32:58.607 --> 00:32:59.047
<v Noelle Mykolenko>Right.</v>

00:32:58.987 --> 00:33:14.587
<v Tom McCrary>So I'm seeing Sandy as potentially something that would get plugged in because if you're using it on ongoing basis with your clients, it'll start to to give you that machine learning feedback and that ability to really understand where am I and where am I going.</v>

00:33:15.397 --> 00:33:16.797
<v Tom McCrary>With this relationship and how do I?</v>

00:33:16.797 --> 00:33:23.347
<v Tom McCrary>How do I take care of the things that I need to take care of in this relationship and what am I not hearing?</v>

00:33:23.347 --> 00:33:26.067
<v Tom McCrary>What am I not seeing as I go through this?</v>

00:33:26.517 --> 00:33:27.397
<v Noelle Mykolenko>Yeah, that.</v>

00:33:27.597 --> 00:33:28.357
<v Tom McCrary>Where are my blind spots?</v>

00:33:28.957 --> 00:33:34.077
<v Noelle Mykolenko>'S That's that's such an important piece of this. And. And the fact that those blind spots, right.</v>

00:33:34.117 --> 00:33:36.677
<v Noelle Mykolenko>I mean you want to change behavior.</v>

00:33:38.477 --> 00:33:40.557
<v Noelle Mykolenko>And again, I sell training for a living.</v>

00:33:40.557 --> 00:33:45.117
<v Noelle Mykolenko>I like my whole existence is because trust can be taught.</v>

00:33:45.867 --> 00:33:46.107

<v Tom McCrary>Yeah.</v>

00:33:47.397 --> 00:33:49.957
<v Noelle Mykolenko>But that doesn't actually change the behavior.</v>

00:33:50.887 --> 00:33:51.367
<v Tom McCrary>Right.</v>

00:33:51.717 --> 00:33:57.307
<v Noelle Mykolenko>Right. You can pick up the book and read it. And if you don't actually change anything that you do, nothing's gonna happen.</v>

00:33:54.087 --> 00:33:54.567
<v Tom McCrary>Right.</v>

00:33:57.307 --> 00:34:06.667
<v Noelle Mykolenko>I can run you through exercises and if you never use those techniques or if you you never shift your mindset, nothing's gonna change that to me.</v>

00:34:06.667 --> 00:34:12.227
<v Noelle Mykolenko>The best piece of Sandi is that constant objective feedback.</v>

00:34:12.987 --> 00:34:13.307
<v Tom McCrary>Yeah.</v>

00:34:13.797 --> 00:34:16.797
<v Noelle Mykolenko>That because it's objective and it comes from a machine.</v>

00:34:17.317 --> 00:34:19.157
<v Noelle Mykolenko>It's so much easier to hear.</v>

00:34:17.377 --> 00:34:17.577
<v Tom McCrary>Mm hmm.</v>

00:34:20.877 --> 00:34:23.797
<v Noelle Mykolenko>These too many filter words, right?</v>

00:34:21.597 --> 00:34:23.997
<v Tom McCrary>That's just your opinion, Noelle.</v>

00:34:23.797 --> 00:34:38.547
<v Noelle Mykolenko>There's it takes all of that out and and I can look at it and say, oh, wow, now

myself awareness has increased once. I know what I need to do, I can do it if I don't know, I need to do it. The chances are slim.</v>

00:34:23.997 --> 00:34:25.037
<v Tom McCrary>That's just your opinion.</v>

00:34:27.077 --> 00:34:27.437
<v Tom McCrary>Yeah.</v>

00:34:32.707 --> 00:34:33.227
<v Tom McCrary>Right.</v>

00:34:39.137 --> 00:34:39.857
<v Tom McCrary>No, that's great.</v>

00:34:39.857 --> 00:34:43.617
<v Tom McCrary>And and that's that's really appealing because that's what I've been struggling with.</v>

00:34:40.137 --> 00:34:40.377
<v Noelle Mykolenko>Yeah.</v>

00:34:43.617 --> 00:34:58.697
<v Tom McCrary>I actually I was telling Charlie I played with Clifton strengths and so I tried to say, well, maybe if I think of can figure out what people naturally do and what they lean into from their strengths perspective and I can get them to understand where that makes them.</v>

00:34:48.127 --> 00:34:48.327
<v Noelle Mykolenko>Uh huh.</v>

00:34:58.697 --> 00:35:04.937
<v Tom McCrary>Fall from a trust, temperaments perspective. Then I can get them to start to understand what are the things I'm missing.</v>

00:35:01.337 --> 00:35:01.817
<v Noelle Mykolenko>Right.</v>

00:35:05.677 --> 00:35:10.947
<v Tom McCrary>By not paying, then not paying attention to that, I need to be paying attention to and sandy sounds found.</v>

00:35:10.947 --> 00:35:14.867

<v Tom McCrary>Sounds like a great bridge for that kind of relationship.</v>

00:35:12.927 --> 00:35:14.087
<v Noelle Mykolenko>Yeah, yeah.</v>

00:35:15.637 --> 00:35:26.117
<v Noelle Mykolenko>Yeah, 'cause that what you just described is it's a little bit of a circuitous route and it leaves a lot leaves a lot of Gray.</v>

00:35:22.997 --> 00:35:28.507
<v Tom McCrary>Yeah, yeah. No, it does. It does.</v>

00:35:28.507 --> 00:35:32.707
<v Tom McCrary>And I've been trying to figure out even for this meeting this later this week, how do I what?</v>

00:35:28.887 --> 00:35:29.047
<v Noelle Mykolenko>Yeah.</v>

00:35:32.707 --> 00:35:46.227
<v Tom McCrary>What's a shorthand way for me to get them to understand, sort of where they are and get just get them sensitive to? I've got to pay attention to the other stuff. I can't just lean heavier into what I normally do. It doesn't work.</v>

00:35:46.737 --> 00:35:50.787
<v Noelle Mykolenko>Yeah, yeah, this would be a great application for Sandy.</v>

00:35:46.787 --> 00:35:48.027
<v Tom McCrary>Yeah. So.</v>

00:35:51.107 --> 00:35:54.547
<v Noelle Mykolenko>How many people roughly are you talking about making this available to?</v>

00:35:54.967 --> 00:35:58.047
<v Tom McCrary>We have 120 cm OS and Cs OS.</v>

00:35:57.027 --> 00:35:59.707
<v Noelle Mykolenko>OK, OK.</v>

00:36:01.317 --> 00:36:02.237
<v Noelle Mykolenko>I mean, Sandy is a.</v>

00:36:02.237 --> 00:36:02.757
<v Noelle Mykolenko>It's a.</v>

00:36:02.757 --> 00:36:04.037
<v Noelle Mykolenko>It's an as a service.</v>

00:36:04.117 --> 00:36:07.397
<v Noelle Mykolenko>It is a. It's a a monthly subscription.</v>

00:36:04.667 --> 00:36:04.867
<v Tom McCrary>Mm hmm.</v>

00:36:07.397 --> 00:36:11.117
<v Noelle Mykolenko>I think it's want to say it's $99.00 a month.</v>

00:36:11.937 --> 00:36:15.097
<v Tom McCrary>OK99 per person per month, per seat per month.</v>

00:36:15.657 --> 00:36:17.217
<v Noelle Mykolenko>Yeah. And I don't know.</v>

00:36:17.857 --> 00:36:20.377
<v Noelle Mykolenko>I I absolutely love these guys.</v>

00:36:20.417 --> 00:36:21.257
<v Noelle Mykolenko>They are.</v>

00:36:21.537 --> 00:36:22.217
<v Noelle Mykolenko>They are.</v>

00:36:22.937 --> 00:36:36.097
<v Noelle Mykolenko>They're from a financial services background, and I'm gonna risk patting myself on the back and sounding like I'm, oh, I'm so smart, which I don't mean to because it was actually very fun early on, exploring with them how they were pricing this.</v>

00:36:25.267 --> 00:36:25.587
<v Tom McCrary>Yeah.</v>

00:36:37.677 --> 00:36:39.557
<v Noelle Mykolenko>And I I said that they're like, well, it's easy.</v>

00:36:39.557 --> 00:36:42.197
<v Noelle Mykolenko>It just gets more expensive the more you use it.</v>

00:36:42.197 --> 00:36:45.237
<v Noelle Mykolenko>I'm like, no, no, no, that's not going to work out.</v>

00:36:44.117 --> 00:36:46.467
<v Tom McCrary>No, no.</v>

00:36:45.867 --> 00:36:46.467
<v Noelle Mykolenko>That doesn't.</v>

00:36:46.467 --> 00:36:47.387
<v Noelle Mykolenko>That doesn't work.</v>

00:36:47.707 --> 00:36:50.547
<v Noelle Mykolenko>So we got to think about this very differently.</v>

00:36:50.947 --> 00:36:51.347
<v Tom McCrary>Yeah.</v>

00:36:52.197 --> 00:36:56.517
<v Noelle Mykolenko>So I say that is a long way of saying I don't know where they are around enterprise pricing.</v>

00:36:56.517 --> 00:36:59.397
<v Noelle Mykolenko>I don't know what their what their levels are at this point.</v>

00:36:59.367 --> 00:37:01.487
<v Tom McCrary>Well, we can figure that out together with them.</v>

00:37:01.567 --> 00:37:02.887
<v Tom McCrary>Are they from Australia?</v>

00:37:03.597 --> 00:37:05.117
<v Noelle Mykolenko>Yeah, they are. We do have.</v>

00:37:06.957 --> 00:37:08.317
<v Noelle Mykolenko>Us, we do have US employees.</v>

00:37:07.197 --> 00:37:12.597
<v Tom McCrary>What's interesting about that is interesting 'cause I my our daughter-in-law is

from Australia.</v>

00:37:13.197 --> 00:37:14.637
<v Noelle Mykolenko>Oh, really? Whereabouts.</v>

00:37:14.157 --> 00:37:20.117
<v Tom McCrary>And our son from the Blue Mountains outside of Sydney and our son. OK, great.</v>

00:37:17.677 --> 00:37:19.237
<v Noelle Mykolenko>Yeah, the the group's from Sydney.</v>

00:37:20.117 --> 00:37:23.157
<v Tom McCrary>Yeah. Our son actually got his PhD at the University of Sydney.</v>

00:37:23.767 --> 00:37:25.247
<v Noelle Mykolenko>Oh wow. Is that where they met.</v>

00:37:24.777 --> 00:37:27.617
<v Tom McCrary>So they met in? Yeah, in Sydney.</v>

00:37:27.737 --> 00:37:29.737
<v Tom McCrary>They live in Berlin, Germany now, but.</v>

00:37:30.117 --> 00:37:30.637
<v Noelle Mykolenko>Of course.</v>

00:37:31.277 --> 00:37:31.597
<v Tom McCrary>Yeah, naturally.</v>

00:37:33.357 --> 00:37:47.037
<v Tom McCrary>Well, Noelle, this has been fabulous. If you could introduce me to those guys, that would be great. And I'll keep you posted and I'd love to continue our conversation. Just 'cause, I think there's a lot of interesting things that we could talk about.</v>

00:37:38.817 --> 00:37:39.297
<v Noelle Mykolenko>Michelle.</v>

00:37:42.757 --> 00:37:42.917
<v Noelle Mykolenko>Cool.</v>

00:37:47.947 --> 00:37:49.587

<v Noelle Mykolenko>Absolutely. You know, I get.</v>

00:37:49.707 --> 00:37:50.907
<v Noelle Mykolenko>I get your content.</v>

00:37:53.077 --> 00:37:56.157
<v Noelle Mykolenko>I may have just unsubscribed from it recently.</v>

00:37:56.157 --> 00:38:00.077
<v Noelle Mykolenko>I've been trying to call down my my crazy inbox.</v>

00:38:01.877 --> 00:38:04.597
<v Noelle Mykolenko>If I did, I'll resubscribe to it. I don't.</v>

00:38:03.947 --> 00:38:04.467
<v Tom McCrary>OK.</v>

00:38:04.717 --> 00:38:08.517
<v Noelle Mykolenko>I don't have a lot of need for for fractionals.</v>

00:38:09.047 --> 00:38:09.367
<v Tom McCrary>Yeah.</v>

00:38:10.197 --> 00:38:14.717
<v Noelle Mykolenko>But I maybe will reach out to you at some point because there's you don't do sales though, do you?</v>

00:38:15.267 --> 00:38:15.867
<v Tom McCrary>Yeah, we do.</v>

00:38:16.277 --> 00:38:16.677
<v Noelle Mykolenko>You do.</v>

00:38:16.677 --> 00:38:18.597
<v Noelle Mykolenko>It's something I've been toying with.</v>

00:38:18.597 --> 00:38:26.197
<v Noelle Mykolenko>Maybe I'll maybe I'll reach out sometime. When you're not in the middle of your national meeting and see if that's something I should consider more in depth.</v>

00:38:22.727 --> 00:38:23.047
<v Tom McCrary>Yeah.</v>

00:38:26.557 --> 00:38:31.837
<v Tom McCrary>Yeah, let's, let's talk about it and we can whether it works or it doesn't. I'd love to have that conversation.</v>

00:38:28.527 --> 00:38:28.967
<v Noelle Mykolenko>OK.</v>

00:38:30.147 --> 00:38:30.947
<v Noelle Mykolenko>Appreciate that.</v>

00:38:32.387 --> 00:38:34.147
<v Noelle Mykolenko>Yeah, I'd love to understand it better.</v>

00:38:34.767 --> 00:38:36.207
<v Tom McCrary>Yeah, sounds great.</v>

00:38:35.757 --> 00:38:35.917
<v Noelle Mykolenko>OK.</v>

00:38:36.437 --> 00:38:39.237
<v Noelle Mykolenko>All right, Tom, I'll connect you with.</v>

00:38:36.767 --> 00:38:37.607
<v Tom McCrary>Well, thank you so much.</v>

00:38:39.277 --> 00:38:42.237
<v Noelle Mykolenko>It's gonna be rowleyhurst and Tom Keenan.</v>

00:38:42.637 --> 00:38:44.437
<v Noelle Mykolenko>I'm just gonna connect you with both of them.</v>

00:38:44.437 --> 00:38:46.157
<v Noelle Mykolenko>They can figure out what to do with the lead.</v>

00:38:46.157 --> 00:38:47.557
<v Noelle Mykolenko>I'm pitching it over the transom.</v>

00:38:47.957 --> 00:38:49.317
<v Noelle Mykolenko>They are both amazing.</v>

00:38:48.227 --> 00:38:49.747

<v Tom McCrary>But spell Rolly for me.</v>

00:38:50.877 --> 00:38:51.077
<v Noelle Mykolenko>ROWLY.</v>

00:38:53.227 --> 00:38:53.787
<v Tom McCrary>OK.</v>

00:38:53.837 --> 00:38:55.037
<v Noelle Mykolenko>It's short for Roland.</v>

00:38:54.387 --> 00:38:56.667
<v Tom McCrary>Got it, got it. Perfect.</v>

00:38:57.357 --> 00:39:02.117
<v Noelle Mykolenko>I'm gonna pitch it over the transom and let them figure out where to go, but I am not out of this.</v>

00:39:02.117 --> 00:39:11.557
<v Noelle Mykolenko>So if you have questions, if anything doesn't happen the way you expect, and I may have, they may keep me involved the first couple of conversations, but I'm here.</v>

00:39:02.877 --> 00:39:03.437
<v Tom McCrary>OK, perfect.</v>

00:39:11.557 --> 00:39:12.557
<v Noelle Mykolenko>I'm not disappearing.</v>

00:39:12.177 --> 00:39:12.897
<v Tom McCrary>OK, perfect.</v>

00:39:12.897 --> 00:39:13.897
<v Tom McCrary>Thank you so much.</v>

00:39:13.277 --> 00:39:14.477
<v Noelle Mykolenko>All right, all right.</v>

00:39:13.897 --> 00:39:16.217
<v Tom McCrary>Good. Good to meet you. You too.</v>

00:39:14.757 --> 00:39:17.317
<v Noelle Mykolenko>Have a great day. Thanks. Nice to meet you, Tom.</v>

00:39:17.357 --> 00:39:18.677

<v Noelle Mykolenko>Take care. Bye.</v>

Event Registration User Details:

EventId	EventName	UserName	UserId	Registration Date

Event FeedBack(Thumbs up/ Thumbs Down) data:

EventId	UserName	FeedBack	Comment	FeedBack Given Date

Event Rating Data:

EventId	UserName	Rating	Comment	FeedBack Given Date

Event Question Data: