



Notes

Dec 10, 2025

J & K: Scream Machine: Podcast Edition

Invited Kiyasha Singh Justin Germishuys

Attachments 📁 J & K: Scream Machine: Podcast Edition

Meeting records 📄 Transcript 🎙 Recording

Summary

Justin Germishuys and Kiyasha Singh discussed the need for Kiyasha Singh to take ownership and deepen the project focus for "cyborg skills" and "cyborg habits" to achieve client-centric nuance, which included making mandatory reading of philosophical and design books, such as *The Design of Everyday Things*, to develop a necessary "taste." Justin Germishuys detailed the venture's core value—extending cognitive ability to create "cognitively superior cognitive agents"—and revealed that the "cyborg habits" initiative has already generated close to half a million rand, including a new R220,000 commitment from Pragma. They also clarified agent functionality, showed Kiyasha Singh a simpler method for setting up the local agent environment, and established a focus on creating cohesive content campaigns around education and the future of work.

Details

Notes Length: Standard

- **Personal Update and Project Focus** Justin Germishuys opened the meeting by asking Kiyasha Singh about their brother, who sustained a leg injury from hard labor at work ([00:00:00](#)). The conversation quickly shifted to the need for a deeper focus and sense of purpose for the "cyborg skills" and "cyborg habits" project, noting that current AI-generated content lacks the necessary nuance and client-centricity ([00:03:02](#)). Justin Germishuys also emphasized

that Kiyasha Singh needs to take ownership of the project's outcomes for the new year ([00:04:22](#)).

- **Mandatory Reading for Deeper Understanding** To help Kiyasha Singh gain a deeper grasp of the underlying philosophy of the project, Justin Germishuys made reading mandatory and not optional ([00:05:38](#)). Kiyasha Singh must read *The Design of Everyday Things* and either *Supersizing the Mind* or *Natural-Born Cyborgs* ([00:04:22](#)). Justin Germishuys explained that developing this "taste" will help Kiyasha Singh more easily identify when artifacts like blog posts or slides miss the point, reducing back-and-forth communication. Kiyasha Singh confirmed they have downloaded versions of the books but will need to ensure they have the updated version of *The Design of Everyday Things* ([00:06:59](#)).
- **The Vision and Value of the Venture** Justin Germishuys articulated that the core value of their venture is to extend cognitive ability to create a world with "cognitively superior cognitive agents," rather than focusing solely on making money. They noted that the "cyborg habits" initiative has already been profitable, having generated close to half a million rand, including a new commitment from Pragma for R220,000 ([00:09:15](#)). The knowledge gained from the mandatory reading will personally benefit Kiyasha Singh throughout their career by helping them approach problems in novel ways ([00:10:36](#)).
- **Campaign Focus and Audience Definition** The team needs to dedicate time to defining their audience and their needs, and then working backward from that to create cohesive content. Justin Germishuys stressed that content must be part of a "cohesive whole" rather than a random collection of posts ([00:11:51](#)). Potential campaign ideas discussed include the future of education and the future of work ([00:43:14](#)).
- **Setting Up the Local Agent Environment** Kiyasha Singh reported having issues setting up the local agent environment despite receiving instructions and a folder from Johannes ([00:13:18](#)). Justin Germishuys demonstrated that setting up the environment is much simpler than Kiyasha Singh initially thought, requiring only basic instructions and examples within a local project folder, often without complex installations ([00:14:29](#)) ([00:26:32](#)). Justin Germishuys showed how to quickly create a "skill" for writing blog posts using a text file and Claude code ([00:22:18](#)).
- **Understanding Agent Functionality and Usage** Kiyasha Singh felt like they had been attempting to set up the agent environment on "hard mode" after seeing the simpler demonstration ([00:31:33](#)). Justin Germishuys clarified that sub-agents are useful for concurrent work, where multiple instances with their

own context windows are needed, but not always necessary for getting started ([00:34:33](#)). Justin Germishuys also showed Kiyasha Singh how to check their usage and confirmed that they had only used 2% of their quota for the week ([00:35:47](#)).

- **Developing Thought Leadership and Campaigns** Justin Germishuys provided examples of thought leadership concepts, such as the distinction between personalization and feeling personal in education ([00:40:10](#)). They emphasized the importance of building campaigns around core ideas and objectives to ensure the message lands, suggesting points for an education campaign (addressing superfluous versus germane friction) and a future of work campaign (challenging assumptions about automation and oversight) ([00:43:14](#)). Kiyasha Singh confirmed that the discussion provided more clarity and excitement for experimenting with the agents ([00:47:48](#)).
- **The Advantage of Awareness Asymmetry** Justin Germishuys highlighted that their current advantage lies in "awareness asymmetry" rather than knowledge or skill asymmetry, as AI enables almost anyone to do anything ([00:47:48](#)). They also provided a simple hack for using AI: reminding it that AI agents exist and stating the current year, which significantly improves how AI plans and estimates time ([00:48:57](#)).
- **Planning and Artifact Creation** They established that they will focus on campaigns for education and the future of work for now, and potentially one around decision-making for senior executives ([00:50:19](#)). Kiyasha Singh reminded Justin Germishuys about the quote for the Stride Shift newsletter ([00:51:40](#)). Justin Germishuys scheduled two 60-minute strategy sessions with Kiyasha Singh for tomorrow and Friday to prepare for the new year, which Kiyasha Singh requested be arranged immediately ([00:52:56](#)).
- **Additional Artifacts and Nano Banana Capabilities** The discussion moved to creating other artifacts beyond blog posts, such as a beautifully designed physical deck of cards for cyborg habits, or an online simulation or game demonstrating the habits in action ([00:57:08](#)). Justin Germishuys also briefly touched on the powerful and consistent character generation capabilities of Nano Banana for image creation ([00:54:00](#)). The artifacts could also include micro-courses or short video tutorials ([00:59:37](#)).
- **Cyborg Skills and Content Creation** Justin Germishuys introduced the concept of "cyborg skills," suggesting 52 skills for 52 weeks, with short, easy-to-ingest 5-minute videos on topics like using meeting transcripts or creating UIs on demand. Kiyasha Singh then asked Justin Germishuys for a

short, two-sentence quote centered around Stride Shift, focusing on the business or how it helps change lives ([01:01:03](#)).

- **The Purpose and Vision of Stride Shift** Justin Germishuys explained that the name Stride Shift reflects a focus on transformation beyond incremental changes, recognizing AI as the most important transformation in human history ([01:02:24](#)). They stated that the organization is centered on helping with a larger change or transitions, supporting reasoning and decision-making—whether human or AI—with the ultimate goal of pursuing better reasoning, judgment, and decision-making across all projects and products ([01:04:15](#)). Kiyasha Singh confirmed they found interesting points in Justin Germishuys's statement that they could use for the quote ([01:06:14](#)).
- **Mandatory Sci-Fi Engagement for Innovation** Justin Germishuys strongly recommended Kiyasha Singh engage with sci-fi shows like *Westworld* (first season), *Altered Carbon* (first season), and *The Peripheral* (first and only season), considering it part of Kiyasha Singh's job, similar to reading books ([01:06:14](#)). They stated that engaging with these shows thoughtfully is essential for becoming better at imagining sci-fi futures and driving innovation, as failure to do so means the individual will likely remain a conduit between them and the output ([01:07:30](#)). Justin Germishuys advised engaging with the philosophy of these works, grappling with questions of consciousness, identity, and the future role of humans in a world where AI excels at reasoning and decision-making ([01:09:10](#)).
- **Future of AI Development and Skills** Justin Germishuys raised concerns about the future of traditional AI development roles, suggesting that jobs like "AI developer" might not exist in six months because AI agents, exemplified by the 'vibe coding' capabilities of team members, make it easy for people to create their own things without intermediaries ([01:10:45](#)). They emphasized the need for individuals to develop autonomy, stand on their own two feet with original ideas, and cultivate their imagination by feeding it as much as possible to compete with AI agents ([01:12:12](#)). Justin Germishuys also noted that most initial ideas people generate are "obvious and lame," stressing the need to find a path to the new and novel, or to approach existing things in a unique way ([01:14:50](#)).
- **The Novelty of Cyborg Habits and Curriculum Review** Justin Germishuys expressed satisfaction with the progress of "cyborg habits," noting its novelty compared to commonplace ideas like financial assistants, and its success in finding demand by exploiting "awareness asymmetry" ([01:16:14](#)). They suggested reviewing the D-lab curriculum to ensure graduates are further along upon completion, with the goal of fostering more ambitious individuals

with their own visions ([01:14:50](#)). The discussion concluded with Justin Germishuys releasing Kiyasha Singh to work on their sub-agents ([01:16:14](#)).

Suggested next steps

- Kiyasha Singh will own the outcomes for building out the cyborg skills ecosystem in the new year.
- Kiyasha Singh will read the updated version of The Design of Everyday Things, Superersizing the Mind, or Naturalborn Cyborgs, or both, for at least 15 minutes every day.
- Justin Germishuys will arrange a meeting with Kiyasha Singh tomorrow at 11:00 AM to 12:00 PM and on Friday from 10:00 AM to 11:00 AM.
- Kiyasha Singh will write a short quote, about two sentences, centered around Stride Shift, focusing on what Stride Shift is about or how lives have been changed via Stride Shift.

You should review Gemini's notes to make sure they're accurate. [Get tips and learn how Gemini takes notes](#)

Please provide feedback about using Gemini to take notes in a [short survey](#).



Transcript

Dec 10, 2025

J & K: Scream Machine: Podcast Edition - Transcript

00:00:00

Justin Germishuys: Hey, Kia.

Kiyasha Singh: Hi,

Justin Germishuys: How are all right?

Kiyasha Singh: how are you?

Justin Germishuys: How's your brother?

Kiyasha Singh: Oh, he has a cast. I love

Justin Germishuys: Okay.

Kiyasha Singh: funny.

Justin Germishuys: How old is he?

Kiyasha Singh: He's in his 30s. Yeah,

Justin Germishuys: Okay.

Kiyasha Singh: he's he's not small. So, I laughed at him.

Justin Germishuys: So, Okay. Was he doing something

Kiyasha Singh: No. Um,

Justin Germishuys: irresponsible?

Kiyasha Singh: so he works with like he works in hard labor, so he carries like really thick rolls of material here and there.

Justin Germishuys: I see. I see.

Kiyasha Singh: And I think it fell on his

Justin Germishuys: So, it was a work. Ouch.

Kiyasha Singh: leg.

Justin Germishuys: Yeah. Laura, the last time Laura ended up in a moon boot, it was because she was trying to ride a bicycle in her 40s after not having ridden.

Kiyasha Singh: Oh.

Justin Germishuys: So, that's why I ask. It's not, you know, grown-ups can do silly things. Um, okay.

00:03:02

Justin Germishuys: Well, sounds like he he's going to be fine. Uh, all right. So, we

need to talk about um cyborg skills and cyborg habits. I think that what is missing is a is a focus and a deeper sense of purpose, right? a kind of a client or customer centricity. Who are you talking to and why are you talking to them and why are we saying what we're saying to them and what do they need to see? So last week I just sort of shared a lot of what I thought and while AI is getting it sort of it's not quite getting what I'm saying. So the blog posts and things are not really they're not what I would want or how I would want to say what I'm saying because it's missing a kind of a nuance. It so for instance I don't believe that the future is how human beings collaborate with AI. It's it's not about that. And while I am saying that there is a new functional unit, it's not understanding what I mean by that, you know.

00:04:22

Justin Germishuys: Um, so there are a couple of things that need to happen, right? And some of it is about the work and some of it I think is about you. Um, and so there are a couple of weeks before the new year and I would really like it if you can own the outcomes for building out the cyborg skills ecosystem in the new year. Um, obviously, you know, I'll be involved, but I want you to really drive it and own it and make sure that it gets to where it needs to go. Because if I'm at the helm in that regard, it's just never going to get there. Um, but that means that you need to understand some things more deeply about it. Um, I mean, you understand it quite well, but I think that there's more for you to see and grasp. And so that's why, you know, I'd like you to read um at least two books and you can decide um I would like you to just as a designer to read the design of everyday things.

00:05:38

Justin Germishuys: I need you to get that. And um right now it's I want to make it mandatory not optional. So it's think of it like a task you have to complete. Um so that I don't know so that it doesn't feel like something you can take or leave like in my view if you want to keep doing what you're doing you must read it. Um, two, just so that you understand kind of where the cyborg habits idea stems from, cyborg skills idea stems from, I'd like you to read Superersizing the Mind or Naturalborn Cyborgs. One of those two or both. Um, I liked superersizing the mind. Um, because that's essentially what we're trying to do. Like that's the underlying philosophy here. Um, so if you can do those two things and you know you can you can find those books online like you can almost certainly find them online. So um do that. I don't have a copy to share with you, but I'm pretty sure you can find one.

00:06:59

Justin Germishuys: Um, and then just now, even if you don't like read the whole book, but you read enough of it to just kind of make more connections, that will help develop your taste when you're looking at the artifacts that come out the other end. So, um, if you look at a blog post, you'll be like, eh, this is not quite capturing the idea. Or if you're looking at a slide, it's like, you know, it's missing the point. If you can start to develop that taste, it'll be a lot easier in the coming year and there'll be less sort of back and forth. You more quickly anticipate that something is sort of offkilter. Um, are you up for that?

Kiyasha Singh: Yes, I actually do have the books downloaded.

Justin Germishuys: Right.

Kiyasha Singh: I read a bit of the design of everyday things when you first said so and then I just forgot about it. So I will go back and read

Justin Germishuys: So, I mean, look, even if you just put it on a task list so that you read 15 read it 15 minutes

00:07:59

Kiyasha Singh: that

Justin Germishuys: every day, um, that'll still get you further in. Uh but regarding the design of everyday things, is it the old version with like old tech or is it the updated version?

Kiyasha Singh: I think it's the old version.

Justin Germishuys: Because it there there's one

Kiyasha Singh: I There's an updated version. Okay. I have

Justin Germishuys: that where you'll find lots of tech and stuff from like the '70s or

Kiyasha Singh: to.

Justin Germishuys: something. Uh and so there was an updated version that is more more modern and an extended version. So, um, yeah, just look for that and,

Kiyasha Singh: Okay.

Justin Germishuys: you know, start on the Andy Clark and just try to try to get a deeper sense. Um, you do understand it, but there are more levels to it.

Kiyasha Singh: So, I'm just touching the tip of the iceberg,

Justin Germishuys: Um,

Kiyasha Singh: but the rest of

Justin Germishuys: yeah. Um, and why it's not trivial is that it makes up like

Kiyasha Singh: That's

Justin Germishuys: almost 100% of what we are going to do.

00:09:15

Justin Germishuys: Not just for cyborg skills and cyborg habits, but for everything. The idea that we are um extending cognitive ability to create a world with not necessarily humans but cognit superior cognitive agents. That's that's the dream. Uh a world where people are not so easily fooled by things. A world where people can participate in social discourse more usefully. uh world where we don't have people, you know, electing complete dumbasses into positions of power. Um, you know, maybe that's utopian and that's never going to happen, but it would be nice to take a stab at it cuz that for me is what makes this venture valuable, not making money. And if we can make money doing what I just said, then I am 100% behind it. And I do feel like if we get a good um ecosystem going, it'll make money. I mean, it has already made money. If I think about it, you know, cyborg habits alone, this little thing that we started at the beginning year is already probably pulled in close to half a mill.

00:10:36

Justin Germishuys: I mean if we include that um Pragma wants to roll out um in the new year to everybody that's another 220,000 rand. So you put it all together and considering Net Bank was 80 and Lombard was probably about

Kiyasha Singh: Come

Justin Germishuys: 30 and then we did a number of others you know it's it's you

Kiyasha Singh: on.

Justin Germishuys: know we had the pilots so it's probably a bit short but it it hasn't been negligible and it's paid a few salaries this year so

Kiyasha Singh: Yes, it

Justin Germishuys: um and it will next year. So it's it's it's not a small thing.

Kiyasha Singh: is.

Justin Germishuys: So I do want you to work on yourself as well a little bit in preparing and what you learn in those books will serve you throughout your career. So it's not like I'm asking you to do something that doesn't benefit you personally. Um being able to look at the world and have these concepts will help clarify things and help you solve or approach problems in ways you wouldn't have otherwise. So yeah AI can enhance us but so does reading.

00:11:51

Justin Germishuys: Um so then coming back to it we do need to just discuss what else can we be making. So right now we we do need to carve out some time in this call to talk about who our audience is and what is it that they need and then work backwards from that. A lot of the ideas I shared in our last session will obviously be the content of that. But you know we can't for instance just have a random blog post around you know, meeting facilitation with AI like that seems like a dot randomly placed on the landscape. It's what are we building as a cohesive hole? What is that a part of? So, we need to get to that. Um, and then we can also discuss what other what other artifacts you could be making in the runup. We did discuss you getting your um your local sort of agent environment set up so that it can take things in and do things. So, I'd just like to know, have you have you looked at that at all?

00:13:18

Justin Germishuys: Have you been playing around with that? That isn't something that I think should take up all your time. Um, but it's something you should start doing and you know at least try to use it to make something every day or make something manually and then say okay plug it into AI and it's like how can I automate making this or what are the guidelines that you can infer from this that we can use to make more of this.

Kiyasha Singh: So, um, yes, I did try. Um I'm just having a few issues in terms of understanding how exactly I should do specific

Justin Germishuys: Um,

Kiyasha Singh: things. But um Johannes had like a little session with Len and myself and he basically just has like a a folder that he shared with us that has like the instructions uh the dos and don'ts, some things to look out for. And yeah, so so far I have some of the environment set up, but it's not really working. And I think it's because I didn't set it up properly and there's no guidelines, so to

00:14:29

Justin Germishuys: Okay, let me help you.

Kiyasha Singh: say.

Justin Germishuys: It's things are almost always simpler than that. Um, so let me

kind of get to that quickly. Um, are you using clawed

Kiyasha Singh: Yes. So,

Justin Germishuys: code?

Kiyasha Singh: I have this subscription with CL code and I downloaded basically can I say downloaded but Johannes's um environment for Stride Shift that he set up in the Git repository. We also had a session where he helped me by installing that on my device and stuff like that. That's the thing that I think I'm really struggling

Justin Germishuys: Yeah. My view is if he can get I haven't used what he's created.

Kiyasha Singh: with.

Justin Germishuys: So I have absolutely no idea. Um but I don't think you need to solve that complexity to get started. Not at all. I think it's um perhaps a little bit All right, let's let me show you. Allow me to do a demo maybe. Um,

Kiyasha Singh: Okay.

Justin Germishuys: okay. Let's just go new window, open project.

00:15:57

Justin Germishuys: Okay. So, I'm just going to do um I'm sure I had a templates. Um, let me just quickly see if I do template project. Okay, cool. Okay, it won't be much longer now. I'm just quickly going to just create a demonstration project.

Kiyasha Singh: Okay.

Justin Germishuys: Okay. Okay, that's the wrong thing. Is it my machine that's freezing like this?

Kiyasha Singh: I believe so.

Justin Germishuys: Uh, the problem I really need to get a faster computer in the new year. All right. That's not what I was looking for. Is it sharing now?

Kiyasha Singh: No,

Justin Germishuys: No, I can't share my screen. All right.

Kiyasha Singh: nothing.

Justin Germishuys: Uh, let me quickly try one or two things. Jeez, it's not like rocket science. Okay, just give me a second and I'll just close a whole bunch of stuff There. Okay, I'm just closing a bunch of um applications that are open here and hopefully that'll give us a little bit more breathing room here.

00:19:20

Justin Germishuys: Okay, suppose I can close that too. Does anything Okay, let me close a ton of browser tabs as well. Okay, it seems to be going a little bit better now.

Now, let me just quickly open something else. Where is it? Sorry, I'll just be a minute, but I'm nearly there.

Kiyasha Singh: Okay.

Justin Germishuys: Actually, let me show you the other way to do this. It'll be quicker. All right, let me share my screen again and see if it works now. Okay. Okay, you can see my screen now.

Kiyasha Singh: Yes, I can.

Justin Germishuys: Uh, let's close all of this as well. Okay, I just needed to free up some memory otherwise this a nightmare. All right. So if I go clawed API docs, right? Document. Okay,

Kiyasha Singh: Mhm.

Justin Germishuys: cool. Um, okay. Agents. Agents. Um, overview. Okay. So, here's agent skills, right? I just got to agent skills.

00:22:18

Justin Germishuys: Copy page. Go back in here. Make file. Uh, skills instructions.txt. Paste. Save. Okay. Now, that's all. Uh, now I go and this is just for skills, right? Then I'll go view terminal. Now you don't even have to use skills. This is just like one thing you can do. Now you'll just go into code and you'll say read and I'm just going to copy this path over here. Read this. Make a skill for writing blog posts about the extended mind hypothesis in an accessible way. Include whatever tools you want. Okay. Um, that's basically all you ever need to do. Like if you want to make sub agents, you'll go to here and you'll go, sub aents, sub aents build with sub aents. Boom. Copy page. Uh, sub aent guide.txt. Let's just make that lower case. It doesn't matter. Paste. Save. read the sub agents, make me sub agents.

00:24:26

Justin Germishuys: Like then of course you should think about what you want your sub agents to do and how you want them to do it. Then you can say uh let's just go to chat GPT. Uh, show find me an example of a world class blog post for thought leaderssship in AI. That's 600 words wrong. And then maybe it'll go and find me something like that. Cool. So skill location it created that core concept accurate explanations writing guidelines three blog structure everyday example questiondriven historical n conversational but substantive citations reference to foundational works Clark and charas research flow. The skill will automatically trigger when you mention writing about extended cognition. Okay. Write me a blog

post about cyborgs and extended mind. And now if it all goes well, there should really be no I don't know if it actually put it there. H. Uh, it's a general thing. Okay. Wait. No, no, no, no. Let's go back. Okay. Sorry.

00:26:32

Justin Germishuys: I should have said this. I want this skill set up in this local project. So I tried to set up the skill in general. But if you okay let's go there. Okay, that's what it should have done. But it was easy to fix. Okay. Um tools from how AI. Okay. So, so let's say this is a blog post. You can go and find blog posts in the world, but in any case, I wanted it to find me through research, but in any case, now I'll make a file and I'll say a exemplar blog post. Doesn't have to be a txt, it can be any file. Then you'll go in here and you'll say refine the skill so that it writes it in the style. And that's it. That's all you need for blog posts, for anything. There's no like crazy installations. It's basically just a text file. You say like these are the docs telling you how to do it.

00:27:54

Justin Germishuys: Okay. Um, and then even in Claude, even without a skill, if you just say, "Write me a blog post in the style of that. Do whatever searches you need to do or use this transcript." It'll just do it. Like, it's literally 10 minutes of your life, not 10 days. Um, so here we go. Perfect. I've set up the extended mind blog writing skill. Okay. So now if I say I don't know if I have to exit and go back in. Maybe I do. Continue. Okay. Let's see. Okay. Use the skill to write a post about the extended mind and cyborgs. Okay, now I misspelled like 15% of the sentence. Okay, look, it's using the skill and now it's doing web search. I don't even know what the skill is, but okay, let's look at the skill MD. It just decided there's also like a a skill skill. So, did it even write anything to it? Okay, it might not have done put anything in it, but in any case, um Oh, wait.

00:29:59

Justin Germishuys: It appears to have it. It's just not showing. Why isn't it showing? Okay, let's just open reveal and binder. Is there anything in there? No. Oh, no. There it is. There is something in the skill file. It's just not showing on the screen. All right. Awesome. Basically, if you want to make sub agents, same story. Make me sub

agents. make a sub sub agent that does this or you can go oh look here is a blog post are we already cyber orcs you're reading this on screen right now maybe it's your phone propped against your coffee cup maybe it's your laptop one of 17 tabs currently open in your browser either way I'm willing to bet you couldn't tell me your your best friend's phone number from memory I know I can't I just tap their name and my phone does the remembering for me so now this is written from the first person you can say alter the skill so it's written from the third part person or make a skill for writing in the first person the third person as an authoritative you you decide you know and then you can make skills for anything and if you play around with that cool um any responses to that

00:31:33

Kiyasha Singh: I feel like an idiot sandwich.

Justin Germishuys: Sorry.

Kiyasha Singh: an idiot sandwich because I've been doing things

Justin Germishuys: Why?

Kiyasha Singh: on hard

Justin Germishuys: H So I think you

Kiyasha Singh: mode.

Justin Germishuys: know I I spoke to Yiannis about this the other day and he tried to explain to me about his market place and I kept saying why do we need a marketplace? He's like so that we can go and get the skills. I'm like, "But a marketplace is where you buy things. Are we buying something?" "No." So they said, "But this is where you can get skills." I'm like, "Why can't you just put skills in the skills folder?" He's like, "What I'm what I'm finding is that um we don't have to over complicate the stuff." And you don't even need to use a skill. Like imagine this. Let me just ignore the skill for a second. Let's Let's remove skills. Okay. Move to trash. All right. So, let's We can move that into a folder if we want to, but okay.

00:32:49

Justin Germishuys: Let's I'm just going to go in with a re I could have reset, but in any case. Okay. So, now I can say look at Oh,

Kiyasha Singh: Wait. Um, are you sharing your

Justin Germishuys: wait. I thought I was okay.

Kiyasha Singh: screen?

Justin Germishuys: Look at do exemplar blog post. Copy pass. Do I don't even know

what that is. Um, now write a or authoritative uh blog post on the extend extended mindsis and the future of education. ation. Um, you can blend web search and personal logical reasoning maker todo list, right? This part here is very important. Um, now skills are cool because you can give it all kinds of obscure skills like you can give it the skill to set up superbase. You can give it a skill to use our brand guidelines. You can give it a skill to so you can say look at our corporate identity guidelines. Make a skill that AI can use when designing apps include code and then it will make a skill.

00:34:33

Justin Germishuys: So you just say look at the do this this the document for creating skills. Look at this document with the skills we needed to have. Now make a skill. You can even give it can even create examples and example code that it can use. And you can read the documentation on the skills if you want to. Now without doing any of that just this right okay see it made a to-do list read exemplar blog post research current developments research applications in education learning research AI's role in cognitive extension write authoritative blog post blending research and reasoning review and refine the blog post it's basically an agent doing that so you really need to sub agents are cool if you need each sub agent to start working concurrently. So it's almost like having 10 instances of clawed code running at the same time each with their own context windows and instructions and skills. That's cool. Like that's why you do it. But you don't always have to do that from scratch. And you don't even have to set up your environment aside from giving it examples of what you want it to look like.

00:35:47

Justin Germishuys: Um

Kiyasha Singh: Can I ask a question, Justin? How do you check your usage?

Justin Germishuys: yeah.

Kiyasha Singh: How much you've used?

Justin Germishuys: Um well,

Kiyasha Singh: Is there a specific way you can do that?

Justin Germishuys: look, if you're linked in and it's linked via your subscription, you'll do those um cuz then usage doesn't really matter. It's not like an API key, but you'd go status for slash status. Um, so you'll see login method claude max account and yeah that's about it. Um, and then you can go tab to usage and it will tell you how much

you've used

Kiyasha Singh: Okay.

Justin Germishuys: or you can just go and log into claw directly and look at your usage under your settings.

Kiyasha Singh: Okay.

Justin Germishuys: But you'll see that I've used 2% of my quota for the week. Um, but again like if you're not automating everything and in the first instance you don't have to automate everything. In the first instance you just have to go to get a good example of something.

00:36:53

Justin Germishuys: You don't have to um so if I go to um All right, let's just see. Okay, so I've opened Yep. All right. Nope. Sorry. Let me just click in there. Allow edits during the session. Okay, here is the extended mind education blog as a starting point. Uh let's see whether it actually does anything interesting. Okay, so it did web search logical reasoning. The post is structured to be authoritative yet accessible. moving from foundational concepts. For some obscure reason, it's not opening MD files. So, let's just see. Um, this is weird. There is definitely something there, but it's not loading. Okay. Well,

Kiyasha Singh: Sorry.

Justin Germishuys: let's change it to text. There we go. That's what's there. Okay. The extended mind and the future of education. When Andy Clark and David Thomas published their groundbreaking paper, the extended mind, in 1998, they fundamentally challenged understanding of where cognition happens.

00:38:29

Justin Germishuys: Uh, but there's a paradox we face. The very tools that promise to extend our cognitive capabilities might simultaneously undermine them. And it's a good start, right? So that's not incipid at all. And so now if I go into Sorry, we don't have to do it like this. I just want to show you that it's actually pretty easy. Um I don't even know if I have any more nano banana credits left. I might not because I was playing around with it a lot yesterday. Um, let's see. Make an infographic boop tools. Maybe it'll work. Maybe not Nano Banana Pro. I think it told me something about I don't have any more access until like 1:00 today,

Kiyasha Singh: I hate when he does

Justin Germishuys: but you could have uh Well,

Kiyasha Singh: that.

Justin Germishuys: it produced something. Um Okay. Well, it's my point is that to get from a blog post to an infographic, it didn't take me very long. We've been working on it for 10 minutes and that's all you really need to do.

00:40:10

Justin Germishuys: um and play around with it and then actually read the book and um stuff and then some of the things I said are useful. So, you know, if you wanted to know what my view of the future of education is, I might say something like, um, everybody seems to think that AI will introduce hyperpersonalization into learning as though everybody wants to see everything framed in terms of their favorite sport, in terms of the vocabulary they use. But if you think about some of the key moments in your education, it's when you did something that was outside of your comfort zone or when you connected to ideas that you weren't familiar with. That's not to say that personalization is bad. It's just we often stretch ourselves when things are not personalized. And some of my profound experiences like some of the most profound books and movies I've watched were not personalized to me. They were just but I always view and experience things through my own experiences and memories. Everything is colored by me and so I do bring a personal dimension to it.

00:41:43

Justin Germishuys: What does matter more than personalization in education is that whatever we experience feels personal and meaningful to us and relevant. And so we often conflate personalization with something feeling personal. I can get 1,000 personalized emails and read none of them because I know it's a gimmick. I don't care if it greets me my dame. I don't care if macro or clicks or shop sends me a birthday message because I know that there's no human being or care behind it. It doesn't feel personal. Now, if the CEO took time out of his busy schedule to sit down and write me a handwritten note, even if it wasn't addressed to me, even if my name wasn't on it, and then handd delivered it to my door, that would mean something to me, right? It's not that it was personalized, but that there was care taken in its delivery and creation. The problem with people these days in the way that they use AI is they're obsessed with personalization, with gamification, and they're not thinking that all that learning needs to do is feel interesting, relevant, and personal, even if it's not personalized.

00:43:14

Justin Germishuys: And that's a blog post. That's an infographic. That's thought leadership. That's something we can put on LinkedIn. It's a nugget. It's one point. AI will probably make it more concise than what I've said, but you know, cool. But that brings me back to the broader issue. What is our focus? We need campaigns. Campaigns are built around an idea. It's built around an objective. It's so that if one thing doesn't land, another thing might land. Or if somebody has to see something in 15 different ways for it to land, then we show it to them in 15 different ways. That's why we build campaigns. And so we might have a campaign built around the future of work. Right now I said something about AI and the future of education. I can say another thing about AI and the future of education. AI represents a radical reduction in friction. And so on the one hand, it can improve education by removing superfluous friction in the learning experience, but it can also undermine learning gains by removing germaine friction where a learner actually has to struggle in order to achieve a deeper understanding or insight.

00:44:40

Justin Germishuys: And so as a design principle, we should always make the distinction between what counts as superfluous friction that AI can help us with and what counts as germaine friction. And there now we have artifact number two for the education campaign. You know um for the future of work we can create a provocation. We can say a lot of people assume that AI will automate the work that they're currently doing and they don't notice that it's actually going to fundamentally change what work gets done and how work gets done. It's not just going to automate the work that we currently do. And so that's one point. Another point is a lot of people think that you know AI will do the grunt work and then they can step in and just review it. They can play an oversight role. But what if you have 200 AI agents doing work creating a volume of output that you wouldn't be able to review in a 100 years? How do you play the overview role then? And that can just be where we leave it because it's a provocative question.

00:46:09

Justin Germishuys: And then in something else we can try to answer it and say in

many ways if we use AI in with these particular habits the by the direct the immediate result is you'll get more done work more work done and it will be more critically done and you will have covered more options and perspectives. The byproduct if if you're doing it in an engaged way is that you become more sophisticated. You will have seen more examples of critical perspectives. You will have seen more um examples of combining ideas that would ordinarily not have been combined. you will be exposed to more and be a participant in better thinking practices. And for many, not everybody, they will become more sophisticated as a byproduct. And when they become more sophisticated, they can become more imaginative. They can become more ambitious. and they can start to identify new ways in which they can get involved in value creation rather than saying how do I stay involved in the role that I'm currently in and then that's part that's another part of the campaign and that's just marketing right like that's just thought leadership blog posts I don't know if this is landing

00:47:48

Kiyasha Singh: Yes, it is. I think there's more clarity now.

Justin Germishuys: Cool.

Kiyasha Singh: And I'm actually really excited to go and play with the agents now that I see that it's so I don't know what I was doing. Thank you, Justin.

Justin Germishuys: It's it's not if it's if it's a bit

Kiyasha Singh: Sincerely, thank

Justin Germishuys: of an unlock for you,

Kiyasha Singh: you.

Justin Germishuys: then that's awesome. That's our advantage next year. Here's another point. We don't have, it's not about knowledge asymmetry anymore or skill asymmetry. Everyone can do almost anything that AI allows them to do. The problem is awareness asymmetry. People aren't aware of AI's capabilities. They're not aware of use cases. They're not imagining things that anybody could do. And if you're if you're the first to become aware of it or to imagine it, you have a temporary advantage. And so you could have been doing what I showed you for weeks or even months.

Kiyasha Singh: Yeah.

Justin Germishuys: But what was missing is just the awareness.

00:48:57

Justin Germishuys: You don't need any skill to do. What was wrong was the assumption that you needed

Kiyasha Singh: What?

Justin Germishuys: skill and that you didn't question that there might not be a learning curve.

Kiyasha Singh: Definitely need to read those

Justin Germishuys: You thought there's a learning curve. No, what I'm saying now isn't in those books.

Kiyasha Singh: books.

Justin Germishuys: That this is sort of just me thinking. But one of the reasons people don't do things is because they assume that there's it's going to be timeconsuming and effortful. This is true for all of us. And then we procrastinate or we delay and then we get to it and then we approach it as though we do need those knowledge and skills. And the the problem is AI doesn't automatically disabuse us of that notion as it is because AI is trained on you know millennia of information in which skill and knowledge were essential. Even if you ask AI to project timelines, it'll project timelines as though AI doesn't exist. Which is another point. You know, it's like pro tip when using AI, remind it that we have AI agents and it's 2025 or it's 2020, whatever now is.

00:50:19

Justin Germishuys: That one thing significantly changes how AI plans and estimates time and and activities. It's a simple hack, but you know, it's something everybody should get into the habit of doing. Okay, cool. So, now we've spoken about campaigns. We can have an education campaign. We can have a future of work campaign. We don't really need more than that for now. So let's let's start with that. Cyborg habits will probably be will find its initial um audience amongst those people who want to improve their educational gains or their work gains and so we'll probably target them. Um and then we can probably also create campaigns around you know how AI can be leveraged for improved decision making at senior or executive levels and then we can target an executive or senior leadership or audience specifically but then what we can try to do is okay say like really what are the decision-m pain points of this audience But let's not get a get ahead of ourselves. We already have quite a lot to work with.

00:51:40

Justin Germishuys: So, every blog post can be turned into an infographic. Uh, let me show you something else. Uh, let me

Kiyasha Singh: Um, oh,

Justin Germishuys: just

Kiyasha Singh: Justin, just a reminder about the quote for Stride Shift, the newsletter.

Justin Germishuys: do that in four, five minutes. I don't mind running over a little bit. Um before I carry on, let me just quickly check if anybody Okay, I think just cancel Tech Connect. Um Quenom are wrapping up for the year anyway. As far as I know, they're done at the end of the week and so there's not much

Kiyasha Singh: Yes.

Justin Germishuys: there in all honesty.

Kiyasha Singh: Um Qua will not be able to attend the demo day because he has an exam that he'll be writing. So,

Justin Germishuys: It doesn't matter cuz what's honestly he he comes to demo day and that's the end of his

Kiyasha Singh: okay.

Justin Germishuys: internship. I do think we need to rethink about rethink how we approach the internships in the new year. Um but we can do that in January.

00:52:56

Justin Germishuys: We need to have proper strategy sessions. I'm going to be around. You're taking leave from next week, Wednesday onwards, right?

Kiyasha Singh: Yes.

Justin Germishuys: But Tuesday is a public holiday, so essentially Monday is your last day. Um, okay.

Kiyasha Singh: Yes.

Justin Germishuys: So, how about you and I carve out 30 minutes to an hour tomorrow and on

Kiyasha Singh: Okay.

Justin Germishuys: Friday?

Kiyasha Singh: Uh when can we please just arrange the meetings now?

Justin Germishuys: Yeah. Um because I consider this to be just preparation for next year and if you

Kiyasha Singh: He's

Justin Germishuys: can normally I wouldn't ask you to do work or I wouldn't ask you to do work in your time off but I'm going to ask you to read those books even if it's for 15 minutes or 30 minutes because reading is not a workrelated thing. That's a

self-improvement thing. And in all honesty, if you're not always improving yourself in the in between moments, your career is going to be short.

Kiyasha Singh: Yeah,

Justin Germishuys: Um,

Kiyasha Singh: I remember you saying something similar to this in the beginning of the year as

00:54:00

Justin Germishuys: okay. Yeah. Um,

Kiyasha Singh: well.

Justin Germishuys: I wouldn't say anything that I am not sort of practicing. All right. So, let's see. Tomorrow we can do 11 to 12 tomorrow and um

Kiyasha Singh: Okay.

Justin Germishuys: we can do 10 to 11 on Friday. Then at least we're doing it earlier in the day and then you have the afternoon. Um, okay. So, what did I want to show you? Okay, hold on. Wonder if I can share. Can I share? It is very irritating that I do things. Uh, I'll show you that tomorrow actually. Um, it's actually quite fun. I was playing around with, you know, Nano Banana, which is insanely powerful. Like, we haven't even scratched the surface of what you can do with it. I created, I just said, generate a an image of five characters in a lineup and gave me five characters in a lineup. And then in the rest of the conversation and and and I said put write their names at the bottom of the characters.

00:55:42

Justin Germishuys: Then in the rest of it I could keep saying show me an image with Mia and Paul doing this and it would pull those characters out and everything would cons be consistent around those five characters. Now, this is obvious like if you read the Nano Banana documentation, it'll tell you that you can you can manage it can manage character consistency up to five different characters, but it's still pretty cool to see what the implications are and you can put in objects. Um I started doing um image generations of people using glass equipment and the the results were unbelievable compared to what we were trying to do earlier in the year. So I think at times we can bring th those concepts back in you know like glass equipment like a a glass car or glass calculator or whatever the case may be. I know that sometimes it's hard to find the right thing. All right. Uh let's run over by about five minutes because there are a couple of things I want to tackle and we're not going to do the tech

connect but I will see you at 12. Are you joining at 12:30 for the cyborg?

00:57:08

Kiyasha Singh: PMA.

Justin Germishuys: Yeah.

Kiyasha Singh: Yep.

Justin Germishuys: Okay. That shouldn't be too long in any case. All right. So we've spoken about blog posts. The ecosystem isn't just blog posts. Um, we can also say, what if we had to make a deck of cards? So, let's say instead of cyborg habits, you go online and you do your 15-day challenge. What if you get a deck of cards and each card has the habit on the front and on the back something you can do. Explain it like I'm five. They can be generic. They don't have to be workrelated. We can actually do explain it like I five play grumpy and brutal devil's advocate. And essentially the idea is you can have like a physical reminder that sits next to somebody that is beautifully designed. And even if they never open up the the pack, they'll keep seeing it. And if on the box it just says explain it, critique it, plan it, suggest it. Even if they never open the box, it doesn't matter.

00:58:22

Justin Germishuys: It serves as a physical, visual, tangible reminder. If we make something like that and we print out a few and we hand it out at an expo or we, you know, bundle it in something, there are lots of ways in which that can be useful. Um, and that's a that's an artifact we can create. We can say, okay, how can we make a online game like an interface for it? What would that look like? What would it do? What if we pick um what if we just created a sort of a simulation and we say I'm not saying we do this but I'm saying it into the transcript because it might be a fun thing to make because we can make it in 20 minutes and deploy it and then it will exist. You say, "What is cryptocurrency?" Explain it. Like I'm 5, 10, 15. And then it will show you. And you can click through it to just see cyborg habits in action. Um, you can have exercise is a good thing.

00:59:37

Justin Germishuys: And then you say play grumpy and brutal devil's advocate. And then it goes into this long tirade about how exercise is one of the biggest um cons in

history. Um or you know um I want to make a croissant. Give me easy to follow step-by-step instructions. You know, then somebody can click through it and just see a whole bunch of like worked examples of it. It doesn't even have to be AI generating it there on the fly, but just then they can see it and then we can share it with people as a as an artifact to say if you if you're interested in like seeing examples of how cyborg habits can help you, just visit this link. Um, I don't know, it's just one thing. There are probably 10,000 things we could do around this. And remember, we were talking about cyborg skills, not cyborg habits. And we were also talking about micro courses or short video tutorials uh that are about 15 minutes. So, literally instead of, you know, browsing social media today, click here to watch a five minute video on a new cyborg skill.

01:01:03

Justin Germishuys: And you can have, you know, 52 cyborg skills for 52 weeks. You know, every week you learn one cyborg skill. You watch a five minute video on, you know, using your meetings, meeting transcripts. Five minute video on creating UIs on demand. um you know, a 5-minute video on turning your blog post into an infographic and turning that infographic into a oneline quote to post on social media. You know, we can keep that going and they're short, easy to ingest things and we can make that with V3 or we can make that with Hey Gen or whatever the case may be. Um, anyway, things to think about while you're on a break because let's face it, you only have about 3 days left at work. And then stride shift. Tell me what you need from me. What am I supposed to be giving

Kiyasha Singh: Uh just a short quote basically what you think about

Justin Germishuys: you?

Kiyasha Singh: Stride Shift or what the change that you think Stride Shift is making. Yeah, it's just supposed to be centered around Stride Shift.

01:02:24

Kiyasha Singh: So regardless of what it is, whether it talks about what the business is about or how you've helped change lives via spite shift.

Justin Germishuys: How long does it have to

Kiyasha Singh: Yeah. Can be two

Justin Germishuys: be?

Kiyasha Singh: sentences.

Justin Germishuys: Huh? All right. The thing is it feels like a very open-ended

question. So I'm just going to talk and then you can harvest something from what I've said. So

Kiyasha Singh: Okay.

Justin Germishuys: so that might be a bit on the nose. I'll just talk without any self-consciousness whatsoever and see what comes out. So the purpose of stride shift is really baked into where the name comes from. We wanted to wanted our focus to be not just on incremental changes or even what used to be considered to be a step change. We recognize that AI represents the most important transformation in human history. And so what we needed was more than a step change. We needed to change something larger or to focus on helping with a larger change or transitions.

01:04:15

Justin Germishuys: And that's why we decided on stride shift rather than step change. And the shift part of it is connected to the notion of a paradigm shift. So this idea that it's not that the world is changing but that our fundamental paradigms are shifting as well and that we need a new vocabulary, a new set of concepts, a new way to approach understanding ourselves and reality. And that largely captures stride shift's reason for existing. At the heart of what we do as well is this idea that we support reasoning and decision making in whatever form that takes. Whether that is human reasoning or decision-m or whether it's AI reasoning and decision-m because as we start to use AI or as AI becomes a part of more aspects of our lives, we would want it to lead to better outcomes, better decision outcomes and Um, so one thing that serves as a unifying factor across all of our projects and products is the pursuit of better reasoning, judgment, and decision-making. I don't know if that's if you'll find anything in that.

01:06:14

Kiyasha Singh: I'm sure. Well, there were quite a few interesting points that you made or stuff that you said that I was like, "Oh, I can use this." So, yeah.

Justin Germishuys: Cool. And also if you just put quotes around anything,

Kiyasha Singh: Um

Justin Germishuys: it immediately looks better. Um, okay. Cool. Um, is there anything else you need today or do you feel like you can proceed?

Kiyasha Singh: I feel like I can proceed. I'm now going to clamp the edges. I'm actually really excited to try that out

Justin Germishuys: Yeah. Yeah, it's super easy.

Kiyasha Singh: properly.

Justin Germishuys: And then also don't forget to watch some sci-fi shows whether it's Westworld or um Altered Carbon or The Peripheral or any one of those things. Well, the first season of Westworld, if you haven't watched it, is excellent. The first season of Altered Carbon is excellent. the uh first and only season of the peripheral is very good. So in the same way that I consider reading the books mandatory and sort of part of your job, I would highly recommend that you engage with those shows as

01:07:30

Kiyasha Singh: Can I ask would you also consider um is it Eureka and the X File says

Justin Germishuys: well.

Kiyasha Singh: sci-fi?

Justin Germishuys: Eureka is fun. So, just for fun. But, um, yeah, it's it's not going to it's not going to give you I wouldn't discourage Eureka because it is fun and if you watch it, it'll probably give you some things to latch on to in the future, but not as much as the three shows that I mentioned. Um, so what I'm talking about are things that take the sci-fi more seriously. Um, there's also there's some older ones. So, I'm not going to push you beyond those three, but once you kind of get a taste, I don't know what it is you like watching, but in all honesty, the one thing that I tell everybody to do is to get better at being a sci-fi author and imagining sci-fi futures. If you're not reading about those things or watching things about that, you're not going to be able to imagine those things as clearly. And what I'm hoping for next year is that instead of me telling you what I think we should be doing with cyborg habits and cyborg skills, I'd want you to reach a level of greater sophistication so that you're also driving innovation and advancement in those areas.

01:09:10

Justin Germishuys: um otherwise you'll just kind of stay a conduit between me and the output and that's not where I wanted it to end. Um, so you know, I want you to engage with the philosophy. I mean, there's much more to think than just what other people wrote down, but it's not a bad place to start. And if you watch something like Westworld thoughtfully and you start to grapple with like at what point does something actually become conscious? At which point does do you think it has reached sentience? That's a big question. If you're watching um something like um

Altered Carbon and you're saying, "Okay, so to what extent do our bodies contribute to who we are and our identity?" because we're going to have digital versions of ourselves and we'll be able to experiment with identity and you know what are the implications what are the implications in a world where we recognize that AI is better at reasoning and decision-making across all subject matter what is the role that we play when I was in Zimbabwe where many people came up to us and asked us, you know, I'm worried about what my kids need to study because what is the future for them?

01:10:45

Justin Germishuys: And I mentioned already, you know, if you think you're going to play a supervisory role, then you're probably kidding yourselves. Uh there are also things that we can talk about that anticipate the future. So for instance, if AI can code as well as a junior and as a mid-level dev and companies then stop hiring juniors and mid-level devs, how does anybody get the experience they need in order to become a senior dev? Should they even try or is there another route or do we create simulated environments where we give people a stipend to live on while they're you know building up the experience so that they reach the upper echelon and even then like how long until AI claims that spot and then what um so what are the skills and capabilities for humans for the future? And should we even think of it in terms of skills and capability? I want you to grapple with those ideas because it's important for you. I mean, if you consider yourself a AI developer now, well, that job's probably not going to exist in 6 months because Steven's vibe coding, Allison's vibe coding, it won't be long before Barbara's vibe coding.

01:12:12

Justin Germishuys: It's going to become so easy for them to make their own thing. We won't need somebody to act as an intermediary. Somebody needs to stand on their own two feet and come up with their own ideas for things to make based on their own insights. It's not like we can afford to continue to divide people between those who direct or construct the vision and those who implement because AI can be the implementer and AI will always be there helping to shape the vision. If we want to be weird enough to differentiate ourselves, then we need to lean into what makes us special as individuals. because then we at least can be the first to do it until the copycats come along and dilute it. But if we have enough substance, we can probably keep going. Um anyway, I'm going to stop there. Um hopefully a lot of what I say will start to really blossom in over the course of the next few months as you

know it sort of sits there like a ninja and then jumps out when you have an experience and then you have an aha moment.

01:13:27

Justin Germishuys: You're like oh okay that's what that dude was on about. Okay.

Kiyasha Singh: Um, oh, I wanted to ask,

Justin Germishuys: Anyway,

Kiyasha Singh: uh, you said that we should cancel the tech

Justin Germishuys: I'm not saying we should. I'm just saying I'm not going to be there.

Kiyasha Singh: Oh,

Justin Germishuys: Things don't have to proceed or not proceed based on

Kiyasha Singh: okay.

Justin Germishuys: whether the directors are there or not. So in the coming year we you know in a startup cash flow is always a problem as you know and if if we are entering a point where AI can genuinely do a lot of the work we do need to just focus on individuals who have more autonomy and vision of their own. And that is just going to be the trend. It's a survival imperative. Work on your imagination by feeding it as much as possible. Otherwise, you are not going to be able to compete with an AI agent that can do it and probably faster and better cuz I mean um already we're nearly at a point where we just go from transcript to end result.

01:14:50

Justin Germishuys: better than a a DABRE could. Which means we should probably also look at the D-lab curriculum and say, how do we get them to be further along than they are when they graduate? For many, it's fine because they'll go in and be interns and they'll observe things and that's necessary. But I'm also wondering how do we end up with people who are like more ambitious with visions of their own and not you know like I'm going to say this last thing and maybe it'll land and maybe it won't land. It's almost a certainty that the first 20 ideas you come up with are obvious and lame no matter how new and special they seem to you. Like if we're going to ask you to make something and you make a financial assistant, if you're going to make a an assistant that helps you plan a trip to Thailand, you know, if you're like any one of those things, if that's the idea that occurs to you, you need to feed your mind with more stuff because you you need to start to find a path to the new in the novel or at least learn how to see things in a new light in a way that nobody else.

01:16:14

Justin Germishuys: So either you see something new or you do something old in a new way. Anything less is just going to it's not necessarily going to fail, but you're just going to get a very small piece of the pie and for a lot of effort. That's why I'm quite pleased with where things have gone with cyborg habits. Nobody else is a cyborg has a cyborg's habit. Nobody else has a pov. Nobody else is punting a battle pack generator. You know, we found we found novel things where there's demand. And maybe it's awareness asymmetry because seat track could go into notebook and lemon do it themselves. They just don't know they can. And so they wouldn't have known they could and they would have been wasting money for months if not years. We come in, we say, "Look, we're doing this. You just click a button." And they get excited about the prospect, but what they're not necessarily seeing is all the new things they can do because of it. So, we have to help them with that visioning as well. Okay, enough of my jabbering. I'm going to let you go and play with your sub agents.

Transcription ended after 01:17:43

This editable transcript was computer generated and might contain errors. People can also change the text after it was created.