



Notes

May 6, 2025

Pragma internal prep meeting

Invited Barbara Dale-Jones Stephen Green Kiyasha Singh Fanyana Nkosi
Johannes Backer Shanne Saunders Justin Germishuys Alison Jacobson

Attachments Pragma internal prep meeting

Meeting records Transcript

Summary

Alison Jacobson outlined that Pragma, a new client, purchased cyborg habits for their sales and marketing teams and are exploring ICU product reselling. The participants discussed creating a custom challenge based on cohort information from Ela at Pragma, engagement and pre-course email strategies, simplifying the login process, and Pragma employees' AI access. Key talking points included obtaining Pragma-specific metrics, survey timing and content, platform access for testing, login process improvements, reporting content and AI integration, program success metrics, and the importance of thorough testing.

Details

- **Project Introduction and Context** Alison Jacobson provided context for the meeting, stating that Pragma, a current Stride Shifts customer, has purchased 50 seats for cyborg habits and wants to roll it out across their sales and marketing teams ([00:04:19](#)) ([00:26:19](#)). Pragma is based in Cape Town and Joberg with around 700 employees ([00:27:16](#)). Alison explained that they are working on a teaming agreement with Warren to become a reseller of the ICU product, targeting major customers like Microsoft ([00:02:21](#)).
- **Demo with Romeo and Cyborg Habits Promotion** Alison Jacobson mentioned an upcoming demo with Romeo, an old friend and colleague, and highlighted the

potential for people search to include cyborg habits in their catalog and promote it, which would be a significant development ([00:03:06](#)).

- **Internal Access for Feedback** Alison Jacobson requested that everyone be given access to the platform to play with it and provide feedback on what needs to happen next. Johannes Backer confirmed they understood ([00:03:06](#)).
- **Custom Challenge and Cohort Information** Justin Germishuys emphasized the need to obtain cohort information from Ela at Pragma to create at least one custom challenge for the seven habits. They discussed the program timeline and participant load, aiming for a sweet spot to avoid attrition ([00:05:26](#)).
- **Challenge Delivery and Completion** Justin Germishuys outlined a plan to potentially double up on challenges per day from different habit categories, with two challenges per habit being mandatory and a completion threshold of 75% ([00:07:14](#)).
- **Engagement Emails** Justin Germishuys discussed the need to create engagement emails to be sent daily during the program to reinforce cyborg habits concepts and vocabulary, with the goal of making them delightful so people look forward to receiving them ([00:08:23](#)). Alison Jacobson suggested making a colorful, branded email template. They also considered whether the emails would come from the platform or directly from Pragma ([00:11:35](#)) ([00:41:45](#)).
- **Pre-Course Email Communication** Justin Germishuys proposed sending an initial email one week before the course starts, followed by another a day or two before, and then one on the launch day to build anticipation ([00:08:23](#)). The first login email would direct users to the platform ([00:09:34](#)).
- **Introductory Video and Next Steps** Justin Germishuys suggested reviewing the introductory video to ensure it explicitly states the next step for users. They proposed that the initial email could direct users to watch this short video as a low-demand first step ([00:10:31](#)).
- **Profile Setup and Pre-registration** Alison Jacobson suggested simplifying the login process, ideally with pre-registration including profile pictures if Ela can provide them, or at least prompting users to add their picture after a seamless login ([00:09:34](#)).
- **AI Access and Governance for Pragma** Stephen Green raised concerns about Pragma employees' access to AI, specifically Co-pilot and the open web, and the

sensitivity around their use. Alison Jacobson clarified that the initial 50 users should be getting access to ChatGPT subscriptions through a team's license, ensuring their data is not used for training. They agreed on the need to communicate this and potentially develop governance guidelines for this group ([00:12:41](#)).

- **Project Management Support** Alison Jacobson introduced Shanne Saunders as the AI project manager who will be assisting with this project, asking Kiyasha Singh and Fanyana Nkosi to mentor Shanne on project management processes ([00:18:18](#)).
- **Agenda for Meeting with Ela** Alison Jacobson requested Justin Germishuys to start working on a proposed agenda for the meeting with Ela to finalize key aspects of the rollout ([00:19:22](#)).
- **Metrics for Cyborg Skills** Justin Germishuys mentioned the existing internal metrics for cyborg skills based on qualitative reflection data, which will be used to generate a report on participant experiences ([00:19:22](#)). They also discussed the need to set up a quick pre-survey to measure the frequency of AI use and comfort levels ([00:20:35](#)).
- **Pragma-Specific Metric** Justin Germishuys emphasized the importance of obtaining a meaningful, Pragma-relevant metric from them to measure the program's impact. Self-reporting on work impact was considered a fallback if no other metric is available ([00:23:49](#)).
- **Survey Timing and Content** Justin Germishuys suggested including the initial survey a couple of days before the first challenge, framed as "telling us about yourself" ([00:22:47](#)). They also discussed the possibility of a final reflection question towards the end of the program to gauge perceived changes in work ([00:25:07](#)).
- **Access to the Program for Testing** Alison Jacobson asked Kiyasha Singh to provide Shanne Saunders with access to the cyborg habits program for context and testing ([00:26:19](#)). Barbara Dale-Jones also requested login access for testing. Kiyasha Singh explained the current sign-up process, which involves email confirmation ([00:31:56](#)).
- **Login Process Improvements** Justin Germishuys suggested removing the open sign-up and implementing a magic login system where users receive a temporary link via email for easier access and to prevent unauthorized use ([00:31:56](#)).

- **Commercial Version Considerations** Justin Germishuys mentioned the future need for a commercial version of the platform with a payment portal and separate registration for external users ([00:34:11](#)).
- **Report Content and Dashboard Integration** Alison Jacobson questioned the content and format of the reports. Justin Germishuys clarified the distinction between engagement metrics (currently in Lovable) and performance metrics ([00:35:31](#)). Alison Jacobson suggested that reports should be visually integrated into the dashboard for easy access by administrators ([00:36:37](#)).
- **AI in Reporting** The team discussed using AI to process qualitative reflection data for the reports ([00:36:37](#)). They explored options such as external AI processing with data export/import or potentially using Pragma's AI infrastructure if feasible ([00:37:35](#)). For the initial Pragma rollout, a meta-level report with qualitative analysis might be generated separately ([00:38:55](#)).
- **Future Reporting Capabilities** Justin Germishuys suggested that more comprehensive reporting could be an upsell or a feature of an enterprise version ([00:38:55](#)).
- **Program Success Metrics** Justin Germishuys highlighted the need to define program success metrics, such as individual completion rates (e.g., 75% of challenges) and cohort-level success based on a percentage of participants achieving completion ([00:41:45](#)).
- **Email Delivery Method** Alison Jacobson inquired about how users would receive daily challenges. Justin Germishuys explained that emails would be designed for daily delivery, but the sender (platform or Pragma) depends on email blocking policies and the platform's current email capabilities ([00:41:45](#)). Alison Jacobson suggested that Pragma could send the emails initially and emphasized the importance of ensuring they happen ([00:43:22](#)).
- **Email Tone and Content** The team briefly discussed keeping the emails fun and engaging, while also being mindful of any restrictions on tone from Pragma ([00:44:24](#)).
- **Meeting Schedule** Justin Germishuys mentioned setting up two hours for Monday to continue working on the project and proposed a meeting with Kiyasha Singh on Thursday to focus on crafting the emails ([00:45:20](#)).
- **Testing Requirements** Alison Jacobson stressed the importance of thorough testing, both internally and with Janine and Ela at Pragma, to identify and fix any

issues before the go-live ([00:45:20](#)). They highlighted potential problems like URL access and the need for Pragma to test within their environment ([00:46:51](#)).

- **Video Subtitles** Alison Jacobson and Barbara Dale-Jones noted that the video subtitles were often incorrect and needed copy editing. Justin Germishuys explained that they were likely auto-generated and suggested using the original script to generate accurate subtitles in YouTube ([00:46:51](#)) ([00:48:34](#)). Stephen Green suggested simply turning them off, but Alison Jacobson felt they could be useful for some ([00:47:46](#)).
- **Platform Stability and Future Improvements** Justin Germishuys acknowledged that there would likely be imperfections in the initial rollout but emphasized that as long as nothing drastically hinders the experience, habit formation should still be effective. He noted that improvements would be made in future rollouts ([00:49:17](#)).
- **Action Items and Next Steps** Shanne Saunders volunteered to send a breakdown of everything discussed to the team. Alison Jacobson thanked everyone and adjourned the meeting ([00:50:23](#)).

Suggested next steps

- The group will use the cyborg habits platform themselves to understand the experience and provide feedback.
- Justin Germishuys will refine the AI process for optimal pairings of generic challenges.
- Kiyasha Singh and Fana will mentor Shanne Saunders on project managing the Pragma rollout.
- Justin Germishuys and Kiyasha Singh will discuss with Ela to obtain a Pragma-relevant success metric for the cyborg habits program and integrate a pre-program survey into the platform.
- Alison Jacobson will ask Ela for Pragma employees' job titles.
- Justin Germishuys and Kiyasha Singh will schedule two hours on Monday to continue working on the Pragma rollout.

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

May 6, 2025

Pragma internal prep meeting - Transcript

00:00:00

Johannes Backer: If if presentation's name is Allison, be nice and then we'll see what happens.

Alison Jacobson: All right.

Justin Germishuys: Um,

Alison Jacobson: No, I'm just I was thinking this morning we should eat our own dog food here.

Justin Germishuys: in fact, I think that there's actually nothing stopping us from just tossing in a transcript from any meeting that we've had where we've spoken about anything.

Stephen Green: Yeah.

Justin Germishuys: Um,

Stephen Green: I mean, you could take Justin's conversation from yesterday and just cut and paste that section in.

Justin Germishuys: yeah.

Alison Jacobson: the the

Justin Germishuys: Too

Alison Jacobson: the

Justin Germishuys: many fillers

Alison Jacobson: liberty conversation.

Stephen Green: Yeah.

Alison Jacobson: Yep.

Justin Germishuys: and an excessive use of the word. So,

Barbara Dale-Jones: particularly beginning sentences with surf

Stephen Green: At least he doesn't say so. So, so which I have heard on occasion.

Alison Jacobson: I swear I was just about to say so.

Stephen Green: Yeah.

Alison Jacobson: Um, so yeah, hard to not say actually. It turns out I think we should do that ourselves and learn from the experience in different ways, including what it feels like to be AI judged, you know, in a business in your work setting.

00:01:11

Alison Jacobson: I think it's a good thing for us to feel.

Stephen Green: I get that every day of this damn read AI.

Alison Jacobson: Yeah.

Barbara Dale-Jones: It's a killer.

Alison Jacobson: I I don't know who of us have scored the highest on charisma, but I feel that it doesn't really understand me.

Stephen Green: No, I'm totally misunderstood.

Alison Jacobson: The rubric is it's not my rubric. Um, okay, cool. So, Yiannis, that's the answer is sometime soon. If you've pinged him now, Steve, we might get a response. He's our partner, but I want to just say something to all of us. I know we are in the land of you know we can flip an app in 24 hours etc. We we mustn't be too vocal because it doesn't serve us of letting people know that too much. I don't want to be trying to sell something for like 100,000 rand and then say Kio who used to be an intern built it last weekend. Okay. On the one hand, we're the ones saying you built a lot because we're promoting the entire ethos that we have, which I believe strongly, but when it comes to sort of companies wanting to buy our software, what they want to know is that it's been battle tested and other people are using it.

00:02:21

Alison Jacobson: And it certainly didn't come from one of us, you know, like I built this last weekend. So, we've got to find the the balance between saying this is the new world and we're in it versus we don't know what we're doing. and we'll put you at risk. Um, so like I said, this is an internal demo to Warren, but we're trying to get him to take us to other major customers in South Africa that he does sales training for

Stephen Green: Yeah.

Alison Jacobson: and

Stephen Green: Most

Alison Jacobson: to

Stephen Green: notably

Alison Jacobson: take this and

Stephen Green: Microsoft.

Alison Jacobson: to be a reseller of this product. So in the background, we're working on an agreement with him, a teaming agreement where he becomes a reseller of this ICU.

Stephen Green: Yeah.

Alison Jacobson: Yeah. So it's

Stephen Green: Like

Alison Jacobson: dead

Stephen Green: I said,

Alison Jacobson: dead

Stephen Green: most

Alison Jacobson: serious,

Stephen Green: notably

Alison Jacobson: I guess.

Stephen Green: Microsoft. If we crack Microsoft, you know, they're

Alison Jacobson: Yeah.

Stephen Green: waring.

00:03:06

Alison Jacobson: So, so that's where we're going just to give you a bit of context as the technical product uh owner.

Johannes Backer: Okay,

Alison Jacobson: Um,

Johannes Backer: I

Alison Jacobson: and then

Johannes Backer: got

Alison Jacobson: when

Johannes Backer: you.

Alison Jacobson: it comes to tender render that we've got the demo on Friday with Romeo, it's a he he happens to be a very old friend and colleague of mine. So, it's a bit of a soft touch, you know. Mine and Bees, sorry. We've known each other for decades. So, it's not too formal, but I think he's got some real interest. And secondarily, on Friday, when we show him cyborg habits, remember Kasha and Justin and I'd said that people search should take cyborg habits on into their catalog and promote it to their audiences and certify it. Now, if that happens, then we're another story al together. Okay, cool. So, does that give you some clarity there? Um, no major hard demos yet, but what I would like is that you give us all access as we discussed in the previous so we can just totally,

you know, go for it and play with and understand and then I'd be in a better position to give feedback in terms of what I um feel needs to happen next.

00:04:19

Alison Jacobson: Also,

Johannes Backer: Okay, I got you.

Alison Jacobson: cool. And if I can just quickly say, so we we Um the topic of this conversation is we've got a really basically Pragma has bought from us 50 seats for cyborg habits. It hasn't we haven't signed pen to paper but that is what is happening and it's being sanctioned by their CEO who we're obviously doing the strategy work for. The initial conversation that we last had saw us rolling out in the week of the 12th, but Shan's found it difficult to get times from Ela this week, so we'll only be meeting her next week.

Shanne Saunders: All right.

Alison Jacobson: Oh, is that moved to tomorrow?

Shanne Saunders: Yes.

Barbara Dale-Jones: That's I think you're confusing it with DAB. It's Nolan who struggled.

Alison Jacobson: No, no, no, no. Um, anyway, it's cool. Um, so tomorrow we're meeting with her.

Stephen Green: Yeah.

Shanne Saunders: Yes.

Alison Jacobson: All right. So basically I'm going to hand over to Justin and you take us through what you want to talk about, think about you lead it.

00:05:26

Justin Germishuys: Cool. So, Kasha and I had quite a long session yesterday

Stephen Green: Heat.

Justin Germishuys: just going through it. And one thing that we do need to nail down with ELA is we need to get information about the cohort and we need to create C at least one custom challenge for the seven habits for them. So we were also talking through kind of timelines and load and how um what what the cadence needs to be. So obviously a selling point is that it's 5 to 10 minutes a day. Depends on the challenge. It's

a little bit variable. And if we have we have seven habits and we already have a pool of about five challenges per habit and we should probably get many more um in our library over time so that we can kind of choose the right ones for different audiences instead of having to generate them from scratch. But so we have five but we can't necessarily give them all five as mandatory. And the reason for that is let's say we approached it with one challenge a day right well then they are um 5×7 and that would be 35 well sorry one challenge a day would be um and there are say three challenges per thing then that will run over 21 days 21 working days and so the question that I have is you what is like the what is the sweet spot before we start seeing massive attrition

00:07:14

Justin Germishuys: you know

Alison Jacobson: Sorry.

Justin Germishuys: so typically I wouldn't want to run anything for more than two weeks maybe push it to three max but then we can expect only about 30% of people to finish the third week um because I think most of them will have gotten it by then

Alison Jacobson: Okay.

Justin Germishuys: so what Kash and I were discussing was maybe double up doubling up on challenges per day so we don't give them one challenge we give them two things to do every day and each thing being, you know, 3 to 5 minutes. So, it's still a max 10 minutes, but instead of having them do two things from the same habit category, we give them you we pair up different habit categories. So, that's kind of where we landed. that that would probably be the best way to go and that we make two um we make two challenges per habit mandatory but they can do more and then we set the completion threshold to about 75%. So if they've done 75% of the challenges available we'll consider that to be complete.

00:08:23

Justin Germishuys: Um so essentially then um the way that it will roll out is we'll probably have about a week and this is something that Kesha and I have to work on as well. We need to start um creating some engagement emails for the for the duration of the program. So each day somebody will receive an email that is hopefully also going to reinforce the notion of cyborg habits and the vocabulary of cy cyborg habits but we

would like to inject some delight in those emails so that it's something people look forward to receiving every day otherwise they're going to go unopened. So that's that's kind of some pre-work that we need to do and then we need to just have those signed off by Ala to make sure that it's aligned. Then we need to onboard people and of course

Alison Jacobson: What what would you say is the a useful time period of the first mail before the course starts?

Justin Germishuys: so I think that we need to email them one email a week before the course starts

Alison Jacobson: So

Justin Germishuys: and then

00:09:34

Alison Jacobson: one one week before

Justin Germishuys: Yeah. and then

Alison Jacobson: one

Justin Germishuys: and then a day or two before and then on the day so that you know people are anticipating it and then that first login email will be okay join the platform I just have to align with Kesha if they need to sort out their profile or anything on the system or is it better for us to coordinate with Ala get a list of names add the people and then they just kind of get a a deep link that brings them directly in with no login requirement. Um

Alison Jacobson: I

Justin Germishuys: cuz

Alison Jacobson: mean,

Justin Germishuys: that

Alison Jacobson: I I love that. But then what we should ask them to do is to add their profile picture. Or

Justin Germishuys: Yeah.

Alison Jacobson: I mean, if you could make it as simple as possible that everyone's been pre-registered with their profile picture if Ela has it for each staff member, that's even better. You click on the link, it says hi to John and off you go.

00:10:31

Justin Germishuys: Yeah. And then um basically they land on the introductory video. And the introductory video we might need to just go back into it and make sure that maybe at the end of the introductory video we explicitly tell them what the next step is.

Alison Jacobson: Yes.

Justin Germishuys: Uh because I'm not sure that's there. Uh so just take a note of that to say okay um it's possible that the mail that comes before the first day is just come in and watch the introductory video. Low demand. It's a one minute video. It's aligned with the whole idea of minimal friction. So they come and watch the video and then a day or two later they'll get that first mail saying come and do your first challenge in the cyborg habits because that that starts to create the spaced learning. So they'll hear about it and then forget about it and then they'll be reminded about it and then come and watch a video and then they'll have their first um instance and then every day the email will be part of a learning or complimentary learning

00:11:35

Alison Jacobson: Should

Justin Germishuys: um feature in that we just need to add some some delight so that people so that the ideas are sticky. Uh sorry

Alison Jacobson: we should we make a nice email template um so that it goes out looking colorful and cyborgs cabinetsy

Justin Germishuys: Yes.

Alison Jacobson: rather

Justin Germishuys: Uh

Alison Jacobson: than just plain text?

Justin Germishuys: so we can either do that. We also have to just check with Ala if um tomorrow if it has to come. It most likely has to come from inside Pragma. And so we might have to just give her the email copy. And I don't know if it blocks any images that we might include or gifts. I always love adding a little funny gif to the light in an email, but

Alison Jacobson: So, I mean, let's ask her tomorrow, but we could also get, you know, we know their auntie manager now. Stephen and Darl are friends.

Justin Germishuys: so don't block our gifts. Um, sorry. Yeah. So, go ahead, Stephen.

00:12:41

Stephen Green: Um I just also wanted to make a point that we mustn't presuppose that they have access to AI and in the case of Pragma there's going to be sensitivity about them using the open web. So um we need to cover off whether or not they will have access to co-pilot which is unfortunately you know what they've decided to do and if they don't what is the possible workar around

Alison Jacobson: But isn't this group of 50 the ones that you've gotten licenses through stuff

Stephen Green: um

Alison Jacobson: for

Stephen Green: well

Alison Jacobson: chat

Stephen Green: that

Alison Jacobson: GPT?

Stephen Green: hasn't happened yet but uh yes that's they

Alison Jacobson: Okay.

Stephen Green: are

Alison Jacobson: So a dependency

Stephen Green: on the

Alison Jacobson: to this a dependency to this is obviously that that those 50 people get access to chat GPT subscriptions through a team's license which means that their content is not used for training

Stephen Green: Yes. So that would

Alison Jacobson: and

Stephen Green: be

Alison Jacobson: I think that needs to be part of our communication to people that this has been sanctioned obvious you know by this is a CEO project um and uh that they've been given access as the sort of group within the organization.

00:13:53

Alison Jacobson: It should maybe even say, you know, we accept we expect thoughtful and responsible use with a link to what what is the story. I think we're going to need to write up some kind of governance thing as it relates to this group of 50.

Stephen Green: Yeah,

Justin Germishuys: So I think that that's also something we need to

Stephen Green: we just need

Justin Germishuys: to

Stephen Green: to get Daryl involved.

Justin Germishuys: Yeah. Okay. So and I think that that's something we need to speak about. So essentially the that means that there are two bits of work that Kasha and I just need to

Johannes Backer: Okay.

Justin Germishuys: do. Well, three or four. I'm going to go back to the transcript at some point. But certainly we need to decide on we need to get those emails written and we don't have to have them all written right away. I mean, if it's going to go over 3 weeks, we can get the first three or four written and ready and then just make sure that we're, you know, keeping pace and then later on we can if we find that these emails are working, we can reuse them for other projects.

00:14:54

Justin Germishuys: So, it's it's a nice repeatable element. Then what we need to do is we need to decide on we we need to get pragmas specific challenges and then I think that what we need to do is we need to pair our generic here's your first experience of you know this okay I have to think about this but um we we need to find optimal pairings ideally and we we already spoke about that And we're going to use AI to help us make that decision to say, "Okay, here are all of our challenges and this is our pool of challenges. Give me optimal pairings." And anything else would be extra work for fun or for reinforcement. Some people are going to want to do more. They'll click into the little tile and see, oh, there are five. I've done these two. Let me do the other three. It's quick. And we will encourage people to do it, but we we're not going to make that mandatory for completion, I don't think. Sorry, Kesha.

00:16:00

Kiyasha Singh: wanted to ask about whether they'll have access to the agent system.

Alison Jacobson: Yes.

Justin Germishuys: Yeah.

Kiyasha Singh: Okay.

Justin Germishuys: So that that comes as I always imagine that as the long tail as the

the thing we leave behind um to get extra practice. So I mean because at the moment what it does is it uses an agentic process to decide which habit should be applied but if we introduce that at the beginning they wouldn't yet have seen or experienced all the the habits yet. So we don't necessarily want to preempt that. Um but I mean this is completely new territory. I've never tried to include like a scaffolding agentic system to anything before. So I have absolutely no idea. Um we can just try um

Alison Jacobson: I mean I think that um if we actually make it available only once they've completed cyborg habits that's one route where but where would it be available on cyborg habits and they have to go there and type in their problem statement and it chooses a habit for them or should it be built into the learning experience?

00:17:14

Alison Jacobson: or the habit formation experience where at the end of the course before the course says thank you. You're done. Um it says here's a handy tool if you ever if you're ever in doubt about which habit would be best.

Justin Germishuys: Yeah. So the the only concern I have around that is that well we're also concerned about what AI they can use internally. So whether that's co-pilot or whatever the case may be by bringing in our own AI app um that we're not using for them in delivering a product um but that they're using themselves might introduce some hoops for us. Um, and the question is like it's not it was never intended to be like an essential component, just like a a nice to have.

Alison Jacobson: Yeah, I think you were trying to showcase an an agentic thing as well.

Justin Germishuys: Yeah. Um,

Alison Jacobson: So, so let's let's leave it for the moment.

Justin Germishuys: yeah.

Alison Jacobson: Um, we have further time to talk later this afternoon. We can deep dive in, but for now it's not it's not ready for prime time.

00:18:18

Alison Jacobson: And I think that what I would suggest is the best use of your time is just getting carrying on with KIA to make sure that the sort of e-learning portal or whatever is ready.

Justin Germishuys: Yeah. Then that brings me to the the other part that we do need to

settle and it's not super complicated. Well, part of it is a little bit more complicated. So, that's the other thing we need to speak to uh Ala about. I'm hoping that somebody's going to send me tomorrow's agenda based on what I'm saying after this call. Um,

Alison Jacobson: So, so let me just pause on that because

Justin Germishuys: yeah.

Alison Jacobson: I didn't sort of state it. The reason Shan is here is that I've asked her to assist in project managing this. And since Shan is actually on our website and the team as AI project manager, I thought we better give her an AI project to project manage. So I'd like Kia I'd like you to actually stay close to Shan and if you can do a bit of mentoring Shan and how you hold a project like this together and Fana sorry I left you out.

00:19:22

Justin Germishuys: Yeah.

Alison Jacobson: So

Justin Germishuys: So,

Alison Jacobson: give them a little bit of mentoring. I mean I'm not saying you must dedicate huge to show them what you're doing in terms of how you're communicating with people like literally they haven't seen that how you're

Shanne Saunders: Good.

Alison Jacobson: sending emails what your process is how you're keeping action lists whatever it is that you can share with them but basically Shan's here to support that Justin so everything that we've discussed here I think it would be great to have an agenda or at least a proposed agenda for the meeting with Elco and we know these are the things that we need to finalize with her. So um can I ask you then to

Shanne Saunders: Jesus.

Alison Jacobson: start right away and

Shanne Saunders: Sure.

Alison Jacobson: with that

Justin Germishuys: Yeah, I would appreciate it. That would be super helpful. So the last the other thing is two parts. one, we do have our own metrics for cyborg skills and it's basically just the reflection, the qualitative data that we're capturing and essentially once we have that, we're going to generate a report for them for the cohort at the end to say this is how people experienced it and how the challenges resonated with them because many of the challenges relate to things they actually have to do in the flow of work.

00:20:35

Alison Jacobson: Mhm.

Justin Germishuys: So it'll give us some insight into how they're using it. The other metric is something we do need to figure out. We need to set up a pre survey very quick. But essentially what it's doing is it's a frequency measure to say how often are you using AI? How often are you intentionally

Alison Jacobson: Should

Justin Germishuys: using tactics? How and we don't necessarily want to give away like these are the tactics we're measuring. we might have to if we want to make pre and post comparable. Um although I think that with AI that's less relevant.

Alison Jacobson: we also ask some questions about how comfortable are you using AI?

Justin Germishuys: Yeah. I mean we can and then even if as a result of the program while the focus is tactics people report greater comfort we can't know that that greater comfort is as a direct result of our program. Uh we can hope that it is. Um

Alison Jacobson: I

Justin Germishuys: but

Alison Jacobson: think I think given that it's a two-week program,

00:21:39

Justin Germishuys: it's

Alison Jacobson: if

Justin Germishuys: fair

Alison Jacobson: they

Justin Germishuys: to

Alison Jacobson: say

Justin Germishuys: say.

Alison Jacobson: before and after that they've got greater confidence in using AI or

Justin Germishuys: Yeah.

Alison Jacobson: whatever the language is, we

Justin Germishuys: Yeah.

Alison Jacobson: could own that.

Justin Germishuys: So we definitely need to do that. And I don't think that that's already a feature that's on the platform. So we might need to do that as a as an additional thing like

Alison Jacobson: Well,

Justin Germishuys: maybe

Alison Jacobson: may maybe that maybe it's a great thing to build in and be very serious about our before and after assessments as part of the offering to customers. So, it's not a separate thing we do in Google forms or whatever.

Justin Germishuys: Yeah.

Alison Jacobson: um that before a company starts the process as part of this email communication and it would be so nice if that email communication was also in the system doesn't have to be for now but

Justin Germishuys: Yeah.

Alison Jacobson: you know basically it's in a box you start here are the emails copy paste them to send them to your teams etc we don't have to do that now but um the first one of like the second mail you get or whatever should be tell us a little bit about yourself um and You click on it and it actually takes you into the system where you either have to log in or it pre-logs you in and

00:22:47

Alison Jacobson: you do that little survey.

Justin Germishuys: Yeah, I think that that's a good thing to do on so let's say two days before the proper launch of the first challenge

Alison Jacobson: Yes.

Justin Germishuys: their challenge for the day is to do the survey uh or to tell us about themselves and then we've already done a soft intro to the notion of a challenge. So I think that that's a good point at which to do it and then our final challenge can be something similar. Um, my only real concern about having a survey or closing survey as the final challenge is we don't have any guarantee that people are going to get to the last challenge. And it doesn't really matter. My the the basic thesis is if somebody just adopts two or even three of these, they're sorted. They're going to be much better even if they just adopt one. Um, so that's the one thing. So, we just need to get the survey sorted. It's not super difficult. It'll probably be like max five questions and we'll keep it simple.

00:23:49

Justin Germishuys: We can even have like scales around frequency and maybe one open-ended um question. Then the other thing that we need to do when speaking to Ala is to get a metric from them. So what is a meaningful pragma relevant metric that we can use because sure we can say that we're moving the needle on things that are causally related to better performance. So we can argue that sure if somebody's asking AI to explain lots of things to them more often you have a workforce with deeper understanding and we know that understanding is correlated positively with performance you know but that's still kind of not a direct measure that we're improving something pragma and Oh.

Alison Jacobson: I mean it's it it it could be first of all self-reporting on has this impacted your work and if

Justin Germishuys: So,

Alison Jacobson: so how.

Justin Germishuys: so that could be the last thing for sure. And so in

Alison Jacobson: Good.

Justin Germishuys: the absence of another metric that they can give us which they might not have then we we will kind of live with that as because it is in the flow of work.

00:25:07

Justin Germishuys: So they will be telling us about what they're doing at work.

Alison Jacobson: Yeah. So something very simple like you know h has it improved your work basically how

Justin Germishuys: Yes. And that that's a good reflection question to say like now that you've reached and I think that we might want to put the survey three quarters in not at the end. So we we might want to have like a a double up challenge but where the second one is where the reflection is actually instead of a reflection on that specific challenge alone we just extend the reflection question to say now that you've used these habits what change have you been seeing in your work or what improvements have you been seeing write 3,000 words go and And that was meant to get a smile. But

Alison Jacobson: Well, the the I mean I smiled.

Justin Germishuys: yes, I did. I saw

Shanne Saunders: I

Justin Germishuys: that.

Shanne Saunders: smiled.

Justin Germishuys: Thank
Alison Jacobson: Um
Justin Germishuys: you. I appreciate that. Kia
Alison Jacobson: so

00:26:19

Justin Germishuys: Fana, up your game.
Alison Jacobson: what's that?
Justin Germishuys: Up your smile game.
Alison Jacobson: the rest of you. Um, Sham, would you please get from Kia access to this program so that you also get context of what the heck we are talking about
Shanne Saunders: Yeah, thank you.
Alison Jacobson: and Kia can take you through it and give you the best description. So, just spend a bit of time with her on what this is. But long story short, um, and let me just say this to you because I can't recall if I have, but Pragma is a current customer of Stride Shifts and we're doing a lot of work across their sales team and with their executives on how to use AI.
Shanne Saunders: Okay.
Alison Jacobson: And we've sold them one of our AI tools, which is called POV. And now they want to roll out cyborg habits across the organization. And so we're starting with 50 people primarily in sales and marketing
Shanne Saunders: Okay.
Alison Jacobson: um because that's the group we've been working with in terms of sales performance enhancement through AI.

00:27:16

Alison Jacobson: Um they're based in Cape Town in Joburg. They have about 700 people in the organization. Um they've got some people in the Netherlands. Um and they want to roll out with the first 50. Ela is their human resource director. Janine is their head of training.

Shanne Saunders: Okay.
Alison Jacobson: Um, and that's where we are.
Shanne Saunders: Okay. Perfect. So, I did look a little bit online and LinkedIn and their

websites and that sort of stuff to get an idea of what they do. I see they're also looking for interns. Is that from the DAB program later in the year? Okay. Thank you.

Stephen Green: Shane, you can go through the cyborg habits and be a graduate too. Very cool.

Alison Jacobson: Yeah, your testing

Shanne Saunders: Awesome.

Alison Jacobson: would be actually extremely valuable. Sh.

Shanne Saunders: Yeah.

Justin Germishuys: Yeah.

Shanne Saunders: Novice.

Justin Germishuys: Yeah.

Alison Jacobson: I think we must um use that opportunity. Kasha

Shanne Saunders: Yeah.

Justin Germishuys: Cool. Oh.

00:28:10

Justin Germishuys: Um, so I think that's pretty much the sum total for the agenda with Ala. Other than that, we just have to nail down launch launch window and make sure that the precondition regarding access to

Shanne Saunders: Jesus.

Justin Germishuys: chat GPT is met and yeah. So then I think we've covered everything from like the governance message, the emails. um we still need to pair those things.

The one thing I did mention to Kasha yesterday and it's not critical for the Pragma rollout but for the platform for future rollouts since we're going to introduce some custom challenges because we can't always assume that everybody's going to have like a corporate setting when they run through this and we obviously can't have a different platform every time we want to change the challenges. What we need is to dynamically import the challenge content based on cohort. And um so that's that's a that's an upgrade that we're going to need to make it I don't want to do it. I I I'm a little bit scared to mess with it. I I almost want to say a kesa freeze this version in time so that we can give it and then create a clone of it where you keep adding these things so that we don't

00:29:38

Alison Jacobson: because just practically if you want to start sort of doing something in that regard we have in the list of 50 job um departments right that they come from we we don't have job titles but I think it would be great if we could get job titles and that's another thing I wanted to ask Ela because if we could get everybody's job title chuck that in and say what should the challenge be for this group Um,

Justin Germishuys: because I think that that's what we need to do instead of asking Ala like what challenges

Alison Jacobson: yeah.

Justin Germishuys: we need

Alison Jacobson: Yeah.

Justin Germishuys: to generate seven seven at least seven custom challenges and actually I did do that ex uh that exercise with a focus on a sales team and it actually came up with pretty decent challenges is so basically the instruction was the challenge has to be causely related to developing this habit. It needs to be easy to do without having to find additional resources. It needs to be doable immediately and it needs to have wow potential. And so those were the kind of the criteria and it spat out some really really interesting possibilities.

00:30:49

Justin Germishuys: So the prompt that I just said can basically be used as a challenge generator going forward for any department. Um

Alison Jacobson: I like it. I think that's brilliant that we've got dynamic challenges based on participant

Justin Germishuys: but

Alison Jacobson: types.

Justin Germishuys: it would be nice to have participant level adaptation but um I don't know whether we'll be able to swing that for pragmatics but it would be nice if we could do that

Alison Jacobson: Well, we can mention to Ela it's on our road map for the broader roll on.

Justin Germishuys: but you know it's not such a big deal because um you know a challenge can be something as simple as it's kind of like um B yo C like bring your own context um where you say look identify one thing that's confusing the living crap out of you and ask AI to explain it you know like you can give that to anybody and it's going to

be relevant to them.

Alison Jacobson: Yeah, some some of it is sort of open.

Justin Germishuys: Yeah.

00:31:56

Alison Jacobson: Um

Justin Germishuys: Um yeah.

Alison Jacobson: I think that I mean have you had a chance to look at Sul Gabis.

Barbara Dale-Jones: I've only looked at what Kash has demoed. Um, and uh, I haven't looked at it in any more depth. I'd like to have a login to actually go and have a proper look. K,

Justin Germishuys: Yeah.

Barbara Dale-Jones: can you give us I mean, as part of the testing, are you giving us all login?

Alison Jacobson: Yeah.

Kiyasha Singh: Uh so you can actually sign up for it by without me giving you passwords or login. The only thing is when you sign up you have to go to your email to confirm that you've like that you've signed up and then you can just go to the actual site and log in.

Barbara Dale-Jones: Okay.

Justin Germishuys: Yeah. So, that's how it currently is. But

Kiyasha Singh: Yeah.

Justin Germishuys: I think that what we also need to do is um

Barbara Dale-Jones: Right.

Justin Germishuys: obviously we don't want people logging in and using it who aren't, you know, flagged and Yeah, we can remove the sign up and just have a login.

00:32:58

Justin Germishuys: Um, and I know that for a lot of I know that when I set things up using Superbase, and I don't know what lovable is using right now, they have um the magic login. So, basically, you go and you type in your email and then it sends you a But I assume that that it will only do that if you're already a registered user. Um, so I think that that's a good way to go because people just forget their passwords and then they won't have any way to reset it and we're going to have support queries. Other problem

support queries. So on launch we do need we need to make sure that um the relevant person is on standby for like immediate troubleshooting and support queries which no matter how much testing we do there's almost always going to be at least one

Stephen Green: Can we not uh like create a a login and a password for them which we share and then we force them to change their password on the first login rather than because the the way it's working now is a little confusing.

00:34:11

Stephen Green: confusing because you go in there, you register, doesn't tell you that you've got to wait for a confirmation email. Allison hadn't told me. I I was saying it's not working.

Justin Germishuys: Yeah. So that that's kind of why I want to say like that is good and then they set their own password but then there's a chance that they'll forget it and then uh if we don't give them a password reset mechanism then they won't be able to deal with it. Whereas uh if Kesha you can see an easy way to include like the magic login using what

Kiyasha Singh: I look.

Justin Germishuys: you're doing that would be easier then they always just have to go to their email to get today's OTP or whatever.

Kiyasha Singh: Okay, I'll look into it.

Alison Jacobson: Yeah, I think that's a good way to go.

Justin Germishuys: Um

Alison Jacobson: It also means they can't share email accounts with each other and log in.

Justin Germishuys: yeah. Um so I think that that's probably a good standard practice going forward. Um, but then we we are going to have to you're going to have to clone it anyway because we're going to need a commercial version where we connect a payment portal or something and people would need to be able to, you know, register separately and then we can give them some options for how they want to do that.

00:35:31

Justin Germishuys: Um, I think that's that's basically it from me.

Alison Jacobson: So, I've just got another thought around the reports. I mean, when we

do our proper testing, I'll have it a good look for myself, but have you properly thought out um or are the reports kind of first draft or have you properly considered what we want to report on? And if you say yes, then I'm cool and I don't have to look at it that much.

Justin Germishuys: report.

Alison Jacobson: Yeah. But

Justin Germishuys: So,

Alison Jacobson: I mean those an

Justin Germishuys: um

Alison Jacobson: those visual analytics

Justin Germishuys: I think

Alison Jacobson: that

Justin Germishuys: that

Alison Jacobson: Kia's got

Justin Germishuys: sorry

Alison Jacobson: the the visual charts and so on that Kia's got now with how many completed what I mean I'm I'm I'm guessing that's straight out of lovable and we

Justin Germishuys: I mean those are useful. So I always think that there's a distinction between engagement metrics and performance metrics.

Alison Jacobson: Yeah,

Justin Germishuys: And so what we currently see in lovable are engagement metrics.

00:36:37

Justin Germishuys: How

Alison Jacobson: which

Justin Germishuys: many

Alison Jacobson: is

Justin Germishuys: people?

Alison Jacobson: why I'm saying like that's

Justin Germishuys: Yeah,

Alison Jacobson: we haven't taken it a step further because if we're going to report on them, they should be in that dashboard. So, in other words, we don't just generate a a PDF for you as a report. You should be able to see it all of these components visually

Justin Germishuys: I

Alison Jacobson: in

Justin Germishuys: see what

Alison Jacobson: the dashboard.

Justin Germishuys: you mean. Okay. Yeah, that that the admin needs to be able to click on a person and then see their report which will include the the report. The So now this is where it starts to get a little bit interesting, right? Because we will have qualitative reflection answers. And so now we need to process that. But Lovable Kia's platform doesn't have AI in it for a reason. So that we don't have, you know, gatekeeper saying we're not going to use this because it's just a simple

00:37:35

Alison Jacobson: Why

Justin Germishuys: website.

Alison Jacobson: don't we not have a do it in the platform just that and basically we extract from the platform all of the answers and we go run it in AI but It's not

Justin Germishuys: Yeah,

Alison Jacobson: I mean I don't know if that helps.

Justin Germishuys: I mean that might, but then we would have to if we wanted to display those findings back in there,

Alison Jacobson: Yeah. Yeah.

Justin Germishuys: we would have to export it as a CSV, which is, you know, run it and then have another feature where we kind of like re-upload it. Or I mean alternatively and I don't even know I don't want to add like unnecessary complexity for kiasha at this point but there's nothing stopping us from creating an API that ingests that CSV processes it and then returns a JSON response that can be displayed in a side.

Alison Jacobson: But let me just ask something. Is does this matter or we just pushing the problem to the next point? And in other words, what is the problem? The problem is that you go into an entity and they haven't approved the use of AI and they've just given these 50 people AI and whatever that AI is or Pragma can't we be using chat GPT similarly maybe using their key their API key to process this data in the system and give

00:38:55

Justin Germishuys: Yeah,

Alison Jacobson: them that Yeah,

Justin Germishuys: I mean we can that will add a little bit of developmental or

development complexity and I would rather for the pragma case show them as much as they can in the dashboard but then also give them the reports and then just for now

Alison Jacobson: I'm cool with that.

Justin Germishuys: have the the reflection analysis out as an additional page that we can then just add on. So the system will be able to generate a lot. Um but

Alison Jacobson: But

Justin Germishuys: just the final

Alison Jacobson: of a a meta level report is something that we generate separately at this point.

Justin Germishuys: Yeah. And and I'm also seeing a future where this grows and more comprehensive reporting could be an upsell. Um but okay

Stephen Green: Okay.

Alison Jacobson: Good.

Barbara Dale-Jones: All the comprehensive reporting could just be advertised as something that comes with the enterprise version or something.

Justin Germishuys: yeah.

Alison Jacobson: Yeah.

Justin Germishuys: So I mean either way um when it comes to qualitative data there's actually so much we can get out of it if people are sharing it and so much that they're not intending to tell us that we can find out.

00:40:17

Barbara Dale-Jones: Yeah.

Justin Germishuys: Um so there's the kind of like the basic that we do report on like are we perhaps seeing a shift on the metric they gave us? Are we seeing a shift on frequency? Are we seeing at the very least in their qualitative shares that they're having meaningful experiences? And collectively that counts as evidence that there's a higher probability of habit formation even if it's not guaranteed. Um so yeah, anyway, cool. But I think that um after the first cohort, we probably need about a week to process uh just to be just so we we can tighten up our reporting process with real live data. And we may find that we have data points missing and you can't necessarily report on something for the cohort as a whole if 45% of them didn't do it. say hypothetically and

Alison Jacobson: Yeah.

Justin Germishuys: then.

Alison Jacobson: I mean, we're going to learn a lot a lot. And I'm

Justin Germishuys: Yeah.

Alison Jacobson: happy also for us to say to Elco that you know again this is what's coming and when she rolls it out to the broader organization we'll also have these functions but say that this is the this is you know this is this version

00:41:45

Justin Germishuys: That does remind me of one more thing. We do need obviously um program success metrics. So good looks uh program successes if somebody completes 75% of it and you know we see evidence that they've actually done the things we've asked them to do. Cohort level success is if this percentage of the cohort does 75% or whatever the case may be. Um so we might want to just have a brief discussion about cohort uh level success metrics as well.

Alison Jacobson: Justin and Kasha, what happens in terms of the user experience? Is is a system emailing you every day with a link to the next challenge or are we expecting people to just go on of their own accord in which case we need to do manual emails to remind them throughout the process.

Justin Germishuys: Okay. So that that's an important question. In the email campaign design, we're going to be designing emails for every day. Now whether that is sent from the system or from within Pragma depends on a couple of things. So there's a scenario in which Pragma blocks external emails and so if we set up emailing from the platform they won't get the email in which case they need to whitelist the the URL or whatever the mail is coming from or the address the mail is coming from.

00:43:22

Alison Jacobson: It's usually not a problem.

Justin Germishuys: Yeah. But then the other dependency is Kesh has built quite a lot so far, but it may not have emailing capabilities yet and that might still be pending. In which case, what we might do is just say to Ala, you know, this is an email that could come from someone at Pragma daily. And if you already have like any kind of like automated email queuing system, we can just leverage that for now, at least for the pilot while we're just getting the the email

Alison Jacobson: and and it's a usual thing to ask. I mean, just saying this for for everyone else's sake who hasn't had the experience, but when you run a program, it's very fine to say to the program manager from the client side, got to send out these daily

mails. And then from a project management point of view, we've got to make sure they're happening or even better, we must be BCCD, right? So it would be great if the system handled it. There are issues with that as Justin said around security etc. I don't think we should be too scared of that.

00:44:24

Alison Jacobson: We just need to say one of the when we set up email in the system that pings you or sends you a WhatsApp, you know,

Justin Germishuys: Yeah.

Alison Jacobson: people don't even look at all their emails.

Justin Germishuys: No. Um, and that that's kind of why we need to make them fun and delightful, but we also like knowing Scott, um, there's there'll be an acceptable level of, uh, spiciness, but I I've worked with some organizations who literally want to take the fun out of everything. Like, you're not allowed to mention fun.

Alison Jacobson: Yeah, I think Scott's a bit different from the rest of his organization, though.

Justin Germishuys: Yeah. They're all steeped in serious purpose. Cool.

Alison Jacobson: Yeah. Well, I mean, yeah, it's

Shanne Saunders: Scott Gibson you're talking about? I'm assuming

Alison Jacobson: Yes. Yes.

Shanne Saunders: he's declined tomorrow's meeting. It's the only one.

Alison Jacobson: Oh, no. He he doesn't need to be in the meeting. It's

Shanne Saunders: Ah,

Alison Jacobson: uh

Shanne Saunders: okay.

Alison Jacobson: it's it's Ela.

00:45:20

Alison Jacobson: He's traveling overseas. It's Ela and uh Janine.

Shanne Saunders: Okay.

Alison Jacobson: All right. Um guys, any other thoughts on any other aspect that we haven't covered?

Justin Germishuys: I just um I think then I've already set up two hours for Monday or

we're going to set up two hours for Monday. Uh tomorrow's Wednesday. Um okay. Okay. So, tomorrow I don't want to do anything because we will have that meeting, but then Kasha, you and I can meet on Thursday to really like get into crafting those mails or at least getting running with those.

Alison Jacobson: Justin, have you

Kiyasha Singh: Okay.

Alison Jacobson: yet had a chance to test it?

Justin Germishuys: Um, I've been through it a bit with Kasha, but um I do need a login for myself. So, Kasha

Alison Jacobson: Okay. So cuz cuz what I want is that we all Fana and um Jiannis have done some testing but that Shan and the rest of us do like seriously thorough testing um and you know I'm sure certainly between Stephen myself be and I don't know about you Justin but I've had many things where you roll things out and stupid things collapse it

00:46:51

Justin Germishuys: Yeah.

Alison Jacobson: like really stupid things. So also before go live Shan we need a testing round in Pragma with Janine and Ela

Justin Germishuys: Yeah, that's right. Um

Alison Jacobson: you know because it's stupid things like oh they can't access the URL you know we haven't done whitelisting of that or whatever

Justin Germishuys: the other thing just from a testing perspective

Barbara Dale-Jones: Okay,

Justin Germishuys: is

Barbara Dale-Jones: sure.

Justin Germishuys: um as you're testing also just look at the videos and see if they're clear enough. Um,

Alison Jacobson: one thing I noted on the videos is that the subtitling is quite often wrong and needs to be copy edited.

Barbara Dale-Jones: Yes, I also noticed that

Justin Germishuys: yeah. So, that that's in YouTube, right? Uh, we're using YouTube

Kiyasha Singh: Where

Justin Germishuys: for

Kiyasha Singh: are

Justin Germishuys: now.

Kiyasha Singh: you now?

Justin Germishuys: There's also the possibility that their system might block the YouTube video that's embedded. And so, we need to test it. Somebody in that environment needs to test specifically for that.

00:47:46

Justin Germishuys: Um, but

Alison Jacobson: So,

Justin Germishuys: you

Alison Jacobson: I

Justin Germishuys: can

Alison Jacobson: mean that that process could begin as soon as we've spoken to Ela. you know, we could um get them

Justin Germishuys: Yeah.

Alison Jacobson: testing it right away for those basics.

Justin Germishuys: Yeah,

Alison Jacobson: Like, can you see the videos?

Justin Germishuys: absolutely. And then in terms of the subtitles, that's just a matter of going, if we're still going to use YouTube, that's just a matter of going into YouTube and just editing the the stuff.

Alison Jacobson: Yeah.

Justin Germishuys: We might have to do

Alison Jacobson: Be

Justin Germishuys: that.

Alison Jacobson: is going to do us copy edit on everything.

Justin Germishuys: Yeah. Cool. So I think then there's nothing like a roll

Stephen Green: Why

Justin Germishuys: out

Stephen Green: don't we just

Justin Germishuys: to

Stephen Green: turn Sorry, Justin talking over you. Why don't we just turn the subtitles off?

Alison Jacobson: I think for some people it's useful. I also considered that for whatever reason when there is a subtitle I always read it instead of looking at the person

00:48:34

Barbara Dale-Jones: Me

Alison Jacobson: talking.

Barbara Dale-Jones: too. It's very distracting.

Alison Jacobson: Um

Barbara Dale-Jones: And

Alison Jacobson: I'm

Barbara Dale-Jones: and

Alison Jacobson: happy

Barbara Dale-Jones: there

Alison Jacobson: if

Barbara Dale-Jones: was something yesterday that actually was contrary to the meaning of what was actually being said. And I

Alison Jacobson: the

Barbara Dale-Jones: was

Alison Jacobson: subtitles

Barbara Dale-Jones: worried about that.

Alison Jacobson: need work, you know. Um,

Barbara Dale-Jones: But it wasn't just a typo. It was actually

Alison Jacobson: no, no, they've got No,

Justin Germishuys: Yeah,

Alison Jacobson: no, the

Justin Germishuys: they were

Alison Jacobson: subtitles

Justin Germishuys: autogenerated.

Alison Jacobson: need work.

Justin Germishuys: I think I think it was autogenerated subtitles.

Kiyasha Singh: Yes.

Justin Germishuys: Yeah. So, you can actually what I've always done in the past is

Alison Jacobson: Go

Justin Germishuys: actually

Alison Jacobson: and edit

Justin Germishuys: taken

Alison Jacobson: them.

Justin Germishuys: the script and just put the script in and then YouTube's own intelligence sets up the timing. So you don't have to you can actually switch off autogenerated basically drop in whatever script you did use for the avatar speech

00:49:17

Kiyasha Singh: Okay.

Justin Germishuys: as the final version and then that's often a quick route.

Barbara Dale-Jones: or what can we do that

Justin Germishuys: Yeah.

Kiyasha Singh: Yeah.

Justin Germishuys: But then we do have to just make sure that there aren't any there weren't any mistakes in the generation of the speech. Um which is also something. But okay, all of this stuff will come out of the wash. And I think for me there aren't there are going to be things that are not perfect, things that could look a lot better. As long as there's nothing that just totally ruins the experience, habit formation is kind of robust. Like it doesn't matter if something isn't like 100% perfect or in its like, you know, uber, you know, paragon form. It's as long as it like doesn't upset anybody or turn them

Alison Jacobson: Yeah.

Justin Germishuys: off.

Alison Jacobson: Yeah.

Justin Germishuys: Um,

Alison Jacobson: It just can't look stupid.

Justin Germishuys: yes. But it we will probably find lots of little things to iron out over successive rollouts.

Alison Jacobson: As Stephen reminded me the other day, Gmail was a dog when it was first released.

00:50:23

Alison Jacobson: Now, now it's a dog with average email capabilities, guys. Um, I've got to go and I think

Justin Germishuys: Yeah.

Alison Jacobson: so does B and

Barbara Dale-Jones: Yeah,

Alison Jacobson: Steve for a

Justin Germishuys: Yeah.

Alison Jacobson: potential client

Justin Germishuys: Okay,

Alison Jacobson: meeting.

Justin Germishuys: cool.

Alison Jacobson: Um, we

Barbara Dale-Jones: thanks

Alison Jacobson: speak

Barbara Dale-Jones: everyone.

Alison Jacobson: later. Justin

Stephen Green: Okay.

Alison Jacobson: Shan, thanks for

Justin Germishuys: Thanks, Sean.

Alison Jacobson: Shan. Thanks for being you.

Shanne Saunders: Pleasure. I'm going to send a little breakdown of everything discussed

Alison Jacobson: You

Shanne Saunders: now

Alison Jacobson: can

Shanne Saunders: to all of us.

Alison Jacobson: and and and you can I saw Nolan also did a DAB post.

Shanne Saunders: Oh, really? Okay,

Alison Jacobson: So maybe I didn't even think that we were just having a fundraising discussion and I decided to go. So sorry for dropping it into your schedule, but

Shanne Saunders: it's

Alison Jacobson: yeah,

Shanne Saunders: all good.

Alison Jacobson: just give let Nolan and that one be enough for today.

Shanne Saunders: Okay,

Stephen Green: Thanks

Shanne Saunders: perfect.

Justin Germishuys: Okay,

Alison Jacobson: All

Justin Germishuys: is

Alison Jacobson: right.

Stephen Green: everyone.

Justin Germishuys: everyone?

Alison Jacobson: You

Shanne Saunders: Thanks.

Kiyasha Singh: Thank

Alison Jacobson: guys,

Kiyasha Singh: you.

Justin Germishuys: Goodbye.

Alison Jacobson: bye.

Fanyana Nkosi: You

Stephen Green: oh,

Fanyana Nkosi: just,

Barbara Dale-Jones: Bye.

Transcription ended after 00:51:53

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