📝 Notes

AZ Debrief

Invited Alison Jacobson   Justin Germishuys   Kiyasha Singh

Attachments 📅 AZ Debrief

Meeting records 📄 Transcript

Summary

The meeting focused on refining the "Cyborg Habits" program, including its design, user journey, incentives (in-program rewards supplemented by certificates and leaderboards), reporting (incorporating qualitative feedback), and presentation materials (initially a Word document, potentially Canva later). Next steps include clarifying client needs in a follow-up session with Mich and Alice, addressing their questions about systems and data preferences, and considering a final decision-making assignment to assess program impact.

Details

- **Meeting Overview:** The meeting primarily focused on refining the "Cyborg Habits" program, a behavior change initiative, and preparing a presentation for clients. Discussions included the program's design, user journey, reporting, incentives, and presentation materials ([00:00:00](#)). They concluded that a concise presentation highlighting key features and addressing client concerns was needed ([00:21:17](#)) ([00:22:56](#)).

- **Program Design and User Journey:** They discussed the user journey, emphasizing the importance of a seamless in-system experience to minimize friction ([00:12:24](#)) ([00:16:36](#)). They agreed that the program should prioritize ease of use and immediate rewards to encourage user engagement ([00:05:08](#)). The use of a chat interface for assignments and data collection was also explored as a means to improve the user experience ([00:15:43](#)).

- **Incentives and Engagement:** They debated the necessity and type of incentives for program participants ([00:05:08](#)) ([00:07:06](#)). They concluded that the program's inherent value and immediate rewards should be the primary incentive, supplemented by options such as certificates, leaderboards, and social sharing ([00:07:06](#)) ([00:09:23](#)).

- **Reporting and Analytics:** The team planned to include near-term and long-term reporting, focusing on behavior change frequency and business impact. Qualitative feedback and word frequency clouds would also be incorporated to gauge program effectiveness ([00:13:23](#)). They discussed options for data collection and storage, considering the clients' existing systems and data privacy ([00:12:24](#)) ([00:20:23](#)).

- **Presentation Materials:** They decided to initially deliver a comprehensive Word document outlining the program's details ([00:21:17](#)) ([00:22:56](#)). They also discussed potentially creating a more visually appealing presentation later using tools like Canva ([00:21:17](#)) ([00:25:00](#)). They agreed to aim for delivery by the next day, if possible ([00:21:17](#)) ([00:22:56](#)).

- **Program Branding and Terminology:** They clarified the branding and terminology, deciding to use "Cyborg Habits" for this specific program, positioning it as "Level Zero" within the broader "Cyborg Skills" ecosystem. They emphasized avoiding terms like "learning" and "skills" in initial communications ([00:23:43](#)).

- **Client Communication and Next Steps:** They identified several key questions to ask the client regarding their systems, data preferences, and desired LLM APIs ([00:20:23](#)). They also planned a follow-up session with Mich and Alice to understand client preferences and needs ([00:08:16](#)). A final decision-making assignment was also suggested to assess program impact ([00:14:38](#)).

- **Team Collaboration and Coaching:** They acknowledged the successful team presentation and planned future coaching sessions for team members ([00:25:56](#)). They noted that social media campaigns were successfully employed in other projects ([00:26:55](#)).

Suggested next steps

- [ ] Kiyasha Singh will create a first pass of a user journey based on the meeting transcript, avoiding the words "learn" and "skill," focusing instead on "cyborg habits," and send it to Justin Germishuys and Alison Jacobson for review.
- [ ] The group will decide whether to create a Google Doc or a Canva presentation to describe the user journey.
- [ ] Kiyasha Singh will annotate screenshots from the demo concisely, as the audience has already seen the demo.
- [ ] Justin Germishuys, Alison Jacobson, and Steven will discuss and create a plan with milestones for coaching Kiyasha Singh, Fana, and Johannes, and provide evidence of their progress.

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AZ Debrief - Transcript

00:00:00

Justin Germishuys: You may need to send something like this to them afterwards. Basically, with each slide saying what you said, the user comes in here and we can add a slide. I spent quite a bit of time making the agent look a bit better.
Kiyasha Singh: That's it.
Justin Germishuys: And I didn't quite get there. So, it's still looks like this very blue terrible thing, but nonetheless, it doesn't look so bad uh as it did. It didn't look like completely prototypical. Um, so I think we can take a screenshot of it and add it to your your slides. Uh, just to say and then we can add a a section. So we do need a slide where we just say explain it does this suggest it does this blah blah blah. Another slide where we say each of these might seem quite minor on their own, but each one when used frequently at scale can make a significant difference to performance.
Kiyasha Singh: Okay.
Justin Germishuys: That's the key insight. There's there's nothing much more to it.

00:01:13

Justin Germishuys: You'll notice time and time again their learning design sensibilities prevent them from understanding what a habit change program is. I've had this reaction a thousand times over the last decade. So people don't get it until they do it.
Kiyasha Singh: All
Justin Germishuys: And people can't comprehend that something that their four-year-old nephew could do could actually significantly change their their life. Hello, Allison.
Alison Jacobson: Hi.
Kiyasha Singh: right,
Justin Germishuys: How do you feel that went?
Alison Jacobson: Oh, no. I think it went extremely well. I know what they're looking for. Um, and I think it's pretty simple. Um in a way they
Kiyasha Singh: heat.

Alison Jacobson: just want to understand the data privacy like where we're putting content where we're you know they want to understand that kind of transactional flow and they want to understand what the actual journey is which we've never been able to well which I haven't seen sort of and we need to now finalize that journey you know like you here's your login and then off you go and right to the point of here's the reports that we generate um and I don't know if that's still if that's developed on your guys side or if that's still to be put together.

00:02:28

Alison Jacobson: But basically, we literally need to say this is the learning journey or this is the behavior change journey and be explicit about all its bits and pieces and what that experience unfolds like.

Justin Germishuys: So the thing about the reporting and all of that I suppose I need to be I'm going to say it for the sake of this transcription

Alison Jacobson: Well, there isn't one. Listen to me. Ed

Justin Germishuys: that

Alison Jacobson: one.

Justin Germishuys: there is one up here that Kasha.

Alison Jacobson: Oh, good. Good.

Justin Germishuys: Um,

Alison Jacobson: Good.

Justin Germishuys: so it doesn't really matter. Well, you'll be able to work with that Kasha or whatever. Oh, no. Is it mine?

Kiyasha Singh: Uh, no. I started it. So,

Justin Germishuys: Oh,

Kiyasha Singh: I don't

Justin Germishuys: yes.

Kiyasha Singh: know who

Justin Germishuys: Because I'm

Kiyasha Singh: did

Justin Germishuys: in

Kiyasha Singh: it.

Justin Germishuys: the field thing, so we can all start him. But

Alison Jacobson: All right,

Justin Germishuys: okay,

Alison Jacobson: I'll just

00:03:08

Justin Germishuys: let's
Alison Jacobson: put
Justin Germishuys: just
Alison Jacobson: on
Justin Germishuys: Okay. Either way, that's good. The more AI um surveillance we have, the better. Is really even in I'm not seeing it.
Alison Jacobson: it. Sometimes takes a couple seconds. There you go.
Justin Germishuys: Okay. So there are points with clarity and points without clarity. So from an onboarding perspective, we would probably get the names of the first cohort and then we will load them onto the system, whichever system that is. So we know, okay, this is the cohort. So it'll start with figuring out who is going to be a part of this. We'll probably start with a teaser campaign a week beforehand where we have their males, they've been on boarded sometime before.
Alison Jacobson: Okay. We we won't be doing any of that.
Justin Germishuys: No, but we can give them the stuff to do it.
Alison Jacobson: Yes.
Justin Germishuys: So,
Alison Jacobson: Exactly. So, I mean, yeah.
Justin Germishuys: yes. So, so in this particular context, we'll say um we'll we'll write some copy that they can just use to email out to their people.

00:04:13

Justin Germishuys: Um, if we do find ourselves in a position in the future where a client wants us to do it, we could probably set it up to to mail out, but it won't mean anything coming from us because they won't know who we are yet. Um, so
Alison Jacobson: not so it will all go through a you know
Justin Germishuys: yeah.
Alison Jacobson: very formally
Justin Germishuys: So then what we will probably have is a short 30-minute kickoff where we tell them what the program is, why they're doing it, and why they should care at least, you know, get generate some excitement around it. if we can get that

Alison Jacobson: Why would we do that uh just as part of a pilot?

Justin Germishuys: as part of a pilot. Look, it's so

Alison Jacobson: I think

Justin Germishuys: um

Alison Jacobson: we have to demonstrate to them how it can work at scale. So if there is some kind of thing like that, if it's just for the pilot, that's one thing. If we're saying that it should be at the start of every campaign they launch with this, um obviously we can record a video

00:05:08

Justin Germishuys: yes. Um but the the important thing is is also asked about incentives that people that keep people engaged. Why would somebody keep doing this for 2 weeks? What is the incentive?

Alison Jacobson: Yes.

Justin Germishuys: So I think we do need to think about how we structure the incentives. I think that you know incentives are really important again are really important in traditional learning where there isn't clear dessert. So

Alison Jacobson: Yeah. But that that's the thing, right? So we're not going to put on some kind of false incentives.

Justin Germishuys: yeah, but often you don't need strong incentives when you're asking somebody to do something that's dead simple.

Alison Jacobson: Well, the thing is the the heavy lifting has been minimized so that the incentive is actually just the value you get. The incentive is the immediiacy with which you get a return.

Justin Germishuys: Exactly.

Alison Jacobson: And I think that that's how we should frame it. It's actually not an incentive that has to be artificially primed or delivered. Uh it's the program has been designed so that you get immediate value in the moment.

00:06:11

Justin Germishuys: Exactly. And so you do get that dopamine hit where you can get a little bit of an aha moment. Wow, I didn't realize that my plan was so flawed.

Alison Jacobson: Well,

Justin Germishuys: Uh

Alison Jacobson: well, I just I mean because we've all seen this every time we've shown people how to use AI. Well,

Justin Germishuys: yeah,

Alison Jacobson: I didn't know AI could do that. Is the you know um so there's an immediate excitement of I've unleashed a superpower.

Justin Germishuys: exactly. So there are two parts to it. It's one, it's easy with very little commitment. So it's not like you're trying to you're not asking somebody to do something for a week. You're asking them to do one thing once. It's they're done over and you get a payoff and then there's an immediate reward. And if you don't if you're not getting that immediate reward, we need to go and redesign the challenge slightly to make it do that. Second, um we may need to have some incentive around sharing a reflection because that is where most people would slack off.

00:07:06

Justin Germishuys: They're like, I don't feel like writing 10 words. So, what we can do is, you know, they could record a voice note if they wanted to. Anything that reduces the friction for reflection because we can work with any any format.

Alison Jacobson: medium. But also to say, you know, with these corporates, if they're paying for these courses and enrolling, it may be compulsory for certain levels of staff. So it's about what incentives are needed and what is made compulsory. Um

Justin Germishuys: Exactly.

Alison Jacobson: and so their completion of this I think it was NT recently I saw everyone I knew there suddenly got a green belt AI literacy certificate. So you see the big corporates doing this in massive waves.

Justin Germishuys: Yeah. Um so one thing that worked really really well when I built um this thing called the responsible leadership challenge for the world economic forum. It was actually in many ways similar in that it just gave them things to do and at the end they got a responsible leadership certificate and we encouraged them to do virtue signaling on LinkedIn and that worked wonderfully.

00:08:16

Justin Germishuys: Uh so

Alison Jacobson: Well, I mean the other aspect of it is just to bear in mind that we could make leaderboards. uh there could be sort of social um what's signaling um in that at the end of the course it says you know share this with your LinkedIn followers obviously all permitted within the a kind of context or it might be click here to share it with your a colleagues

Justin Germishuys: H.

Alison Jacobson: or click here to enter you know a competition whatever it is that they might want to do but I'd like to understand how is this going to be framed

Justin Germishuys: Yeah.

Alison Jacobson: is it optional or mandatory

Justin Germishuys: So, I

Alison Jacobson: and

Justin Germishuys: think that this is the open question. I don't think that I would never make a behavior change program mandatory by default. So I would not recommend doing that. Um but you know that's entirely up to them. We also can't propose incentives until we understand their people which means we probably need a session with Mich and Alice to say okay like what do these people what you know these people hopefully what do they respond to?

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Justin Germishuys: What incentives do they need? So that's a part we would have to discuss with them. It's not one we can just decide because different audiences

Alison Jacobson: No,

Justin Germishuys: need something.

Alison Jacobson: 100%. But

Justin Germishuys: Um

Alison Jacobson: I think that the biggest thing we've said here, Justin, is what we said initially, which is the incentive is immediate uh grat sense of achievement and new capability.

Justin Germishuys: yeah, it's it's kind

Alison Jacobson: So,

Justin Germishuys: of like why you some people like cleaning. You clean and then it's clean.

Alison Jacobson: it's also why I like chocolate because eat chocolate and then you eating chocolate. Um, we could put a certificate, print the certificate and share this on social media at the end of the course.

Justin Germishuys: Yeah, that would be nice. I It would be nice for us if they did that. Um I suspect that a may be a little bit more closed about that, but we can ask. We can ask. There's

Alison Jacobson: Well,

Justin Germishuys: no harm.

00:10:21

Alison Jacobson: we should make it a default and we turn it off if they don't want it. But basically, it takes your name, the date, and it says you've successfully completed the seven habits of or is a successful uh wielder of the s, you know, whatever.

Justin Germishuys: Yeah.

Alison Jacobson: But make it cool. Um, people love that. Okay. Like I don't I'm telling you whenever we go I go into people's offices

Justin Germishuys: Yeah.

Alison Jacobson: they got every certificate on their walls. I mean I'm saying tea people especially of the old school I suppose really love that and it's important for them from an HR point of view or whatever that they say tick you

Justin Germishuys: Yeah.

Alison Jacobson: know

Justin Germishuys: And so there's another thing we can So okay, so the the learning journey is there's a teaser campaign done by them. Then there's some sort of a kickoff event just to make it seem like it's not just oh like here's another thing added to your LMS.

Alison Jacobson: I would say that

Kiyasha Singh: She's

Alison Jacobson: do that kickoff with the pilot group but it's not something that is proposed as part of the standard learning journey and I would

00:11:24

Justin Germishuys: Yeah.

Alison Jacobson: like to say to them like that because I mean I don't know what your intentions are Justin but is Kia taking this and going to do something with this transcript

Justin Germishuys: Yes.

Alison Jacobson: because basically what I'm and I think we should maybe set that you up for that you must we you must come up with a document that describes it but also um if you took your screenshots and you spoke into AI what it would and said give me a learning journey it would do it very nicely

Justin Germishuys: Yeah.

Alison Jacobson: um but and are you familiar with the concept learning journey Kia

Kiyasha Singh: I always read it but not like the user journey and how they'll learn and go through the phases

Alison Jacobson: exactly

Kiyasha Singh: basically.

Alison Jacobson: it's a user journey for and it's not a learning journey it's a behavioral change journey but it's a journey and what that means is literally where does it start and where does it stop and what happens in between um And what they're trying to ask us which they're basically saying like what's the physical experience here?

00:12:24

Alison Jacobson: So you say okay there's a website they go in um they log in then you see the homepage and it welcomes you and you watch the welcome video and then you go on to select which habit but you know that that thing needs to be explained and if there is any admin view um where the admin can log in and say and maybe we don't do that in this phase but what

Justin Germishuys: Yeah.

Alison Jacobson: would be useful in normal kind of they they need some kind of ability to generate reports about who's gone on it if we're going to do analytics in the content itself. Who's asked for help on what topics and how does that anonymously uh

Justin Germishuys: So

Alison Jacobson: trend up?

Justin Germishuys: in this particular one, I think that the quickest route to done with them would probably be to use degree and have the data sit there and then ask them to share the data with us securely

Alison Jacobson: I

Justin Germishuys: and

Alison Jacobson: think

Justin Germishuys: then

Alison Jacobson: that's

Justin Germishuys: and then what we will do is then we will generate a report.

00:13:23

Justin Germishuys: The report will have um before and after frequency check to say okay have we moved the needle. So that will be one metric that we'll see have we actually increased the frequency of the behavior and we can have a a near-term report and then a longer report after a delay like postp program. So

Alison Jacobson: and and I think I think in the near term but especially in the longer term we should be asking for business impact

Justin Germishuys: yes and so in in the the next version on we'll probably ask them to share more about how it has served them over the last month or two. Then uh we will also have a section in the report that says this is our qualitative um evaluation. So these are some of the themes that came up um as people shared insights. Here's a word frequency cloud to say okay this this really captures the sentiment of the people and from there we can judge whether it landed well or whether it was met. Um, we can, if we want to, we can, if they want to use the agent and we're using that, which is optional, we can see what topics were they trying to engage with and what sequence of habits did they were they exposed to.

00:14:38

Justin Germishuys: We can as optional ask them to do a final decision making assignment to say okay pick something you need to make a decision about or that you need to tackle and then use these habits but you're not allowed to use the agent. Use these habits to get to the end and just give us the transcript. What we care about is seeing how you chose to exhibit the habits. And then from that we can actually check if there's some judgment forming.

Alison Jacobson: So h how would that work? You'd put in I want a 4 day work week. There's no agent, but you put it in and then you say, "So, explain it to me like I'm five." And then when it finishes, is this in our environment? So that we're wrapped on top of an LM. It's and therefore we're recording their prompts and understanding

Justin Germishuys: So,

Alison Jacobson: their chain of thought.

Justin Germishuys: so we could either do it like that, but if they don't want us to do that, what they could do it, they could do it in Copilot and then just basically cut and paste it

into a document and share it with us if they wanted to.

00:15:43

Alison Jacobson: I

Justin Germishuys: It's not a

Alison Jacobson: think

Justin Germishuys: good

Alison Jacobson: we

Justin Germishuys: UX,

Alison Jacobson: should I

Justin Germishuys: but

Alison Jacobson: think we should build it in because there may be some environments where we say no we're going to do all of this we must give them the option and build it in and say and why do I want to say this because we're amplifying the intelligence or the number of facets to which we apply intelligence

Justin Germishuys: Yeah.

Alison Jacobson: and in other words in order for it not just to simply be an LLM but it's an LLM wrapped with our secret source then all the things we would look to should be default part of the product.

Justin Germishuys: Yeah. So we we could create almost like it was pretty much trivial to create a chatlike interface like the one I just used. The colors suck, but I was trying to get it right before the meeting and ran out of time, but it doesn't look like a wireframe, which is kind of why I went with it anyway. Um, but it's trivial to create a chat interface now.

00:16:36

Justin Germishuys: And what we can do is it just simply allows us to record the data. So use this as your assignment environment

Alison Jacobson: Yes.

Justin Germishuys: to reduce the friction of submission.

Alison Jacobson: And then rather just being sort of it goes into a normal uh repository and degree it it it it can do that but it has to go through our analysis loop.

Justin Germishuys: Yeah. So we have those two options. They can either go through

like our little assignment UI which will automatically capture the interaction and prepare it for evaluation or if they don't like it we can still use screenshots or whatever from co-pilot or cut and paste from co copilot to get that and um there really isn't that much more to the user journey. It's they

Alison Jacobson: But

Justin Germishuys: they

Alison Jacobson: I must

Justin Germishuys: will

Alison Jacobson: just

Justin Germishuys: have to

Alison Jacobson: advise I don't think we must ever have a a journey. Well, not ever but in this case that sees them emailing us. A a it's too much friction.

00:17:31

Alison Jacobson: I think it should happen in system.

Justin Germishuys: Who has who emailing us?

Alison Jacobson: Uh the users if they have to get reflections to us. So co-pilot and then they mail it to us is what you said.

Justin Germishuys: Oh, what I meant was that let's say for example we roll out the program and they have the person who is basically facilitating the roll out on their side. Then what would happen if we can't use this? They would use copilot to do the assignment and then they would basically either um do that and upload it to degreed if that's something they can do in which case we'll get it in degreed as documents or they can send it who whoever the facilitator

Alison Jacobson: Yeah,

Justin Germishuys: is.

Alison Jacobson: I I hear you fully and but I'm just saying we should try and make sure we embed that journey rather than being like now go to your email.

Justin Germishuys: Yeah.

Alison Jacobson: So I'd rather see it happen in form.

Justin Germishuys: Yeah. So, what we could always do is let's say we are emailing them daily to remind them to come and do it.

Justin Germishuys: We can also leverage any uh chat platform that they use. If they're using Teams to speak, they could put up a put together a little group where they can communicate with the cohort
Alison Jacobson: Can
Justin Germishuys: and
Alison Jacobson: I just
Justin Germishuys: then
Alison Jacobson: say something?
Justin Germishuys: the facilitator can also nudge them there.
Alison Jacobson: I've I've got a partner company scrix which has integrated their product into teams. So you're actually in teams working in their thing and therefore you can use all of the teams. I've I've been thinking that we should have a look at that um as a as a kind of very nice interface to deliver this through.
Justin Germishuys: We could totally do that. So, um I've only done this kind of thing through Slack, but I imagine the integrations are similar. Um but you can set up like background tasks so that it will deliver it to a particular room. It'll deliver the or even a one-on-one message to the person like here's your card and it can also deliver questions like reflection questions to them.

00:19:26

Justin Germishuys: So you can have all you can actually use teams or Slack as your UI.
Alison Jacobson: I don't know what the viability is in terms of us getting something like that done in the short term, but that would be super.
Justin Germishuys: Look, I mean it would be nice if somebody on our team had actually done it with teams at least once because there's going to be some figuring out to do.
Alison Jacobson: We might be a well I could probably get us talking to the developers from scient who did it.
Justin Germishuys: Okay. In which case that that it's an easy route done without having to build a a separate UI and then of course all of the data can be grabbed from Slack and put some wherever you want it to be even in a you know a Excel spreadsheet. But I think that um we have some questions for them. So we can put together what an ideal journey would look like contingent upon, you know, them being okay with it. Alternatively, we can change any part of this to suit them.

00:20:23

Alison Jacobson: Yeah. And I

Justin Germishuys: Um

Alison Jacobson: think we should just say that this is the flow, but these are optional and can be either configured differently or disbanded.

Justin Germishuys: yeah. So if we we can ask them a couple of questions like what LLM what what LLM API do you use? We know that you're using C-pilot internally. They can definitely use C-pilot to practice the habits. It doesn't matter. Uh Copilot has a strong enough model underneath. They can totally do it. There's no problem there. Um, in terms of an LLM API, if they're using Open AI Azure, because in the Microsoft ecosystem, we can do that. Um, if they want it to write to a data source of their choosing, we can just ask them like where would they want the data to be housed. Uh, because we haven't actually seen their guidelines

Alison Jacobson: Yes. Yes.

Justin Germishuys: or

Alison Jacobson: I

Justin Germishuys: so

Alison Jacobson: think

Justin Germishuys: we

Alison Jacobson: that

Justin Germishuys: we

00:21:17

Alison Jacobson: these

Justin Germishuys: need

Alison Jacobson: are

Justin Germishuys: to

Alison Jacobson: good

Justin Germishuys: we

Alison Jacobson: questions

Justin Germishuys: need to

Alison Jacobson: and

Justin Germishuys: ask

Alison Jacobson: I

Justin Germishuys: them

Alison Jacobson: think it's

Justin Germishuys: that.

Alison Jacobson: time now to go back with what we said which is a a breakdown and we can decide if we're going to put that into a Google doc kia and or if we're actually going to use Canva and make something that looks more like a technical brochure.

Justin Germishuys: actually. So, um, in which case, while we were on the call, my response was, we actually have some screenshots of what we had done. We could share that, but let's hold off on that and see if we can get them this full thing by tomorrow because I think if we rush it, we may lose the opportunity to to seem like we actually have good answers to all of these things.

Alison Jacobson: Wait, sorry. Say that. Say that again. You want to try get them something by tomorrow?

00:21:58

Justin Germishuys: Yeah. Or do you have a

Alison Jacobson: No, I'm saying Well, I I think we should I don't know. Tell me what you guys think. But I think it would be cool if it looked like this. Just give me a sec.

Justin Germishuys: Uh, I just want to check my calendar because I know we have another thing coming up, don't we?

Alison Jacobson: four, I think.

Justin Germishuys: Okay.

Alison Jacobson: So, by the way, I I recorded that conversation,

Justin Germishuys: Which one?

Alison Jacobson: the one with we had with them now

Justin Germishuys: Okay.

Alison Jacobson: cuz it they're always so slow in getting us, you know, the transcript.

Justin Germishuys: Did they even record it from their side on their team's recordings?

Alison Jacobson: I I think he turned on he wasn't recording but I think he turned on transcript.

Justin Germishuys: Okay, that's okay. So, oh yes, we're meeting

Alison Jacobson: So

Justin Germishuys: with Mark a little bit later.

Alison Jacobson: can you see my screen?

Kiyasha Singh: Yes.
Justin Germishuys: Okay, I'm just
Kiyasha Singh: Yes.
Justin Germishuys: I changed

00:22:56

Alison Jacobson: So
Justin Germishuys: tabs and
Alison Jacobson: we could
Justin Germishuys: Okay.
Alison Jacobson: just I'm saying we could turn it into something quickly that is quite visual or we can just go ahead and send them a word document.
Justin Germishuys: Uh let's just get all the content down in a word document with all the sections as a first pass. So Kasha,
Alison Jacobson: I
Justin Germishuys: you'll
Alison Jacobson: don't mind
Justin Germishuys: probably
Alison Jacobson: if it just
Justin Germishuys: get
Alison Jacobson: goes on our on normal stride shift later.
Justin Germishuys: Okay. I I also don't think that they would necessarily mind. Um I think what
Alison Jacobson: Yeah,
Justin Germishuys: we
Alison Jacobson: sorry.
Justin Germishuys: can do then
Alison Jacobson: I know
Justin Germishuys: is
Alison Jacobson: I'm being trivial, but just to sort of round it off, but I think if we can get them something by tomorrow, that would be super. If it gets to them the next day, I think that would also be acceptable.
Justin Germishuys: yeah I think then um Kasha you can probably
Kiyasha Singh: Yes.

00:23:43

Justin Germishuys: might get a first pass. Remember no learning journey user journey. Uh,

Kiyasha Singh: Okay.

Justin Germishuys: I want the word learn to be as far away from this as possible and the word skill to be far away from this as possible. So I'm happy with cyborg skills as a broader brand but cyborg habits is this program that needs to be

Alison Jacobson: Let's change it then. Let's now start talking cyborg habits.

Justin Germishuys: so the thing is that cyborg habits is level one. Cyborg skills is the bigger vision. So cyborg habits is step one in the cyborg skills journey. Uh that's why so

Alison Jacobson: So you

Justin Germishuys: from

Alison Jacobson: still

Justin Germishuys: a

Alison Jacobson: happy calling the program cyborg skil.

Justin Germishuys: yes because ultimately once you've done all of this a whole

Alison Jacobson: So maybe

Justin Germishuys: universe

Alison Jacobson: we should

Justin Germishuys: of

Alison Jacobson: say

Justin Germishuys: things are

Alison Jacobson: maybe we should say that this is cyborg skills level one just to make

Justin Germishuys: actually

Alison Jacobson: it clear that there's more coming.

00:24:29

Justin Germishuys: well this is cyborg skills level zero which is why I'm not calling it you that you still don't yet have cyborg skills. You have none. you have um once you get to the end of this, you're

Alison Jacobson: Okay.

Justin Germishuys: kind

Alison Jacobson: But

Justin Germishuys: of

Alison Jacobson: when

Justin Germishuys: like

Alison Jacobson: you look at this program that you're about to come on to in the email, does it say cyborg skills or cyborg habits?

Justin Germishuys: it needs to say cyborg habits. So

Alison Jacobson: That's

Justin Germishuys: for

Alison Jacobson: that's

Justin Germishuys: the purpose

Alison Jacobson: what

Justin Germishuys: of

Alison Jacobson: I'm

Justin Germishuys: this,

Alison Jacobson: saying. Yeah.

Justin Germishuys: so for the purposes of this, it's cyborg habits all the way. We're not

Alison Jacobson: And

Justin Germishuys: confusing

Alison Jacobson: we got to

Justin Germishuys: them.

Alison Jacobson: change the branding on the UX.

Justin Germishuys: Um so the UX actually says habits

Alison Jacobson: Does

Justin Germishuys: and

Alison Jacobson: it

Kiyasha Singh: Yeah,

Justin Germishuys: yeah, I've been

Kiyasha Singh: I

Justin Germishuys: using habits.

00:25:00

Kiyasha Singh: changed.

Alison Jacobson: with you? Cool.

Kiyasha Singh: Yeah.

Justin Germishuys: Um, so I've been using cyborg habits consistently for this as a a program within cyborg skills. Cyborg skills will

Alison Jacobson: hundreds.

Justin Germishuys: be an ecosystem

Alison Jacobson: No,

Justin Germishuys: stuff.

Alison Jacobson: no, I fully get it. I just was confused because I thought you wanted to call this cyborg skills.

Justin Germishuys: Yeah. So I

Kiyasha Singh: Yeah.

Justin Germishuys: think um Kasha do a first pass of a user journey based on what you've gotten from this transcript. Then send it to us. We'll review it and then um you already have the screenshots from your demo. So it wouldn't hurt to just make sure that they're properly annotated but not over not too many words because they've seen it.

Kiyasha Singh: Okay.

Justin Germishuys: Um and we can send that with it or you know and then in future we can look at creating a template for the kind of thing that that Allison showed us for the Field Institute which looks awesome and would have a much bigger wow effect for stakeholders who haven't met us

00:25:56

Kiyasha Singh: All

Justin Germishuys: and

Kiyasha Singh: right.

Alison Jacobson: So yeah, basically it's yeah, we can very quickly and I mean this is how we grew DAB. You you very quickly punch above your weight with your collateral. So you send stuff that just looks freaking cool

Justin Germishuys: Yeah.

Alison Jacobson: always.

Justin Germishuys: And then you you just like invent legitimacy out of thin air.

Alison Jacobson: That's uh that's my job description.

Justin Germishuys: But Kesh, I just want to say again, uh you did phenomenally well today.

Alison Jacobson: I was shocked. I was shocked. I was shocked that Justin let you present that. Actually,

Justin Germishuys: I saw

Alison Jacobson: I was like holding on to my chair. because um it's a high stakes kind of thing, but I guess Justin's very keen to prove that we're we're in a different world now.

Justin Germishuys: we did prep earlier today,

Alison Jacobson: Okay,

Justin Germishuys: so it

Alison Jacobson: cool.

Justin Germishuys: wasn't like completely blind and without

Alison Jacobson: Uh I'm I'm so glad. See, stick with Justin Kia.

00:26:55

Kiyasha Singh: Yeah.

Alison Jacobson: Um no, but Kia, I mean, s***, you were really very good. Um I just I mean I I have not forgotten about your your specific request that we coach you and Fana and Johannes Justin me and Steven we'll talk about it in our meeting tomorrow because we got to come back to these guys with some kind of plan or a set of milestones we'd like to see um given evidence to.

Justin Germishuys: Okay,

Alison Jacobson: All right.

Justin Germishuys: cool. Uh, we will I'll see you again, Allison, in 45 minutes or 55 minutes and then

Alison Jacobson: But Justin, it seems to be going I mean seems to I'm not just like tender bender and now entity another it's kind of happening. Huh?

Justin Germishuys: We have a very good mix of skills and potential and that's I think that that's our secret source more than anything.

Alison Jacobson: yeah, we're not all the we're not in any way all the same but I think that I wanted also just to share that a brief share and she's gonna start our social media campaigns for Strategift

Justin Germishuys: Awesome.

Alison Jacobson: Because something's better than nothing but it's working for D Lab. We're getting like a lot of people coming to us now. Just from Shannon on social media. So it's quite a small nudge in. A big return seek to you later, guys.

Justin Germishuys: Okay.

Kiyasha Singh: Okay, thank

Justin Germishuys: Okay.

Kiyasha Singh: you.

Alison Jacobson: Bye.

Transcription ended after 00:29:03