

# J & K - 2025/02/10 10:07 SAST - Transcript

## Attendees

Justin Germishuys, Justin Germishuys's Presentation, Kiyasha Singh

## Transcript

**Justin Germishuys:** Hello. How are you?

**Kiyasha Singh:** I am good in you.

**Justin Germishuys:** All right. Just a busy weekend. you got rest.

**Kiyasha Singh:** Much restive. Yeah. Thank you. Okay.

**Justin Germishuys:** That's amazing. I'm glad for so I didn't get very very much time to give any kind of comprehensive feedback, so I figure I may as well just do it now. just give me a second to see this. and I'll

**Justin Germishuys:** Then I'll Let's do this thing. so in general, I think that we're close. I think that the videos still do need significant more polish than what they have at the moment. And I think that in places the avatar itself is good. I think that that's working quite well. And if we can get our own custom avatars in there, that would also be cool. But if we can't, then it's not a big deal. We can actually launch a version one with their stock avatars. I don't see why not. They work well enough.

**Justin Germishuys:** And it's not like most people are, saturated having seen those specific avatars in their material. So, I don't think that that's such a big deal. I do think that we just need to go through and just say, okay, these are approved images and these are not approved images. So, I think that that is the first thing. I do think that we just need to finalize the scripts. So, there are some things that are not working with the video in terms of the intro and the outro and there's some messaging that's not coming through. but let me just go to Canva quickly.

**Justin Germishuys:** Where is it still in introscripts?

**Kiyasha Singh:** Yes it is.

**Justin Germishuys:** Cool. So, we do need to move it. If you're going to do the demo at 11, you need to move it out of this thing because Yeah.

**Kiyasha Singh:** I wasn't sure if I was going to be showing anything.

**Justin Germishuys:** If it's demo day, then you're always showing something.

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**Kiyasha Singh:** You mean the video itself?

**Justin Germishuys:** I mean, you can show the video itself as well. Why not?

**Kiyasha Singh:** Yeah, I was just going to show the video and say that we're still working on it. Okay.

**Justin Germishuys:**

**Justin Germishuys:** Yeah. But what I would like you to do is to show some of this. So where's the comment? yeah,...

**Kiyasha Singh:** Okay.

**Justin Germishuys:** just use an actual memo, not something about birds. and then the image needs wider margins. So yeah, image or important text should ever go right up to it just looks cluttered.

**Justin Germishuys:** so you need to find a way to keep this the size also simplification can be much shorter than this. So you can actually have a really complex looking memo on this side with a simple explanation. The contrast between these two amounts of text should be more But other than that I mean, I like that they're in a glass case. I think that it's a good idea. I think this looks cool. I think I've always thought that looks cool. I think I'm happy with that. You could maybe make that yellow still, but you can play around with it or also make it square so that it's actually a postit. sticky notes tend to be square.

**Justin Germishuys:** So...

**Kiyasha Singh:** Okay. ...

**Justin Germishuys:** then you can also maybe make the text a little bit bigger, but let's just add a comment. make it square.

**Kiyasha Singh:** I actually have a question.

**Justin Germishuys:** Yeah. Yeah.

**Kiyasha Singh:** By the text you mean on the sticky. Okay. Okay.

**Justin Germishuys:** And you can leave out to me. So you can say, "Explain it I'm five." not explain it to me I'm five. cool. I think that looks cool. What we trigger activity. So, let me just quickly see. So, the idea with these is that they actually just are cards like this as well. So they're different challenges but from a user perspective it's just a challenge. So we don't do anything different with it. so you can say yeah I think we need to just work on this. I think it's not a bad idea.

**Justin Germishuys:** we just need to figure out what is a simple version of this task for somebody. and then of course it needs to be in the same format as these. it's all very repetitive once you've got the thing nailed down it's pretty straightforward. The thing about habit formation is it's not about complexity. in fact it's quite the opposite. You need to make things easy, accessible, simple, you can look up the east framework.

**Justin Germishuys:** It will give you when you encounter repetitive or timeconsuming task prompt. yeah,...

**Kiyasha Singh:** No,...

**Kiyasha Singh:** I forgot to remove some stuff from here cuz it's too Yeah.

**Justin Germishuys:** that's know that so you'll just kind of go and do that. So, these images are cool.

**Kiyasha Singh:** Yes. ...

**Justin Germishuys:** Any video that you might create, because it's an intro video, you don't have to necessarily shy away from using these images.

**Kiyasha Singh:** okay. Sorry. Yeah.

**Justin Germishuys:** I dig this. I think it's settle on a consistent way to write AI. you don't need to use a dot. I don't know if you keep putting the bubble on, so I can't edit the text. so I think it's cool to have the bubble,...

**Justin Germishuys:** but maybe add it on once we've for the demo, leave it on. yeah,...

**Kiyasha Singh:** And...

**Kiyasha Singh:** then it Okay. Bye.

**Justin Germishuys:** just so that it's easier for me to click onto something and maybe edit it myself. I don't have the luxury of the time to remove the bubble and then put it back in for but the same here the problem that I've had with these trigger activities is that they all start to seem similar after a while. so we do need to maybe be a little bit more creative with our trigger activities.

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**Justin Germishuys:** So again, it's just maybe a simple matter of going into AI and saying, "Okay." also don't be afraid to go into AI and ask it how to create a one minute video and,...

**Kiyasha Singh:** That's full stop.

**Justin Germishuys:** make suggestions it can help you with that. And don't forget Devil's Advocate. Ask it to rip your stuff to shreds. you need to be the cyborg that has these habits if you're going to take the lead on it, I love this again, be consistent with consistency is better than truth or more important than truth. So, it's better to be consistent than right. people will be bothered by anything that changes shape or So, pick a standard and stick with it.

**Justin Germishuys:** but which idea best fits your company culture and how would you test it? I'm not sure that is easy. I'd say and what are your reasons, not cuz how I would hit a blank with this question I wouldn't even begin so and what are your reasons? Okay, let's just add a do. Okay, that's good. again, you'll just go and change all of that.

**Justin Germishuys:** and plan four milestones and key dependencies for your current project you're working on. do you know what we could do as a convention? almost in the hot bottom year, maybe try the bubble again. add a text box.

**Kiyasha Singh:** Okay.

**Justin Germishuys:**

**Justin Germishuys:** Okay, So adding something down here, we could almost say something like I don't know if this will work. This is just prompt to try and then insert from here but it can be a bit smaller. So it

doesn't take the kind of euro section but obviously we need to work on the fonts. No, that's too hectic. I think the size contrast is fine.

**Justin Germishuys:** not my area, but you almost see if it's not too complicated a prompt and you can use square brackets as long as it doesn't look like the one up here where there isn't enough. so it's almost like this piece goes down here and then goes much smaller like that or something like that. and then you just write a clearer instruction here.

**Kiyasha Singh:** Okay.

**Justin Germishuys:** Or something. Cool. okay. That's perfect. you may want to just add something on a topic you're interested in or something. but although it is kind of implied again the first version doesn't have to have everything perfect, we can this is probably good enough. how well do the weekly goals align with your learning objectives? Okay, that's fine.

**Justin Germishuys:** It doesn't really matter what this question is. the only reason this question exists is to again remind somebody of the thing. So, it's not just you did the thing. It's tomorrow you now remember that you did the thing. So, it just adds a little bit more. Admittedly, I do not dig this picture at all because it's not like these. I want the focus to be on objects. Granted, I like this one and so it's kind of breaks with what I was saying, but this could be a desk toy thing, like an executive toy that they have standing on the desk, whereas this feels like we're trying to recreate a scene in.

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**Justin Germishuys:** So, I like the fact that we're using glass sea type objects. something that you might have on your desk. I think that's working, but this doesn't fit in with that at all.

**Justin Germishuys:** Why can't I add a Okay, let's Here we go.

**Kiyasha Singh:** When it came to this,...

**Kiyasha Singh:** I was actually struggling to think of a image that would fit because there's not a lot of objects that will show AI or signing tasks. So the whole reason why I thought this would be fine was because it shows that the person in the center used AI and thus they became transparent.

**Justin Germishuys:** Yeah, but it's not the person that becomes transparent.

**Kiyasha Singh:** So they got so used to using AI that they also became Yeah.

**Justin Germishuys:** It's the equipment that becomes transparent. Okay, look, I mean, I just don't like the image specifically. I don't dislike the idea. The thing is that the rules you can throw out the window if you find something that works or something that's consistent, but this doesn't feel like the others. and so for me it jars sometimes that's like and then I use post hawk justification to try and understand why this thing doesn't quite work for me. but you look again just come up with a couple of different possibilities. Play around with the notion of a deadline.

**Justin Germishuys:** There are things like if it's sprint planning, you might want to put something like a cananban board or something like that. Not necessarily a canban board, but you get the idea. this image with the bridge was nice initially,...

**Kiyasha Singh:** Okay.

**Justin Germishuys:** but now is inconsistent with everything, which means we cannot use it. because there's too much in it. you might want to still have a bridge, but you might want a simpler glass bridge. You just can't have this kind of mindful sunsely scene because this looks nothing this. Did I delete the calendar now? it's just a little bit of a glitch. So, you kind of get the point. that isn't consistent with this, for example. I like this, but again,...

**Kiyasha Singh:** Okay.

**Justin Germishuys:** I wonder if maybe there could be more margin cuz nothing should ever be right up against the edge of anything. a picture this is fine because the central part of the picture is here. But this is fine because you see there's a little bit of a margin on both sides. This is fine. There's a margin on both sides. All of these have margins of both sides and they work. this one could have a bit more of a margin, but it didn't bother me. So, that's fine. But it could be a little bit narrower.

**Justin Germishuys:** So try to get a consistent sense of what you want that margin to be and then always try to stick to it in an image. otherwise it starts to look quite cluttered. yeah. so this one's fine. This breaks from the standard of an object. it's not clear. So granted I don't know what this is. It looks kind of like a printer and that's good enough, in fact, earlier you had something like a No, that won't work here because it's confusing. So, what you could use here is a glass maze cuz that's confusing. I like the form flow.

**Justin Germishuys:** I mean, we've had forms before, but It's got a little bit of glass around it, and so that's fine. again, not quite digging the lack of margin here, but the image is generally fine. So, I don't know if you can maybe add some margins in so that you still keep the proportions of the image,...

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**Kiyasha Singh:** Okay.

**Justin Germishuys:** but just smaller. inbox in when sending out ask AI what's unclear or might cause misunderstanding. again, this is too abstract. it's not an object anymore. that the interesting thing about this kind of activity is that as you start to do more of the same kind of thing, you start to prevent yourself from doing other things. So you progressively limit yourself in the range of things you can do, which is normal and good because we want consistent look and feel.

**Justin Germishuys:** also not digging this. so the thing about a bias is you're actually better off with a dart board. And let's see if I can find a picture. So you might even use this as a reference, but dart board bias. It's actually a classic image. let's see if somebody else made a picture here. Yeah.

**Justin Germishuys:** So okay so this kind of thing here biased does not accurate. It just means that it's systematically wrong but as you can see all the dots are clustered together. So it was being precisely wrong consistently. noise is when the dots could be anywhere on the board. There's no systematic deviation from the truth. So bias is a systematic deviation. So this kind of cluster over here that is more of an indicator.

**Kiyasha Singh:** Okay.

**Justin Germishuys:** So, if you could make a dart board but with three dots not in the center, then that would probably be a better picture for buyers. and there are many people who would recognize the idea of using a dart board to represent that. I love the risk radar. I think it's great. before launching a project strategy or major decision, ask AI what the potential risks, weak points or unintended consequences are. Again, you might not want to put a prompt in because you've already actually told. Also, I don't want people to get into the habit of cutting and pasting prompts. That's not the habit that I want. So, that's probably a good argument not to put the thing at the bottom, or we might actually give them additional material with cut and paste prompts that they can use separately just to keep these uncluttered.

**Justin Germishuys:** So I think so in a way this is not too dissimilar to the dartboard idea that I had. but this is fine. I like the risk radar. you can obviously see what problem I would have with this. because it's not consistent. Again, I think it's fine.

**Justin Germishuys:** It's just not glossy,

**Kiyasha Singh:** I should make it more.

**Justin Germishuys:** But I don't know the thing is that when you reversed this image, it became conceptually wrong.

**Kiyasha Singh:** That's the problem. I didn't know...

**Kiyasha Singh:** what to put for this and I was so confused.

**Justin Germishuys:** Do you know...

**Justin Germishuys:** what might be better than two arrows would be the curly arrow?

**Justin Germishuys:** The one that curls. Do you know what I mean? The undo.

**Kiyasha Singh:** Okay.

**Justin Germishuys:** But this one. Look, that's crop. What is a good icon for flip? Okay. Then...

**Kiyasha Singh:** The two arrows going in opposite directions, I guess.

**Justin Germishuys:** then it doesn't matter because they're symmetrical. it'll look the same whether you put it one way or the other. So it still don't like this for the same reason. Do Interestingly enough, not for this. So I like the tree. I think it's cool. and I like this. This makes sense. But, yeah, I think that this is cool. I think we need to work on this. we need to work on this challenge.

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**Kiyasha Singh:** Is it 63 or 64? ...

**Justin Germishuys:** Okay, this one here.

**Justin Germishuys:** ...

**Kiyasha Singh:** just it's a bit I can't really see your screen because it's like you jam everything out.

**Justin Germishuys:** My apologies. Okay, which one?

**Kiyasha Singh:** No, it's okay. can you go to uploads?

**Justin Germishuys:** To upload.

**Kiyasha Singh:** Sorry, it should show in uploads. Yes. Okay,...

**Justin Germishuys:** I don't know if these are my uploads,...

**Kiyasha Singh:** these are yours.

**Justin Germishuys:** not your ups.

**Kiyasha Singh:** Let me actually just open Canva and then go and see if I can put it there.

**Justin Germishuys:** Sorry. do you want to share I know I think it might be mine as well.

**Kiyasha Singh:** No.

**Kiyasha Singh:** I was just going to add it to the text because I think maybe it's my Wi-Fi that's a bit messed up.

**Justin Germishuys:** Sorry, I'm also trying to do other work here.

**Kiyasha Singh:** It's okay. add an image.

**Justin Germishuys:** Okay, no, that's good.

**Kiyasha Singh:** I hope I find Okay.

**Kiyasha Singh:** Would this be fine or is it too much or does it not make sense?

**Justin Germishuys:** I think that it's not a bad picture,...

**Justin Germishuys:** but you can see that it's a lot of what we have are objects on a desk or objects that are indoors and so I'm not opposed to this, but it's inconsistent with everything. So conceptually what is a norm and what does it mean to shift it right and what would be a good object that demonstrates a norm shift.

**Justin Germishuys:** So like I said,...

**Kiyasha Singh:** Let go. Okay.

**Justin Germishuys:** I really do love this tree and I think that something like it needs to come. So there's imagine it instead of change the challenge. So stick with the image. And what you might want to do is have it explore possible imagine different futures or branches of reality and then that will tie into the image of a tree and then you remember I've told you before about cutting the Gordian knot don't try to solve the problem just make the problem irrelevant so I think that just get rid of norm shift and then have it explore possible futures it'll also be

**Justin Germishuys:** more accessible to the audience. A lot of people don't really know how to think about norms and mores and stuff like that. ask a to help you, envision delivering your company, service or product. I think that's fine. I but the problem with this is people this is the problem that I've had with cyborg skills actually is you give somebody an activity to do...

**Kiyasha Singh:** Okay.

**Justin Germishuys:** but something needs to tie that activity back to the habit. So what we need to do so I think an open question for me is do people need to know that it's connecting to. Also, just a point about this. I'm not crazy about the font. It's not that easy to read. And also, there's not enough part of the reason it's not spaced far enough from the side. so, you can almost make this a bit longer and then just shift it in a bit.

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**Justin Germishuys:** But also the font isn't great. I think that this is fine, but I would actually not use black and white because it has other connotations and I would avoid yin-yang. But the figurines facing one another and flipping, I like it. I think it's great. I just even...

**Justin Germishuys:**

**Kiyasha Singh:** Okay.

**Justin Germishuys:** if you just change the black slightly because we have a glass theme. It could be slightly blue. you might not want to use this beige color for this particular card then, if you know what I mean. I don't know exactly what is the right thing visually, but I can say ditch the yin-yang and this character can't be black.

**Kiyasha Singh:** All right.

**Justin Germishuys:** Also check that. you'll see wait. I thought it was cutting off. So, I think that's cool.

**Kiyasha Singh:** Yes.

**Justin Germishuys:** Think we're largely there. I think that when you do a video, are you familiar with the concept of foreshadowing? So, if you did storytelling, but now the concept of foreshadowing, all concepts, you need to learn to generalize them beyond their original context. Which means you need to learn how to use concepts in completely different places where they weren't originally designed to be. foreshadowing applies here because you have a little intro video and then you're showing people perhaps some of these images for the first time. Then when they see the card, there will be recognition and familiarity.

**Justin Germishuys:** there's a little moment of feeling I've seen this before and that little bit adds to the stickiness of the experience because you're actually showing somebody something ahead of time or at least a glimpse of it. So I'm not saying you must do it but consider doing it. And also in your videos, do not deviate from this general aesthetic. You know what I mean? also in your video, Can you I'm going to stop presenting. Okay.

**Justin Germishuys:** So, one thing I think that with these kinds of videos, it's fine if you don't have a little scene but that it starts with the avatar just saying introducing the topic to say, "Okay, something along the



lines of let's focus on the The explained habit is blah blah blah, like one sentence. Imagine a workplace where nobody ever has to, be excused or feel embarrassed about not understanding etc, etc.

**Justin Germishuys:** and then have some sort of a bit at the end that indicates that this is the video done. it shouldn't start abruptly. It shouldn't end abruptly. There's a design principle that somebody told me about a long time ago when I got into this. Karen, yes. she was basically my onboarding buddy when I was new to the field. And so one piece of advice she gave me when designing these things is to tell them what you told them. it doesn't apply everywhere all the time, but it's a useful thing to keep in mind.

**Justin Germishuys:** You'll notice that that's why a lot of things will be like, "Today we're going to talk about blah. Today we're going to talk about or let's talk about the explained video or...

**Justin Germishuys:** you're going to tell them. The explained habit is And as you can see, this can revolutionize your blah. You tell them what you told them, obviously do it much more elegantly than what I've just done, but the basic idea holds.

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**Kiyasha Singh:** ...

**Kiyasha Singh:** so that means that today what I'll be focusing on is basically rewriting the scripts so that it's less abrupt when it starts and ends and...

**Justin Germishuys:** Yeah.

**Kiyasha Singh:** also working on the cards. And then tomorrow I can start with trying to make better videos.

**Justin Germishuys:** So, let's just get the cards in the cards, and let's move these cards. it might actually be easier for you to just delete everything that's on top.

**Kiyasha Singh:** Okay.

**Justin Germishuys:** Or don't delete it, but just move it somewhere else. it's just in order to show people the stuff you want them to see, you have to scroll through a bunch of stuff that's wrong and then they've already formulated the wrong idea. so basically because you've get the memo first and that one looks cluttered because of the lack of margins, it gives the wrong impression because I would also suggest you put a better one first in the sequence if you're going to do a Demos are about smok and mirrors.

**Justin Germishuys:** It's about creating the right impression early on because nobody's going to read the detail. So find the best things to show people first and then get them say, that looks pretty cool or that's interesting and then scroll through it. If you can in any way resolve this before the demo," then do show them What would I suggest?

**Kiyasha Singh:** Sorry that I show them for the demo. Okay.

**Justin Germishuys:** Show them The cards are generally good. but maybe make a demo version where you basically just cut and paste the ones that I'm cool with, where I think the images are perfect, so that you can show them a run of perfect images and say, "Look, this is a subset where we've agreed that we like We're still working on, these others."

**Justin Germishuys:** Because I think that given the feedback now it should be fine. this one with the screen there's also a version where you can almost imagine you can take out the keyboard and the mouse and it's just the screen. I know I'm not sharing my screen.

**Kiyasha Singh:** Yeah, I'm a bit confused. Can you just Okay.

**Justin Germishuys:** So page 22. don't change it for now. We can let's not mess with unnecessary fine detail. but quite happy with the simple sticky the think twice turbo task solution surge bravo boost task tactition milestone master growth guide if you're going to pick those also risk radar the tech tutor needs better margins but other than that it's fine.

**Justin Germishuys:** And the gavel is Yeah. So, you've got a lot that's working here. and also click shift is I do think you can probably take out the little dudes underneath the game controller, but again, don't worry about those just now. I think the flip strategy is cool if you can just get rid of the yin-yang and change the color. so you've got plenty to show. That's cool. And do show them the video, but preface it before you show to say, "Look, we've identified a couple of things that are wrong.

**Justin Germishuys:** We don't dig in the initial intro, the music. We need to work on the transitions, but this is, and then I think people will be impressed nonetheless. So, it's not always about what you show them, but the story you tell around what you're showing them and how you manage their expectations around what they see. Cool. I basically built POV last night. so basically turned it into an API that outputs an Excel spreadsheet and put on a quick interface that generates it.

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**Justin Germishuys:** So that's basically what I'll cool. Then I'm gonna let you get on with it and make any changes you need to over the next 45 minutes and then I'll see you then.

**Kiyasha Singh:** Okay, thank you.

**Justin Germishuys:** Thanks, Kasha. We're nearly there. Okay. Bye-bye.

**Kiyasha Singh:** Okay, thank you. Bye bye.

Meeting ended after 00:40:38 🖐️

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