J & K - 2025/02/12 08:59 SAST - Transcript

Attendees

Justin Germishuys, Justin Germishuys's Presentation, Kiyasha Singh

Transcript

Justin Germishuys: Good morning.

Kiyasha Singh: Good morning.

Justin Germishuys: How are you?

Kiyasha Singh: I'm good. And you?

Justin Germishuys: I'm all Just could have had a better night's sleep, …

Kiyasha Singh: Do you struggle with sleeping?

Justin Germishuys:

Justin Germishuys: no, not really. just last night for some obscure reason. But in any case, other than that, How are you getting on with all of this?

Kiyasha Singh: I'm a bit worried that I might not meet the deadline. So, I'm trying to get images and everything that I can. So, when I do make the videos, it's just me making the videos and getting approval. Yeah.

Justin Germishuys: So I'm just kind of going through this looking at your images and…

Kiyasha Singh: for the activity triggers trying to get the proper pictures for that still pictures that will match so that it's not just background images cuz…

Justin Germishuys: I'm not sure I know…

Kiyasha Singh: then it won't be consistent.

Justin Germishuys: what you mean.

Kiyasha Singh: So I think there's some of them for example page 28. So you see those types of images. I was putting those before but then it's not really consistent. No 28. Yes. Yes. Yeah. So you see that image?

Kiyasha Singh: So I'm trying to just get images that are consistent with it.

Kiyasha Singh: Okay.

Justin Germishuys: I mean on the whole as I scroll through this pretty much the only one that I don't currently like is the telephone…

Justin Germishuys: because the telephone is really old and outdated. it's not new technology which is not consistent with what we're doing and two it doesn't have anything to do with email so it's not conceptually aligned with what that is but the other thing is I think the dart board is cool it's just that third dot doesn't look like it's actually stuck in the board so if you can move that third bottom dot up so that it's

Justin Germishuys: in a cluster with the other two somehow that would be better. so even if you have to rotate it a little bit so that it goes in there but why is there a black person like a silhouette of a person on the picture? I think that can come off.

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Kiyasha Singh: Okay. gosh.

Kiyasha Singh: I'm so sorry. I didn't see that.

Justin Germishuys: No worries.

Kiyasha Singh: I did not see that. Okay.

Justin Germishuys:

Justin Germishuys: Okay then. Other than that, I think really the thing that I need to do still, and this is where the bottleneck, is just kind of run through all of this wording and make sure that it's fine. So, other than that, I think that we're in a pretty good place on the whole. next week what we can do is we can work on the agents and look at getting this over the line. I think the other issue is just the scripts. have you made any progress with recording yourself again this week or not? So okay, I see what you mean. Okay.

Justin Germishuys: Not a problem. then I just quickly want to have a look at the So I think that there are quite a couple of additional Why isn't it opening as it's supposed to? okay, let me just quickly switch this one to the field. I'm about to.

Kiyasha Singh: You looking at the video.

Justin Germishuys: Yes, I watched it yesterday and then I had quite a few comments but I didn't have time to and why is nothing running today? Everything is just hanging.

Kiyasha Singh: Should I send the link in the chat? Okay.

Justin Germishuys: So I have the links that you shared yesterday because they're right there. so let me just kind of look at the scripts again. It's not switching the account. there we go. let's see if we Okay, Now it's almost playing. So, a couple of things. the transitions are still off. The background image is …

Kiyasha Singh: Okay.

Justin Germishuys: if I recall, they're all sort of like these solid backgrounds with pot planty things in them, and that's not at all on brand. so also I think that it's cool that you did a screen share or a screencast, but I don't think the screencast should be in this video. It creates too much dead air. so we need to think about creating the screencasts as a separate thing.

Justin Germishuys: So, it's almost like you watch the intro video and then you watch here's an example because it happens quite abruptly that it switches and then there's nothing that talks you through it or tells you what's happening on the screen and I suppose you can't really just make a video of typing unless you contextualize that that is what's happening now. Okay, it's finally loaded. So, let me kind of go in here. all right. Let's share. So, this kind of green with the pot plants that is definitely not and this kind of corner thing here. that's not working.

Kiyasha Singh: I am.

Justin Germishuys: you can also take the hen out of the corner there. if you're doing this on Canva, you can actually do background removal. And I don't know if you are using Canva at all for your image. So you can remove that element, obviously we don't want our videos with their watermark at the bottom. probably if you're getting the avatar from somewhere else and you're bringing it into Canva, you can also zoom in to the avatar somewhat and you can choose how much to show of them.

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Justin Germishuys: So you might even be able to have a zoom in and zoom out effect if you know what I mean. So you might have the bigger avatar at first and then it zooms out and that creates a little bit of movement. Did you see that transition? This happened two or three times in the video. You see it's like let's get started. Ever read that there's not enough of a pause. I think it's cool that you did the zoom in. but let's just quickly listen to this. I don't think the avatar needs to say their name. so you can almost say

Justin Germishuys: You can say, "Hi, in this video we're going to" And then you don't necessarily have We can work on the script, but Okay, let's So this image you can immediately see that it's AI generated with the don't ever use anything like that as a general rule. what you had some of the images that you have as part of the cards. I mentioned this the last time we spoke.

Justin Germishuys: can use those because they give somebody a sense of what's coming. You don't have to use all of them and you don't have to use ones that don't work and you can use entirely new ones. But if you have something that already represents this, then rather don't use that. I don't understand the other avatar that you had. The guy that looks a bit slimy was better than this. again, this avatar keeps doing weird things with her eyebrows and it looks like she's taking a breath at weird places. You probably won't be able to get rid of all of that, but we should probably just play around with that a bit more.

Justin Germishuys: and I is this a new script that you created? Because it feels completely off the mark. It's not addressing the key thing really. All that this video needs to do is one simple thing in probably 30 to 40 seconds, max 1 minute. it basically has to just say look it can even start with something like a rhetorical question where it says how much can we not do because we can't access simple explanations.

Justin Germishuys: how many times have you been curious about something and not been able to get the answer or you ask somebody and they can't tell you and you're just too busy to spend an hour looking it up and doing desk research, whatever the case may be, and so you just give up and you never understand that thing. imagine a world where all of that friction is gone. Nobody needs to not understand. that is what this habit is about.

Justin Germishuys: And then you can say something along the lines is that with this habit you use AI to okay I'm not expressing this very clearly this morning because of sleep deprivation but you get the general

idea is that it's a very simple message like what is the one thing you want people to know if we have to distill it down into one sentence. Is before people would misunderstand things all the time affecting the quality of their work and their output. And there would be too much friction getting in the way of them getting even a minimal understanding.

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Justin Germishuys: And now if you adopt the habit of using AI to explain things simply, even just a few times a day, that friction disappears. And suddenly you have an entire workforce of people who understand everything a little bit better. And the cumulative effect of that is massive and shouldn't be underestimated. that's basically the message. and we need to find the most effective way to get that one thing across. it just feels like as things currently stand, the video gets a bit long and it's not very clear from the outset why even this. so let's just

Justin Germishuys: Okay, so this is just AI's tendency to make a list of things. I don't think we need to go into that amount of detail. people don't necessarily have to fully understand what the use cases are. that it's simplifying jargon. All they need to do actually is after this, so let's say you have 30 to 40 seconds for the video and then the next thing they see is possibly an optional screencast. You might use this avatar again, It depends entirely on you.

Justin Germishuys: We might just use the voice. So then you don't even have to bother with the avatar. You can say, Here's a worked example." Let's say you have this document and you have a picture of a document and it's full of dog jargon. You say, "Let's plug that into, an AI system. Let's not make it clear that we're using chat GPT specifically, it can be anything." and then simply zoom in on explain this I'm five use examples and analogies and then you don't necessarily have to outputting everything you can always cut to the end result or you can fast forward or have it on double or triple speed for that section if you want to.

Justin Germishuys: people don't want to watch a lot of typing or a lot of text generation. so we can play around with that a little bit, but you get the idea. It's just make sure that whatever the video is, it's single purpose. It's got one point. cuz I don't think that they're going to sign up to spend much more time on this. Okay, let's have a quick look. this. So let's just quickly go back.

Justin Germishuys: So year a transision was some sort of fade out. There was just a sudden so it didn't feel like and then also the pause after a transition let the screen change and then give it half a second just a bit more space so that somebody realizes something's changed before it starts speaking again. Otherwise, it feels like the video has lots of a abrupt changes throughout. let's just quickly So, I mean those are basically the bits of feedback that I have.

Justin Germishuys: So, right now I don't care too much about the script, but didn't you have a simple.

Kiyasha Singh: Yeah, this is the simple normal script and…

Kiyasha Singh: then devil's advocated it and then the script that I used in that video was the one that devil's advocate suggested after going back and forth. That's it.

Justin Germishuys:

Justin Germishuys: That's fantastic then. I mean I think that this doesn't make sense though by fostering a culture of simplified insights when able continuous learning innovation is seen as this is not sort of comfortable or…

Kiyasha Singh: Good night.

Justin Germishuys: or informal yet either. So I think we do need to get the tone. let's just quickly, sorry, I just want to check my calendar. I do have a meeting with the Bureau of Economic Research at 10. Okay. So, I still have a bit of time now to chat to you about this. So, let's try and work on something like this together. let's try something here. So, let's start with tell them what you're going to tell them. So, let's make a little heading. We can make it bold. I know we don't Let's make it cool. Tell them what you're going to tell them.

Justin Germishuys: And then okay so basically here we're saying okay I'm just going to write a no what I wanted to say was my brain is not working today. any case, a treatment, that's what I'm saying. So, I'm not going to write the exact wording. A treatment says what I'm going to write, not what I write.

Justin Germishuys: so we can say something like one introduce topic g where then maybe one sentence. So I'm going to explain it habit.

Justin Germishuys: then I could say something like this is perhaps one of this is I keep wanting to hedge incredibly don't use this wording.

Justin Germishuys: Okay, me Just assume that this is one sentence. Okay, let's do it like that. Improve everything you do. then we can ask a question here. so how many times have you been

Justin Germishuys: again not casual enough.

Justin Germishuys: okay. Sorry, there could be a follow-up question. or something like that. And simply at any time in any situation

Justin Germishuys: And then I'm just going to put dots because that just means elaborate bit. Okay. imagine If everyone Look.

Justin Germishuys: And then we can say something so let's say some sort of ro encourageing the Okay. So, there's going to be another video before this basically introing the whole course. So, we don't have to explain to them what the whole course is about. But, you can say and so that is what the first batch of challenges or…

Justin Germishuys: activities are about. You can go off do some things and in the course of that you'll develop this habit. Obviously say it much better than that. But you kind of get the idea of where I'm going.

Kiyasha Singh: I'm a bit lost in terms of…

Kiyasha Singh: what you mean by intro video.

Justin Germishuys: An intro video to the course.

Kiyasha Singh: Is this Sorry.

Justin Germishuys: So it'll be No,…

Kiyasha Singh: Is this not for the intro video for the course? Okay. Yeah,…

Justin Germishuys: this is the intro video for the habit.

Kiyasha Singh: I'm confused now.

Justin Germishuys: Are you less confused now?

Kiyasha Singh: No, I'm still confused.

Justin Germishuys: Let me break it down for you. Think about the user journey. They come in and they don't know they need a video telling them what this whole thing is about. What are cyborg habits? What are the seven? And it will just run them through. It says in the course of this, so we can have an intro video saying this isn't your usual course. It's not focused on helping you develop any specific knowledge. It's here to help you develop These behaviors, if you use them frequently or if you pick them up and use them frequently, can significantly transform your productivity and the quality of your work. In fact, it will improve every aspect of your work.

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Justin Germishuys: something like that. And then you can say, so over the course of the next weeks, we're going to focus on the explain it habit, the plan it habit, the critique it or over the next few weeks we're going to use AI to Plan critique it. That's actually better. PC. and so you can then have a little bit at the end saying we hope you get the most value out of this course blah. You can get chat GPT to help you write that. Just get the tone more or less right. So that's the overall video. Then you can say, okay, welcome. We're going to start with the explain it habit. that.

Justin Germishuys: And this is one of the most powerful habits you can possibly develop. How many times have you been curious about something or uncertain or confused and you just haven't been able to get an explanation? What would you have been able to do if you had by using AI to supplement or to provide us with the explanations we need at the point of need accessible in explanations that even a 5-year-old could possibly understand? How much more could you achieve? imagine that everyone in your organization had even just a slightly better understanding or slightly less confusion. How much would that improve if that scaled up to your entire team or to your entire organization?

Justin Germishuys: and you say so in the coming week let's focus on building this habit together thank you or something like that you see so there are two videos the one is introducing the whole course and the one is introducing the habit Yes.

Kiyasha Singh: Introductory video for the whole course and then for the habits.

Justin Germishuys: But right now, as I've said, I just want you to get the general feel of the video right. The avatar can still be a little bit glitchy, but I want to see that you're getting the transitions, the timing, you're creating enough spaces between one scene and another scene so that it doesn't feel abrupt, that you're choosing the right kind of backgrounds, that you're bringing in the aesthetics that we've worked on together. The scripts will probably take me personally about 30 to 40 minutes to just nail down and then I'll just give you the scripts that I'm happy with. You don't have to worry too much about you can get the general shape of the script right by doing this and trying to get it down to 45 seconds. But I'm not too concerned with whether you're getting the wording right. What I'm concerned about is are we getting the shape right?

Justin Germishuys: are we getting the general format right? Because once we've got that one example of what good looks like? Then you can just churn out 50 of these things. It's similar to the challenge cards. now that you've got a few that are worked out, it becomes easier to create new ones that are consistent. And so that's basically what we're going to do.

Kiyasha Singh: Can I ask?

Kiyasha Singh: We only have six habits, but there's seven. So, what is the last one? Come here.

Justin Germishuys: I think the one that fell off the bus was make it better.

Justin Germishuys: But we can pick anything we want. In fact, we can play around with some alternatives. When I was speaking to Allison two weeks ago, we came up with another seventh habit that was possibly even better, but then we both forgot what it was. so the seven bits are not actually that important. The reason we want seven habits is because it ties to something that is already in popular imagination amongst business people which is the seven habits of highly effective people. The book by something Kovi John Kovi it's just seven habits Stephen Kovi.

Justin Germishuys: So, it's an incredibly well-known business book. I may or may not have read it at some point in my life, but it's almost certain to have been useless, but nonetheless, the idea here is that we use that recognition for this. So we say, seven habits of highly effective cyborgs instead of highly effective people. And then we're just changing that one word. And then that's fine. And then people will connect it to what they remember even if it was some just sort of vague recollection and it will probably give it a bit more impetus. So the fact that we have seven is arbitrary. It could have been three.

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Justin Germishuys: If I could have stuck to Planet, Explain It, and Devil's Advocate, that would have been enough. So my view is that even if people only do those three, they're already going to be a thousand times better think about it yourself, Since every time you encounter something that you don't understand, you have explain it to you. you don't necessarily realize it yet. But every time you do that and you have access to something you wouldn't otherwise have access to, you accelerate your learning. So within 3 months, you're much further ahead than you would have been otherwise. And I think that's the thing that people don't realize is they want to see an immediate change or they want to feel like they're working harder.

Justin Germishuys: And so they don't necessarily recognize that just adopting one of these habits can significantly change everything for them. And that's the point that we need to keep conveying in these

videos. it's an easy habit with big consequences with big implications. You can use a catchphrase like that. So, explain it simply might seem like an easy thing to do, but it has massive implications. Imagine working or imagine a workplace where there's much less misunderstanding. People have a the task, a clearer understanding of each other and the con and the concepts they're using. How much does that unlock? And that can be the rhetorical question, And then that carries some power.

Justin Germishuys: we can play around a little bit to see is it worth ending on that kind of note. But again, we don't need to get to the final version of the course now. We just need to get to a good enough version to deploy and then I'm actually entertaining the possibility of us just launching it ourselves on our own website and then connecting the website to the stride shift website. So then what I've been doing a lot with cursor lately is building proper full stack web apps and then using something called or o to just wrap in authentication. It was super easy.

Justin Germishuys: It took me five minutes to do complete user authentication on something I was working on yesterday because all you do is you get cursor to generate the React app which works perfectly by the way and then you basically go into or O and you get free extra code that just wraps around your main pages HTML and when somebody tries to go to it they immediately get to the login page. If they log in successfully, they'll get through to it. If they don't log in successfully, they don't. And all of the data from their login and stuff is saved and it's free to use for up to 7,000 users. So, it's really really quite powerful. And so, I think we can easily use that for what we're building. and from there, we can see if we can get session management. So, that's one way to go. And I don't know whether I want to invest time and effort in building our own thing.

Justin Germishuys: But if we can use cursor to make that go quickly, then why use another platform? The advantages to using other platforms is they will sometimes help with the marketing marketing.

Kiyasha Singh: Beautiful. Yeah.

Justin Germishuys: But the downside is sometimes they will adjust the prices and create specials and things around your courses that you don't sign off on. So yeah, anyway, it's all much of a muchness. We'll probably end up selling a lot of these through Steven and Allison's sales efforts rather than to the general populace, at least at first. But in any case, yeah.

Kiyasha Singh: Can I ask in terms of the background? I'm not too sure what I'm supposed to be showing. So, would you say the color scheme that we keeping with the challenge cards and then maybe some glass transparent equipment at the back? something instead of pot plants like glass

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Kiyasha Singh: Balance. I got this from Canva and…

Justin Germishuys: Also right now it does just look like a virtual background. It doesn't look like she's really somewhere. so I think it's a good question. Where should she be standing? What would be relevant? maybe do you think you can take a screenshot of this, put it in Canva, remove the background and play with a lot of different backgrounds.

Kiyasha Singh: I was just adding plants and things on there cuz the background thingies that they have, it's just like there's a lot of cultures and things but it doesn't remotely match.

Justin Germishuys: Yeah. in Canva though,…

Kiyasha Singh: Okay.

Justin Germishuys: you don't have to use the backgrounds. You can use any picture you want as a background. You can generate a picture. So I haven't given this much thought. yes there was something else that I wanted to point out. So there was a point this also doesn't work I think.

Justin Germishuys: having it come up on the screen is so let's just quickly see so I think we need to be clear that the explain it habit not explain it …

Kiyasha Singh: Okay.

Justin Germishuys: because then people don't really know it feels like a different kind of sentence when it starts. The text. So, it's not bad that the word came in like It's just this kind of background. I wonder in our intro video and this is something that you can get from the transcript as well.

Kiyasha Singh:

Justin Germishuys: We do need to talk about the idea of transparent equipment. By adopting these habits, you will make AI transparent equipment. It'll keep supporting you, but you'll be engaging with the world through something along those lines. let's just see. So this is fine again.

Justin Germishuys: Let's just go into Canva quickly. I just need to be aware of the time. once you've got this down, you'll be able to do a lot. And then you'll probably anticipate a lot of this feedback before it even comes. and then you'll get to write much quicker. I think that instead there's a lot of the green. Yeah.

Justin Germishuys: So I think I wonder…

Kiyasha Singh: Okay.

Justin Germishuys: what is this? Keep a small jar. Okay, we probably need to work on this a bit. this is a new picture. I don't like the jar picture so much. It looks like sheer butter, I think. I mean one thing you could also do see this is nice actually if you could almost have imagined a background with something like this in it but not this color. I think these are good for cards when the cards alternate colors, but I don't think that this is a good color for the video.

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Justin Germishuys: but if she could be standing next to something like that or okay, look, in all honesty, it's one of those cases of heck, even if you could imagine this being extended did a little bit more and her standing over there for instance. that would work quite nicely possibly. Give it a shot. See what that looks like. and then I'll have a look a little bit later. So don't worry too much about the video or making the video. Start planning out the video.

Justin Germishuys: start doing still shots to say,…

Kiyasha Singh: Okay. Mhm.

Justin Germishuys: "Okay, what if she's standing here?" Okay. And then what happens if we cut to this? she's going to talk about also the less time she's actually on the screen, the better in my opinion, because the more time a synthetic an avatar is on the screen, the more opportunity there is for it to look a bit fake. so yeah, look, we play around and then if you do get stuck, I'm going to try and carve out some time on the weekend to play around with something as well.

Justin Germishuys: it is important that we get this so even if we're not quite there on Friday or Monday, better to take another day or two than to try and rush something that isn't quite right. Besides, the whole goal for this is to have it launched and being used by a few people by the end of March. We just want to it by get something out middle to end February so that we can start to iterate and…

Kiyasha Singh: Not at the moment.

Justin Germishuys: refine for the remainder of the quarter. Any other questions before I drop off? So, you have a sense of what you need to do. Don't worry too much about the scripts. don't get bogged down in that. try to produce something from that. And even if it's not perfect, that's fine. But see if you can get the transitions to be clearer. Try to get a better background that doesn't look like it's just somebody standing against a fake wall. I don't know if you can get different angles on this one cuz you actually have three option, four options, right?

Justin Germishuys: You can either show the avatar close up and then zoom out and then think about what effect that creates or you can have the avatar a little bit from the side and what effect does that create. But you don't want that too long because that creates variation and texture in the video but should only be used sparingly maybe for one sentence. Then the fourth thing is you can have the voice with an image or text being displayed on the screen or you can have a voice with some some sort of video movement.

Justin Germishuys: So those are the five things in your palette when you're working with the videos. So just think about what the feeling is in the moment that you're trying to create. it's something you can only really get the hang of while you're doing it. it's hard to talk about it theoretically. You have to try something and…

Kiyasha Singh: Okay.

Justin Germishuys: then does it work. But yeah, I don't think we're terribly far. I think we just need to figure out when the avatar is on the screen, what is the background and is that background consistent? Cuz once we find something that works, we don't have to change it too often. We might just need maybe is there a different color? So explain it is blue. So if you're explain it video, use blue as your dominant color.

Justin Germishuys: Although you run through all of the colors. I suppose we can also talk about whether it's not a big deal. But in any case, play around with it. what different things feel like. As you try different things, you'll probably get a sense of what feels more good quality and what feels flat and bland. The other thing that I'm wondering about is the voice for this.

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Kiyasha Singh: It just changes as you can see some of her face just that's the only thing it

Justin Germishuys: How does Hen work? If you use 11 Labs or if you just record your own voice and you say something with a little bit more excitement, does the face the avatar match that in any way? Yeah. Yeah.

Kiyasha Singh: But the voice it's steady. Even when I reduce the stability or increase it or play with the pitch,…

Kiyasha Singh: the mouth and everything is the same, but the expression over here. So, it creates a weird look.

Justin Germishuys: Okay, we should probably look at…

Justin Germishuys: if there are any services that can do a bit more in terms of vocal range in expressing emotion through the generated or synthesized voice. I was hoping that by now that would be the case or just find a voice that already has more variation…

Justin Germishuys:

Kiyasha Singh: expression. Okay.

Justin Germishuys: because I remember when I was making my videos last year went through lots of voices just to find the one that naturally had the most texture to it. look,…

Kiyasha Singh: So even if it sounds a bit American, it's fine. Okay.

Justin Germishuys: think about who our audience might be, Yesterday I had another session with people from Astroenica and many of them are in the US. So I'm not that concerned about the ex I don't like a massive American twang and so I do like something a bit more neutral but if it is a little bit American for now honestly it doesn't matter and then what we can always do is we can record ourselves reading the script if we have avatars that we want to use so I don't mind carving out an hour once a

Justin Germishuys: week with a couple of scripts and then trying to read them as expressively as I can and…

Kiyasha Singh: Okay. Yeah. Okay.

Justin Germishuys: then you can take the files and then get a hey gen avatar cuz it's much quicker for me to just read a script give you the audio and then use hey genen than to try to get good videos. So yeah give it a shot. we really are in the home stretch once you have one video done, a video with whatever scripts we give and then you'll have a good template or basis for 50 other videos in the future. So, this is just the initial climb, but thank you for everything.

Justin Germishuys: I think it's going I think you don't quite realize it yet,…

Justin Germishuys: but you've come an incredibly far way and within the next month or so it's going to be much All right. I'll catch up with you again later.

Kiyasha Singh: Okay, thank you.

Kiyasha Singh: Okay, you too.

Justin Germishuys: Have a good day. Okay.

Kiyasha Singh: Thank you. Bye-bye.

Meeting ended after 00:54:24 👋