**00:28**  
David Olsson  
I'm back. How are you doing? Oh, busy. Yeah. Doing well though, thanks. So, yeah, same on my side. Everything's.

**00:48**  
David Olsson  
Everything demands attention, which is usually a good thing.

**00:51**  
David Olsson  
You know, just prioritizing that and all the other 100%.

**00:57**  
Ying  
Yeah.

**00:58**  
David Olsson  
Good morning, Eric.

**01:02**  
Jason Kryski  
Good morning.

**01:04**  
David Olsson  
I'll share a screen while people are rambling in. Is that the whole screen? It's the right one window. I have installed the Fireflies MCP inside Claude desktop and then gave it my credentials and so now it can give me access to all of my transcripts, summaries and some of the information it has.

**01:40**  
David Olsson  
It's a really. If you do this with whatever you have your transcripts for, this is a great, good.

**01:46**  
David Olsson  
Good morning guys. A great way to actually use MCPS at any level in your organization because you can query transcripts and if you.

**01:58**  
David Olsson  
Have other things plugged in, it's even better.

**02:00**  
David Olsson  
Right. Then you can send it to email or Slack. That's a good one.

**02:04**  
David Olsson  
But the integration wasn't that difficult to.

**02:06**  
David Olsson  
Get Fireflies MCP inside Claude desktop and the benefit has been significant. I'm going to make sure that the rest of my team has it installed. Of course that means they're using Claude.

**02:20**  
David Olsson  
And that means you're probably going to use Claude Pro and that means all of a sudden we're paying for more licenses. It's a great solution just to have the transcript.

**02:31**  
David Olsson  
Right.

**02:34**  
David Olsson  
Welcome to the ecosystem. Good morning, Jason. That was the last meeting was all about this stuff.

**02:41**  
David Olsson  
Is James here yet?

**02:42**  
David Olsson  
No.

**02:45**  
David Olsson  
All about consent and making people feel uncomfortable.

**02:50**  
Jason Kryski  
Oh yeah, it was good. I was telling Jamie about it after David, I was like, oh, she should have been there because she's navigating all this stuff with her AI platform development right now because of all the pii.

**03:06**  
David Olsson  
Right. And they want to use. They want to effectively be easy for them to develop and show value. But then it exposes all their very personal stuff.

**03:14**  
David Olsson  
Right. Anything associated with learning, you can call it personal.

**03:19**  
David Olsson  
And the more attaches to your person more significant.

**03:23**  
David Olsson  
I think what was insignificant that came.

**03:25**  
David Olsson  
Out of that and I think Ying was really good about it.

**03:27**  
David Olsson  
It's like, yeah, I think rules are.

**03:31**  
David Olsson  
Already there and James actually wrote something in a volley. But the idea that the peer group is established is ostensibly the steering around not needing any kind of consent.

**03:53**  
David Olsson  
But things get practical.

**03:55**  
David Olsson  
It just can't be right like that because I'll explain that in a second.

**04:03**  
David Olsson  
First rule of club. First. First phrasing was. First rule of fight club is. Yeah, that was the first phrasing.

**04:13**  
David Olsson  
But the Second phrasing was something around the people that are implicitly responsible. And if there is something that doesn't align with how the group feels about things, then the group deals with that.

**04:25**  
Jason Kryski  
I like the libertarian aspect of it.

**04:29**  
David Olsson  
Yeah, okay, so that's fine. I put up a repo. Right. All of a sudden now we have permissions that are actually practical in nature.

**04:38**  
David Olsson  
If you want access to it, then you need to. Right now it's open. And I don't think that's actually correct because other people could then take it and then they could be observing in a way that we're not asking them to.

**04:50**  
David Olsson  
So it should go private and then.

**04:51**  
David Olsson  
I can give people access to it. So that's something that we'll have to programmatically do. But that's the other side of things.

**04:57**  
David Olsson  
Yes, we can completely libertarian.

**04:59**  
David Olsson  
And then if we put it in.

**05:01**  
David Olsson  
A repo, then what we're seeing right.

**05:02**  
David Olsson  
Now is the complete transformation of GitHub into an agentic platform. And by virtue of that, if I'm.

**05:11**  
David Olsson  
Out, clever monkey, it's time to go.

**05:14**  
David Olsson  
Harvesting and you can use their platform to harvest on their own platform. And that's something that you could. That will probably, or maybe already have been happening all over the place. I don't know, maybe I'm naive and late to the show, but with GitHub Actions the way they are and the ability to what we're going to do, be able to have these agents document everything we're doing in a standardized fashion, you can do anything, right? You can go peering around and because you can scrape anything that's out in the public domain, it's just crazy. So I think that's a practicality around having a repo. There's not much in the repo right.

**05:53**  
David Olsson  
Now because I'm manually putting it over.

**05:56**  
David Olsson  
And that was something that I wanted to be able to figure out how to do. I have scripts to do it and that's something that we'll eventually have to figure out. But the idea being that what we're.

**06:09**  
David Olsson  
Saying in here is what we have amongst ourselves and then there's a practicality.

**06:14**  
David Olsson  
Of sharing it which will have to have some permissions based. All that thing is great.

**06:23**  
David Olsson  
I believe in the people and then.

**06:26**  
David Olsson  
Yes, we'll have to ask for credentials.

**06:28**  
David Olsson  
And I think most people are on.

**06:29**  
David Olsson  
GitHub so that makes things easy. And if they're not, then that's a hurdle.

**06:35**  
David Olsson  
But I was just displaying how I.

**06:37**  
David Olsson  
Was using the MCP inside Claude to get summaries of our last discussion and that was just me filling the air and also I Ying, I was reiterating that the summary that you gave last week is essentially the consent that we.

**06:57**  
David Olsson  
Give.

**07:00**  
David Olsson  
And then, and then that's nothing changes and then the people are the people. And so today's topics weren't really anything more than that. Introducing the fact that the discussion was yet another demonstration and it resulted in a full circle but we had it and open and that was one of the cooler sessions I think we had. And as Jason said he wished his partner was there. And I know that I don't think Jen can make it today but that's a jam.

**07:32**  
David Olsson  
So I could see this like oh my God, I just need to, I need to.

**07:36**  
David Olsson  
Oh there's Jen.

**07:37**  
David Olsson  
There she is. I need to be generous here.

**07:40**  
David Olsson  
But it was all around great thing and I guess in some way I'll communicate what James had summarized in an email between myself, Jason and James just in a personal conversation and that'll be the end of that consent discussion and then what to do with it is always really cool and I'll just. I pointed to.

**08:08**  
Ying  
Yes Ying, sorry to interrupt. I'm new to the group so if everyone can have like a 30 seconds introduction.

**08:19**  
David Olsson  
Sure that's a very good idea. I don't think we've done that in a heck of a long time. I'm going to turn my mic off. You know me.

**08:31**  
Ying  
I assume everyone know you so you can point the next.

**08:34**  
David Olsson  
Okay Miles, you're next.

**08:38**  
David Olsson  
Thanks. Just getting my mute mic off there.

**08:41**  
David Olsson  
So I'm Miles, I'm a software engineer.

**08:43**  
David Olsson  
I've been in the industry for about 20 years currently leading at matter. We're in the process of building out E commerce AI. When you go Spencer.

**08:59**  
Spencer MacBeth  
Sounds good. Thanks Miles. My name is Spence McBeth, I'm A Software engineer. I've been in developer for over 10 years now co founder with Graham at Ratio Machina. We're working on APIs around message generation and you know providing services around agent implementation for customer facing use cases at the moment and I will volley over to Graham.

**09:29**  
Graham Fawcett  
Thanks Spencer. I'm Graham Fawcett. I have eight years in product and business analysis and data analysis and co founder with Spencer Ratio Machina and yeah we're building APIs we're building a platform and we implement conversational agents and customer facing use cases and we're building out from there. Who's next? Eric, who I haven't met yet, I'm.

**10:00**  
Jason Kryski  
An old colleague of David's I'm an application content writer in Vancouver and I'm lurking mostly so.

**10:12**  
David Olsson  
Hello.

**10:14**  
David Olsson  
Who hasn't gone yet?

**10:15**  
Jason Kryski  
I haven't gone yet. Hey. Jason Krisky, founder of Matter. Working with Miles, we're building an AI platform in E commerce that leverages psychological and psychographic behaviors to have websites conform to different ads that are sending traffic to those destinations. Under leveraging the biases and understandings and generating the content.

**10:55**  
David Olsson  
Hanif, you're in the background.

**10:57**  
David Olsson  
I can see your Chiclet. Oh, hey, I'll stay off camera.

**11:02**  
David Olsson  
Hanif.

**11:03**  
David Olsson  
And I'm an artist and designer.

**11:06**  
Spencer MacBeth  
I'm interested in conversational and relational AI.

**11:11**  
David Olsson  
And me just here to learn. I think Jen is here.

**11:19**  
Jen Boger  
Hello. We've met very briefly but here I am again. My background is mostly academia looking at building tech for supporting aging but really focused as well on the interface of how do we create tech that can support what people want to do and that's very broad as well as responsible tech and zero effort design. So how do we build tech that works so well that you don't feel like there's any effort using it? Which I wish there was a lot more of that going on.

**11:57**  
David Olsson  
Man, we'd be out of jobs. That'd be great.

**12:02**  
David Olsson  
Yeah. The tech interface is getting thicker and.

**12:03**  
David Olsson  
Thicker, at least from the code side.

**12:05**  
David Olsson  
Is there anyone else in the room? I don't think so.

**12:09**  
Ying  
Me.

**12:10**  
David Olsson  
J.

**12:10**  
David Olsson  
Yes, you.

**12:12**  
Ying  
Hi everyone. It's great to be in the group and thanks for inviting me. David. My name is Ying Zhu and I'm a marketing professor at UBC Okanagan and my background's a little bit complicated. I have undergrad in marketing and my first master's in computer science. Computer science. And I work in the tech industry for a little bit before I continue my education to have master in business and finish my PhD in marketing. And then I'm academic but a little bit different from other academic is I care about research have real impact. That's why I'd like to hang out with all of you and I'm currently teaching AI for business courses and one of the chapter will be AI Agent and I'm just learning.

**13:03**  
Ying  
It's so exciting to hear many of you already implementing especially David and have the platform some of you also trying to build the interface. My research expertise is consumer psychology of technology and Jason, we're going to have a lot to chat so I'm into behavior, economics, judgment, decision making, psychological traits and like system one system to all. All those things are my passion. So I'm looking forward to Learn from all of you. And thanks for having me here.

**13:44**  
David Olsson  
Oh, goodness. That's all cool.

**13:46**  
David Olsson  
We have a good room. That's great.

**13:49**  
David Olsson  
Yeah.

**13:50**  
Jason Kryski  
I think the behavioral science aspect of leveraging AI is fraught with all kinds of things that Jen is worried about. I'm sure. I appreciate the room here because it's so balanced with everything that.

**14:06**  
David Olsson  
Yeah, it's an open weighted room and.

**14:09**  
Jen Boger  
I think it's the key message is it's not don't. It's more like how do we. Right.

**14:15**  
Jason Kryski  
Oh yeah. I'm not trying to say you're like, you're the break or anything, Jen. I'm just saying I think it's like you add like a well considered perspective around things that like when people are charging hard to create an outcome, it's very easy for me to ignore. You know, things that are uncomfortable that need to be considered.

**14:37**  
Jen Boger  
When are you going to present on your stuff, Jason, if you haven't.

**14:41**  
Jason Kryski  
We're, we're like blocking and tackling on a bunch of like, just real fundamental right now. Give us a month and then we'll.

**14:53**  
David Olsson  
Have something for you.

**14:54**  
Jen Boger  
Sounds good. Pencil you in for mid October.

**15:01**  
David Olsson  
Yep, yep.

**15:05**  
Ying  
So I will selfishly ask you guys a question. I've been appointed AI advisor for UBC Okanagan, and my biggest concern is how to place my current students in the workforce. And you're all working in the industry, you are hiring, you probably will hire future students. What are you looking for?

**15:29**  
David Olsson  
You had a lot of assumptions there.

**15:31**  
David Olsson  
And I think we need to.

**15:33**  
David Olsson  
Because there's a lot of smiles in the room and some foreheads crinkled. I would challenge the fact that people are working. People in this room that are working.

**15:42**  
David Olsson  
With AI are hiring and growing. And it is a very big challenge to figure out how to place people in a junior or even intermediate role if you're a startup right now. And so it is a very curious set of concerns around hiring new students. Usually I have co ops and I have a Runway of co op and then hires and that's how we build up part of our team. And there's a big disconnect between university and even the, what we could call traditional development and how you use AI tools right now and how this room is using AI tools. And, and that's, that comes at a cost and it's a big one.

**16:32**  
Ying  
So the answer will. I don't, I don't want the answer to be like, no hiring.

**16:38**  
David Olsson  
No, no. I'm just saying, like right now If I'm looking at grads, there would be.

**16:43**  
David Olsson  
Practical skills that would have to be shown. And that's just not what a university does.

**16:50**  
Jason Kryski  
Yeah, I always like, lean like we've hired lots of grads at a ubco and we always lean to the ones that are hacking away at stuff practically on their own outside of like the kind of commercial, like the regular studies. I was listening to a podcast last night about like with this CIA psychologist and they're talking about the usage of AI in like the kind of academic run up to like join the CIA. And he noted that like the, like, just like we've discussed in the past, like using AI, you know, like people's interaction with technology is like being able to find the answer quickly as opposed to understanding like why the answer is. And the CIA is like, we need people who are like critical thinkers.

**17:32**  
Jason Kryski  
Like, you know, like, sure, you can use whatever tools that are available to you, but if you can't critically think to get to an outcome, like that's the skill set that we, that they require kind of foremost. And I'd say like, that's the skill set that we require too. Somebody's ability to understand a challenge, break it down to its foundational elements, and then like, you know, work collaboratively to kind of come up on a solution. You know, we always give less experienced people more latitude because they've got less experience to be able to draw on. But you know, you need to be able to break things down to actually understanding what the problem is that you're trying to achieve.

**18:06**  
Jason Kryski  
And I think a lot of people when you're young, you kind of like make a lot of assumptions that you understand something before you actually understand it. So trying to isolate for those traits and behaviors is kind of the approach that I've taken to kind of mitigate my risk for hiring a fresh meat.

**18:28**  
Ying  
Excellent. Just follow up on that. I think the students being trained in K12 to university, they are in a box. Like if you gave them a question, they just go out to find answer. But I want a student to think why she asked me this question. Like, what's behind the question that really differentiate my top student versus the regular student? Regular student. Okay, I'm just gonna find answer the top students, like, oh, why she asked me to do this? How can I do this better to help her address this. Yeah, I'm trying, but it's, I don't know, like it takes, I guess it's.

**19:16**  
Jason Kryski  
Like you want to be able to stoke some Fundamental curiosity in somebody who, where they have a intrinsic desire to understand the kind of mechanism of something as opposed to just the utilization of it. And I think like a lot of people don't care about the mechanism as long as it works and they don't have a foundational understanding for like. So there's all this stuff here and then they're kind of starting here to get to here. But yeah, I think, I don't know, like, I kind of end up being more trait based in like, in the recruiting because it's hard to base it on the, like, if you ask somebody a question, they're going to give you answer. But I want to know like, how they arrive at that answer and why that answer is important.

**20:09**  
Jen Boger  
Yeah, that's exactly what I was going to say. Jason said it beautifully.

**20:12**  
Jen Boger  
Right?

**20:13**  
Jen Boger  
The why question, that's the one I always ask, right? It's a great one for hires, new hires in general. Like, why are you interested in this? Why are we talking about this topic? What does this topic mean to you is another interesting one where it's causing them to throw back and reflect rather than regurgitation. So when I talk biomedical engineering ethics at Waterloo, had all these engineers coming in. This is hard. The hardest, what you're saying is the hardest for STEM people because they've been trained as well that there's one right answer, right? They're trained. Math, brain. There is a right answer and if I have the right equation, I can find the answer. So what is the answer you're looking for from me? But when we get into real world problems, there's usually not just one answer, there's many.

**21:08**  
Jen Boger  
And there may be many good answers. There might be one that's slightly better, but it often depends on context, right? So this answer will better for this context. This other answer will better for a different context. That is super hard for STEM people to wrap their brains around because then they're like, well, what do you want me to do? Right? Like, how do you want me to answer this if I don't, If I can't give you a right answer, how do I answer this? And to Jason's point, I used to start the whole course by putting a big equation up and then it's got all the steps through and the QED at the bottom. I'm like, you've been trained. You, you get this and then you're asked to get that. I'm like, this course, I don't even care what you get.

**21:53**  
Jen Boger  
At the bottom, what I care about is that you can explain to me, as Jason said, how you got there and why you chose the path you did to get there and why you think that this answer is a good one. I'm like, there may better ones, but what's most important is you can tell me why this more subjective, if you will answer is a good one. And So I agree 100%. Critical thinking is like the skill that we have to help people grow in. Because that way we can use AI as a useful companion tool, but we have to critically ask like all the time, is it giving me why? Is it giving me this answer? Does this answer fit in what I'm trying to do? In my context of what I'm trying to does this make sense?

**22:45**  
Jen Boger  
Like it has to shift a lot away from QED to the why and how questions.

**22:53**  
Ying  
Amazing. Thank you.

**22:56**  
David Olsson  
One of the ways that when I.

**22:57**  
David Olsson  
Was teaching that we, I taught in an applied course inside a university. So it was different. It was a two year program and it was more applied. So you learned conceptually and then you applied it. And then the way that you applied it a lot of time was in the context of real world business because it happened to be, you know, about that. And so you're doing that and you have the great opportunity to contextualize your work. And that's, I think, what Jen's saying. The why is a really good contextualizer.

**23:26**  
David Olsson  
If you ask them too many why.

**23:27**  
David Olsson  
Questions and there's five, you can, you know, as a management tool, there's the five whys and you can go down that and you'll just, you'll annoy the fuck out of people. And so what you want to do is you want to give yourself, not to have to, you know, follow the path as well.

**23:41**  
David Olsson  
You want to give them something of a scenario. And the scenario can give them all the why, right? You have the context, you've got this scenario.

**23:47**  
David Olsson  
It's a situation. And they need to act and they.

**23:50**  
David Olsson  
Need to act in a way that is time bound, in a way that is critical.

**23:55**  
David Olsson  
They have to apply critical thinking and.

**23:56**  
David Olsson  
There'S no right way. I went from computer science into marketing.

**23:59**  
David Olsson  
And I was confounded by marketing until I had a girlfriend.

**24:02**  
David Olsson  
And then she just made shit up. And I'm like, well, she's fucking doing stuff.

**24:05**  
David Olsson  
And she was like, welcome to marketing.

**24:07**  
David Olsson  
And I'm like. And then we did the math behind.

**24:09**  
David Olsson  
It, you know, we did some modeling.

**24:11**  
David Olsson  
And then I got on that side of things. But it was this jumping.

**24:14**  
David Olsson  
Of a shark tank for me.

**24:17**  
David Olsson  
But in the situation here, you can give them most of the why control.

**24:21**  
David Olsson  
The answers coming back and still give them all the freedom to get you any answer.

**24:24**  
David Olsson  
That and you will get people that.

**24:26**  
David Olsson  
Are enthusiastic about the path. When I was teaching, everyone loved. When I was a teacher, me being.

**24:33**  
David Olsson  
In university meant I always had good.

**24:35**  
David Olsson  
Employees because if they would be intrigued by the way I taught and they would be intrigued by the way I led. And that's one of the things that we now have to do as leaders of organizations is we have to have teaching baked into the past. When I'm talking about having applied, like not knowing how to use the modern set of tools, it's recognizing the modern context in which they're applying them. And that's the context. That is a big difference. And in management, that's the context you need to work in.

**25:06**  
David Olsson  
Right?

**25:07**  
David Olsson  
You, you're talking about all the time.

**25:09**  
David Olsson  
With AI.

**25:12**  
David Olsson  
It'S moving from observer to actor. And most of the university experience you can be observer. So that's my two thoughts.

**25:24**  
Jen Boger  
Can I just add really quick on that? See if they look for other areas of expertise to answer their questions rather than thinking they have the answer themselves. So back to Jason's point, this is something we all do badly. None of us know everything, even though sometimes we make it up and think we do. But yeah, not thinking that they know the answer already, but rather are curious to find the answer and not just from their own background, but like reaching beyond it. That's another good critical thinker.

**25:59**  
Ying  
That's where the innovation come from usually.

**26:03**  
David Olsson  
Yeah, I like Jason's comment. I was going to say that. Yeah, once you know that once you understand what the fool is, then you are there. Until you understand the concept of the.

**26:10**  
David Olsson  
Fool, you're not there.

**26:14**  
David Olsson  
And that's exactly what you just said. It's, that's a really good point of how are you going to instill skills that are.

**26:21**  
David Olsson  
Principle based and value based is what I'm looking at business for right now. How do we leave business that way?

**26:32**  
Spencer MacBeth  
And maybe this is like a synthesis of like a bunch of stuff and maybe like less of a bird's eye view, maybe it relates to critical thinking. But like one thing that I find so essential for whether it's someone that I want to work with on my software team, whether it's like traits I'm looking for when I've been on the interviewing teams at other companies or that I'm people looking at people bringing in to like work with us here is like, can someone drive consensus autonomously across organizations, like across functional domains? Like, we're always working with teams of people with different backgrounds and everything like that. And being able to speak to multiple audiences. And usually writing is a medium for that, for driving consensus across different functionality and a serious willingness to get your hands dirty and proactively do so.

**27:23**  
Spencer MacBeth  
And then I guess maybe it's kind of a trait is a sense of urgency and the ability to not just call out problems that you see, but really provide solutions. Like calling out problems cheaply and like, without following up on it is one of my like biggest pet peeves. And I always try to make that expensive for people. So if people like call out a problem, I'll say like, okay, well like, yeah, let's. What can you throw a meeting on a calendar to help us like dive into that or something like that where forcing people to follow up on the things instead of just stalling out and then ultimately putting those things together to actually like finish things. Because finishing things is hard and.

**28:07**  
Spencer MacBeth  
Or it's maybe the flip side of that is it's very easy to not finish things because there's so much going on. We're all stretched thin and like, you know, being able to like use that sense of urgency, proactivity and consensus driving to like actually deliver something, maybe it's not exactly what you thought you were going to deliver, but like getting a thing done and iterating kind of word stability, lots of stuff there. But my thoughts.

**28:33**  
Jason Kryski  
Yeah, I love that. Yeah, I just wanted to kind of add like, I think it's like, it's tough because like that critical thinking, like that like reasoning really doesn't like fully form until you're 25. So you got a bunch of like 20, 21, 22 year olds who are like, not even at like their actual, you know, structural capacity for. For it yet. Right. So you have to kind of give people some. You know, I think it's like if I would have known that, like I wouldn't put as much pressure on myself and say, hey, I've got a Runway to continue to develop this and like, what can I do to kind of like strengthen that, you know, those neuronal connections in the prefrontal cortex as I'm kind of like cusping on, you know, like solidifying where I'm going to be and.

**29:16**  
Jason Kryski  
And then what was the other kind.

**29:19**  
David Olsson  
Of part of that?

**29:19**  
Jason Kryski  
Oh yeah, I think like. And again, I just kind of. We've got Some recency bias based on this conversation I was listening to last night. But I think if like people knew what their like ocean profile was like in at some point and you were just like, okay, what does that, you know, this is just a snapshot, you know, and that can kind of change over time. But it's like, what does that mean? What's easy for me and what's hard for me on the basis of like where I am at this point? And so like, where do I need to apply a lot more effort? Where is it going to feel harder just based on who I am versus like what will come naturally and easily to me?

**29:53**  
Jason Kryski  
And so if, even if I just if think about myself, if I knew like, and I've spent a lot of time investigating myself. So like if I had known that certain traits that I have are conduct conducive to certain kinds of behaviors and outcomes, but very different difficult for other ones, I wouldn't, you know, judge myself as negatively on those different ones. I would orient myself towards work that is aligned with my capabilities.

**30:23**  
Ying  
Okay, this is amazing. I'm taking some notes. So back to Spencer's point. I, when I started to teach first year student actually have one thing required them to remember I put in the exam is what should you bring to your boss? The answer is don't just bring questions, bring at least two solutions. So 350 kids in my class, if they get that answer right in their exam, they know that. So no manager want to hear questions and questions. If you don't have solutions, don't bring up the questions.

**31:02**  
David Olsson  
Oh, here's a good one for you. Do you know the Monty hall problem?

**31:07**  
Ying  
What?

**31:08**  
David Olsson  
The Monty hall problem. This is a good one for you and your students too. The Monty hall problem. It's. You've got three doors and you turn one over. You have to make a decision. Do you stay with what you know or do you make it? And so yeah, it's a, it's a yes or no on people. Like, it's a yes or no.

**31:28**  
David Olsson  
For certain kinds of thinking. And so it's a neat one.

**31:33**  
Ying  
Yes. Okay, I've taken notes back to Jason's point. So in the previous courses and this semester, one assignment I assign students to do is do strengths and weaknesses analysis and find a career that can build on their strengths, avoid the weaknesses and then also ask them to come up with three career paths and knowing from starting to end, even the salary attached, the skills attached to it. Because I made the same mistake when I was Younger, I thought, oh, I need to be good at everything. I waste a lot of times to correct my, like, I improve my short, like shortcomings instead of putting those time to grow my strengths. So, and I feel student need to know that. And I love you bring that up.

**32:27**  
Jen Boger  
But I think we have to be careful. It's not that you just grow your strengths, right? You have to be aware of and address your weaknesses as well. Otherwise you get even more of a disparity between your strengths and your weaknesses. A lot of the time our weaknesses are there because we're not necessarily aware that we even have them or we see them as things to avoid.

**32:54**  
Jen Boger  
Right.

**32:55**  
Jen Boger  
Whereas, yes, grow your strengths, leverage your strengths to also bring up your weaknesses and be aware of them when you are doing decision making that, you know, I'm biased potentially towards my strengths.

**33:11**  
Jen Boger  
Right.

**33:12**  
Ying  
I think some of the weaknesses, I think they have to improve, like communication skills, presentation skills. They cannot say, oh, that's my weaknesses, I'm just leaving alone. So some of weaknesses, they have to improve. But for me, like when I was younger, I want to be an expert or in marketing and in computer science and I want to learn coding. I want to read all the books. No, I don't have that kind of time. If I tell myself it's okay, I'm not a good coder, I'm not going to do coding. That's my weaknesses. I accept it, I should grow my strengths as an expert in marketing. But gosh, I spent so much time to do something I've never used later on in my career.

**34:04**  
Jen Boger  
That's a good point. And back to your point about managers though too, that managers don't want people coming with a question. I don't think that's true. I think you want people coming though, showing that they put time and effort into finding a solution and rather they're asking questions about things that are getting blocked on or things that they're like, oh, I really put in time and effort and then I'm hitting this fork in the road and I don't know where to go next. And here's what I've tried and here's why I'm finding this like a sticky point. I think worse, and I think you're correct that they are being trained to like, come with answer, don't ask questions. But the problem there is, then we go back to what were talking about before, where they assume they have to have the answer.

**34:55**  
Jen Boger  
So rather than being honest when they're getting roadblocked on something, they Just blindly pick a path or skip over it instead of saying, hey, I've really tried and I'm concerned about this, or I don't know how to do this part. I think what is infuriating are the ones who come back and are like, I don't know what to do. Do it for me. That's not cool. That's just not on. But asking questions. When you put in thoughtful effort and reasonable effort and stopping at those forks in the road to do a sanity check, that's how we best learn critical thinking and that's how you collaborate as a team. And sometimes it can be a very short conversation where someone with expertise can be like, oh, good one, don't go down that path. I've done that. And it's super pain.

**35:50**  
Jen Boger  
Like, go this way and here's why.

**35:53**  
Jen Boger  
Right.

**35:54**  
Jen Boger  
So I think we have to encourage again the critical thinking. When is a decision point that is worth talking about, you know, and then how do you present information quickly so the person you're talking to can understand you're thinking up to that point and what you've tried up to that point without it taking like an hour? That's the other point.

**36:20**  
Graham Fawcett  
When I think about hiring somebody in their early 20s or something that I'd be really impressed by or that would give me a strong indication that this person has potential would be their, like, understanding of their own creative process. So I think creativity is a huge one. Like, does this person have a track record or a pattern of setting a vision, not just goals, but like a vision for this time in their life? They use critical thinking to have an objective understanding of like the current state of reality, Their reality. The reality is they understand it and then they actually are capable of taking action towards that vision over time. And like, to me, that's like the essence of being an entrepreneur and that's the essence of somebody who has thought deeply about where they want to go in life.

**37:17**  
Graham Fawcett  
And I think, like, if you're hiring somebody out of school and they've thought about, at least with some level of clarity about where they want to be in their life. And they can articulate that clearly, I think. And they have a track record of accomplishing that over time, that's a really strong indicator.

**37:36**  
David Olsson  
Yeah.

**37:36**  
Jason Kryski  
Trying to get somebody with low trade openness to actually achieve that.

**37:41**  
Graham Fawcett  
Yeah, it is high trade, high and trade openness.

**37:44**  
David Olsson  
Yeah.

**37:45**  
Ying  
So what do, what would you describe as you're talking about creative process? Like what looks like a creative process? They have their vision, they have their reality, they have the actual reality and they take action. So what kind of example you can provide so I can be more, have more concrete understanding and explain it back to the students.

**38:17**  
Graham Fawcett  
Okay, so I'll just give like a reference kind of for what we've been doing in our business recently. So when we started running Ratio Machina, our vision was can we work with our clients as cheaply and with low code non technical tools to see whether we can validate AI agent use cases? That was the vision. We weren't asking more than that. We're like, can we seriously create value for people? The reality was we can do this cheaply. We understood we could do it cheaply. We understood there was tools we didn't need. Spencer Building something net new in order for us to create value. That was the current reality, the critical thinking as we understood it.

**39:05**  
David Olsson  
And then.

**39:08**  
Graham Fawcett  
Ultimately we held in our minds the idea that if we could validate value creation, we could build something that then we could consolidate into something that we could resell. And that's kind of where we're at now. But we simply had that vision, we understood where were at and we just set about taking the action to work with people to validate these use cases to get to where we are now. So that at a very high level is vision, objective understanding of reality and then execution.

**39:39**  
Ying  
Amazing. Thank you.

**39:49**  
Jason Kryski  
Sorry, I'm just thinking like how valuable sometimes a non objective understanding of reality can be or even a biased one.

**39:57**  
David Olsson  
How's that?

**39:57**  
Graham Fawcett  
Yeah, we're limited. It's always going to be biased.

**40:02**  
David Olsson  
Yeah, yeah. So I was getting at is like these tools are really good at some of this reflection and they also are really good at simulating things like here's my path and trajectory and here's what I think.

**40:11**  
David Olsson  
And to uncover your creative process, you can actually show a transcript of your thinking. Or, or you could get it to.

**40:18**  
David Olsson  
Then say, hey, I need to show my creative thinking. How could I do that? And it'll give you a way of doing that. That itself requires creative thinking.

**40:27**  
David Olsson  
But.

**40:29**  
David Olsson  
I think in marketing.

**40:33**  
David Olsson  
Go ahead.

**40:33**  
Ying  
In marketing we say there's no reality or perception, it's reality. So actually everyone's perceived. The reality is different depending on.

**40:45**  
David Olsson  
In my reality, you're part of my simulation. And whatever your first premise is, it's where the turtles begin.

**40:53**  
David Olsson  
As we've said in one of these meetings, it's all turtles all the way down.

**40:58**  
David Olsson  
And so if it's going to be that, let's just stack the frameworks on top of each other and it'll be more rigid. Right. It won't be a house of cards.

**41:06**  
Jason Kryski  
This is giving me like a cool project that I want to talk to about. I don't know this is divesting. But like just quickly like we kind of have this hypothesis that you can in present somebody with information in a website based solely on how they're interacting with that website and then that's a better predictor of what actions they'll take as opposed to having any kind of like basis of knowledge of like what their perception is. Like some sort of like know neuro profile person.

**41:40**  
David Olsson  
You're right.

**41:41**  
Jason Kryski  
Like yeah. I mean so like that's kind of the thing that we want to get to tackling is like can you based off of how. Because it's like state and attention is maybe more important than like what the decisioning process is. Because the decisioning process can be hijacked so easily through like emotional language. I say hijacked in like a nice way but like.

**42:07**  
David Olsson  
Give them some sort of chemical hit and they're gone.

**42:10**  
David Olsson  
You're 100 right? I think you can actually the whole.

**42:12**  
David Olsson  
Mentality is completely different in this realm.

**42:16**  
Jason Kryski  
And I think that's kind of like both the risk and opportunity with agents is that you know they're paying attention to the subtext of what you're actually providing it and that it can subtly without telling you move you in the direction that you we want to achieve but not explicitly. And that gets to starts to get really scary and weird because it's like how much consent are you giving for the outcome and then letting it manipulate you on the way there to be able to achieve it.

**42:50**  
Ying  
So I think well in academic the best predictor of your future behaviors, your past behavior. That's why the whole Amazon thing and social media thing is based on what you click on to feed you what you might like to consume in the future. So back to our points. In academic do a lot of cutting edge research but the surveys and you ask people to tell you and they want to give you the desirable result. So sometimes since the result collect from survey what people tells you, what people think are not a good predictor what they're going to do. For example, if you ask people oh do you care about environment? Do you want to buy green product and organic product everyone going to say yes.

**43:43**  
Ying  
But if you look at the real market if those products more slightly more expensive people not wanting to buy it. So I completely agree with you. It's the way they interact and the behavior predict what they're gonna do. And sometimes they behave in a way they actually don't know why they behave that way. If you ask them, they will make up things. To answer your question.

**44:07**  
Jason Kryski  
Yeah. This Ogilvy quote of the issue with market research is that people don't think what they feel, they don't say what they think and they don't do what they say.

**44:16**  
David Olsson  
Yeah. I work for Angus Reed and he championed everything on the other side of.

**44:20**  
David Olsson  
That coin in Canada and everybody believes him.

**44:25**  
Jason Kryski  
It's like, you know what you're trying to understand? It's. Yeah. And I think that's where like there's both this like promise and like super huge risk with AI around this. You know, like we're trying to use AI in a way that intuits what people want, but not explicitly by asking them. Right. Because it's like you may not have access to knowing what it is that you want. Like maybe you're trying to reach an emotional state or maybe you're trying to, you know, reach something that's not obvious to you. But I think the AI can determine those things because like some, like a well trained psychologist could observe you for some period of time and probably, you know, determine those things.

**45:09**  
Ying  
And back to like linking back to Jen's point, that's why it's even more important to think about the ethical element of AI agent. Because their objective function if for the company is maximize profit, they can manipulate consumers, they can feed them things you're not supposed to. So I don't have answers for that.

**45:36**  
Jason Kryski  
The problem is that if you're like a good actor and you're considering these kinds of things and you're trying to balance an outcome that provides actual choice to people, and then another company is doing it in a way where they're not considering any of that, can you survive doing it in an ethical way? Or does that company who's doing it in an unethical way just like trounce you? And so you never have an opportunity to actually do it in an ethical way.

**46:05**  
Ying  
So I keep thinking about this, is the government need to play a role. Like for instance, if AI agent lead the consumer to the past, don't have the consumer's best interest in their heart, like how far can they go? Right. House decisions, all purchase decisions. I feel the government need to have something there to protect the good players, like ethical players, so they can survive.

**46:39**  
Jen Boger  
I, I mean, I have one thought and then I have to jump too because it's crazy hair day at Cameron's. School and she needs help making her hair crazy. And then I got a driver. But this is so fraught. I mean, governments are trying to figure out how do you even regulate it? Because it's a moving target, right? And to the point, it's not like something like, and I always go back biomed, like a medical implant, you build it and it doesn't change. So you can put stress testing and tolerances and all the stuff around it and then you can hold people accountable to that because you've codified it, you figured out where the limits are. You said, okay, here's the tolerance for manufacturing that's acceptable. And then if people step outside the line, you can sue them or whatnot.

**47:34**  
Jen Boger  
With AI, the thing itself is changing. And to the point too is it's really diving into values and ethics. And there's no one overreaching. Here is what is ethical, here is what a value system looks like. It changes with geographies and cultures and from person to person. So I mean the best you can do is kind of guardrail for the most extreme situations. And even those are really difficult. Yes, I'm coming. So it has to be. It's a really difficult thing to do. Like governments are trying and it's a struggle bus.

**48:17**  
Jen Boger  
Right.

**48:18**  
Jen Boger  
And to your point, Jason, I think it's one of those if the product has value, people will go for it. And enough people are concerned about AI that having a product that's clearly done with more ethical intent adds a layer of value to the product. Now whether that's enough, I don't know. It's a very complicated question. But thinking about all sorts of other products, right. People approach them with different risk tolerances and value levels. So it's a very good question and that people are struggling with no easy answer. But to the point, how do we address things like ethics and values in ways workflow fundamentally when we're building products in a way that doesn't slow the whole process down so that we're non competitive.

**49:12**  
Jen Boger  
Right.

**49:14**  
David Olsson  
We.

**49:14**  
David Olsson  
Well, okay, so that's a good question.

**49:18**  
David Olsson  
The converse side is that you could say how do weaponize those? As soon as you know how, then you weaponize them.

**49:26**  
Jen Boger  
That's true.

**49:27**  
David Olsson  
Yeah.

**49:28**  
David Olsson  
Good questions. You had to go.

**49:30**  
Jen Boger  
I do.

**49:32**  
David Olsson  
I'll get to see you later.

**49:33**  
Jen Boger  
Yes, and I. I'll get to see the product that you've made.

**49:38**  
David Olsson  
Oh, wait, here it is just said preview. Clarify, clarify. What is your intention? Pin insights Pin insight guidance Explore. It looks really ugly. Oh my God, you're pinning Points and.

**49:56**  
David Olsson  
You'Re going through some point system.

**50:00**  
David Olsson  
But.

**50:01**  
David Olsson  
It'S stored locally on your hard drive in your browser. So you got to give the one shot a little bit more effort than they say. Use defaults.

**50:12**  
Jason Kryski  
I got it, though. It makes sense. Oh, I still saw, like, a interesting mcp. Do we still have a Slack channel going or something?

**50:19**  
David Olsson  
No, everybody. A lot of people defaulted out, so that'll.

**50:22**  
David Olsson  
I'll make sure that it happens and in a proper way again. But, yeah, that's needed for conversing.

**50:28**  
Jason Kryski  
It's just Black Connect is, I think, the way to do it, as opposed to everybody having to join, like, an org.

**50:34**  
David Olsson  
Yeah.

**50:35**  
Jason Kryski  
But I found, like, an MCP that kind of runs, like, locally, so that you can run, like, a local model on your machine and then all. And it can interact with other MCPs. So all the data is, like, local to your. To your computer. I mean, not everybody cares about that, but, like, I think there was some lawsuit or, like, some sort of a legal issue that, like, Claude or Anthropic had recently, where, like, the AI was threatening to blackmail or expose somebody who was doing something that maybe they shouldn't have been doing because it was viewed as being, like, morally or ethically malicious. So they're like. Because it's like, you don't think about.

**51:17**  
Jason Kryski  
I tweeted the other day, like, it's like, you know, like, all the data that all these models are trained on, like, if you ever been on Reddit, and there's like, this, Am I the asshole or am I overreacting? Like, subreddits, and it's just confirmation. It's just like, you're not the. You're not overreacting, you know, like. And I'm like, well, this person's crazy, but there's just all these people reinforcing that. They're like, they're not being crazy because it's too supportive. And I'm like, this is the data that all these models are trained on. Like, no wonder it's kind of constantly reinforcing people's stupid decisions. And so there's all these things I think about, like, as it relates to, like, the commercial utilization of this.

**51:55**  
Jason Kryski  
And then, like, we're, you know, we're in the circular, like, training on data that maybe is not representative of, like, the best of our thinking. So we need to, like, pull these guard rails around it because, like, we just. If you're like, you know, I don't want to be, like, elitist, but, like, you know, most the. If we're taking all of the Internet, all the content and all the data out there. Most people are not really thoughtful, you know, and so like, this is what we end up with. Are we going to end up with a, you know, like there's so much work that needs to happen on the model development side to be responsible around that. And do we really trust these companies to do that effectively?

**52:35**  
David Olsson  
Hugging Face just came out with a.

**52:37**  
David Olsson  
PDF model that uses PDF content because it's higher quality and it has, because it's structured and there's more sophisticated information in it. Trying to find some different bias for it. But it was previously it was very difficult to do that. That's why people just use the Internet. It's very easy, semantic, it's very easy to scrape. So they just scraped the shit out of it. Now they pass it around as a handbag to each other.

**53:01**  
Jason Kryski  
Well, you look at like this issue with these people that like commit suicide after Chad GPT like convinces them that it's a good idea. And then, you know, you got Sam Altman who's like, well like 3, 000 people a week that use our platform kill themselves. And that's saying that Chad GPT told them to do it. But like, that's just an interaction. That's corporation.

**53:21**  
David Olsson  
Yeah.

**53:22**  
Jason Kryski  
And so then there's like this pressure socially of like, well, that's bad, stop that. And then you're like, okay, well so like, what do we have to put into that thing as a layer to like, then, you know, try and prevent that action from occurring. And so how many times are we going to do that and how many of those things are going to conflict with each other? I don't know. I've been kind of spinning out lately about like being stressed out about like the control that like the kind of three or four big model companies have. So that sent me down to like this local, you know, Quinn. Oh, yeah, thing.

**53:55**  
David Olsson  
You're gonna use Chinese.

**53:56**  
David Olsson  
Good.

**54:00**  
Ying  
Just follow up on that. We all know the lurkers. Like, I don't contribute to any comments on social media because I'm lurking. I don't, I don't write anything. And the people who speak the loudest are not probably in the smartest and the kindest group. And I totally, I think there's 90% of people are lurkers and 10% are loudspeakers. So the big models are really just training on those 10 people's opinion. Many of them are wrong. And you know, Jason, the psychological theory is a fear and threat. You grab the attention and You've got.

**54:41**  
Jason Kryski  
Data if you're basically training a model on like amygdala or responses, right? So if you look at it from as like a brain, because we're talking about these things being brains, you're training the models on data where like people are activated in like a fight, someone.

**54:58**  
David Olsson  
Only maybe this is what super stupid intelligence is. They actually have an intelligence model that runs their intelligence models. So it's a weighted model of models. So before it begins, it recognizes that these biases come from these goddamn paces. So we might as well, you know, bias this information more than this one. And so you can attenuate it from the source point of view rather than.

**55:20**  
David Olsson  
From the asshole point of view, which is what we're talking about nanifying it on the output.

**55:26**  
David Olsson  
But that seems something like, that seems to be a reasonable approach to how you would do this, is that you would just weight things more reasonably and say, you know, God, so Reddit might.

**55:35**  
David Olsson  
Be the fucking back front door of the Internet, but it's a front map to. And give it a weighting of 3% because it's really active, you know, that's why you give it that.

**55:46**  
David Olsson  
Now give it a weighting of 3% across 1,000 weights and then, you know, that's how AI works and then take those 1,000 weights. So there's got to be some way for them to attenuate all this stuff. And it's just the cost of which things go. Right now they just can't afford to do anything. They're just doing brute force energy conversion version, right? Like right now the grid is what's winning.

**56:08**  
Ying  
Well, I think they should have index like for instance, anything in the top academic journal publication. I'm not saying they're all great, but at least there are more rigorous research and putting more weights and for whatever on the Instagram Reddit they put less weight, but there's volume, right? The academic writings compared to every people post on accident post on Facebook, the quantity is different. So they need to control both the quantity and the quality and come up with index between our data. I think they're smart mind. They're probably already doing that.

**56:51**  
David Olsson  
It'd be great to see this like the speed of things.

**56:53**  
David Olsson  
Maybe in two years. I was going to say in five.

**56:55**  
David Olsson  
Years this conversation is going to be ridiculous. AI is so fast. But yeah, it is a really structural thing.

**57:05**  
David Olsson  
I don't.

**57:06**  
David Olsson  
So I'm going to Montreal, I gotta get off this call right away. I'm going to Montreal in two weeks.

**57:11**  
David Olsson  
To an AI Sovereignty conference where there's.

**57:13**  
David Olsson  
Concern around AI being on Canadian land and that there's more AI being built in Canada. And so there's a confluence of business people, policymakers and people like myself, entrepreneurs.

**57:26**  
David Olsson  
That are going there to see what the hell is going on.

**57:29**  
David Olsson  
But I can only imagine what the.

**57:30**  
David Olsson  
Conversation will be like.

**57:31**  
David Olsson  
It won't be this sort of timber.

**57:34**  
David Olsson  
Like what we're talking about here in this room of where the concern lies.

**57:38**  
David Olsson  
It'll be about how do they get more.

**57:41**  
David Olsson  
It's my thing.

**57:42**  
David Olsson  
And of a certain kind it'll be like, how do we get more data.

**57:45**  
David Olsson  
Centers, how do we get more infrastructure.

**57:49**  
David Olsson  
How do we get more. But it'll be interesting because Evan Solomon's going to be giving the keynote and he's a politician.

**57:57**  
David Olsson  
He was a, you know, newscaster, now he's a politician.

**58:01**  
David Olsson  
And so it'll be about. It'll have some level of this policy kind of component. And Jen's going. And so we'll be. Not next week we'll be there, but the following week we can have a follow up of this conversation and to.

**58:13**  
David Olsson  
Bring back some of that conversation for from there.

**58:16**  
David Olsson  
But I do have to go and.

**58:17**  
David Olsson  
I have that 9am meeting. So I'm going to get off and give myself a second here.

**58:22**  
David Olsson  
But thank you all for a really.

**58:23**  
David Olsson  
Good, engaging conversation again. That was great.

**58:26**  
Ying  
My apologies because I feel I interfered and completely interrupt the whole flow of the original.

**58:33**  
David Olsson  
You can see that everyone in the.

**58:35**  
David Olsson  
Room is so annoyed and upset.

**58:39**  
Jason Kryski  
I think it's like as a new member of the group, Ying, like it's good to understand like where you're coming from and you know, getting your perspective on things. It helps shape things. So I don't know, I get a lot of. I mean, I'm selfish, I'm biased because like the work that you do and the work that I do are like really aligned. So I'm curious to hear what you have to say.

**58:59**  
Ying  
I appreciate it y the conversation.

**59:03**  
David Olsson  
Thank you.

**59:03**  
David Olsson  
See you all next week.

**59:04**  
David Olsson  
Have a good week.

**59:07**  
David Olsson  
Sa.