



AUGMENTED IDEAS

Episode 1: Augmented



Aalok Y Shukla



Stuart Bell

www.augmentedideas.show

Summary

1. Aalok Y Shukla and Stuart Bell discussed the rapid pace of change in the current cognitive age, driven by artificial intelligence (AI) and its transformative impact on businesses.
2. They highlighted the exponential growth curve and how AI is amplifying opportunities and consequences in various industries.
3. The conversation focused on the book “Augmented” by Brett King, which explores four themes: artificial intelligence, experience design, smart infrastructure, and health tech.
4. Aalok and Stuart emphasized the importance of focusing on the things that won’t change and using existing business frameworks as jumping-off points for new ideas.
5. They discussed the evolution of big data and how AI has made it more accessible, allowing small businesses to harness its potential in a cost-effective way.
6. AI tools were likened to an “intellectual submarine” that can discover new insights by analyzing vast amounts of data without discarding any information.
7. They touched on the shift from black and white analysis to more nuanced gray areas, using AI-powered sentiment analysis as an example of real-time feedback.
8. The potential for AI agents to analyze and monitor various aspects of a business, such as customer experience and employee performance, was also discussed.
9. Stuart and Aalok discussed the benefits of using AI tools in their businesses to provide consistent language and improve customer communication, citing TextExpander as an example.
10. They highlighted the importance of understanding that communication is not just about transmitting information, but also about how the information is received.
11. The conversation shifted towards the concept of AI as a cognitive amplifier, and how it can be used to improve various aspects of a business.
12. They touched on the potential applications of AI in health tech and infrastructure, pointing out that the latter can include the connectivity of different tools and platforms within a business.
13. Aalok described AI as a generative tool that can create more personalized and locally relevant experiences for users.
14. Stuart emphasized the importance of revisiting AI frameworks and considering their potential impact on businesses in the near future.
15. They concluded by recommending listeners check out episode 124 of the All In podcast as homework, and expressed their excitement for the next episode of their show.

Key Points

No.	Application/Reference	Description
1	Brett King's book "Augmented"	A book that explores AI's impact on various industries, focusing on four key themes.
2	Exponential growth curve	The concept of rapid acceleration and growth in technology, particularly with AI applications.
3	AI in experience design	How AI is transforming customer experience by personalizing and enhancing interactions.
4	Smart infrastructure	The use of AI to optimize and manage urban infrastructure, such as traffic and energy systems.
5	Health tech	AI's role in revolutionizing healthcare, from diagnostics to personalized treatment plans.
6	Big data accessibility	AI's role in making big data more accessible and cost-effective for businesses of all sizes.
7	AI-powered sentiment analysis	The use of AI to analyze emotions and opinions in real-time for better decision-making.
8	AI agents for business monitoring	AI tools that can monitor and analyze various aspects of a business, such as customer experience and employee performance.
9	Intellectual submarine analogy	A metaphor for AI's ability to dive deep into vast amounts of data to discover new insights.
10	TextExpander	A tool on the Mac that expands short snippets, allowing for consistent language usage across multiple people. This can be used for organizational knowledge sharing and standardizing replies.
11	Sentiment Analysis	The process of analyzing the sentiment of responses to different conversations or interactions to improve the language used in communication.
12	AI as a cognitive amplifier	AI can be used to augment and enhance human capabilities and decision-making.
13	Infrastructure	Revisiting the concept of infrastructure as the connectivity between different systems and tools in a business, like using Zapier for connecting different applications.
14	Health Tech	Though not directly relevant to the speakers, it's mentioned as one of the four frameworks in the book. Health Tech can improve chronic disease management, wearable technologies, and even non-wearable monitoring.
15	Generative AI	AI that can create content, interfaces, and systems that are responsive and adaptable to users' needs and preferences.
16	The All In Podcast	Episode 124 is recommended as homework to understand the acceleration of technology and how it impacts businesses.

Transcript

Stuart Bell

Aalok, how're you doing?

Aalok Y Shukla

I'm very good. We're in a very exciting time now, aren't we?

Stuart Bell

It is. We were catching up last week and kind of the conversation started off. So what better way of capturing the conversation and recording it for everyone in the podcast?

Aalok Y Shukla

Amazing. So how long was it go 10 years ago, or 12 years ago that we did our last podcast?

Stuart Bell

Scary. I think 10 I'm gonna say 10? Because it sounds less daunting than 12 or 13.

Aalok Y Shukla

No worries. Well, at that point, we were looking through businesses from the lens of the mobile age. Right? Right. That was all about the amplification of everything. So we weren't, we zoom up to like 17th of April 2023. And now we're in the cognitive vacation of everything. So this time that we're alive in is quite a unique point in human history. You're in the States. I'm in Portugal, London, Europe, how do you see things from your site? Like, what are the moments, you're observing

Stuart Bell

the speed at which things are changing? I think that the thing that kind of sparked off our conversation to begin with more recently, but also, it's the thing that is potentially catching everyone off guard, but also given this huge opportunity. So when we're talking about this idea of augmented ideas, and augmented age, the opportunity to do almost like strap on superpowers as you need a desire superpower, a monitoring superpower, a, an understanding of comprehension, superpower, the speed at which things are changing.

So even in the US where the majority of that's probably wrong, because the US bias I've got already, I was gonna say that the majority of this is happening, but it's lies, the majority of the podcasts that I'm listening to the majority of the videos, I'm seeing the majority of the people I'm even talking about here. So it's probably a bit of a local bias. But it's the two worlds, there's the world where everyone understands what's happening, and what will be happening and is looking at it now. And then a small part, very small part, and then there's the rest of the world, which is maybe reading about it occasionally in a New York Times.

Aalok Y Shukla

But they're gonna, they're gonna experience it because like, yeah, essentially, where we are now on the exponential curve. So the exponential curve is where you've basically got something which is doubling in whatever period of time, so then that's actually like rapidly increasing. And that's why you see this hockey stick like growth, isn't it? And I think we were talking about this before that, like before, we were traveling in a train along the exponential curve. And then I said that we're now in the elevator. And then I think in our conversation, I was saying, Actually, we're in a rocket ship, because like the speed that it brings doubling now, it's creating unparalleled opportunity and consequences. So I think in this podcast, we want to be very specific, and very concrete. So the point is, this is gonna be like a kind of 30 minute like, essentially, like mental stimulation, and we're going to be going through buying this cognitive vacation element to existing business books or frameworks serve as a jumping off point really to trigger out new ideas, different elements from there, because that now you can actually, now that you don't need as many people for launching a new business doing a different thing, sales and marketing support, and you know, customer support delivery, your cost structures can be different, which then means you can price differently and still be profitable. So, you know, I think that Jason Calacanis was saying that, like the opportunity now is in one way to go after stripe with 1/10 of the people. And at 1/10 the cost, you know, so that, you know, and I think like, yeah, when you think about

Stuart Bell

all of the opportunities, or problems or pain points in the business, yeah, and things that have just been difficult to do in the past, because either there's been a technological gap or human gap or a practical gap, the opportunity to revisit a lot of things you've potentially dismissed in the past, because it's just not feasible to do. It opens up a whole new world, let alone and of course, the all of the new opportunities that come up because of worrying.

Aalok Y Shukla

So I think one of the best things that I think about is like, a long time ago, you know, Jeff Bezos said, like, focus on the things that will not change. Right? So like, so like, we look at like, Oh, my God, software's changing hardware is changing. But the wetware ain't changing, right? Like the brain is the same people think and react emotionally. So in this area, what we want to focus on really is like, what's not going to change? And what a good frameworks look at it. So why don't we start with the first book that we're going to go and talk our way through? Which book is that?

Stuart Bell

So augmented by Brett King? What this is, I think this was a great and your suggestion, I think this was a great idea, because 2016 came out seven years ago. I know seven years. That's scary. So when you look at where we were then on the AI journey, there were some eight I transcripts, so some AI monitoring, very early steps, but the framework still, to your mind, the things that Yeah, exactly, still applies. It's just now the opera. changes in the rate of change in the speed and the way that we need to urgency in which we need to address

Aalok Y Shukla

this extra impact. Just when 10x basically Isn't it right? Like, I mean, the thing is like, this is such a good book. What I love about it is that it really carefully thought through the different dimensions, and what were the kind of four themes that you saw basically from this.

Stuart Bell

So augmented by Brett King? What this is, I think this was a great and your suggestion, I think this was a great idea, because 2016 came out seven years ago. I know seven years. That's scary. So when you look at where we were then on the AI journey, there were some eight I transcripts, so some AI monitoring, very early steps, but the framework still, to your mind, the things that Yeah, exactly, still applies. It's just now the opera. changes in the rate of change in the speed and the way that we need to urgency in which we need to address

Aalok Y Shukla

this extra impact. Just when 10x basically Isn't it right? Like, I mean, the thing is like, this is such a good book. What I love about it is that it really carefully thought through the different dimensions, and what were the kind of four themes that you saw basically from this.

Stuart Bell

So I think the for the it's kind of built around these ideas of artificial intelligence, experience design, smart infrastructure, and health tech. So those four areas, so fundamental to the world. Yeah, exactly, exactly. There's the building blocks of everything. Almost every business has some element that falls into one of

Aalok Y Shukla

them has an experience, everything has a customer experience, a digital, customer experience health, you have a digital patient journey, if you're a good hybrid organization, if you're Amazon, you're offering a one click or whatever like this, you know, like so I think the experience design is fundamental. And artificial intelligence is now just electricity.

Stuart Bell

Yeah, right. Yeah. Excuse me, it's a series of switches, you can turn on and off, depending on what the experience is that you're trying to add to it. I think some of the things that some of the things back then that really stood out this idea of big data and the opportunity to collect a lot of information

Aalok Y Shukla

and mine across it, basically, isn't it right,

Stuart Bell

like the thing that's changed. So looking at the 2023 oriented lens now is that back then it was very much big data was very much a big organization opportunity.

Aalok Y Shukla

And like Hadoop, and all this kind of crazy stuff. We went to some workshops together, and it was quite inaccessible to like a kind of business guy, basically. Right? You know, yeah,

Stuart Bell

the Small Business implication of what would happen day to day was pretty limited. I mean, you could see the opportunity, and there were little bits and pieces that you could grab ahold of in terms of using datasets or allowing access to other people's work to build off. But from just the day to day practicality point of view, and building a difference. It was too much too much. And the cost was too much. And overhead to

Aalok Y Shukla

resourcing even just to start a conversation with a data scientist would cost you 1000s, basically, isn't it? Right?

Stuart Bell

Right. But you look now at some of the larger learning models, and gain, it's not exactly off the shelf all the time. But the accessibility in relatively easy ways to say

Aalok Y Shukla

Lego Lego, you can build it to games.

Stuart Bell

Yeah, yeah, that's such a great analogy. Think about it as Lego blocks. It's not the necessarily today buying a finished model off the shelf. But the building pieces to stick it together there.

Aalok Y Shukla

No, I agree. And I think like one, one way that I've been looking at AI is I've been thinking about it a bit like an intellectual submarine. So kind of bear with me. So if you're like on the surface, and you're very bad swimmer, like, if I'm hold my breath and try and like go down as far as I can, maybe for like, a few seconds, I can go down and then I've got to come back start coming back up, right. So my depth, the depth to which I can kind of discover things is limited, basically, right? You know, but like with AI, the amount of data you could aggregate. And then you could analyze even for like weak signals, like imagine in an ocean you were looking for, like, tiny particles of the compound trace compound, basically, you would never detect that from like one liter of water. But you could detect that from like, I don't know, like a huge amount if you have the right sensitivity of things. So I see this AI tools is like really an intellectual submarine that we kind of go to a depth and discover new things like I remember reading a long time ago about like, they were looking for breakthroughs in breast cancer detection. And normally in pathology, when you are analyzing an area, you basically have the you cut away the tumor, but you exercise and you ignore the transition cells, which is basically not tumor, not healthy tissue. It's a bit like when you're driving a sunny area drive to a rainy area, you go into that gray bit, right? Normally, you cut that bit away, you ignore it, because it's not tumor, but actually, when they analyze that zone that had all of the progenitor and all of the prognostic information within that. So what I'm trying to say is that like our kind of like cut and paste, or standard ways of analyzing the world are due to our feeding it through our cognitive lens. But if we've got AI on it, we don't have to discard anything. Now, we can put everything into it, because we have unlimited bandwidth and processing power, which can be done in quite a low cost way. And I think it just means that we're going to discover a whole load of new things basically, right.

Stuart Bell

It's that transition pieces, great way of thinking about it, because there's processes and procedures that we will do in our business that maybe we don't try and push the edge off, or we make sure that the black and white is very separated from the gray. Because as the humans dealing with the system, we need that separation or thinking about some Yeah, exactly. It's that there has to be something or not something, the gray areas where things really slow down or get inefficient or the it will change from time to time it's to kind of subjective, which obviously in some areas you need at the very kind of High touch points. But for the majority of the business process is that Black and White was a lot more was a lot more essential, because you just needed to be able to tell people how to do the job in a repeatable way. And customers needed to know what to do with the ability to make that gray area a little bit more discernible and reliably discernible. So one of the things that you were talking about when we were chatting the other day was that some of the sentiment analysis that was being done on call recordings, you were talking to someone about some training staff? Yeah, exactly. Yeah. So net promoter score was a great black and white idea. We ask people questions, we

Aalok Y Shukla

give them recommend to a friend or family, isn't it? Right? You're asking someone to think about their experience after they've had the experience? And reflect on it? Versus if you actually analyze and have analytics on the conversations, like the voice conversations? Like, are they actually engaged? Are they enthusiastic? Are they happy? Was there measurable evidence of a happy positive outcome? Because why? Ask about the thing when you can measure the thing? Isn't it right, you know, so?

Stuart Bell

Exactly that movement away from a black and white, I'm just asking you for a score to a reasonable analysis of the gray in middle real time. Yeah, analyzing the tone. So for organizations who have relied on that a lot in the past, taking the call recordings, and pushing those through the AI sentiment analysis models, is going to be a great way of getting that real time feedback on how not only individual agents are performing, but how the organization is going overall, you can imagine a scenario where you switch from eye level net promoter scores, just at the end of an experience to granular sentiment promoter scores within the experience. So okay, onboarding,

Aalok Y Shukla

exactly. How likely is someone to churn or drop out based on like, how well that experience went so far, isn't it right?

Stuart Bell

And which part of the experience they're pleased with versus displeased with? And it's not necessarily a reflection on the staff, it's a reflection on the process?

Aalok Y Shukla

Is it hard to understand is the readability of the language too hard? They seems like they're, they're talking quickly, then suddenly, they drop interest and you the ability and the thing is, like with this kind of like analytics on top of this, it doesn't even need to be a person. If you create the right filter, you can filter your, you know, your recordings, your text, your whatever it is through these things, isn't it? Right? So you almost have like a kind of AI agent, which is able to analyze and have everything on it. I mean, I was talking with building your idea, like I was talking with someone in financial services, and also in someone dentistry, the same conversation, because professional services is human to human. So your variance is gonna be based on how you talk. Right? So what'd you say? The ideas, you say? What do you say them in, and what you propose completely changes the dynamic and the size of the transaction and the acceptability and everything. So he's very experienced, and he's like, been doing it for like many years. And so he's got his own language and patterns and everything like this. And I was explaining that, like if we took that, and we kind of like, looked into a knowledge graph, and then also figured out okay, like, what are the core themes and ideas that you repeatedly use? What are the analogies you use? And then compare that across different places to the recommendations you have versus another person to see like, what they got? And then you can look at the kind of like the delta between those two, isn't it? Right, almost like, then coach the other person about it using the right language? And how aligned are you to our company values and training? I mean, the opportunities for improvement and coaching, I think it changes training completely as well, right?

Stuart Bell

Like, yeah, because you get in that not only the speed of the real time feedback, but the organizational knowledge across a larger set, that would be difficult to do, person to person level, the I'm thinking like some practical examples at the individual business level. So we use have done for years, I never really thought about it as an AI technology, but I guess it is to a certain degree. So TextExpander is a tool on the Mac that just expands little short snippets. But there's a team's version. So you can use the same language across multiple people. So organizationally, we would have used it in the past of coming up with the term of phrase that we wanted for a particular situation, our businesses, we help people we're marketing company, we help people write books. So we've got depend on what people ask in those early stages. We've been doing it for 10 years. So we've got some pretty standard replies. Using TextExpander as a team tool just makes that consistency across the board. But now, there's a situation where we can look at the sentiment analysis of how people are responding to those conversations, because inevitably, an email turns into a conversation that call can be recorded. So we've got the opportunity to look again now at the language that we're using and thinking okay, well, not only did we pick one version that we thought was good, we can now get the feedback based on what the sentiment is around actual.

Aalok Y Shukla

Exactly, exactly. And I think that's the key. That's the key thing like it because communication is, the meaning of communication is not what you transmitted. It's what was received, isn't it? Right, right. And so in that situation, I had a call today where I was talking to someone about something, they used a particular framework to describe it. And to me, that sounded clear. But to that person, they said, You mean this? And I was like, No, I don't mean that you understand? You know, like, and I was like, Okay, I need to like, that phrasing has too many hooks attached to it, right. So I need to, like, figure out a new thing. So, but all these things, you know, like across sales conversations across training, you know, there's people that are doing it right already. And the question is, like, how do you use that to get other people to do that? Because ultimately, every employee wants to be successful, right? They want to win their game, isn't it right, like, but they just don't know how to make, what to do, really, isn't it right, if the tools will provide.

Stuart Bell

And this actually bridges into the topic of the threat versus the opportunity, so we should probably touch on that in a second. But it provides the opportunity, it's an augmented reality going forward. It's not none of the tools. Today, none of the tools today can take a plaintext instruction and go and take over the world. Now, it's not about the Lego blocks who've built things together. So for the business owners, employees who wants to advance and excel, the opportunity to take some of this big system learning or big system analysis, there will just be very impractical for them to get themselves. So for the employee who has an opportunity to do something better, they can either be annoyed at it and think of the robots as controlling what they do. Or they can say, oh, you know what, that is something I wouldn't have gotten to.

Aalok Y Shukla

With this. We're kind of same age like see, you remember aliens, right? Like, you remember when Sigourney Weaver had to fight, the big alien goes in that big. We had a big mech suit. So it's still got for two arms and two legs, right. But through that she her actions have like leveraged to the enth degree. So she can then lift things much more power that much more heavy, move things. So it's an amplifier. So basically, AI is a cognitive amplifier. So the question is, what do you want to amplify Right? Like, you know, like, and that's where it comes into the experience design, like basically like process design, what's going on in your workflow right now? What can be commodified? What can be made cheaper, what can be made better, all that kind of stuff, isn't it and I really liked this book by augments. Because he really paints a nice picture in a way to think about it, which then going back over it, you can then start to see where things are going. Because really, you have to have a vision for your company as a augmented organization. Because there'll be two levels now, there'll be augmented, and then it'll be basically the equivalent of no electricity and offline like, like, like, kind of, isn't it? Right? Yeah.

Stuart Bell

Because no business exists in a vacuum, and everyone has competitors. And if you don't have choices today, you're almost certainly gonna have them tomorrow. And they're going to be using the tools. I was watching a YouTube video over the weekend. For some reason I'm not. I'm not that much of a car guy. But there's a couple of car building channels that I watched for some reason. So the guy there was historically a derby car racer like demolition derby. So he was talking about a car, they said, Oh, we're going to do some stuff. And we're going to be close to the line. He said, I always was, I was told one. So I was used to think that if you get to the check in point of a derby race, and the marshals just let you straight in, you've got a problem, because everyone else they've been sent back because they need to take away some of the modifications, because everyone else is pushing the limits and trying to take every advantage that they can. So if you turn up and just waltz in and the marshal say, oh, yeah, that's fine. You're underprepared. Yeah, exactly. underprepared. And everyone else in the playing field is going to come in here and harder. And that's a little bit. That's why I think this is a great opportunity for people to revisit the book now because reading it originally, and actually, it was

Aalok Y Shukla

funny when I was given those things, then you could just think about it

Stuart Bell

right when I was Googling for a link to the book to make sure that we had some resources for people afterwards. The second or third result is the actual book page itself, but it's augmented Colan by futurist Brett King and life in the SmartLink. I love that one, right. Yeah, exactly. Which actually, that's a nice amplifying subheading as well. But the fact of futurist is up there front and center in 2016 kind of sets the agenda for the book. This is a great futurist view of what's coming up. Today. In historian. Yeah, it's what you need to be doing. This was the view in the past, but this is what you need to be doing now. Because the rocket ship like you say that a rocket ship is taken off, and other people are going to be coming to the party with different tools and different expectations. The four frameworks that we were talking about within the book are the four ideas those The fact that AI exists, it's an opportunity. The experience design, despite infrastructure in the Health Tech, I guess health sector a little bit is, unless you're in the industry, I don't know how, as, as an individual, as a person super interesting, as a business owner, unless you're in that

Aalok Y Shukla

this, you're in the health bit like you're using different things, you're not going to be doing it. But I mean, for example, there's so many things that can be done with chronic disease management, you know, he's looking at how different things are with wearables with aura ring with like, non wearable wearables, like even like you and me talking on camera right now. And we could actually extract outside the visible framework of the colors that we can see, I could take my pulse rate, my blood pressure, my articulation in pockets and screening, all that stuff can be done from it right, you know, so that's Health Tech. But if you're looking at like infrastructure, sent by, like, your fridge could tell you so much about what's going on, on buildings, right in like, How are people using the building? Are they in this part of the shopping center or not? What trends what other opportunities to kind of improve? You know, that you maybe you could have Dynamically Responding buildings in some way? I don't know, you understand? You know, like, I think

Stuart Bell

the infrastructure framework. So the way that I was looking at when looking back again, at the kind of summary that I had previously, from the book, this idea of infrastructure opens up a whole new dimension as well, because historically, I would probably have thought about infrastructure as like lighting and water and the actual building and office itself. With online company, staff and remote, we don't have office space where people come into so it might have been one that previously would have dismissed. But since 2016, so we use Zapier as a middle ale tool that glues together everything have done probably since. I mean, maybe we were using it back then. But thinking about it in a different way now. So thinking of that as the infrastructure of the business. So going back to your Lego blocks analogy, you took Domino's

Aalok Y Shukla

now in its dirt, right, right, wait for the dominoes to fall down. Well, how far you want to go?

Stuart Bell

Yeah, and the connective bits that stick them together? So it's almost like maybe not Domino's. But what was that a game that you had as a kid that was wasn't mousetrap. But there was like layers of track, like a car track. But you had Domino's omelet, and you would like send them what I think was maybe like mousetrap or something. But anyway,

Aalok Y Shukla

that's trapped. Yeah, what's mouse trap, trap, then the trap came down like the other way.

Stuart Bell

And it had there was one section of it had the Domino's on it, but connected tracks together. So when we think about it like that, it's that connectivity, the infrastructure becomes the connectivity of the different blocks.

Aalok Y Shukla

Generative AI is now connected tool, because before you'd have human to it computer interface by a keyboard right? Now you can have voice walking, talking, you can have direct interface in that way, you can have an agent, which sounds Irish sounds, Japanese sounds, regional, Yorkshire, you know, like, you know, I won't do the accent, but like, and it's like locally relevant. So the biggest opportunity is to make it invisible technology, you know, like, in a non tech setting, like on a phone call, or this or that, but it's technology that it becomes the glue, you know, and then you've got the ace EPs and everything like that we can go through there, basically. So

Stuart Bell

I think looking back at the booklet, each of the elements and health take is the one that's the least ring presses any buzzers for me, because I feel the least connected to it. But I'm sure there are elements that would make sense, but revisiting it in a 2023 framework. And instead of thinking about it as our this one might be something interesting in the future, thinking about it, okay, today, this really is gonna make a difference in the next someone's gonna do it period of time. Yeah. And the, if I'm not looking at it, then my competitors are, it really gives another opportunity to dig out some of that you've maybe read in the past, revisit it through this frame. And even if, as we're talking in April, there aren't some immediate things that springs to mind that will come up in the framework. Yeah, having the framework regularly checking back in.

Aalok Y Shukla

We're on maybe floor 50 Now, right? Give it a few minutes, and we'll be on floor 150 Instead of like, you know, so the question is like, if you know right now, okay, this idea kicks in at floor 622. And gonna be that long,

Stuart Bell

right? Yeah, exactly. I think this is a good talking about it. We were going through and as we were talking about getting the shows, put some notes together and thinking about whatever has been the holding back point from the last few years. Now is the time just exactly. Now's the time to write down revisit what that was, and have it on that post it note next computer because

Aalok Y Shukla

it's straight before it's not constrained now, isn't it? No.

Stuart Bell

And if it is today, then it won't be tomorrow. So don't just think

Aalok Y Shukla

this is really exciting catch up, Stuart. I think like we're gonna be going through other frameworks and other business books that are there. So we're always keen to hear from people that what they would actually like to go and look through and kind of go from there. Where can people find to find out more?

Stuart Bell

Yeah, so this is the augmented ideas showing So head over to AugmentedIdeas.show as a URL. We are going to I mean, talk about moving fast. We were. It's Monday morning with me. It's Monday morning. We were talking about this on Friday, and we just wanted to hit the ground and get it out there. So I'm pretty sure we're gonna put this on YouTube. There's gonna be a podcast feed the website, obviously. So AugmentedIdeas.Shows the main bit what I would give people as homework. And again, this was your idea from Stein off last week, but I'd give people's homework for next week. There's an all in podcast episode that talks about the acceleration of this a lot is episode 124. So as a kind of primer for the speed of things working, I'd give people that as homework to check in on and then listening to next time and and we'll check out that next framework.

Aalok Y Shukla

Amazing. Well, listen, Stuart, it's been a real pleasure and massive dose of stimulation, so I really appreciated it.

Stuart Bell

Perfect Note. Well, thanks for the idea. I'm glad that we jumped back on board and excited for the next one too.