



AUGMENTED IDEAS

Episode 4: Opportunities Across Business Units



Aalok Y Shukla



Stuart Bell



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Summary

1. AI - generated content makes up 47% of all code on GitHub, indicating the increasing influence of AI in technical teams and business efficiency.
2. Companies like Turn It In are hiring straight out of high school, recognizing the potential reduction in the need for technical teams.
3. AI has the potential to supercharge teams, increase efficiency, and open new opportunities for those who can contribute value and bring positivity to the process.
4. The power of storytelling is crucial in marketing personalization, with AI tools transforming multi - channel marketing approaches.
5. Tony Robbins' "stimulation points" concept can create more connection points for customers, enhancing trust and building relationships.
6. AI tools, such as note - taking and sentiment analysis, can streamline business operations and HR processes, increasing speed and agility in the workplace.
7. AI can enhance the clarity of thinking and eloquence of expression, ensuring the quality of communication remains intact.
8. Personalized marketing, such as AI - generated emails, can increase customer satisfaction and build trust more effectively than traditional methods.
9. AI can streamline recruitment processes by pre - screening candidates and evaluating their skills through automated analysis.
10. Embracing AI in various departments, such as marketing, sales, and operations, can significantly improve business efficiency and growth.

Key Points

Concept	Description
Supercharging Teams with AI	Using AI to enhance team performance, increase efficiency, and open new opportunities for those who can contribute value and bring positivity to the process.
AI-generated content on GitHub	47% of all the code on GitHub is AI-generated, showcasing the potential of AI in coding and software development.
Storytelling in marketing personalization	Using AI tools to create personalized stories that enhance connections with customers, build trust, and increase sales.
Multi-channel marketing approach	Utilizing AI to create content across various channels, improving customer engagement and connection points.
Tony Robbins' "stimulation points"	A concept that can be used to create more connection points for customers through personalized marketing content.
AI in business operations	Using AI tools to streamline operations, increase efficiency, and improve processes in various departments.
AI in HR processes	Employing AI to pre-screen candidates, evaluate potential employees, and enhance recruitment processes.
Clarity of thinking and eloquence of expression	Ensuring that AI use does not compromise the quality of communication and thought processes within a business.

AI in customer service	Utilizing AI to provide personalized responses, analyze sentiment, and improve customer engagement.
AI in note-taking and documentation	Using AI to automatically create transcripts, summaries, and documents from meetings, discussions, and other communications.
Audio notes for personalization	Creating and sending personalized audio messages to customers for better engagement and trust-building.
Cart abandonment personalization	Using AI-generated personalized videos to nudge customers and build trust when they leave items in their cart without purchasing.
Equality of opportunity with AI	Ensuring that AI tools are used fairly and provide equal opportunities for all, without compromising the quality of work.
AI-first marketing department	Creating a marketing department that utilizes AI tools and strategies to enhance efficiency, personalization, and customer engagement.
AI Boardroom event	An event in London on May 25th, focused on business updates and providing a 90-day action plan for implementing AI strategies in businesses.
Supercharging Teams with AI	Using AI to enhance team performance, increase efficiency, and open new opportunities for those who can contribute value and bring positivity to the process.

Transcript

Stuart Bell

Hey buddy. How are you?

Aalok Y Shukla

I'm great.

Stuart Bell

Good. We say every week single week goes fast.

Aalok Y Shukla

It's just getting faster and faster. I mean, we're here on the 10th of May. And I think last week, we were talking about how CEO of IBM was talking about 30% less jobs potentially from non customer facing roles. I just saw a couple of days ago. This company called turn it in, and they were saying that they wouldn't need 80% Less engineers in 18 months, and they would be hiring straight out of high school. Let's just look at that. I mean, they already recognizing that their need for the technical team is thinking of already and they're already have done some tests to understand the capability of some of these co coding tools like GitHub co pilot, I think 47% Of all the code on GitHub right now is AI generated. So you know, this is where we are right now. With the kind of larger companies and they're announcing those things.

Stuart Bell

So interesting to think about the cannabis business owners you think about the efficiency of things and making it effective and serving their customers needs. Whereas a lot of the other rest of the world I think about it just from like job job risk perspective, I think the opportunity, because we're so early in this, I mean, it's crazy. Six months ago, we weren't even talking about this, regardless of how many tools actually existed. It certainly wasn't in the they weren't as advanced as they are even in this short period and people weren't talking about it. But I think there's definitely an opportunity for that group of people who aren't the on the Luddite end of the spectrum and worried about just losing their job, but instead thinking about okay, well, how can I add value and make charge? Yeah, Supercharged. Exactly. Exactly. When you think about how much time is wasted, I mean, my coding skills are enough, drive me mad, but not enough to build anything that's displayable. So we've got like a number of systems internally, mainly built around Zapier, but using that code will build and get 80% of the way there but that last 20% takes forever. Now we're in a situation where a large proportion of the jobs not 80% of them, but a decent chunk of them are just spent with that busy work of doing stuff that isn't necessarily if that for the people who

grab hold of it and add on the superpower just to really add the intelligence and not be limited by either their own capability or the time constraints that they're put on. That amplification of that and the trajectory of bigger and better things. Surely just has to be leading towards a pretty exciting time.

Aalok Y Shukla

I agree with you. And I think that really the key thing here is like how to supercharge the team, how to support them more and I think that like, you know, why don't we look through almost like the p&l right like oh, the next let's use it to generic businesses. And then let's look at like how the different departments could literally be supercharged and supported to increase increasing revenue, efficiency, everything like that. And then we can go from there really, isn't it?

Stuart Bell

Yeah, there's some good examples. There's lots of things too, within that to dive a little bit deeper on and just start people thinking I think this is definitely going to be over the next however long we do this for definitely over the next six months. It's going to be very kind of strategy and his little his little his little because it can be so much consolidation and new stuff coming out. I think in terms of giving it practical advice for people it's really 90% of his start thinking about in this way and then find it rather than just use this tool which

Aalok Y Shukla

having a systems mindset to it right and understanding that okay, let's just say that any business is potentially dealing with people or a product or some kind of like advice or something like this, right? And then if you if you understand that generative AI has the ability to create language in written verbal form, you know, visuals, any kind of like product, product, demonstration documentation, and the same time also code, any kind of like program or customization things, if you understand those things, then the question is like, how do you support your team members? So, why don't we look at like, let's just say that marketing department is first department for example, right? You know, like, so, from your own experience, an easy one to jump off with? Yeah, exactly. Like, from your perspective and thinking it down. What are the kind of tasks that someone would normally be doing and how long would they take for example?

Stuart Bell

So for us when I think about what we do, so the main part the business apart from the coaching side of the business, the main other two parts are crane books and podcasts. So content creation, and one of the challenges in the past has been okay, the thing that asset is created, but now we're given a job or work to someone else to go and do stuff with it like we've created this thing. Now go and do something amazing, which isn't the worst idea. I mean, it's definitely worked

up to this point. But the huge opportunity going forward is to be able to provide an assortment of things that people can do. So I was listening to a YouTube video the other day. Gary Vaynerchuk, talking about having 30 people on his team, just dealing with his social media presence, and that's we've been doing a lot of it so 30 individuals, so I think the broader conversation came around by saying they were talking about platforms and what should you do and he was saying, You think there were 10 major platforms, you should be on every one of them 10 times a day. Now if you can't do that, because of the practical constraints, this is where the, the business LT comes in. So he said Take me for example, I've got 30 people on my team just doing my stuff. And you see what I put out now the likelihood of other people having 30 people on the team, it's pretty, pretty slim. So to be able to kind of close that gap a little bit. So when I think about the like we do with this podcast, we've got the recording, we've got the video and the audio. Those are the two things that are created so we're using AI tools and human tools. So we're talking about this a little bit more internally about augmented intelligence or that combination of actual intelligence and artificial intelligence. So from those two seed pieces, we're creating a transcript that's been around for a while, but the AI ability to do it no other than human ability is better. From the transcripts. We're getting excerpts, the description, which used to be as part of the podcast process we used to say to people what as soon as you get off the call, hit record on a on your phone or something and just record an intro, because as soon as you're done you remember what you've just talked about. So everyone what a great episode today I was talking with Alex about the using AI in a real business case I recorded them and then we don't have to do that now because AI can give a good 80% example of what somebody should be the main talking points pulling those sound bites out from those sound bites, we can then audiogram the clips audiogram the video directly around the videos, three images from it. I was watching a nother YouTube video yesterday where they were. They had created a it was a GitHub project they had created a Google Docs script was the scripting language like the Google Apps Script thing, which plugged into so it was literally copy and paste change these couple of things here, mainly like the GPC API key, but absolutely follow along. So now in Google Sheets, you can just enter equals GTP the prompt and it will generate the prompt so now you've put 10 things in that list. So let's save the 10 or five five takeaways from the show, or the tool that we use creates keywords from the shows or five keywords from the show. stick those in, give me the GPT font, ask it to generate a paragraph of text around it all their quotes. And it's just the speed at which things can be created.

Aalok Y Shukla

I think it's these workflows, right? Like I think the key thing is like yes, like you said at the beginning you've got this piece of content and I want to create a video and like I asked you for the YouTube link because I'm using an editor and what it

will do is it will analyze the video to find the most interesting talking points and create a clip directly from it with traction and the colors and everything. I mean to have it took my guy a bit of time to do that. And I've also specify use this use this is this gives me 10 clips. To choose from. So you know that's one thing, the action point that we talked about the translations that we talked about, you know, being able to create social media banners, we're not doing that but I've got tools which can do that off brand and immediately from the content and if we were doing further landing pages, we could easily have those generated as well and this is taking what would have been three people maybe like a specifier designer, and then a coder and you just bring everything into one really isn't it?

Stuart Bell

And when you think about the job of work, what we're trying to do of any organization in any team is add value to the end users, the customers who have paid you money and creating all this stuff, the time that it takes to create all this stuff isn't necessarily adding the value to the end product. So if you can execute on that fast, it means that then the time that would have been taken to have that debate about okay, if we're fitting the video snippets individually every time someone would have had to come back to us and say okay, we do this one or this one or this one and is it this color or that color. Now we can spend time perhaps on the social media channel interacting with the people

Aalok Y Shukla

love and more curation and more selection because like we now we can have like 10 clips as a version or different elements and we can then say okay, I prefer this one or this one. So we can actually use our creativity to choose the best moments, because otherwise it'd be impossible to say to the guy, please create 10 clips for me because it's a pure waste of human effort, right? Like his hourly rate and everything like that, you know, so I think marketing I think people can quite quickly get that that could, that could that could be improved. Why don't we move to the next department? What about sales? Because like we all want to be treated like individuals and more personalized, what could be done?

Stuart Bell

So that personalization, I think is the key and we're in a period of time at the moment where the absolute a I don't think he's quite there to create an ad hoc avatar with a perfectly moving mouse. Now if you dive into like the AI tools that are around there's several different individual tools that will do it, but it's not in an off the shelf product to be able to do something which is one step below. That maybe isn't quite perfect but it's kind of good enough. So we've mentioned since Cynthia before and each fund a different company is an example one I can pronounce. Anyway that company we've mentioned those guys a few times before so their model of mouth movement in their narrative their their their stock

avatars is good but if we were full screen like this, it's not quite good enough. But it is good enough if you're down in the bottom corner. So if you're trying to do a video walk along and then scroll down here and there service allows you to put yourself in there as an image and train it that way around. That N word. Right. So that might be worth it because now you can tailor your message to each individual person. The things that we've talked about before in terms of the sentiment analysis of responses that come in dealing with customers who are frustrated or who are annoyed or being able to highlight the ones who are happy, and then reach out to those people for testimonials or case studies. The fact that you can much more quickly there's there's email, AI models that will sit and do immediate responses for you. Now it's probably not good enough to do a complete response, but it might be good enough to do a general holding response so people feel that they've been heard

Aalok Y Shukla

100% And you know what's interesting is like the two bits are coming from First we you started at the most complex one with the video in the face, right like, but like there's electricity company that's been using AI generated emails internally they said that customers prefer them with 60% more happiness. And it's actually a function score. And then then normal written ones because there's more empathy and more understanding so so that so the thing is, that's already there. And then answering your question about the personalized videos, that they've got examples of cart abandonment, where like someone left something in the cart, and then the founder has the video saying, hey, Stuart, I saw you left the camping kit in the in the car. I understand if you had a question, I'd be happy to help you. You know, like, those sorts of little nudge points, you know, like it's

Stuart Bell

something we were taught a couple of weeks ago was that people defaulted discount so I experienced I was in a shopping cart I wasn't really that interested. I was really just going through the whole process to see what it was. And but within like 12 hours of not completing it, there was like a 7% discount. So people automatically go to that discount thing. But imagine that you had a personalized video from the founder saying, Hey, I saw that you were looking at our cups. I just wanted to share a story, a backstory with you about the company because people don't realize something about this design is uniquely positioned so that it looks good on

Aalok Y Shukla

paper as well. Right? There was there was yeah, there was that people were they they literally, I think they took pens or something like this. And they had them they listed them on eBay. And then they listed the same pen but with a story about the pen. And then they found the same thing for like normal items,

and they found like a 30 or 260 or 100% increase in the price that was available. To do the purchase based on the story that came from it. So what you just said there is like giving a nudge point which is personalized, but without an immediate discount code which builds trust. I mean, you subtract that from all the discount codes use annually how much revenue saving is that?

Stuart Bell

Yeah, exactly. And building like you said, the relationship that rapport with people, it's not just a financial transaction, you're actually building that connection. I mean, we jump back to we're probably going to do this a lot because we both got a strong marketing background. We jumped back slightly to marketing. You can imagine like a customer service message that and a personalized response. That says Hello, thanks for the message. We're just looking into it now. I just need to speak to a couple of other team members but don't worry, we'll be back in touch soon as opposed to him and nothing and it just been in the void

Aalok Y Shukla

as an audio as an audio note,

Stuart Bell

right? And audio is very easy to do in the in your actual voice. I mean, that is straightforward.

Aalok Y Shukla

And that and that is so personally you send an audio note on WhatsApp. And it's exactly about what was supposed to be at that time. You're much more engaged. And you know, I don't know whether you've noticed that I've had a trend where some people are sending me more voice notes now and I'm fine with it. And it just also helps me gain context I get a different understanding rather than reading a long paragraph, right. So using those things to nudge and always build trust and invisibly, really

Stuart Bell

and the multi channel piece so something you just mentioned no infuriates me receiving voice memos from people because it's immediately them giving me the job of taking some notes on some random thought that they just had. Late at least in text. I can go back to it now you've just given me homework. But imagine a scenario where it doesn't happen yet. But if the voice memo came through, and the transcript was there straightaway, it's actually a tool

Aalok Y Shukla

so both worlds, the Kindle

Stuart Bell

version and it's the backup is there.

Aalok Y Shukla

I'll get a link for it. I'll put it in there's a tool which basically was hilarious this guy made it and you just forward the voice notes to this this number and then transcribed it and send you a summary back. And the thing I loved the most was that the guy had written in the questions it says, Do you listen to my voice notes? And then you said you don't even listen to your voice notes. Why do you think

Stuart Bell

yeah, maybe I should and the work might get done.

Aalok Y Shukla

You know, I was just won't buy second clips like you know, like little nudges and stuff like this. But but those things add adds so much value.

Stuart Bell

Yeah. And that multi channel approach was kind of like when we first started saying to be able to deliver something. So the likelihood of everyone consuming this pot. So when we think about all of the things that we put around this podcast, audio notes, LinkedIn stuff, other social media stuff, they'll probably be clips a little bit further down the track the YouTube channel. It's easy to think of us as the creators or business owners trying to do it as our this is a lot. There's a lot of stuff here like do I need to do all of this stuff, but the reality of any one customer any one end user only thing you know, they're only going to see that one thing. So by being able to generate things that across multiple channels just means it's more likely that the one thing will will hit them,

Aalok Y Shukla

right it's a it's a process. You basically create a system where you know your input goes here and then it splits out into those different areas with literally AI agents and I just thought of something. Life is cyclical, what is old becomes new again. So people said people said blogs are done. What is big podcasts. So if you turn your blogs into audio snippets, or short audio segments on this, and if you send an audio note saying, Hey, I got a summary of like the top five things you need to know about your new garden office, for example, right? You know, maybe you didn't want to read a long thing, but it would hear the summary like here's the five points. Here's this. Here's that in the voice of the founder, how much how much more connected are you to that company versus reading the blog from that company?

Stuart Bell

Right? Yeah, it's just more of a like the more I remember Tony Robbins things from years ago, the more stimulation points like visual cell audio touch the movement, the more connection points there are, the more embedded it become. So trying to leverage some of that

Aalok Y Shukla

you can totally so you can totally leverage this tip from this. You can totally leverage all your old blog posts, create summaries of them with AI and have an audio note which is like, Hey, I've got this audio note for you. You might be interested listening to it. You can listen to it here, or you can click the link to read it. So all those things kind of like add in the kind of like personalization of that sales experience basically, isn't it

Stuart Bell

imagined trying to do so. So you're a company that has a lot of written content, but you don't have a podcast? So you think okay, what do I need to do as a podcast? It's some barrier to entry to get started. But imagine putting all of the content into a generative model and say, Okay, I want to do so what would a podcast every fortnight that's probably the minimum cadence. He wants 26 episodes. Here's all the stuff from this stuff. I'm gonna do 26 podcasts. Give me the subject. Well, the 26 and then there was a people GPT service that I saw recently, which actually wasn't exactly what I was hoping for. But anyway, people GTP so now you've got the GTP GPT. Now you've got the body of work or the written stuff that you did. You've got the agenda for the next year, because it's so most of the content, no, put it into people GTP Okay, I need to find other people who have been have an interest in these particular areas. Now the guestlist problem is sorted out the subject, the amplification and the reuse and the multi channel options.

Aalok Y Shukla

That's what it that's what explodes now, basically isn't it? Right. So I think I think like the takeaway for a business owner is you need to have a process in place before you need to have people is like you talked about like, you know, with Gary Vee, right, you need two people. Now you don't need that. 20 agents or three agents chained together in a distant basically. Yeah. Yeah. That gives that gives those bits if you go one further down into customer support, or even consultation and different elements like this, and I was talking with someone who actually is he's in the health sector, like specialist orthodontist, and he actually consultants a lot of training in person with many dentists. And he was saying, oh, there's so many opportunities that with AI and I said, Yeah, I said, um, do you have videos or audio of your lectures? He goes, Yeah, I got videos. I said, Well, you could have all that uploaded. And then you could have like, basically, a, you know, an

agent made which answers questions the way you would answer them, basically, right, you know, and he was like, really like yeah, you understand, you know, like, so the people who've actually already been creating the content, you can now make it almost expertise on demand via your proprietary platform and knowledge and everything like that. And I think that's what becomes interesting cuz it's your information on demand. And everyone now only wants to learn what I need to know now. I don't I don't want to learn ahead for the future. I want to know now how to fix this now. And then the next bit I'll deal with later on. Basically, they go Have you noticed that like, it's like waves turn left turn right. You didn't really know. You don't know like six miles from now. What I need to do basic use and yeah,

Stuart Bell

immediately, I think it's a knock on effect of just the busyness of life, like 30 years ago. You could plan a trip and pour over a map and kind of ingest it all before you left. Now there's so much going on. They just haven't got that bandwidth, what you were talking about in terms of the personalization, we've been having a lot of conversations with people recently, because you'll see videos out there of get AI to write a book for you and all that type of stuff. But the problem is, is it's generic information. So what we're saying to people is it's your unique perspective and take like financial advisors as an example, for all financial advisors work from the IRS rulebook, there's only I mean, it's big, but the rules aren't. The thing is the interpretation and the nuance. That's the thing. And that's what you bring to it as an individual. There's no AI that's going to substitute that. So rather than worrying about trying to learn a put effort into learning an AI thing, just to take the then take the shortcuts, instead, think about the actual value that you're adding and then just use some tools to amplify it's still at seed material. That's the unique piece

Aalok Y Shukla

the way I would think about it. Is like ai lets you build a cake. Essentially right you know, like whatever it is, it will create a standard cake of whatever it is right? And then whatever you customize it with your toppings, your flavors your this your that that's what people are actually going to buy they don't before it was difficult to make a cake. Now the cakes can appear whenever you want so the question is like, what makes your cake different basically. So I think exactly like you said, it's like the kind of mechanical stirring of the bowl and the thing and that's done now, basically. So the question is, what do you bring uniquely to that to that element essentially isn't

Stuart Bell

a small business owners were actually have an advantage in certain ways over big companies. So I was listening or reading some things last week where they

were talking about large companies preventing their employees from using services because the disclosure the privacy models are very unclear. Like if you've got a whole load of proprietary special code or client information or medical information in you probably almost certainly break breaching some rules. And then there was another talking point about saying, Okay, well, that takes example cake appears. Where is that? Cake being? What information is that cake being created form?

Aalok Y Shukla

Or do? Do I own that cake? Like, right? Yeah, yeah.

Stuart Bell

Always that cake, the proprietary information of whatever the dataset that it was trained on. So the example was image creation thing, but using the journey and some of the deeper and the other one. Yeah, the name is escaping me. But they were using that image, big companies, but their legal counsel was saying, No, you can't use it because this is untested.

Aalok Y Shukla

And that's my Adobe and a few other ones like now I've got I've got really completely licensed models, isn't it right? You know, but But I agree with you like, on the

Stuart Bell

other things, so images, and maybe the first thing is this model, but as small business owners, we've got the opportunity to get around that because we're less likely to run into problems because we're dealing with a much smaller set as opposed to B Corporation. So one of the few times where maybe we've got an advantage, because the big guys has to be a little bit more. Yeah.

Aalok Y Shukla

And agility is the killer here, because it's not about I think in the past, a big company had the value, there's more resources, so they could invest in more complex moats or technology or software. But now it's the opposite. That's actually a problem. If you've got a very complex deep system, that means it can't change with the world as things upgrade and change. So you actually want to have lighter, less technical debt, more agile kind of solutions, basically, which is where, you know, smaller companies kind of like can can can come into play really

Stuart Bell

Yeah, a little bit easier. What was that I derailed us a little bit. What was the next?

Aalok Y Shukla

The next one? The next one was like, let's say in operations or in HR for itself, management, right. So management. Another element would be, you know, using meetings, for example, with AI note taking tools with action summaries, and then the points that we need to look at directly, but you can add two layers. So for example, I think I mentioned that if you've got the meeting, and let's say other meetings that happened in marketing, let's say there was four groups of meetings happened in parallel. You could then have a word cloud, which basically will show for each of those four meetings, what was discussed, you can see, do they line up with what I think it should show is that the big concepts and things so if you're the head of marketing, and those four different teams meeting, you got an idea of like, how aligned or how structured is it without having to go into the nuance detail and then you know, you can eliminate unnecessary meetings or different elements and you know, make things a lot easier than the same thing for HR. You know, you can use AI to engage in pre screen candidates. So let's just say for example, you want to remove your own bias, you say okay, and record a video explaining why you're a good candidate for the role and your how you would approach this scenario, and then the AI can then upload, upload and analyze all the videos that come from there. It can then rank them for clarity of structure of the of the messaging, it could then even potentially, sentiment analysis or for energy positivity and all that kind of stuff within the voice. And then you can just see the top three and then from the top for you go into further details and everything so

Stuart Bell

interesting. There is a cat and mouse game between the technology and the the intense and by intent, the intent of the organization and the intent of the employee or the prospective. There was a tool that I'd heard people talk about last week, a couple of tools, talking about AI detection tools. So you upload a paragraph of text and it will give you like a temperature score on how likely it is to be AI written. Now, the likelihood of that going. I mean, let's just think about that for a second. So what are the the benefits and the downsides? So the the, the benefit to the organization is that you get a read for what's coming through the door. And again, it's just another tools in this cat and mouse game of candidates just as staff versus you trying to get what their actual feelings and then for the people on the other side, again, it comes back down to there's an equality of opportunity that maybe not necessarily an equality of outcome, because people aren't the same. Intelligence is a is an average agenda of people on both sides of that, for better or worse,

Aalok Y Shukla

even even not just intelligence, like character traits, you know, like determination,

consistency, all that kind of stuff, attitude, all those things isn't here.

Stuart Bell

And there'll be a group of people who just want to AI something and just chuck it out and then complain that they're not getting anywhere, because they're doing the bare minimum group of people who are using it as we started off by saying, as a superpower, they're strapping on some additional capability.

Aalok Y Shukla

I mean, it's a car or electricity now basically, right? So the question is, like, everyone's gonna use it or like, some people might say, I'm gonna walk everywhere and do everything natural and organic, and that's fine, too, you know, like, but I think the key thing really is that like, even if someone is using, let's say, AI tools for everything, the minute they detach from it, your the clarity of their thinking, and the ability to express themselves verbally, will not be there. So you would you would detect that very quickly. You know, an eloquence mismatch.

Stuart Bell

Like you start seeing people.

Aalok Y Shukla

Yeah, so So I think there will be like, if people aren't paying attention and doing things in a thorough way, there will be those things people that maybe get through but but I don't think really because everyone's going to be using these tools in that way. But I think today, we just want to kind of give them concrete examples of, of where, where we can kind of see no immediate value to be created. And like we're talking about within a week, we're not talking about within six months or a year, which is most technology products or projects would take time, like even just doing the audio note thing that we just talked about, or even turning some of the blogs into, you know, little podcasts or different things that need to be discovered in a different way. These things are quite light touch really easy

Stuart Bell

and easy. So again, started off thinking about the strategy in what you're trying to achieve and then assuming that there is a technological way of doing that at scale and faster and more consistently. It's, we were at some point, we'll talk about Zapier as a tool, which is kind of like this very accessible, middle layer tools

Aalok Y Shukla

linking workflows, right. So I think I think maybe we can go a bit deeper detail next time and, and actually show like, or talk about how you would create this

course on AI first marketing department, right? Like what would be what would be all the different elements within that, like what goes in and what do you get out over what time period or something like this?

Stuart Bell

Yeah, yeah, yeah, give a perfect example. And then people can pick and choose the elements that are kind of timely or or seem achievable for them. But yeah, give the big picture.

Aalok Y Shukla

There's always so much Stuart, like, I can't wait to see what next week brings but this week is already full of stuff and then we got them. By the way, we've got an event into the month 25th of May in London, so funerals in London, and UK, we've got a boardroom, which is basically a business update for people that want to know about more about how to apply this when you're in business and get it a 90 day action plan. We'll have Piers Linney from Dragon's Den joining us along with some other expert speakers. And so yeah, if anyone's interested in that we've got the details in the show notes. But um, exciting times, you know, you just have to

Stuart Bell

keep an eye out for that if people are just listening to have a URL that they can go to.

Aalok Y Shukla

Yes, we do. So it's near [cloud academy.com](https://cloudacademy.com) forward slash London hyphen events, but we'll put that in the in the show notes as well. For sure.

Stuart Bell

Yeah. I'll stick up the image so people can easily see it. We get AI to do a flashing button HTML so that can see where it is.

Aalok Y Shukla

Exactly. But listen, mazing to catch up as always do.

Stuart Bell

Yeah, thank you. I will speak to you next week, which will seem like in five minutes

Aalok Y Shukla

Absolutely have a great one.