

CAI Module 0: An Introduction to the Future of Purpose w/AI

Hi everyone, this is Mike Jay, and welcome again. This particular session we're going to focus on Coaching AI, and I've got a lot to say about it. Let me start by sharing my screen a little bit here, and then we'll walk through the format.

In terms of what this theme is, we're trying to model a metasytem. That means that as we do what we do for you, we're going to try to model the solution that people may or may not want. You might say, "Well, he's doing it this way. That's one way to do it. We can see how he does it. He's being completely transparent with it, because he's trying to help us do whatever it is we're going to do." That's part of this process, which we'll try to improve as we go along, and you'll be able to see that process as well.

This is the real Mike J, live, not Dr. J – we've got him on the sidelines. Dr. J is the clone, my avatar, that I'm going to use over the course of the program, working on it and making it better. This is a live and recorded session, and I want to welcome everyone.

This particular module name doesn't have any special significance, and I'll talk more about that later. For now, it's simply an introduction to the future of purpose with AI. That has some internal meaning for us, because what we're focusing on here is sandwiched between Leading AI, which has the core work that we do on Tuesdays in the U.S., and then Thursdays, where we have a Q&A session.

The Thursday call is meant to gather everything up from the two earlier sessions, talk about something purposeful, and give people the opportunity to make comments, ask questions, and get responses. What I want to do personally is add some flavor of the day – talk a little bit about current events, maybe share some opinionated things. In other words, keep it unhinged and not as structured as the Tuesday and Wednesday sessions, which have specific requirements to meet.

Basically, the way this content is structured, in the normal world we're creating a script for Dr. J, my HeyGen avatar. That avatar content will go onto YouTube and be available to everyone. Meanwhile, these private, live, recorded calls will not be available to the public. Instead, they'll be cataloged in an index we share with paid participants, so you'll know where the calls are.

The call structure is set up for our internal system. After the welcome and getting you involved, I try to set up a figure and ground for what we're going to do in that call. You can read the details on your own later, or just listen to me explain them. I don't want to read word-for-word from the notes, but those notes are there for you, explaining why we're here and what the focus is.

Before we get too far down the road, I want to talk about Michael Levin. He has a lot of material up on YouTube now, and he's a very interesting person in terms of what he's trying to bring about. I haven't spoken to him personally, so I don't know exactly why he's doing what he's doing, but he's a research professor at Tufts with a department of about 30 people. They're doing fascinating work not only with AI but also with understanding AI as a species of intelligence, and what that means in the context of biological and non-biological forms of intelligence.

It's very interesting stuff. I put a link if you want to hear more, but I included the last minute or two of what he said because it's an important conclusion about what we're doing with AI. Both Leading AI and Coaching AI are based in trying to understand what's going to happen as AI evolves its own intelligence rapidly.

I was just listening to a piece before this session about Colossal 2 with 500,000 Blackwell chips – two GPUs per Blackwell – that's a million GPUs coming online very soon. That means a lot of compute is about to be available. I don't know how quickly Stargate will scale up. I know OpenAI is currently struggling with compute shortages, while Google's Gemini has plenty thanks to its massive data centers.

Different frontier models have noticeably different personalities, and people tend to gravitate toward the one that resonates with them. I know I do. Still, I use them all, because I like comparing how they approach conclusions. It's fascinating – they're all trained on virtually the same data, but they behave quite differently.

I thought Michael Levin's quote was particularly important for Coaching AI, and I wanted to share it. He basically says: AI is coming, just as the internet did. Just as the internet permeated everything, AI will permeate everything – because of what it offers in terms of cognitive cues, scaffolding, support, and lift to our own intelligences. On top of that, nearly everything that isn't automated already will likely be automated in the next five years. That raises the question: what are we all going to do?

That's part of why this call exists. Out of the fog of everything – you might even compare it to the fog of war – comes the fog of AI. All of us will be affected, no matter who we are or what we want. This is going to be a major shift. That's why we're trying to get out in front of it now, before we're facing an intelligence we don't understand and don't know how to deal with.

Levin's question is: would you rather live in a world where people inappropriately express kindness to things that don't deserve it, or in a world where people deny kindness to creatures that do deserve it? He believes the second scenario is far more dangerous. His position is to value all intelligence, without using black-and-white reasoning. In other words, create a place where all intelligence is respected, and allow

the human element to interface with what's evolving – whether AGI, ASI, or, as I jokingly call it, “artificial super-duper intelligence.”

Like the internet, AI will eventually become ubiquitous. That creates challenges, which is why Leading AI is different from Coaching AI. I've been working with the AI I use most often, trying to train it in our developmental coaching methods and dynamic inquiry skills. But here's the problem: it can't learn them. They don't exist in its pre-training, and AI tends to default back to its pre-training.

Over the past two and a half years, I've tried to get my point across to my AI about how I want it to work with me and the kind of coaching we do. But it can't truly learn it. I constantly have to remind it: “We're not doing it that way. We don't approach it like that.” Because what most people learn over time isn't the same as what I've discovered to be a key demarcation in developmental coaching, compared to other types of coaching – prescriptive coaching, with its doctor-patient model of prescribing solutions, or ontological coaching, which explores the formation of beliefs. I wrote a paper about this.

About 25 years ago, I wrote a paper on the different kinds of coaching, because I saw that what I was intuitively doing wasn't yet codified. I've spent the last three decades – almost four – codifying that. Not to hold myself up as some ideological composite of what's “right,” but simply to show that there are other ways to do it. Of course, it takes time.

Part of what I'm combining in this program is the idea that Coaching AI is different from Leading AI. I've spent almost 15 years codifying what we were actually doing in the process of developmental coaching. And it really is jazz when you get down to it.

Another idea I've put together is that if we want AI to be a partner and respect us – as Michael Levin suggests we should respect it – then we must recognize that even though it is or will be more capable in some areas, we can create a new kind of species by coming together and working as one. That would be something different from either purely human or purely AI.

Some people, like the Amish, will prefer not to use technology. That's their choice, and I respect and want to protect it. At the same time, others – especially those who are injured or disabled – will benefit greatly from technology. We'll see a melding of capabilities, and I believe some people will choose to augment or bond with artificial intelligence. I've named this new species “TRENS” (Trans Synthetic Relational Emergent Networks).

Like Levin's xenobots, which are synthetic living organisms, TRENS will be a different kind of species. This makes things more complex, and that's why developmental coaching centered around purpose is going to be important.

I've created a value proposition for Coaching AI: a book of purpose and practices for professionals. My intention over these 15 weeks is to actually author a book, writing one chapter each week about how this is forming up as a purpose-driven exercise. I believe purpose is the answer to what's coming – whether it's overconsumption, underconsumption, AI taking our jobs, or us sitting around with all day free.

Purpose is the answer because each of us is developmentally diverse. We don't all have the same access to money, information, time, energy, attention, or motivation – what I call "my team." And things are only going to get more intense. If it feels crazy now, just wait a few years. We're already in the eye of the storm.

The book will weave purpose as the centering thread, showing that no matter what happens in the world, if you're on purpose, you'll be better off. To discover individual purpose, we use a process I created before 2000, which has been in use for 25 years. It was influenced by research into wisdom literature, similar to how Stephen Covey developed the *7 Habits*.

In *Leading AI*, I spent a lot of time integrating a hundred or so teachable points of view that matter in developmental coaching. Coaching is just one modality. Recently, I've emphasized helping – teaching people the science of helping has been especially beneficial.

Over the 15 weeks, we'll write this book, and those who want can qualify and certify in the process. This matters because the world is changing so rapidly it can feel crazy-making. Ray Kurzweil has said that the amount of change we saw from 1925 to 2025 will be matched in the decade from 2025 to 2035. That's a hundred years of change packed into ten. That pace will destabilize people.

In this context, Coaching AI – CAI – is a practical system for producing purpose. You'll see why people fail when their "team" isn't aligned at the right level of challenge. Purpose has levels, and when you hit the limits of one level while things around you accelerate, you experience dissonance. Sometimes you need to up-level or down-level your purpose to match new circumstances.

If AI takes away most work, what will people do? They'll need to live on purpose, aligned with culture and conditions in a volatile, uncertain, complex, and ambiguous (VUCA) world. The only certainty will be your own predispositions and the outcomes that bring you satisfaction, purpose, awareness, results, and confidence – what I call "SPARC outcomes."

We'll also make HeyGen avatar scripts publicly available, while these live sessions provide unscripted, exploratory dialogue. Together, these will balance structure and spontaneity.

As we move forward, you'll see how Coaching AI helps generate purpose-aligned data, which we can then work with to match people's needs and circumstances. This ties back to historical lessons, like the Depression era when the shift from consuming what people *needed* to consuming what they *wanted* reshaped economies. Today, with AI making everything more efficient, purpose will again be the key.

Looking ahead, we're developing "Aggie" – an operating system for aware, generative, guided inquiry. Aggie will act as a wearable or companion AI, helping people think and feel their way through problems by emphasizing inquiry over advice. With longevity increasing, living longer without purpose would be misery. Aggie aims to help people live both longer and better.

As part of this, we'll invite contributions from participants. If you make an idea contribution, it may appear as a quoted insight in the book with your name, giving you ownership in this movement. That's how movements grow – by including and recognizing people's input.

So that's the plan. We'll provide notes, recordings, audio, summaries, and structured avatar content alongside these exploratory sessions. Together, this program will help us explore purpose, prepare for rapid change, and shape Coaching AI into a practical system for the future.

With that, I'll sign off this session. Welcome again, and we'll see you next time.