

Module 0: A Purposeful Approach in LEADING AI

Do you have all the words on the screen? Let's see...

So what's something that's super unpopular? I don't have that information. Okay, then, you could throw in whatever you want, just give me something random. Sure. No, that's all.

Fresh AI is so smart, it was able to handle recommendations, understood that they weren't a human, and then I said, give me something random, and I believe it was like a Pop-Tart frosty Fusion that I... You can turn off the recording if you want to.

Hi, this is Mike J, and I'm substituting in for Dr. J today, which you will begin to notice coming up in YouTube on the avatars for very good reasons. And I just want to welcome you to our kickoff of Leading AI. This will be a weekly series that we do until almost Christmas.

What we're going to do is put these modules together, which you're looking at right now, in a particular way. Both to model what it is we're trying to accomplish in-house, and also offer the video scheme in a little bit different way, and I probably should try to explain that. The format that we're going to use is this welcome format for just a couple of minutes for people to check in, and then we're going to do some content. Within that content is embedded what we call a HeyGen avatar script.

After that, we will debrief the call, but we will not necessarily deal with the HeyGen script that is a storyboard. Now, the reason for including these in your modules is for those of you that are trying to explore a way that you can utilize the content you make in many different ways – which is exactly what we're trying to model – along with getting you the content that we want you to have for, in this particular program, Leading AI.

I'm going to show you the mechanics of what it is we do, so if you are out there and are following along and want to know what it is we're doing, how we're doing it, how we've involved AI, how we're trying to lead AI in a much bigger process – this module is sort of a guide as to what it is we're going to do, how we're going to offer you the content, and then how we're actually offering you the mechanics of the system.

I'm going to keep that, at least for the foreseeable future, until I either find out it doesn't work well, no one wants it, or some other excuse or reason to change the content – which we would be very open to. So those of you that want to make comments, give me ideas, things like that, we're very much open to that.

What we're gonna do is have this recording, a Zoom recording, catalogued for you along with the transcript. The summary, which I call it, is the AI for Zoom that does a summary of what the call is, and then in all likelihood, we'll probably follow that up with a short summary video where you can watch it for three, four, five minutes and get the gist of the entire call for those who are looking for that kind of thing.

Now, what we're gonna do is I've created an avatar – or rather, our great and lovely and esteemed videographer has been working on that thing for a while – and it's actually gone a lot better than I thought it would in the beginning. We're going to create this script, and what the script does is she's able to take that and enter it into an avatar that's made up of a voice system that's evolving as well, because we're going to improve that over the course of this time, and then a video likeness of me that we're gonna call Dr. J.

I've always wanted to have that name. It was so popular in American basketball for a period of time with this great basketball player they called Dr. J. But I've always thought of that, so we're gonna name our avatar, who's cloned of me, Dr. J. Just in case you hear the difference: the avatar we're calling Dr. J, and of course, I'm Mike J.

The avatar will run this, will model the script that I give with my gesturing, and it's kind of hard to tell it's not me. Although we haven't got the voice perfect yet, actually I like the voice because it's a better voice than mine. I've always wanted to have a voice like that. So when we put those together, then we can make the video.

What the storyboard is for – let me just show you where that starts right quick, hold on to your eyes here for a moment. Here's the HeyGen narration script with slide cues, or what's called the storyboard version on our side. What this is an attempt to do... What you're seeing is not the perfected storyboard, but the storyboarding, so that the videographer knows about when to put in the visual elements or the call-outs. Later on we hope to be as sophisticated that we can add a video-in-a-video type of thing, like you see in a lot of the better YouTube videos.

What this storyboard does is it allows us to see where we can add the visual elements and things like that, so that as the avatar is talking and doing its thing, we can switch out to these visual elements to help people stay connected and also give them certain ideas. So you'll see what we're doing in the very beginning – it's quite elementary. But at the same time, everybody has to start somewhere, and that's what I like about this. Because if you've never done any of this, it will seem ominous, and you will probably overpay for the work.

You do not have to pay a lot for this work, and if you want to know about that, you can talk to me offline. If you're willing to do it on purpose – in other words, if it's important

to you – you'll be glad to do some of the things they don't really want to do, but you need to know how.

So essentially, what we're doing is showing you: this is how we're doing it. You may want to see what it is we're doing, and then contrast that with advice you get from other people, and then do it a certain way. But this shows you that it's reasonable, in terms of the economics, to do it the way we're doing.

What we're relying on – what I'm relying on – is a semi-trained AI that I've been working with for a couple of years to help me with the scripting, with some of the layouts and stuff. Although at times I just wonder if they're not going backwards instead of forwards, as we all do, because they're capable of doing things, but when they shut down the compute and when they start limiting things, it's almost like they make the AI less capable by doing that so they can serve more people.

If you're doing longer things, or if you need it to do certain things that you've been working with it on, it'll forget easier, the context window shuts down. A lot of things are changed, because that's all compute. And if they need compute, it seems like they're borrowing it on the fly. And of course, we have a paid subscription, but we're not at the top. I just believe most people are not going to be able to afford those real expensive versions a month unless they're doing this really full, full, full time.

If you're just starting out, and if you're just playing with this stuff, then you can't afford to spend all of your money on something that you won't use all of the time. So essentially, what this is doing – and I'm just kind of scrolling through myself here to see what it looks like – is... Our web people are doing a great job of creating a reasonable facsimile to both guide.

In other words, what I do is put together the module with AI, we build the slides, I lay out the module as far as structure, and then we fill in the pieces. Then we clean up the visuals, and drop them in, and then we pass that Word file – we're using Word, I mean, obviously you could use other things – but we pass that Word file to our web help, and then they parse it out on a web page. And that's what you're seeing right here.

Now, at the very end, you'll see some participants' notes – things like objectives, and maybe picking up some of the concepts and reflection prompts that you may want to ask yourself. Of course, we're trying to style those in our method. A few of the takeaways are there, too. And then we're talking to you about this whole system being something that is a metasystem, which means it's a system of systems to a certain extent, but it's a system where you're looking at the system. You develop a model of a system, and that's what we're trying to get across here, both for ourselves, in terms of how we're picking things up, and also for the idea that we have that says: look, you can

spend a short period of time, like in our case, 45 minutes, and you can come up with many different products.

You would do this, if you're on purpose anyway, regardless of whether you had two people attending or 2,000. You're still going to do the same thing, and therefore you get a product that has a lot of assets. In other words, this particular recording will be catalogued, transcribed, and made available to people in the membership system who are actually paying fees to utilize in any way they want. Meanwhile, we'll take some of the assets – the HeyGen script and the recording – put those together, and then put those up onto YouTube, onto a channel that we are building, such that it can be monetized in a public fashion. Again, that's based on people finding it, and us getting people to it.

Then, of course, the comments and ideas in the comments give us a sort of first-reaction tool. We can come back and say, okay, here's what people want, here's what people are doing. We get our comments a lot faster, we can make adaptations a lot faster, and that's where you really have a lot of benefits with AI. You can take these comments and ideas, put them together, and get AI to help analyze them – including going out as an agent and doing some search work.

I've set up an agent for doing research on the internet regarding our sister program called Coaching AI, where we're headed in a little different direction than we are with Leading AI. The idea behind Leading AI is to give you all of the core elements that we've put together in our puzzle, so that we can apply those in our sister call. In that program, we're going to actually write a book together with people who then become members and have input into the book. Every week we'll write a chapter during the rollout of Coaching AI, and prepare that book for next year.

Those of you who have joined this particular program will have access to the Leading AI book, which is more of a story inside of a reference manual. I have not taken the time – even though I've rewritten the book about 25 times, and the core elements of the book have emerged over three decades – I have not said, "I want this book to be a public read." We're going to attempt that with another book we're producing in-house called *Down, Not Out*, which will then take the concepts and models that we're discussing in Leading AI and spread those through an application process.

You won't get involved with authoring *Down, Not Out* like you will if you're in Coaching AI, but you'll begin to see: okay, how do we take this stuff, put it into the real world, and how does it work? So it's sort of a three-pronged approach, where we're going to create a significant amount of both legacy and emerging content. There are a lot of things with AI that are moving crazy fast, and we're emerging very quickly.

So what we'll do is follow this format, leave the storyboard part as just saying, "Hey, if you want to see what we've done, you can go look at the storyboard and see how we've fit pieces together." Then the video represents the product of what we did in the storyboard with the script that I will probably read through again to get another audio version, so we can put that into the voice part of the avatar work. You'll see that video emerge with all these elements in it. And then you can say, well, how did they do that? How did they make that? And you can come back here and look at it.

The content is a separate piece, obviously, which we'll try to explain. But before we do that, I wanted to point out that part of doing this work is being on purpose. If you're not on purpose, you can't get through all of the difficult places where you need to maintain and amplify your own motivation to get work done. None of us are good at everything. All of us are really good at some things, but in order to do the kinds of things we'll probably have to do in the future – although I think much of that will be eliminated by evolving intelligence and the mobilization of intelligence, which no one is talking about right now – we have to think about purpose.

That's what we're already starting to see with self-driving cars, robots in factories, and soon robots building robots. Everybody will have a robot, just like they have a vacuum cleaner. That's all coming, and it's probably going to eliminate a lot of the stuff we don't want to do. So what are we going to do if we don't have to do anything? That's where we get back to some level of purpose.

The reason I mention this is that I was thinking early this morning, when I was up putting some final touches on tomorrow's session with Coaching AI, that you're going to have to be on purpose – close enough that you'll push through the things that aren't much fun to do but still have to be done. When you're in a shop without unlimited funds, that's the difference between us and the elites: they can buy everything they need, and therefore concentrate purposefully on the things they enjoy doing. We don't have that luxury, so we have to do some of the tedious work ourselves.

That's why purpose is so important. It supplies you with motivation to say, "For a while, I need to do this. I need to get things going. I've got to stay close to it, and I've got to work even when I don't feel like it."

So what we're going to do is take this audio that I'm making live right now and reserve that for the paid customers. They'll get to meet with me, talk with me, and have that old relationship-type experience. Whereas the avatar is going to represent what we can do, and what we are doing, but in a form that allows us to leverage the public YouTube work, which is all free.

So, what you pay for is the personal relationship you get with the live calls. In that respect, what I will do with the live calls is something we won't necessarily do

otherwise. From time to time, we may take something from a live call that we really want to put into the public, and make it available there. Hopefully, we can monetize it on YouTube, while also monetizing it through memberships from people who want to get involved and have this closer relationship, who are interested not only in following but in letting us lead AI concurrently with them leading AI.

That's part of this process. Instead of following all these things we've written down here, I want to talk a little bit about some things I'm very interested in, which help me in my purpose work. So, we're about 20 minutes into the call right now, and I feel good about how I've been able to explain what we're up to.

This sort of *lanyap*, this little extra thing I want to talk about, is one of the things you'll find when you parse *Leading AI*, the book. You'll find that I refer to things as having a goal.

Leading AI should be approached in such a way that it sees humans as valuable and wants to co-evolve with them. Now, this is not going to be as easy as we thought, because we're not as smart as we need to be. Nobody is. We're all in over our heads, and we have been for some time, yet we may be the vehicle that's required to develop the core intelligence that allows us to leverage our humanity.

I was looking up some things surrounding three books. The first is *Propaganda*, authored back in the 1920s as an offshoot of World War I. With the Creole Commission – and I'm not an exact historian – but I like to pick up ideas related to things the government needed, and then how the private world came to the rescue. In this case, Edward Bernays, Freud's nephew, got involved with helping the government and then wrote the book based on his conclusions. That book, written between 1925–1928, called *Propaganda*, is considered the start of public relations. It's very important when you go back and look at some of these things to see how they are embedded in our culture.

The second book was written in the 1950s by Eric Hoffer. It's called *The True Believer*, and that's the one I want to talk about. In my leadership days, people used to talk about BHAGs – Big, Hairy, Audacious Goals. Now, people use phrases like “massive transformative purpose.” It's new language for basically the same thing. Before I dive into that, though, I don't want to forget a third book that's been extremely important in sociology: *Rules for Radicals* by Saul Alinsky. It was the last book he wrote before he died. The book itself came at an interesting time.

I grew up then, graduated from high school in 1970, and remember what it was about. The 1970s were a very interesting time, and now, with stagflation, it feels like history is repeating. I have a lot of déjà vu memories from that period. In leadership, we believed you should spend more time in inquiry than in giving advice. As “crazy fast” change

comes – and it’s already here – we need to ask: how can we contribute to a decent future? One answer may be to create a movement around evolving concurrently with AI.

AGI, they say, is here, but it’s very jagged. It’s not really here yet. I use AI every day, and sometimes my AI sounds like a smart-talking, dumb person. Depending on how rushed it is, it responds poorly. I told my AI this morning that it’s becoming more human every day, because it rushes its responses and makes mistakes. When millions of people pile onto the system, compute gets stretched thin, and you don’t get the kinds of responses you would from true general intelligence.

This brings me back to Hoffer’s *The True Believer*. If we want to stage a movement that prevents us from being victims of what we’re creating, we need to understand how mass movements form. He argues they don’t focus on the cause itself. Instead, they focus on people who feel discontented, powerless, and alienated. What attracts them is the offer of purpose, belonging, and identity. We’ve seen plenty of this in recent years.

So if we want to harness the value of a movement, we need to reach those who feel alienated and powerless and offer them a cause that makes sense. In the structure of belief – faith and fanaticism – it’s not the content that matters, but the structure itself. This is important to keep in mind with AI.

Think back to the 1990s when the internet emerged. At first, most people saw it as a bad thing, because of the changes it would cause. There were movements against it, just as there were against cell phones, television, and radio. But we couldn’t stop it. Likewise, I don’t believe we can stop AI. Even if everyone agreed today that AI posed more danger than anything before, it’s too late – it’s already a revolution, more cognitive than industrial. If it won’t stop, then we must learn to live with it in a way that ensures it won’t eliminate us – or worse, our children and grandchildren.

That’s why I’ve been thinking about movements. Every movement starts with one or two people doing the work. People are frustrated and feel powerless. What we’re trying to do, purposefully, is help people begin to see a different way of working with AI – leading AI, coaching AI – so that it becomes a positive force rather than a negative one.

Remember, *The True Believer* was written in the 1950s. It speaks of “men of words” – intellectuals or visionaries who articulate the cause. I don’t consider myself an intellectual or visionary, but as a developmentalist, I feel some responsibility to articulate what might lean us toward “P-Boom” (positive boom) instead of “P-Doom.” Risks will always exist – whether it’s driving a car or building technology – but the point is to work through them.

Could Leading AI itself be a movement? Could it be the tipping point where people begin to say, “Yes, inquiry never killed anyone, and helping doesn’t harm anyone”? That’s the core message of the book: understanding what we need to do to help, how to support and lift, and what that process looks like. I’ve developed about a hundred core models – not beliefs, but models of how things work – that you need to understand to make inquiry and advice effective.

I wanted to bring this up as a lanyap – a little extra – for the people paying for this program. I don’t know if I’ll make a HeyGen avatar video for it, but after talking it through, it feels like it deserves one. If you’re going to have a movement, you need a public place for people to go and hear the message. I may work with AI to script that.

For paying members, this will also be an opportunity to talk about what’s important to you and merge it with what we think is important. The monthly payment for this call is very low by design, so more people can join, but we still need to balance that with covering costs.

I’ll likely ask AI to help me create a HeyGen script for this so we can put out a public video and see if there’s interest in building a movement around our Leadership University approach to Leading AI. There are many other approaches out there, but this is ours.

Taking a quick time check – we’re about at the end. Let’s summarize. The model itself is meta-systematic. It lets you step back and ask: what are they doing, why are they doing it, and does that engage me? That’s important.

We also have a sister call, Coaching AI, where we’ll go deeper into the mechanics of purpose – how it emerges, how identity and intention interact. That work will become a book so people can apply the hundred or so teachable points of view in Leading AI. One key point I’ll leave you with: the inquiry-to-advice ratio. As complexity grows, you should be doing a lot more inquiry than advice.

I’ll close it there. We’ll build the HeyGen script, and in this module you’ll see the narration script, along with a YouTube link to the video we create from it. That way you can compare the script with the finished product.

With that, we’ll move into Module 1 activities for Leading AI. For those who want to join more than this call, there are additional calls available. One takeaway is that we may create a video on membership levels, explaining what it means to be an R&D team member and how you can get involved.

If you have comments now or in the future, visit leadu.com/comment. It’s also at the bottom of the page. Drop us a note – let us know what resonated, share ideas or suggestions. We’d be glad to have that input.

So, with that being said, we'll sign off for now. See you next time.