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## Context to the conversation

Jaspreet speaks about how he has thought about being intentional about cultivating his personal identity (more than a brand). He states that in a world where each individual will work for multiple corporations (unlike one company having multiple people), he states that it is paramount that we have a Brand that people know us by.

## Transcription

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**Deepak Jayaraman (DJ):** Let's change topics. Sure. I'm curious about the implication of some of these developments in AI on leadership. I used to be a recruiter at Egon Zehnder. Yeah. In my past life. I'm curious from a leadership ask perspective what's shifting or what has shifted in this world of ai the leader of today? With access to AI in is it the same kind of traits as let's say, maybe 20 years back, or is, are there one or two that are emerging which are more relevant today than they were earlier?

**Jaspreet Bindra (JB):** Look, So there are, there's a dichotomy here, a little bit of a dichotomy. Okay. For in one sense, and therefore I don't have an exact answer, if I may put it that way, it'll emerge. Yeah. But the two not opposing, but two different views here are, so one is I firmly believe, again, I write on this and it's not only me, the bigger people who write on this is that it is about being human in the age of Ai. It is about. The fact that as Ai becomes stronger and stronger as it is becoming, we, and therefore leaders too will need to become more and more human. We will not win over Ai by, or thrive in the age of il by becoming more like Ai. Okay. We don't stand a chance, okay? Frankly. Okay. The only way we stand a chance is to be what AI will not be, which is more human. And so therefore, that means that your, the things which made you human, like curiosity, okay? Like passion, empathy even love, okay? Humor. Okay. Collaboration, working with people. Eye contact, okay. Is going to actually become more important than it ever was. Unfortunately, our education system and our corporate systems are super well made to take this away from us, to make us more like auto automatons. And remember, AI is an auto automaton,

**DJ:** And each of these things is hard to measure, right?

**JB:** It's hard to measure, except that all you need to do is to look at a 2-year-old child. Yep. Okay. Some of the things which we were told when we were young. That the, it's not the answers that you give. It's the questions that you ask is more important. And we were like, no. In corporate world, including in leadership, as leaders search for answers, they want answers from everyone. Answers Deepak in this world are going to become a commodity. Okay? Answers will be all over, but the right answer will be dependent on the question you ask, what we call prompts.

Okay. And so I think leaders will have to very radically change in that sense to become more human-like than organizational androids in some sense. And that will mean therefore that, I believe, for example, therefore the softer skills will be more important than the harder skills. I believe therefore, that women will get this faster than men do. Okay. And therefore, because it's that part, the human part, which will, which as men being are raised up not to be very emotional and things like that.

That's one big part of it. The second part of it is that is again, goes back to literacy that, see I believe that like we had digital culture, there'll be a new kind of culture, which is AI culture, which is different from digital culture and it's all about these things, these human things. It's also about working very closely innately, instinctively with AI agents, ai tools soon, Ai, robots, et cetera, DEI's definition will change to mean humans and machines working together and how that has to be managed therefore, from a leadership perspective, and no and a leader who's is not going to be able to get it until she or he becomes AI literate. And like culture, I believe that culture follows gravity. Okay. Similarly,

**DJ: What do you mean by that? Culture follows.**

**JB:** It flows top down. Okay. It never can go this way. And so this also, people at the top will need to get AI literate first. Okay. To understand how their organizations are going to change. I'll give you a number report. A few months, a couple of a year and a half back from Microsoft and LinkedIn. Talked about this concept of BYOAI. Okay, so BYOD is bring your own device, BYOB. We all know our bottle of whatever but BYOAI is Bring Your Own AI. Interesting. 80% of employees, one and a half year back across the world were bringing younger employees, were bringing their own AI to work. Okay. And this is only going to increase and here we are as...

**DJ: What does that mean in tactical terms? access to whatever AI tool you want.**

**JB:** It means that your bosses have banned chat GPT at work, but you have it anyway in your phone free and you're using it. Okay. Bringing it to work, sneaking it in your back pocket. Understood. Okay. So that, and the weird part is and here's where leadership is scared and it's saying that ban everything. Okay. Until we understand it. It's like, it's not gonna hap, it's not gonna there's no barrier to it. And until we understand it and they understand, oh, this is what it means and this is how they can do it well and do it safely, et cetera, that's being AI Literate. That's all literacy. And they're the same people by the way. You are a recruiter. I, when I, you were a former recruiter.

When I go across and I. Talk to many senior people, boards etc do these keynotes. Yeah. And I'm like, will you recruit a person who doesn't be, who cannot work with these AI tools? And the answer is unequivocally no. The same people who are banning it, don't want people who don't use it. Okay. So that's the dichotomy. So it's in so these two things be more human, be AI, be a AI literate human.

**DJ: Got it. And just taking the AI literacy just to make it very tactical. Let's say if you're a CEO today, what are in your, clearly you research a lot of AI tools and models. What are the three tools you might suggest to get started?**

**JB:** So what does so what is, CEO is the most difficult role in a company, we all know that. Okay. If you think of what are the top 2, 3, 4 things that A CEO does? Yeah. Okay. First of all, she or he has to absorb massive amounts of information. Yeah. Okay. Disparate information, not only internal, but external competitive geopolitics, and what has that has meant that basically means that A CEO needs to basically have 72 hours in a day and multiplied by a thousand days in a year to absorb even some part of it. Okay? Now, these two, many of these tools actually help you absorb information much faster distil. Okay. And so Notebook LM, for example, which many people don't use, can create

brilliant podcasts out of something out of 10 different research reports, which are out there. So you hear it on the way Interesting. Oh yeah. Yeah.

**DJ:** Actually you give it print and it gives you a podcast to listen to.

**JB:** Yeah. Yeah. And unbelievable. Okay. It's just you and you as podcasters are out of job very soon.

**DJ:** We should talk about that separately.

**JB:** For example, or I know people will, what do people do today? They put stuff in ChatGPT. Summarize this article. That's the most useless way of using ai, okay? It's this for me. No, there are a hundred. It can create mind maps for you, amazing mind maps for you, which you keep on going into. So absorbing information. Second, what does a the CEO communication is a big deal, right? Many ways. Communication on email, for example. You get a CEO might get a hundred, 150 emails, 200 emails a day.

Sure, some of the staff can handle some of it, but actually using voice features of ChatGPT and others, you can pretty much answer 50% of your emails on your way to work in about one hour. The voice feature people don't use the voice feature of chat. It'll help you frame. With the right tonality, etc, and it'll know you very soon as to what you write.

By the time you're there in your draft folders, there's 20 replies sitting there, which you then just polish and send off. Yeah. Something as simple as but in communication, if you're a CEO of a 300,000-person company and you want to welcome each employee. With your own voice, with your own and about the employee you come from here, this is what your job is going to be and you know you'll be great at it because you did this. You have amazing personalization tools from 11 labs or smallest.ai in, in the CEO's voice, which can welcome every employee who comes in. It's as simple as that.

**DJ:** Mass customizations,

**JB:** Mass customization. We do this in our bootcamps. People just stand up from their chairs. Okay, that's number two. Number three is research. Okay. And for example, as a bank and strategy, okay? As a bank, you want to figure out what should be your next five year strategy and be like JP Morgan. Okay. And how can AI help you do that? And what is JP Morgan? You usually would be, to do this, you'll be paying several hundred thousand dollars or maybe more, okay to a bunch of consultants, deep research tools from four different providers, and they're called deep research for a reason. And actually do this in with the right way, the right prompts, with the right way of conversing, can do this. In a few hours. Okay. And do about 80% of the stuff for you. And after that, the humans come in and you don't need all those highly paid humans.

So I, I've just thrown two, three different things, but there are multiple other things that at a CEO level or a CXO level you can just offsites a large, getting people together to brainstorm. You can actually use AI as a very effective second brain. Or a third brain, which is not a human brain. But we will give you perspectives. If Sam Markman or one of these guys tweeted recently that when he talks to what he does and when he talks to people of his level, what do they use these tools for? The number one thing actually is brainstorming and sounding board. Yeah. Which CEOs, as need a lot.

**DJ:** Of course, I remember talking to Vishy Anand on my podcast. And one of the themes we explored was this whole man plus machine. Given machines are coming in the world of chess as well has been, have been around for while. Oh, it's been around for a long deep blue, and

**JB:** In fact, there's no man versus machine there now.

**DJ:** Man plus machine versus man plus machine.

**JB:** Machine has done it. Correct. Anyway, yeah

**DJ:** The point he said was, machines often bring out an edge case, which is often beyond the realm of comprehension of man. And even in brainstorming, I'm guessing we, there's a certain way in which our mind works and sometimes

**JB:** Absolutely.

**DJ:** Oh

**JB:** Yeah. The

**DJ:** Machine throws up things which are way beyond. Wait. What we can talk about and look,

**JB:** We are one brain. I. We have one brain. This has been trained on data and ideas of billions of brains. Yeah. Yeah. What can, and chess is very interesting. People say that, for example today, Vishy Anand or Garry Kasparov, or even what's his name now? The big Magnus Carlson. Magnus Carlson plays a hundred games of chess with a chess ai, or not even an ai, with the chess, whatever. They're gonna lose a hundred out of a hundred times. And so in one way, you would think that chess is over, but on the other hand, I. Chess is actually far more popular after AI came in than it was before. And so it's interesting and I think that's a direction which is going to work and so on. This the, A lot of times I think AI should not be called artificial intelligence. Should be augmented intelligence. And a lot of people talk about that, and I think a lot of these tools help you. Augment your intelligence rather than I sometimes believe even alternative intelligence is a better term than artificial intelligence.

## Reflections from Deepak Jayaraman

**DJ:** I recently had a personal milestone in my family. My 12 year old son and 16 year old completed their Bharatanatyam Arangetram on 21st September. That is the equivalent of graduation in that art form.

As I think about what being human means, I feel it is about bringing in our Emotional Intelligence, Physical Intelligence and Spiritual Intelligence in a unique authentic way to make a difference. As I witnessed their dance performance, it occurred to me that there are very few pursuits that engage the head, heart, mind, body and soul in an integrated way. It occurred to me that not only are they learning dance, but hopefully they are building a tool box they can dip into in the future as they think about being more human in an attempt to be relevant in the future.

On a broader note, I think there is something to be said about the Arts which lets us explore our human-ness and hopefully bring some of that to bear. While the world is hurtling towards STEM and Computer Science given developments in AI, I wonder if the machines would be better than us very soon. I feel the answer might lie in being in touch with ourselves, either through art or otherwise and bring that to bear.

## End of transcription

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## About Deepak Jayaraman

Deepak seeks to unlock the human potential of senior executive's / leadership teams by working with them as an Executive Coach / Sounding Board / Transition Advisor. You can know more about his work [here](#).

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