

WTM
— MEDIA —

WHY
THESE
MATTER

IDEAS | LEADERSHIP | PERSPECTIVES THAT LAST

THE WTM CONVERSATIONS

SEASON 1

Michael Steiner

People. Possibilities. A More Human Future.

A conversation on leadership, imagination,
judgement and the meta skills that will define
the AI era.

COMING SOON



THE
WTM
CONVERSATIONS

PEOPLE | SYSTEMS | A MORE THOUGHTFUL TOMORROW

WTM EDITORIAL INTELLIGENCE

LEADER. EDUCATOR.
BRIDGE-BUILDER.
A MORE HUMAN TOMORROW.

NOIR SPIDER ATELIER



01 / IMAGINATION

See beyond what exists.

Define a worthwhile future before choosing
the technology to build it.



THE DECISION

Which human need have we mistaken for our current
product?

PUT IT TO WORK

Sketch three alternatives. Identify one assumption to test
before investing.

02 / FOCUS

Protect the decision.

More generated output does not necessarily mean better judgement.



THE DECISION

What decision deserves our uninterrupted attention today?

PUT IT TO WORK

Bring one decision, its evidence and its unresolved uncertainty to the next meeting.

03 / JUDGEMENT

Own the consequences.

Evidence can inform a recommendation.
Responsibility remains human.



THE DECISION

Who can challenge the recommendation - and who answers if it is wrong?

PUT IT TO WORK

Record the evidence, uncertainty, accountable owner and escalation threshold.

04 / ADAPTABILITY

Change the method. Keep the mission.

Technological change is a choice to evaluate,
not a command to obey.



THE DECISION

Which principle must remain intact if this workflow
changes?

PUT IT TO WORK

Define a small pilot, a human outcome, and a clear condition
for stopping.

05 / ORCHESTRATION

Build what can endure.

Lasting capability comes from people,
governance and partnerships working
together.



THE DECISION

What capacity remains when this project or leader moves on?

RESEARCH / VISUAL CONTEXT: Supplied Michael Steiner promo artwork on cover, used as directed by Kelly Dowd. Five section scenes are AI-generated illustrations of fictional adults, not Michael Steiner or documented events. Editorial interpretation is based on preparation briefs, not a verified transcript. Episode 2 Listen/Watch links remain pending.

PUT IT TO WORK

Name the shared purpose, decision rights and knowledge that must be handed over.