



Speed, Data, and AI:



How Matt Britton Future-Proofed Suzy.com

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Andy Sack: This is AI First with Adam and Andy, the show that takes you to the front lines of AI innovation and business. I'm Andy Sack and alongside my co-host, Adam Brotman. Each episode, we bring you candid conversations with business leaders, transforming their businesses with AI. No fluff, just real talk and actionable insights. Welcome, Matt. Matt Britton, founder and CEO of Suzy featured in our book AI First. Glad to see you again, Matt.

Matt Britton: Thanks so much for having me, really excited about this.

Andy Sack: Yeah, so today we're going to cover Matt's story, his own personal transformation as it relates to AI, the story of what he's done at Suzy, which Adam and I found nothing short of incredible. He was just an early leader. And lastly, we can talk about Matt's upcoming book, Generation AI, think is the name of the book.

Andy Sack: Yeah, yeah, great. So let's do that, Matt. Adam, welcome. Good to see you again, as always.

Adam Brotman: Yeah, yeah, this will be a fun episode. Excited to have Matt on. mean, one of the best case studies in our book, so this will be great.

Andy Sack: So Matt, let's just start with a simple, like tell people what it, to introduce people to your company, Suzy and your background, just brief overview of the company and your background.

Matt Britton: Sure. Yeah, so I spent my career helping brands essentially decode what's next and what it means for their business. I entered the workforce in the early 2000s at the dawn of the age of the internet. And back then it was about helping brands understand how to reach young people on the internet. I was fortunate enough to be targeting college students for lot of brands when Facebook came into the scene in 2004, 2005. And at that point it was about helping them understand social media. Over time it would become iPhone and mobile. And today it's about AI. So throughout my career, I've been fortunate enough to have a front seat to all these changes. And at the earlier stages of my career, it was about helping them not just understand what's happening, but activate. And I ran an ad agency in that regard that was called MRI and that was acquired back in 2014. My next phase of my career is really helping companies dig deeper into the consumer and uncover insights that can help drive broader strategies. And with that, I founded a company in 2018 called Suzy which is a market research software platform that's used by over 500 leading enterprise brands to basically put the voice of the consumer in every decision they're making. Cause with each of these changes, what often happens is brands sort of don't act quickly enough to change and evolve their model and they're left on the outside looking in. But if you have the voice of the consumer, the people who are driving these changes, you know, at your fingertips to make decisions, often you can future-proof yourself, so to speak.

Andy Sack: And so when did, you know, can you describe your first 'Holy Shit' moment? And I think that's the technical term that I've, I've used with AI. When did you have your first 'Holy Shit' moment with AI and, and, start there and then tell us what you did with it.

Matt Britton: Yeah. Yeah. So being a software company, we have a sizable engineering team. And when ChatGPT first came out and it became apparent that this was the wave has arrived, so to speak. And I kind of always knew we'd be at this place, which is why I called my company Suzy. I sort of always knew that we'd be talking to our technology like people. I just didn't know how and when it would come about. And lo and behold, it came about in 2023 when ChatGPT became widely accessible and my first inclination as a software company was give AI to our engineering team to figure out. And after about six



months of nothing really happening, it kind of dawned on me that this was my problem to solve because AI, unlike other technological innovations in the past was in a whole different realm. It kind of redefined what it meant to create technical products and redefined it, what was actually possible. So I took it into my own hands and try to figure out like, what can really be done.

The first step I did was actually not in business. It was actually for myself personally. So I just turned 50 this year. I have two small children. One of the biggest problems I have in my life was, is I want to stay alive as long as possible. And I made the decision that before I was going to use AI to solve any business problems, I was going to see how it can help me solve a glaring personal problem or challenge, which was how do I ensure that I'm around to see my kids grow up? So I decided to create my own custom GPT. At that point, OpenAI had given consumers and users the ability to create their own GPT based upon their own data. And with that, I went through 15 years of personal health data, MRIs, x-rays, blood tests, notes from doctors, et cetera. And they created my own personal health bot with the purpose of keep me alive. And I started to ask the questions like, if I were to die in five or 10 years, what's the most likely cause? And my holy shit moment was when I started to get those answers. And obviously, unlike a doctor who might not want to scare you, AI doesn't care about scaring you. It just cares about giving you the best possible answer at that moment. And of course, it started to dig deeper. But really what dawned on me at that moment is up until then, if people had an ailment or a symptom, they would go to WebMD and go in kind of this doom spiral. And WebMD doesn't know anything about the person. But this chat bot knew everything about me. Anything that existed about me, it knew. And his answers were so kind of prescient and so precise and so actionable and insightful.

Then like my mind turned on like, okay, well, what's the blood test and MRI and X-ray data for my business? And how could it help my business stay alive? And that sort of is what started me on the journey. And I think the learning lesson there is try to use AI to solve a personal problem, because that's something that you're going to be much more vested in than even business. In this case, it wasn't a problem, so to speak. It was just more of like a goal or a mission. And you're so much more passionate about that, that you can cover a lot.

Andy Sack: Matt, just so I understand, you created a custom GPT, which for readers, you're, it's within ChatGPT, was an early feature that OpenAI released, but you created one for longevity purposes and uploaded a bunch of test results, is that what you did?

Matt Britton: Yeah. Test results, MRI, x-rays, even doctor's notes, like anything I can get my hands on.

Andy Sack: And then you were able to use that to start to query and help you in your longevity journey.

Matt Britton: Exactly. And I use it all the time. And I'll ask it things like, what are the five doctors I need to make appointments with in the next six months and why and then before the doctor's appointment, I'll say, can you output a dossier of my health history that can give to the doctor? So they don't have to ask me questions. They'll have everything that exists. And when I've given it to doctors, they're like, holy shit, how did you get this? How can I have these for all my patients? know, and that's just obviously one, you know, example of the power that this is going to really deploy to so many people.

Adam Brotman: Matt, how did you, sorry, I was just going to ask probably the same thing you were going to ask Andy. So I love that story. And so you're, you're like, wow, I created a personal health bot for myself using a custom GPT.



And I'm guessing that you were like, impressed with this idea of like a bunch of structured and unstructured data that's personal that you're going to put into this thing and then run it through an LLM so you could have a conversation with and sort of talk to your data basically. And then you had the aha of like, I should be doing that for my business. Now in the book, you told us about how you ended up with this really cool thing where you took transcripts of sales and account calls and effectively created like an algorithm and a scoring and an alert system for yourself to improve results and productivity out of your sales and account team.

Matt Britton: Exactly. That's correct.

Adam Brotman: Walk us through how you connected the dots.

Matt Britton: I did go right to that. So, I mean, it's the way that I look at, and I was with somebody yesterday who works at one of the big tech companies. And it's funny because what I found with these big tech companies is they have these engineers that are creating these incredible models, but everybody else in the company still has no idea what they're doing. So a bunch of them have hired me to speak and I'm saying stuff to them. And when I first went to one of these big tech companies to speak about AI, I thought these guys aren't going to be impressed by it because they are building AI. But the reality is, 95 % of them don't know what they're doing even at these large companies. Just a side note, it's something I've uncovered.

So what I really tried to do when I talked to individuals that I'm casually having lunch with over the weekend or big companies is try to simplify it all. And to simplify it, what I tell people was the same process I took on myself, which is there's really three steps.

The first is identify the problem that you want to solve. The second is what data can help you solve that problem. And the third is what is the desired output? So what's the output or what's generated, so to speak, why it's called generative AI, generate something. What do you need this to generate that can help you solve the problem? You need to know those three things. And once you know those three things, you can really start to build in a way that's not really overwhelming.

So obviously in the case of the health bot, probably want to solve this day alive as long as possible. The data is data about my body. The output is something I can use to talk to the data. So as time goes on and as I run into health issues or have questions, I'll have something for me. And I was able to create that. So in going to the case of, okay, how do I take this, you know, tool that can help me stay alive to creating a tool that can help my company stay alive and thrive? I use the same basic framework.

The first and foremost is what is the data that can help me solve the problem? Right. I knew that what the problem was, which is our comp. So let me take a step back. I had to identify the problem for my company. And the problem I was finding with my company is I was hearing from my sales team and my customer success team that they were finding a hard time being efficient with their time. You know, there's those nuggets of time they were spending each day with customers, but all the other stuff they felt like wasn't really moving the needle. So what I really want to figure out is what was all those other things and can I help alleviate all those other things so they can be spending more and more time with customers, which would help me solve the problem of making sure my company continued to grow at scale.



So then I took a step back and said, okay, well, what is the data that can help me essentially provide a tool to my team so it can be more efficient? So I start to ask a lot of questions. What is the pie chart of your day to my team? What are you spending your time on? And they would say things like, it's really hard to find case studies. It's hard to write custom emails based upon what my clients need. It's hard to figure out what are the key trends and points of interest that my clients are going to want to talk about. And because I don't have that, I have to spend a lot of time researching versus spending time having more calls with customers.

So I start to write all these things down. And then after I figured out what those unique problems were for my individual team, I really went on the hunt to figure out what the data I can uncover that can help maybe create some of these things. What those things are, didn't quite know at that point, but essentially they were things that I could give to my team to help them not have to go find them themselves, if that makes sense.

So for example, if a salesperson is jumping on a call with a food and beverage company that is in the innovation department, I want it be easy for them to find case studies of things Suzy have done for other food and beverage companies in the innovation department and have those case studies be output in a way that maybe redacted the specific customer information or was formatted in a certain way that they can easily drop into an email. That's one of many examples. And after I kind of created a list of all these things, then again, I went on a hunt in terms of what is the data we can have that can help me generate these assets.

Adam Brotman: You know what's amazing about that story, Matt, is that you're a couple of things. One is you have that insight. You were like, okay, I've done this personal thing and now I'm gonna apply it to my business. And you were pretty clear on like the one, two, three steps. What I think is interesting is earlier in this episode, you said that when you've been out talking to other tech companies and big companies, there's like this disconnect between. Like what is Gen AI and how do you use it versus typical technology? And I think in your journey, you have this aha and you were like, I'm going to apply this to my own business. And then you went to your own executives and you're like, Hey, I've got this idea. Let's apply this in our own business. And you had the same issue in your own company as you did that you're experiencing now by talking to other companies where like you had to sort of. You either had to sort of grab the bull by the horns and sort of do it yourself, or you had to kind of have that similar conversation with your team that you're having with other companies. Can you talk a little bit about like how you got over that hump in your own company?

Matt Britton: Well, it's interesting. mean, I'm the CEO of my company. despite that, it still wasn't an easy path for me to be able to build an AI. And my takeaway from that is, if I'm the CEO of a mid-sized software startup and it wasn't easy for me, well, how are large companies going to do it?

Andy Sack: What were some of the challenges you had, Matt?

Matt Britton: Yeah. So legal data privacy, misunderstandings of the reality of today versus maybe where things were six months ago. we all know AI. I will. Yeah. So when I, so obviously I created this health GPT for myself. One of the first things I wanted to do was create a similar custom GPT for my sales team where I can load in a bunch of data, which we'll get into in a second and they can access it.

Andy Sack: Give me an example of that,

Matt Britton: Our lawyers like, no way, you can't do this. know, somebody at Samsung uploaded data and it got out there and they got fired and blah, blah. I'm like, well, but they didn't use a custom GPT. They weren't on OpenAI's enterprise plan. Right now uploading data there is no different than you having documents in the cloud in a Google drive. They're using the same encryption technology. No, no, no, you're wrong. But, a lot of back and forth at which point where I actually was going to bring in an outside law firm, not like they even do to validate it. Like I had to fight my own legal team. Now they're just doing their job, but they probably read an article from six months ago prior and it was before open AI launched enterprise. And I think you're going to keep seeing that happening where there's going to be sort of these backdated concerns with knowledge that isn't true of today's capabilities. And because of that companies aren't going to dive in.

So ultimately it's about fear and risk prevention that's going to stop companies. But the reality is the biggest risk is not doing anything at all. Like I remember saying to them, like, I don't want to be the company with the best legal policy as I shut down the door, but I have stacks and stacks of great legal policy. Right. And that's what's going to happen with a lot of companies. They're going to have great legal, but they're not going to the business anymore.

Andy Sack: Matt, I think that's really well said. We saw that or we just saw that play out with copyright. It took the legal framework a while for copyright to come and now it turns out that when you create something with the LLMs, it is copyright protected.

Matt Britton: Yep. That's right.

Andy Sack: I remember you also, that was one problem you had with legal. think remember you also saying you had some problems either with your engineering or there was some conflict that you couldn't get them, which ultimately led you to.

Matt Britton: Well, engineering is different because engineering isn't necessarily about them putting up walls. It's when you're an engineer and you're, you know, you've been an engineer for five, 10, 20 years, you have a way in your head of building things. And now all of a sudden they're being forced to relearn almost like if we were being forced to talk or write or walk or you name it. These are things that are fundamental to your worldview of how you do your job. And I think what a lot of companies are struggling with is actually what do you do? How do you retrain? How do you rebuild your engineering? Cause then you have three kids that are AI natives that never knew the old world way of coding that are creating these incredible platforms like cursor went from zero to a hundred million ARR. And I think like six months or some crazy number, we've never seen this before. And the reason they can do this is they don't need to go through the processes that were needed in the past to create software technology. It doesn't exist anymore. So it's about, you know, really re-teaching yourself how to walk and talk when it comes to engineering. And that's not an easy thing to do, especially the larger you are as a company.

Andy Sack: And did you encounter that within your own company as well as you?



Matt Britton: 100%. And listen, we have a great engineering team, but it's very hard to, and also I don't, to be fair, I don't have a knowledge of, like the reason I start to build tools for myself as a marketing team is because I don't, I'm not an engineer, so I don't even know how to get into my product to build for that. But so to build on the fringes in terms of how we operate a different story, now I'm learning, learning more and more about that. But the reality is that they have their own realities in terms of the infrastructure the product is built on. So things that might seem easy to me for the outside, they're dealing with a lot of tech debt. And I think a lot of software companies are going to be faced with that. There's a reason that Mark Benioff saying, I'm going to create a completely new team for Agent 4, so we're going to build separately. Because if he tried to force that into their existing Salesforce product infrastructure, it would take too long. And right now, speed is so incredibly important in this world. Because again, what you're competing with is three kids that can actually build things so fast because they don't have that tech debt.

Andy Sack: So what was ultimately you have these challenges, what's the best example of applied AI at Suzy? Like what's the thing that you're most proud of?

Matt Britton: I mean, so there's a lot of things that we're doing. think in terms of, again, it all comes back to the data, right? Because you first have to figure out what the problem you want to solve is, which a lot of people frankly don't even get there. They just want to dive in and start playing with tools. They never take a step back and say, what really am I trying to accomplish here? But putting that aside, after you figured it out, you need to find the right data. Because if you don't have the right data to help you solve the problem, you're to get nowhere. It's all about data, right?

So one thing I had uncovered, and you had kind of alluded to this earlier is during COVID, we went remote as a company. had 60 employees when COVID hit in March of 2020. And by the time it was like in the heat of COVID July, 2020, we had like 120 employees and I was hiring people from all over the country. like the cat was out of the bag. We were a remote company. I couldn't put it back in. And even today we're a remote company. And because we were remote and I think remote companies have a distinct benefit in the age of AI because all their data is in the cloud. Right? Because you have to be if you're a remote company. So all of our data is in the cloud.

We use the tool by way of example called Gong, which basically records every call. The customer's aware of it. Said this call is being recorded for quality assurance purposes. So every call we've had with existing customers prospects has been recorded since 2020. And by me digging in, what I was able to figure out is a way to essentially extract those transcripts of every call we've had one by one by one. And if you think about what is the blood test or MRI equivalent to a company, it's your customers and prospects speaking to your team in the wild, right? That's not canned information. That's during those calls, they're talking about the business topics that are important to them. They're talking about the product areas of interest. They're talking about your competitors. They're talking about macroeconomic factors. Maybe one call is not going to give you a full story, but we had over 25,000 hours of call transcripts. So I essentially took those tall transcripts and I fed those into a model. And once that happened, it opened up the world to us. Because essentially you have the voice of the industry, the customer, the market at your fingertips to build anything you want coming out of it. And on top of that data, we built a ton of tools that allow us to be smarter and make better decisions, whether it comes to our product roadmap, sales and marketing decisions, how to create content, even our SEO strategy. So we've created a whole new operating system off of what our customers are saying.



Andy Sack: Two results I want to get from you. One is, what do you attribute the increase in productivity as a result of AI? And also, do you attribute, how has sales growth been as a result of these tools?

Matt Britton: So our team is definitely more productive. It's not easy. It's not like you're going to build these great tools and people are going to learn and train right away. It takes time. know, at the beginning, it's really about building a new way to work and training your team to say, well, you no longer have to search through folders and documents to gain this information. You could just ask this tool for it and get it. I think the benefits that we've had through these tools is one, we're all in the know.

So being a remote company, you know, it has benefits and it also has a lot of negatives to it. One of which is that you're not in the know. So if I want to know how a call went with an important customer or prospect, I used to be able to go to a salesperson, tap on the shoulder and ask them. But now I have to set up a zoom call with them or get in touch with them. But I don't now because I can actually talk to the call. I can say, what happened to the call between Joe Smith and Procter and Gamble? What was the client interested in? Blah, blah, So being in a know, not only for like what happened during a call, but in aggregate. What's happening? What's the tenor sentiment of our customer? How is it changing? What are the negative things they're increasingly saying? What are the things that they're asking for? And then we can actually act on that.

It also allows more tactically our sales team to know, our sales management to know, like if we lost deals, why? Because maybe the salesperson might not always remember, might not want to say it, right? But in aggregate, we can actually learn that information. If an existing customer is unhappy, we built a churn early warning signal where the head of our customer success is instantly notified if a customer is unhappy so we can basically intervene and try to fix that. And in the past, that wouldn't have happened. know, either the customer success person wouldn't have told their manager right away, or they would have forgotten, they would moved on to the next thing, and they never would have told them. So those are examples of ways where we've learned about things and we've intervened and we've actually saved customers that otherwise wouldn't have otherwise been saved.

Adam Brotman: If you could give advice, Matt, mean, based on all that journey you just described to us, and, you know, even the almost year since you sort of started on that particular product that you described building internally, like, if you, when you're talking to executives today, you mean, just already mentioned, you know, identify the problem, identify the data, identify the, but like, when, how do you sort of, what, what have you found is the most effective way to bridge the gap between your understanding of the power of gen AI and we're like 90 % of people are, which is like, you know, two clicks behind all of us that are sort of racing out ahead of the edge. How do you bridge that gap? What have you found to be the most effective thing?

Matt Britton: Yeah. Well, it really is just about a way of thinking. think when you talk to people who are getting nowhere in AI, they'll say, yeah, I asked ChatGPT to get me a recipe and I played around with this tool and I play around with that tool and they're just playing around. And if you're playing around, then it will not be important, right? And I think the way you approach it so you're not playing around is again, really be methodical about what you're trying to accomplish.

That's why I think the CEO needs to be involved because if you give it to the engineering team, you know, a lot of engineering teams are really focused on building features or a product roadmap.



And so for them, they're just going to think about how can I sprinkle some AI, you know, magic dust on everything that we're doing. And that's what you're seeing a lot of companies do. There's like, it's like AI boosted functionality, but that's a lot different than why do we exist as a company? You know, what can this new technology bring to our customers? And then what would the ideal output be? And then again, rebuild from the data and first principles that kind of go from there. That's the approach for everything. I don't mean to oversimplify it, but I think it's over complicated right now. People are so focused on the tools and the capabilities that they overlook what they're trying to achieve. And because of it, they never move the needle forward. And I think we all have to take a step. And that's where the human comes in, right? Everyone's like, well, where's the human fit in the AI? What are the skill sets that are needed in this new world? It's really about critical thinking problem solving and creativity, right? And those are the elements that are needed at the beginning of going down any journey to actually be able to frame what you're trying to accomplish.

Adam Brotman: What's your best example? I totally love what you're saying. What's your I mean, if you don't have one, it's fine. What's your best example of you talking to CEOs? Because I think you're exactly right. That trust and respect you because you know, Matt, they know you, you've been around on like, what's your best example of like, the kinds of things you'll say to be like, stop playing around, you need to be involved. Like, what do you what? What's the best sort of thing you tell them to do or think about?

Matt Britton: Yep. Well, what the CEOs normally want me to do is give a keynote to their entire team. And then I'll do that. And then what will happen is their team, the rank and file will reach out to me and say, what can I do? Blah, blah, blah. And I'll give them ideas. And then they're kind of stuck in the corporate vortex. So, you know, I think that most CEOs aren't going to do what I do. Now don't want a Fortune 500 company, so it's different. But I think that's really what it's going to take. I think it's going to take a hand. Like you see what the guys from Google are doing or what Mark Zuckerberg is doing or even Benioff is doing. You have to be in a level of detail to understand your business in a way that most people think is beneath them. And I think that's why a lot of these companies aren't going to reinvent and they will go away. We've seen it happen over and over and over again. Why did Circuit City not go away? Because they took too long to build a website, right? And it's like...Why? And this is that times a thousand in terms of the rate of change. So I am talking to CEOs. They're interested in hearing what I have to say, but I can't tell you honestly that many of them are changing how they spend their time. I'm spending 90 % of my time essentially doing building. I'm building an AI myself. And I didn't, I was never an engineer. I was a sales and marketing person prior, but that's what it really takes. You have to pivot exactly, basically what it means to be a professional and what your role means as a leader to really be able to drive change in an organization.

Andy Sack: Matt, that's incredibly well said. I also love what you're saying. It makes me want to ask you about your perspective because you said you're 50, you're worried about longevity, you're worried about your own longevity as well as longevity of your company. What's your perspective on? started this in this interview, you started talking about sort of you came into business in early 2000, it was Facebook and social media.

Andy Sack: And then there was mobile. now you're sort of, mean, I think we're at the early stages of AI talk. What's your perspective on where AI fits as it relates to social media and mobile and sort of these arcs and, and how, you know, is this the same? Is this bigger or smaller?



Matt Britton: No, I mean, it encompasses all of them and eats it up and makes it like it is so much bigger than all of that. mean, social media was just a tool that was built on top of the web that allowed people to easily create and share content with one another. It was built on top of an existing platform. know, mobile basically gave you a new modality that was much more convenient, essentially to it to access digital, the digital world and digital information. This innovation makes us question what it means to be human. It is a completely different realm than it's like, it's like saying what's the difference between breaking your leg or giving birth to a child. Like it's, it's, at that level. I mean, it was the first thing that came to mind. know if that's the right metaphor, but it literally brings up existential questions to what it means because for so long,

Andy Sack: That's a good metaphor.

Matt Britton: There are things that only humans could do that now technology can do, right? In the digital realm, was essentially in digital revolution, it was taking what humans have already done and just making it more easily accessible, but didn't open up new realms. It didn't necessarily replace or augment or do better what humans do. So this now has to have this question like, why does my job exist? Will it continue to exist? What should kids be learning?

And the early stage. What role do humans play versus technology play and everything from writing to machinery to robotics? mean, is a completely different realm. honestly, like one, the biggest problem I've had in the last two years is sleeping because I just feel like this is one, this is a once in a lifetime opportunity and you just have to move so fast because if not, you're going to really regret it. So it's made me be much more discerning about what I put on my calendar, the people who I meet with, what I do because what I can do in an hour versus a bad lunch meeting now is a thousand X what I could do in the past in an hour, right? I can build a product in an hour. So now it's like, would I rather have a product in an hour or have lunch with this guy? And so it makes me rethink everything as a result.

Andy Sack: Matt, what's been your biggest mistake in using or trying to get your business to utilize AI? What's been your biggest error as CEO as it relates? Well, I think the biggest error we're all going to make is not acting fast enough and making hard decisions quickly enough. So I always do. Yeah. I mean, obviously there's a human element. There's the disruptive element. Like, you know, I'm not going to share specific things about my business, but there are many companies out there that will have to make a decision. Do I walk away from 99 % of my revenue to focus on the 1 % of thing that's really going to still be relevant in the AIH?

Andy Sack: And do you feel that yourself?

Matt Britton: And I did that when I started Suzy. I took over a company that was about to go out of business and we had 10 million in revenue and I focused on the point or the 5 % rather of revenue that was in the consumer insights realm. And I pivoted to Suzy, right? And the reality is I didn't have a choice because the company wasn't in a great financial position. I was able to pivot it. But I think those same questions are being asked right now across, especially companies in the technology space, but also in the creative or professional services space, et cetera. They really need to ask themselves like, am I okay with walking away from what I have today to build what customers will want or need tomorrow? And what are the sacrifices we will need to make today? Whether it's my revenue is going to shrink by 50%, whether I have to shrink my workforce by 90%, hire completely new people, or just redefine what our company means. And many will just have death by a thousand cuts and one day be like, where did our



Matt Britton: And I did that when I started Suzy. I took over a company that was about to go out of business and we had 10 million in revenue and I focused on the point or the 5 % rather of revenue that was in the consumer insights realm. And I pivoted to Suzy, right? And the reality is I didn't have a choice because the company wasn't in a great financial position. I was able to pivot it. But I think those same questions are being asked right now across, especially companies in the technology space, but also in the creative or professional services space, et cetera. They really need to ask themselves like, am I okay with walking away from what I have today to build what customers will want or need tomorrow? And what are the sacrifices we will need to make today? Whether it's my revenue is going to shrink by 50%, whether I have to shrink my workforce by 90%, hire completely new people, or just redefine what our company means. And many will just have death by a thousand cuts and one day be like, where did our business go? You know, they're going to get blockbusters, so to speak. But the blockbusting is not going to be over a period of five to seven years going to be over the period of maybe one to three years, maybe even one to two years, depending upon the industry. And that's the mistake that many are gonna make. And you can never move fast enough in this world. So that's where I'm always kicking myself, is am I moving fast enough? But I understand that I'm at the head of the pack in terms of speed, but I still don't feel like it's fast enough.

Andy Sack: I love the notion of blockbuster being a verb. I've been blockbusted. Matt, we're running out of time. I want to give you an opportunity. Tell us about your book. I mean, obviously, we wrote a book, but our audience might be interested in your book. Tell us what is the book and what it's about.

Matt Britton: Yeah. Sure, so I mean, based upon my experience, yeah, based upon my experience in AI, I just, my brain started to go to so many different places. As I mentioned, I speak all the time about AI and I often get questions after my keynotes, like, what does this mean for my kids? What should they be learning math anymore or writing? Or like, what's still important for them to learn? How can I help future-proof my kids? What about my job? What should I be doing? And once I start to get these questions and try to find the answers, it just dawned on me that, this is gonna be impacting every corner of society. And I had the good fortune of being able to go so deep into AI, as well as have sort of a broader view of culture and society through my work at Suzy that I thought now 10 years after writing my last book, it made sense to write my next one. So I have a book coming out this May, 2025 called Generation AI. And it's about the impact of both the age of AI and gen alpha, which is right now a consumer cohort that are age zero to 15, that's gonna be the first truly AI generation, meaning they're never really gonna know a world where AI doesn't exist. And what are the implications of the age of AI in this new cohort on every corner of society? So, I explore in the book relationships, parenting, the future of education, the future of career, entertainment, commerce, financial services, financial planning across the board and really dive deep into what a future could look like in this new world.

Adam Brotman: I can't wait to read it. I mean, it's funny to your point, Matt, you and I are similar in the sense of, you know, I have an eight year old and she's to your exactly to your point of your book. She and you know, because I'm into AI like you and I'm sort of trying to sort of stay on top of these things. She gets exposed to it and I kind of encourage it on some level. And so it's just amazing to see how she is more native, even more than me, someone who's literally written a book and tried to study this, she's actually more able to grok, no pun intended, what the AI is capable of more than me. There's been multiple times where she'd like, dad, don't Google this, ask AI about this. And I'll be like, AI is not going to give you the AI. Yeah. And she's been right. Like she's been more right than I have. yeah. And it's just like, so to your point, like imagine when that generation is.

Matt Britton: Right. Isn't that crazy? Right. Of course she has.

Adam Brotman: Like they're going to be completely comfortable, I'm guessing, with, I mean, maybe not, maybe there'll be a backlash, but the direction is more likely that they're just going to be completely comfortable and almost insist on like AI infusion into what they do. Right.

Matt Britton: They are because they're not going to know another way. They're not going to, you know, settle through the old way of doing things because they've never done that. It would be like us dialing a rotary telephone and it taking, you know, 10 seconds to put each number in. That's basically going to be the way that they're going to be looking at the world. Of course.

Andy Sack: Matt, I'm glad you remember the rotary telephone. Adam, just to sum things up, what are your takeaways for what should consumer brands be taking, CEOs in particular, be taking away from Matt's story? What jumped out at you?

Adam Brotman: Yeah. Well, a couple of things jumped out at me. One was I love Matt's point about like, think about a personal use so that you can sort of translate it to a business use. But I also loved those three things, Matt, about like, really, instead of just trying to play with it or try to just jump in and focus on the tools, like focus on your business, you said, and think about like, identify the problem. What's the data around that problem? What's your desired output? Like that was a great piece of advice. And then finally, I'd say that the next thing we mentioned as a theme was speed. You know, the, how fast the space is moving, how fast I'll call it, Jen alpha and Jen Z are going to be just insisting and comfortable with these tools and that you can't you as a CEO and as a business leader today from what Matt was saying, you can't, you can't overstate the speed with which things are moving. So like you'll be talking to your team, you'll be talking to your lawyers, you'll be wanting to think about it, but in the meantime the world's gonna pass you by and you'll get blockbusted or circuited if you're not careful.

Matt Britton: Yep, 100%.

Andy Sack: The one thing I would add to that that jumped out, Matt, from what you said, which is totally consistent. You know, you may have influenced us when we did our interview for our book, but we we've had enough conversations ourselves with executives and CEOs. Your emphasis on the CEO has to be involved in and realizing and driving the change. And your example of Mark Benioff, like to me, it starts with and it starts and ends with the CEO. and you know, whether you're going to be blockbuster or not is up to the CEO and whether you're actually going to take advantage of the opportunity that AI presents.

Matt Britton: 100%. Absolutely.

Andy Sack: Is really in front of all the CEOs listening today. I thought you really articulated it. you also, you you embodied it, Matt. What had us ask you to be on the show again after writing the thing was really, we were inspired by hearing your story. So thanks for taking the time to come on the show.

Matt Britton: It really is. So thank you for having me. Big fan of what you guys are doing and looking forward to seeing and hearing future episodes.

Andy Sack: With that, we unfortunately have to draw to a close. Thank you all for listening to AI First with Adam and Andy. For more resources on becoming AI First, go to our website. You can download case studies, join our email list, research briefings, et cetera. Our website, for those of you, it's www.forum3.com. A lot of amazing content there. And remember, you can't over-invest in AI learning. Onward.



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