

RDTeam 2025 Call 4 Transcript

[Note: This is transcribed by AI and there may be errors.]

This is Mike Jay and welcome again to our R&D process. It's a bit messy at times, we apologize for that, but I wanna work like this for now because it's just easier to be able to do that. The things that we were talking about is a few logistical things in terms of mechanics.

Before I jump back into that, what we'll do is give you this quote. I was watching The Accountant, I don't know if any of you have ever watched that movie with one of the Jack Ryan guys. What's his, Affleck, is it Ben Affleck? Yeah, is it Ben, I don't know.

Anyway, it's a very interesting movie, it's about an autistic guy. And that's interesting because my grandson is autistic so anything along those lines piques my interest. But he made this quote kind of under his breath and he was talking about this thing about that people really don't see other people how they are.

And I grabbed it and put it here because it's such an important reminder for me. Sooner or later, difference scares people. And it's a timely quote because coming into that, what I realize is that the way we're doing things right now is very different.

But it's important for me to be able to do them both as an extrovert and as an intuitive and someone who is not linear and literal to be linear and to be literal as much as I can because I can't. And so that's all jumbled. I can't even explain it in a linear way without jumbling it all up.

But the idea there is to talk about it in a way that other people can at least find their way. So I was talking with Gary who's kind of running the show behind the scenes about making sure that we don't let the calls get too long so that people don't have a disincentive to not watch them. And so I was gonna say, Gary, before we turn the recording on, but I'm glad I turned the recording on because obviously we want people to be able to see what it's like in here working with quote unquote Abbey Normal.

The idea that we don't want the recordings to be long and my thought is is that we need to look at a format again in splitting up the calls. And I know that causes us logistical effort and issues, but like we have tried to split up these calls at least figuratively. Pragmatically, we're not always doing that because it doesn't work out and we're still messing with the whole process.

At the same time, what I was thinking, Gary, is we gotta make sure the calls really don't run over 40 minutes and that we are able to split them up. Now, my thought is, and we're talking about the Listen Light program that's coming up, starting, I think it's gonna start February the 24th. That's the last week I'm in the U.S. So I'll be talking to you from the U.S. In the meantime, we're gonna continue to run these Monday calls except for the 17th, February 17th, we're not gonna run that call, but we'll try to run the others.

And then that, for those of you that are listening or watching before January, no, Gary, that's not January the 29th. January the 29th is Chinese New Year's for snakes. I don't know if you all track your things.

It's the end of my dragon year, by the way. I was a dragon. This was my, I went from water to wood.

You always go back in the last, in, yeah, five cycles. And you return in your second life, which is at 60, to your home element, which was water. And I'm, last year I started, I went to wood, which makes some sense.

And the interesting thing is, Gary, when I'm 84, I'll go to fire. So I should really be wound up by then. This is a snake year, and snakes are interesting people.

It starts January the 29th. I'm talking about February the 5th, Gary, Micah. February the 5th will be our next call.

So it's not next Monday, it's the following Wednesday. And that's it, isn't that February the 5th? Anybody looking at a calendar? Okay. That's our next call.

So I sent you the notes for that call, Gary. So we'll have some time to talk about that before we get into it. So, glad we got that recorded so it's all there.

At the same time, we'll jump into mechanics which we've been in. Formally, I want to shift the gears here just a little bit. I have some things that I'm trying to say.

I'm sure you're probably not able to follow it because you don't see the spaces between where we're together and listening on this call, so rather than trying to fill them in and taking up a whole lot of time, I just skip you to the next space. The metaspace is a space about spaces and that's what we're talking about. When I was thinking about the mechanics, what I'm trying to figure out that's taking so long is where the inquiry system fits and it fits into the metasytematic relations that are part, I won't say causing, that are part of the paradigm shift that's occurring right now.

Now there, oh, I'd love to tell you so many things, but I don't even know what to say anymore in this cancel culture business, so I don't say things that come up to me that I should say, oh, I wish you guys knew this. Well, anyway, all this mess that's happening geopolitically is necessary for us to evolve into the next paradigm. Let me say that.

What I'm saying is, having looked at this through the work that we did at Flow and having worked through this with my clients for about the last 20, at least 20 years, maybe a little bit longer, this path of consumption thing that was generated by Bernays' work in propaganda and the work that Lehman Brothers did, sad they're gone, but interesting, don't you think? It was an investment banker in the 30s from Lehman Brothers that said, we got to change people to think about what they want instead of what they need. If we don't change them from what they need to what they want, we cannot drive the system through growth. And see, what's happening geopolitically right now is we are testing the limits of growth even though every pundit I'm listening to and every person with the exception of one or two are saying, oh, we're not growing.

We're not growing. That's bad. We're not growing.

Well, and then when you say that's the problem, then what's the solution? Well, the solution is figure out ways to grow. And that's currently what is coming to a peak, a tipping point, because we have the most growth oriented person in the world leading the United States for whatever goods and bads there are that go with that. We have that.

So what you would expect is we are either going to grow or we're going to push the limits of the old paradigm to the tipping point. And what I was doing and what I have done since I wrote, since I did the apocalypse presentation, which I don't think that we have an audio of that. I still have the PowerPoint, Gary, because I refer to it from time to time, which is where I made the final decision that I will not, that I will retire somewhere else.

In other words, not in the U.S. And that has not been a bad decision. The problem is the learning curve has been so high. I never suspected with the amount of international work and travel that I had done that the learning curve would be so high, moving to a culture in the developing world, and it has been so high.

It's only the last year or so that I've been able to get my feet underneath me and actually understand what has happened. And see, when you have a paradigm shift like I promoted for myself, moving away from what I thought, I heard somebody say the other day that there are only three places on the planet where you can survive a nuclear war. Now, I know they discounted us here in the Philippines, but just to give you those, one was New Zealand, one was Australia, and one was, believe it or not, Vanuatu.

There's no way you're going to be able to survive in Vanuatu because they went back to Vanuatu and they cleared the old airstrip and are putting in a multi-million, I mean not billion, but multi-million dollar improvement so that we can land on Vanuatu and a whole bunch of those islands that we used in World War II, they're rehabbing those airstrips. So that's not going to survive if there's military there. Guam won't survive.

But Guam is quite a, Guam is three and a half hours from us. So what is that? How long does it take to get across the United States these days? I forgot. I know it takes five hours to get from the middle of the country to Hawaii, but I haven't flown across the states for a while.

So is it three, four hours? Something like that? So it's about that far away. So that's pretty far. So that's why I kind of chose this middle island here in the Philippines.

It's called Camotes Islands for those of you that are looking for a reference. So the idea would be is that as this paradigm either peaks or reaches a tipping point, you're going to either be forced by default or choice to change from a consumption path to a path, I won't say of survival, because that's what people are suggesting now is that we'll go from thriving to surviving. I'm thinking that unless they destroy all of the electricity and the tools, which we may get through a magnetic shift anyway, you don't have to go to surviving.

In other words, you won't be living like Einstein said. He said he didn't know what was going to happen with World War II, but he said the people who would fight World War III, he said after World War III, they would fight it with sticks and stones rather than anything else. So I

guess that's what they're talking about when they say there's only going to be three surviving areas.

And then, of course, we're changing all of our nuclear doctrine, everybody's changing their nuclear doctrine. Oh, my goodness, it's going to be interesting. Well, that being aside, questioning, which was my old term before I realized questioning would be typical of an extrovert, inquiry is the indirect version that I finally realized that's much better that all of the sages talk about in terms of how you should approach getting information and exchanging information.

It should almost always be indirect because direct tends to have people bring up their shields. In other words, for some people like me, you can talk to me direct and I won't bring up my shields, I'll just bring out the boxing gloves. That's my natural reptilian response to fight or flight.

But the idea that questioning has now become an anathema, and I had to look that up myself, is an interesting thing, which then validates the fact that we had already started to embrace inquiry in my case about 25 years ago because I saw that questioning wasn't working that well. So, just to try to work through these metasystematic relations, in other words, you've got to have the metasystematic relations in place in order for the paradigm to function. So if we're going from a generative path or going from a path of consumption to a generative path of purpose, we've got to make sure that we put the metarelational, the metasystematic relations in place, and that's why inquiry is so important.

So I continue to go back through the R&D process and look for these primes and these root areas of cause. So inquiry is purposeful and it brings about or uncovers what is purposeful, what is possible, i.e. feasible, and then, of course, this old thing where we have to go back and say, okay, I'm on purpose, but how do I monetize that? In other words, I've got to monetize it enough so that if I'm by myself, well, I guess you can be aesthetic like the Buddha was. The Buddha came from, what, a very rich family.

He was like a prince or something and then he decided to give it all up and walked out and said, I'll just find food where it is. There is that movement out there, but I don't think many of us will be able to do that well. So my sense is you've got to take care of yourself, and then if you have gotten into a situation where you have people around you that you have to take care of, well, then at the end of the month or the beginning of the month, or when you go to the store to buy rice, they're not going to take good intentions, so you've got to figure out some way in terms of monetizing whatever it is you're doing with that.

So in order to facilitate these metasystematic levels of strategies whose tactics focus on the opposite of consumerism and its growth culture conditions and requirements, so how are you going to make that work? Now, many of us are getting long in the tooth, so why should we care, because essentially we're going to be okay one way or the other, and if we're not, it won't matter because we ain't here. So why does all this matter? Well, what happens when your grandchildren ask you what they should do? What happens when, what should you, should you just lay it out there and say, you're on your own? I mean, so that, you know, in terms of leadership, a leader is going to lead, so how do we lead this transition? I don't know exactly. I have some good ideas, I think.

The reason I put the mechanics, the practical, the non-metasytematic thing there, Gary, is when someone gets the news, there should be a day zero message. Is there a confirmation message that, hey, you've signed up for the news? Do we have that in place? It can be a rhetorical question, I just need to know. I'm writing the day one message right now, and my thinking is, I do not want to be like these regular marketers and just, the saying used to be when I learned this form of marketing back in the 90s, when the internet came about and people started figuring out this is a great tool to do all these things with, basically people would say, get people to sign up and spam them until they leave, until they unsubscribe or don't pay attention anymore, and that's the only way to do it.

I don't like that. For me, I want to be an informational source, so therefore I want people to look forward to our messages, so I don't want them to necessarily receive a message every day, even though they could if they learn to go to news, which is something that I have to teach them in day one. But I'm writing the day one message.

Now, should the next message, this also can be rhetorical, should it come along about three or four days later, rather than the next day? I'm not sure, because when people find you and people are drawn to you, they want information about you, and if you don't give them that information, there's a tendency for them to go on in the next five seconds and look for it somewhere else. So I put that question to myself, Gary, as well as to the system, what are we going to do when we finally get ready to turn on the switch and go out into the public and off of basically our, what do they call that, inner circle, there's actually another term for it, your fan base, what are we going to do, and that needs to get set up. So I just put a reminder for me and you in there, so when you see the day one message, I'm going to think, am I going to write a day five, which I am, or is it going to be day six or day seven, so that was a note to me to say that on the recording so we would listen to it, so we would get another hit of it, and saying, because the good thing about a recording is you listen to the recording or read the transcript, and it's like somebody else asking you.

So if I put this in the thing as a question, it's like a question that I need to answer, so that's how that works, at least in R&D in my idea. Gary, I put this note here as a fair use notice for you and Micah and Christine, who's a videographer, I found this fair use notice in YouTube underneath one of the descriptions or something, and this is the first time that I've seen it referred to through our law, and I'm not familiar with this section of copyright law, but what I think it says is that if you don't just copy and plagiarize somebody's stuff completely, you can refer to it and things like that. Well, the reason I put that here, and Micah, you have to grab that, and what I would do, Micah, is I would grab that and I would put it under something like marketing footers or something like that, and put that there, and what I want you to do is drop that into Grok and say, Grok, I read this, can you make it simple for me to understand, and then put this constitutes a fair use of any such copyrighted materials provided for in title blah, blah, blah, and ask Grok to tell it, tell you what it says in there, and then put that in there underneath the fair use notice so we know actually what the law says, so I would just have Grok do that, tell us what it means, and what it means practically.

I mean, does that mean I can use somebody else's stuff that's copyrighted? Well, I assume so, because guess what the AI were trained on? Everybody's copyrighted stuff, so anyway, what does Grok say about that law, Title 17 USC Section 106A.17 of the US Copyright Law? The reason I bring that up is that I don't know if anybody wants this, but I know I need this,

and that is when you're researching things along with images, and video, and web pages, and stuff like that, you'll get a video, and it'll be 20, or 30, or 40, or 110 minutes, or 30 minutes long, and you don't have the time for that. I mean, if you watch those long videos, I mean, if it's really important to your work, you got to watch it. At the same time, generally speaking, they're not.

They have too much crap in them, and so what we're going to do as a service to me, that's why this fair use is important, is I'm going to take the video, and by the way, I saw mentioned in the upcoming chat, GPT-5, Micah, Gary, that it will go into videos and do this, so Micah, we just may want to keep our eyes open for what we're going to use. Micah and I have built a process that says, I send her a video, and then she takes the video, and she gets a transcription. Then she takes a transcription, she puts that in AI.

AI summarized that with talking points, and probably somewhere in the neighborhood of 500 words, more or less, 400 words for a blog post, 500 words for a page, I think. Then she's going to take that summary and talking points and make another video, so I'm suggesting, and that's what I need, in other words, I need to know, give me a three minute video of this 110 minute video, and if I'm not satisfied with that, then I need to watch the big one. For my research, that's what I'm doing, and I'm finding that problem because somebody will send me a video and say, hey, take a look at this, and they won't say where in there that they want me to take a look at, and then I spend half the time trying to figure out what it is they wanted me to take a look at.

This is a process that we're going to institute. We're working on it right now, and we're going to make that available to our members, to our paying members, so they can not only watch what it is we're doing in terms of researching this stuff, but also, if they're trying to accumulate information, they can watch these short videos and get summaries of these very long, big talks. You'll see in the videos of the next few calls, I put multiple videos down there, and that's basically for our internal system, but those are things that I'm watching, and those are the kind of things that you might see and say, oh, that's interesting, but it's 40 minutes long.

I don't have time for that, especially if he wants me to watch this other five-minute one. So that's the idea, so I needed to talk that out a little bit, so that's what it pertains to. My sense is that AI has broken every copyright law in the world, but they're getting away with it, so I don't know whether they'll be called on that.

I know they're being called on it, but I don't know whether they'll be punished on that or not. I don't know. I just don't want to be punished, so I want to look up this law, see what fair use looks like.

This came from a professional group. I don't know if you all watch the thing called Redacted. He was an old Fox News anchor, and him and his wife set up this thing where they're doing YouTube stuff.

It's very interesting. Once in a while, they have very interesting guests on there, and it's a conservative viewpoint for those of you who are leaning that way. I don't always watch it because I'm not really a conservative.

I mean, I'm not a liberal, but I'm not a conservative. I guess, what do they call that, a moderate? Anyway, so I watch it from time to time, and people send me things. I'm fortunate to have a couple of girls who are very interested in stuff.

They send me stuff all the time. I like that very much, but I can't always watch all of it, so I decided to start this service, so I think that's what we're going to do. By the way, Mike, I have somebody coming who's going to do that work, so what you need to do is get the process down so you can teach it to another person, and then they will do this work because I know you already have enough to do.

I'm starting to write marketing messages. Well, I've been writing them for a long time, but I just wrote this tongue-in-cheek thing. I've always called myself the world's most innovative coach, and people will laugh.

Somewhere in bcoach.com, Gary, there's a whole page of all the innovations that I did way back 30 years ago in coaching. We should try to find that. I think it might even have on the page, world's most innovative coach, something like that, but if you could find that someday when you're poking around in the old bcoach files, I would appreciate that because those were all the early innovations we did more than three decades ago that people are now, some of them, just starting to talk about.

Anyway, I'm a different person now, although I'm not, so what I'm trying to figure out is do I approach it this way to get the click bait in a place where people will click on it and say, this has to be a Froot Loop who would say this? I don't know. Anyway, I need to see things float the trial balloon and then look at it and then consider it over a period of time. That works good for me, so that's why I put that in there.

What I have done with helping is innovate.

Now, this is another note to the system. In terms of references or resources, I will talk about things as we start training the seven Ps. I will have things come up, both from the past and from the now, and of course, futuristic ideas as well.

And so what we want to be able to do is point you to those without me having to go into a big long spiel. So we're going to track references. And one of the originals that I thought, and I don't know where it came up, I suppose I was just thinking about something and realized that we don't have this in references from the Lead You Corps.

This book, written in 1974, was profound for me. I was early in coaching. I was struggling, not really doing coaching, mostly telling, mostly helping is what I've always done, advising, stuff like that.

So I grabbed this and I had AI run me a summary on it. And this came out pretty well. And so, Micah, what you're doing is you go through all these calls and you pull these things and you reference them to an index that Gary then points to with his references or resources link, stuff like that.

That's what I'm trying to get done through this period. So this one is a great one. I'm not going to talk about it.

This is where all this good stuff came from, really. I mean, folks, this is incredible stuff. This guy and his partner, I think Henry Schoen, I'm not sure, Schein, I don't know how to say that the way they spell their name.

But anyway, I took this ladder of inference idea and I morphed it to MBTI in terms of data perception, judgment, and conclusion. The ladder is simulated close to that. We should put a picture of ladder of inference.

And I think I have it somewhere, Micah. So when you're doing this particular reference page, if you'll just let me know, I'll get you one of my old articles or something. And we can link that to that as well, where I talk about all this stuff.

I just made myself a note that I made a third theory, and I've been trying to talk about that. And that third theory fits in the Johari window, which is another resource. In other words, most people, especially all the young people, they will not have this stuff as a base because they're reading stuff that's only five years old because everybody thinks that if it hasn't been invented in the last five years, it's no good.

But as we've seen from history, that's just not entirely the truth. In fact, somebody the other day was talking about the fact that we have lost the liberal education. And when they talk about liberal, they're not talking about left radicals.

They're talking about the education that talks about the classics and all of the philosophy and things like that. Well, this is the type of references that I'm creating is references that people will never have heard of, but still work very well. The Johari window is extremely important.

And when we talk about blind spots and we talk about things like that, it's very important when you understand where that fits in the Johari window. And of course, what we're trying to do in self-knowledge, which is at the base, I know there's a piece coming up in one of the calls on the Delphi quote. What is it? Apollo at Delphi.

Know thyself, the old quote, one of the three maxims. There's more now, but one of the three. So I made an example there, a spouse theory, I'm open and listen.

That's what I say. You know, somebody like me will say, oh yeah, I'm open and I listen. And then their theory and uses, they'll tend to cut people off as soon as they get a breath or they'll do things like that.

That's their theory and use. And then the theory and action that I said, well, wait a minute, there's got to be a theory and action that we then ascribe to the fact that these people, a spouse theory and theory and use doesn't line up, which was extremely important in inquiry. So I'm completely unaware that people can see my blind spots.

In other words, that's the theory that's in action is I'm saying one thing, I'm doing another, and I'm completely blind to the fact that other people are going, huh? What are you doing? You're saying this and you're doing that. So I call that theory and action. This will be important when we get into inquiry, because when you say, well, what are you trying to

inquiry about? Well, one of the things that you're trying to do is look for alignment, coherence, self-knowledge, self-awareness.

And if a person is saying one thing and doing another, it's obviously not there. So you can lead horses to water, but you can't make them drink. So you've got to walk away from that.

In the Q&A portion, which I've got just, I think, a few minutes left, in terms of lessons of history, this is another one I wanted you to grab. Basically, the Durant's wrote story of civilization. They won a Pulitzer Prize, I think back in the 30s.

My daughter, who I'm going to visit my grandson for, I think, the first time in a long time. He's 17 now. He's going to be 17.

She has the story of civilization. I think she found it at a flea market or something. And that'll be the first time I get to see that, actually, because I haven't been to the library in a while, as most people probably haven't.

But they came back in the 60s, late 60s, I think it was. And they said, we're going to review what we wrote 30 years ago, see if it makes any sense. They reviewed it, updated it, I think, I remember them saying.

And as a result of what they saw about what they wrote, they did a summary. And it's called Lessons of History. Fortunately, I did read that whole book.

And I've actually referred to it over the years many times because it's so important. It's not big. I mean, it's stories of civilization, 36 volumes, 37.

And Lessons of History is half an inch thick. So I like those. Those are primes to me.

So then what I did was I went ahead and contacted AI about it and said, can you give me some talking points? And it gave these talking points. And that's mostly what you're going to see. AI tends to be a parrot when it's not hallucinating.

The only thing is you have to know when it's hallucinating and when it's being a parrot. But I like these talking points. They sum up the book and the points there that they were talking about.

So this is another reference that we need. So when I say Lessons of History by the Durant, you'll be able to find it in our reference library. Because it's important, because I'll say things that we learned that we've incorporated into this whole process of inquiry.

So Micah, generally, that's for you. There's two of those in this particular call. When we get down to the video portion, this was a guy I mentioned to you about before.

And this is a different video. This is one we're going to summarize. Richard Wolff, very interesting character.

I listened to him for a couple of hours yesterday talking about Marx and Marx's writings. He's very well educated, very well thought of, but he's a socialist. But he's an interesting socialist.

He interprets Marx much differently than everybody else does. And I think it's important if you have a liberal education to know both sides of the story. Well, in this particular case, he makes some really good points.

Me, having been through most of my life, wondering about some of these things and wondering why I didn't quite have the right story. Because generally speaking, I only read excerpts regarding Marx. I did read a little bit more when I was working in Russia for about three years.

And it was really interesting. A friend of mine, Dr. Herb Koplowitz, Herb, I mentioned your name. I'm in my office in Moscow, and he brings in this drawing that he had bought in the Russian flea market, which is everywhere in Moscow.

And it was a picture of Marx. And he came in and put it behind my desk. And he said, oh, you're becoming just like Marx.

As we were talking, this whole self-knowledge thing about making sure that we customize things to the person. And he said, oh, you mean to each to their own? Oh, yeah, you must be reading Marx. I don't know.

I came from a different place. But so anyway, that's a story that I remember. It's really good.

But anyway, Wolf's very interesting. I don't agree with any of these people completely. But some of the ideas you have to think about to make your ideas better.

When Krishnamurti shocked the world, I was introduced to Krishnamurti backwards, because I started reading David Bohm in the late 80s. And I'm definitely a fan of Bohm. And when Bohm and Krishnamurti started talking and we were in these dialogues, there was this thing when the Internet first came about in the middle 90s called the Burkina conversations.

And what it was is just an online list where people talked to each other about whatever it was from all around the world. And these ideas were fair game, Bohm and Krishnamurti. So I looked at this idea that Krishnamurti wrote about, and it was very important because in his work, and I think that's in the next session, so I won't spoil that.

But in his work, he said a lot of interesting things that mean things to us differently now. And of course, Krishnamurti's been gone for a while. Bohm's been gone for a while.

Schopenhauer's certainly been gone for a while. Schopenhauer's secret, I thought that was interesting. Anyway, what I've done, Mike, is listed these videos for you because these automatically go into that process.

So we're going to have a page with all these summarized, with all these videos, and the page will look like this. And it says view the page. And then on that page, it'll have the source of the video, like I put here.

It'll have the transcript. It'll have the summary, the talking points, and it will have the new video that we made with it. So when I get to these references and these things that I

wanted to talk about, being able to pick these ideas up and show that what it is we're doing is informed by not only just the classics or history or intuition, but all these different ideas.

Okay, so we're going to wind it up there. Really good call for me because I was able to say a lot of things to our administrative and logistics team that we need to get done. That's part of the R&D process of building this out so that you, that we create a map for people in this process.

Well, if you're talking about a path of consumerism and you're talking about moving to a path of purpose, what's that map look like? And why did you come up with that? And how did you come up with that? And what evidence do you have that this is true, not some harebrained idea that you learned off a YouTube video somewhere. So that's the idea. So by the time we get to next year, we'll have this system ready and it will be able to talk to people about any of the parts of it that they need to understand to be able to know what it is that's going on and how it's going on.

So that's the idea. So we'll go ahead and cut off the recordings there. And that's just those kind of things like that, Gary, which you are.

You're most likely a Hardy personality.

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