

World Changers podcast  
Episode 9 Balancing bots and beings



**Elle Bradley-Cox** 00:07

Welcome to World Changers, a podcast exploring the trends making an enduring mark on our world of work, and how business leaders, HR teams and internal communicators can stay one step ahead. Are the bots taking over? Frankly, no. They'll never be able to do the tasks that humans can perform with such, well, humanity. But businesses need to embrace AI to free up people to do more meaningful work. And humans need to be able to trust AI to work ethically so they can stop resenting it and start cooperating with it. Now, I welcome to the world changers podcast today the delightful Tony Stewart and Dr. Alex Gapud. Welcome, team People and team Bot.

**Alex Gapud** 00:52

Hi, Elle, thanks for having us.

**Tony Stewart** 00:54

Yeah, thanks! Looking forward to it.

**Elle Bradley-Cox** 00:56

So Alex, this was your World Changers topic. Let's start with what inspired you.

**Alex Gapud** 01:02

Yeah, as you may know, I am scarlettabbott's resident cultural anthropologist. So, that means that I'm kind of people obsessed and love to think about what things mean for people – whether that's work experience, or workload or relationships. Or, in this case, what does technology mean for people? I think that a lot of times in these conversations, we can get really excited, and maybe rightfully so, about the tech itself and what it can do for us. But sometimes we're not always as aware or thoughtful of some of the the cautions, I don't even want to say the downsides, because I don't want to sound like a naysayer from the outset. But I think there are some cautions, in terms of how we think about technology. I guess, acknowledging its limitations, and in some ways, the way it changes the ways we behave, the way that we think, or the way that we go about our days.

**Elle Bradley-Cox** 01:54

As a human who fundamentally struggles with technology – I'm brilliant at it once I know what I'm doing – it's that early learning period I struggle with massively. It makes me feel stupid when I don't get it right. I don't know if that's me putting that on myself from IT people in the past, who knows. But I'm fully in the camp of having the right guidelines, guardrails, whatever you want to call it. The right people who are enthusiastic about the power of tech and how you as a human can use it. I feel like I've given such an excellent segue to digital, Tony. Welcome. Tech is always front of mind for you, right? And AI is so sexy for a lot of businesses. But why?

**Tony Stewart 02:40**

Yes, it is super sexy. And what's crazy about AI is it's just so far reaching. It really can impact and affect, both positively and negatively, everything that we do. It kind of reminds me a little bit of, with the volume turned up, social media. When social media impacted all our lives back in the 2010s. I don't think anyone really appreciated when it first kicked off just how far ranging it would be. But also what a fundamental impact it would have on every single one of our lives. Even if you don't use social media, your life is affected by it, because everyone around you does. And it powers so much of how we consume media, how we consume news, how we literally communicate with each other, which essentially is what makes us human, right? So that's pretty big. I would say AI is even bigger. But it's also one of those things. I think with social media, we have more touch points. I know when I'm signed into Facebook, or I'm doing something on Instagram, whereas AI is like 'back of house'. It's powering things. It's often not what we interface with directly, although sometimes we do, if you ask Siri or Alexa for stuff, for example. But more so it's actually happening behind the scenes. I think that's why people are nervous about AI, because it seems like it's doing something behind the scenes. And that can sometimes feel a bit scary because we are beings after all, and we get a bit paranoid about things that we can't see, touch, feel or taste.

**Elle Bradley-Cox 04:15**

He makes such a great point there! Do you see a problem with the proliferation of AI behind the scenes? To build on the point that you were just saying, does it need to be more in the foreground? Is that the ethical bit we need to know more about that exists? Or actually should we just not care and let them get on with what they need to get on with?

**Tony Stewart 04:37**

Are we able to not care because that's the thing, right? Because we want to care. We do care about these things, especially when it's going to impact our lives. I think having more of an understanding and some education around AI, how it works, how it uses datasets, how it makes decisions, would make people feel more comfortable / also uncomfortable because we've spoken in the past about the inherent danger that AI is programmed by people. And those people that programme it may have unconscious biases or even completely conscious biases. And they will be implemented in those pieces of AI. Who is there to police that? Can you police that because we all have different moral compasses? It starts getting very messy, very quickly. The more we understand it, the more comfortable we can get with it. But, a bit like social media, there is room for error. If you think about what Zuckerberg has done with Facebook and all the turmoil and tribulation and controversy around how they service news, that's the human part of it, which has gone a bit awry, to say the least. And that could all happen to AI as well. No

spoilers – it probably will. Not to be all doomsday about it. What can we do to prepare ourselves for that? How can we make sure that we're using AI ethically, in the businesses that we work for?

**Elle Bradley-Cox** 06:02

It does feel like a question for a cultural anthropologist ...

**Alex Gapud** 06:05

I feel like that the question about AI and ethics, like a lot of the anthros I know that work in this space, that's the conversation I was having. It's an important one to continue having. But there are other ramifications, other aspects that are worth thinking about. I really agree with what Tony's saying. I think part of what scares people is that AI seems like a black box, right? There are a lot of these black boxes. IT in general is one of those that, you know, feels like "oh, there's an expert that I go to for this. It's inaccessible to me." What Tony's saying is making some bits understandable. Not that you and I need to know how to programme it, but you and I need to know that it's there, what it's doing, what it can do. I think that basic level of literacy is a huge help, because then we can actually start to also understand and keep having the conversation around what are some of the other effects that it's having on us?

**Elle Bradley-Cox** 06:59

Nice. Done well, it can help solve some of the big challenges in the workplace. Where have you seen it work really well?

**Tony Stewart** 07:07

I was just actually thinking of where I've seen it work well in my personal life. So for example, I use Apple Music, and I have Siri Home Pods around the house. I will say to Siri, (I won't say now because she'll start playing music and ruining our podcast) but I will ask her to play my latest J Pop songs or a playlist. And they want to get to the end of that playlist on Spotify. Now, users will know this event has an infinity playlist where the AI goes, alright, so you finished that album, I reckon I know what you might like. And that's wonderful. The amount of new bands and music and stuff that I've discovered, based on the algorithm, based on their AI technology is wonderful. It works really well. I have to say the head of digital in me is like, "how does that work? How is it marking up? How is it point scoring artists versus languages versus regionality?" Is me being in Germany affecting the choices? I would love to know! I think a lot of providers of these kinds of services could do well to be a bit more open about how those systems work. Because as a user of that system, I also might want to game it. There might be things I say to Siri that help make it even better. But I don't know how it works, so I don't know how to make it better. I think that can apply to a lot of the AI that we use in the workplace, as well. Actually just understanding a little bit more about the underlying algorithms and strategy mean that we can get more out of it, as the beings.

**Elle Bradley-Cox** 08:36

Love the idea, Tone! If, in a practical work sense, a company has something like sustainability that they're really trying to target. And, for example – and tell me if I'm talking crazy talk here – if you were booking some travel, the AI would recognise that you're doing that and say, "Oh, do you want to make a conscious choice about that? Do you want to flip to train instead of flying?" Or "How about cycling?" Just being a little bit more mindful with what the business needs?

**Tony Stewart** 09:06

This is where it gets crazy exciting because everything you could imagine can be supported and powered by AI. Like you say, I'm about to book a flight, and the AI goes, "Actually, you can book a train, it's going to be 20% of your carbon footprint, and it's only going to take an extra two hours of your journey." So you can go "you know what, two hours on a train is much better than a plane", especially nowadays – you might not get your luggage back! So there's kind of all sorts of reasons why you might want to do that anyway, but you're not aware of it. If AI can help us make those decisions. It's not making these decisions for us, but providing us with data-based reasoning on why we might want to do something different based on the strategy of our business. For example, saying sustainability, diversity and inclusion and other really awesome lofty goals, then that's brilliant, and I'm definitely down to that kind of AI. But you asked about it in the workplace. I have to say, you know, what Microsoft are doing with their emails. Any of you Office365 users out there will know that every now and then you'll get an email from Cortana or Viva to say, "Hey, you got this email three days ago? Do you want to reply to it?" or "You're going into a meeting this afternoon, here's the Word document that you're going to need for that meeting." which is amazing. I absolutely love it. And that's, of course, all powered by iOS. So I'd love to see more of that kind of thing. I think that works really well.

**Elle Bradley-Cox** 10:33

Nice. And what about when it's really not the right solution? Where does it get a bit sticky and tricky?

**Tony Stewart** 10:39

I have to say, I'm not seeing it. There's not many examples of AI out there yet in the workplace, the ones I am seeing, I'm liking. I'm not seeing any crap ones, because they're so expensive to develop. If you're a developer, you'd really, need to have a good idea or a good concept before you invest in it. So, I would say that so far, I am struggling to find one that I would point out and say that's a bit pants, don't use that.

**Elle Bradley-Cox** 11:09

Are there any applications where you sort of think AI is just not the right thing for that?

**Tony Stewart** 11:16

I might actually ask Alex about this because it's definitely coming from a more 'beings' point of view. I would say, and Alex, I'm sure you would agree, anywhere where you need empathy or emotional intelligence or understanding. I mean, let's face it, some humans are bad at that. We can't expect robots to be better, can we?

**Alex Gapud** 11:34

100%. It's an interesting one, because I think about the examples you're talking about, and AI is helpful in kind of presenting decisions to us. Would you like to take the train or the plane, for example and maybe giving us more information to make those decisions. But can it make the decisions for us? Should it make the decisions for us? I think that's an interesting one, because it kind of shows that that empathy, but also that analytical kind of moments that aren't necessarily discrete. You get AI to process numbers and crunching numbers, understanding how people make decisions or understanding what's

important to people, we still have some way to go there. I imagine AI probably has the potential to do that. But as far as whether where they are now, I don't know so much. I think one of the things that made me think about this is especially, coming after the pandemic, we face a lot of economic challenges now. There is a concern around whether AI's automation will take people's jobs. I don't think we're necessarily at that point as radically as we might fear. But we do see it still. We do see it in the supermarket. The self-scan as opposed to having someone operate that for you.

**Elle Bradley-Cox** 13:03

The lifeblood of a supermarket is great customer service, isn't it? I'll get you the freshest fish or whatever it might be. I'm even thinking about my own job. I lose count of the amount of times where people say, "Oh, can I have? Can I have some questions before the interview, please?" And I'm like, "Well, I can give you some questions. But our discussion wouldn't be as rich because what if you say something that's really exciting to me, then I'm definitely gonna ask!"

**Alex Gapud** 13:34

That's probably where we are with a lot, not all, but a lot of AI right now. Think about the chat bot. I recently had a question about a flight, and the chat bot can direct me to one of four teams who took four weeks to get back to me. It can do that simple decision tree at this point. But in terms of in our conversation, Tony's probably got three or four different things he could reply to what I'm saying. I probably got three or four different ones; I could reply to that. No-one's pushing 123 or 4, or A, B, C, or D to figure out which one. That's something we do a bit more impulsively and in the moment.

**Elle Bradley-Cox** 14:12

And its intuition, isn't it? It's responding to the other person. And, if you consider tone of voice, like as people speak their ups and downs and the rhythms. How you can tell when someone's passionate about a subject or when someone's relying on a boring monotone.

**Tony Stewart** 14:33

I don't want to use the word 'erraticism' but as squishy human beings we make decisions that are very impulsive and AI, because you talk about customer service being the lifeblood of a supermarket, yes. But also, choice is important to me. Having a good cashier is nice, but I would love to choose to use the scanner and pack and do it myself. Like here in Germany, it's very rare that the local supermarkets have scan and pack and I miss them. Because sometimes I've just got a handful of items and I want to get in and I want to get out. And it's not it's not really about customer service. For me, it's about convenience and speed. But sometimes it is about customer service. And as a human, I will change my mind in any given moment. It might even be dependent on the weather. I'm sure there's some data around that that an AI could process. But until we got to that stage, I think presenting us with an opportunity to be flexible, to be squishy, is important to us, certainly in the workplace as well.

**Alex Gapud** 15:32

Yeah, I think squishy, and erratic is a great way to describe it, Tone. Because we think we are rational beings, and we are famously not. We do stuff that makes no sense, all the time. We know better. And yet we still do it. We're laughing about it because it's the beautiful thing about being human. With AI, maybe some of what makes it almost not human is it loses that erraticism. Its decision making is almost

too clean. It puts you down one of four branches, and then one of two or three branches from there. But where's the randomness, the spontaneity?

**Elle Bradley-Cox 16:11**

When we're all so different. So my life's motto is 'nothing worth having is ever easy'. And actually, if you present me with an easy choice, I'm not going to trust it.

**Tony Stewart 16:25**

Imagine if an AI went through your calendar and said, "Oh, if you ever said 'I want to go on holiday'. And then the AI said, "Okay, brilliant. based on your data, I found your perfect location, your perfect hotel, and I've booked it for you, all you need to do is transfer like £100 euros into the account?" Well, no, I want to choose, and I want to make sure that there isn't another time of train that I can get, even though the AI has maybe literally got you the perfect holiday, I'd be the same. I would want to be all over that. That's the erratic.

**Alex Gapud 16:59**

I think part of going on holiday is the planning for it. It's choosing the hotel; it's making those choices. I think you also raised an interesting point about like optimisation. Think about diaries. We could get AI to optimise our diaries. But what does that mean? I've been thinking a lot recently about myself, a lot of clients, people who speak to in focus groups, you know, our diaries are back-to-back. I know mine is today! Both of us rushed off meetings just to be here. AI might programme our calendars that way and say it's optimal. But from my headspace, for my sanity, maybe I need a bathroom break. Or maybe I need to grab a snack, maybe I need to have a conversation or type up the notes. Does AI allow for that. It gets me thinking, maybe it's a conversation for another day, about how technology has really changed our sense of time. I really think it has, in the past 30 months.

**Tony Stewart 18:02**

I would say Alex, there's a counterpoint to that. The counterpoint is the AI says, "Hey, Alex, you've got a really busy day. So, I've just put half an hour in for you to go and make a cup of tea and to reflect on that two-hour meeting that you just had. And Alex, by the way, I've noticed that in your personal diary, you're meeting your wife to go and do something this afternoon. But that meeting is really close to that, are you sure you've got enough travel time?" So, the flip side is that if we do create AI as we have an inherent self a sense of well-being, it can at least present us with healthier choices around the day, or even tell our colleagues? "No, you can't have that time in Alex's diary, because they are reflecting, they do need some downtime because they're a squishy human being." So, there's something about how we can potentially rephrase AI, and the view of AI, and how AI can support some of the positive habits that we should be doing as humans as well.

**Alex Gapud 18:57**

I think that's brilliant, Tone. It really goes to that wider point about AI that it's about what logic we programme into it. Maybe that goes back to an earlier point in our discussion about actually having education for people to take part in those discussions of what we want our AI to do.

**Tony Stewart 19:15**

Yeah, and inherent with those moral conversations we had earlier, because living in late-stage capitalism as we do now, it's easy to assume that AI will programme itself to book us and make us the most productive machines possible. Because that's kind of unfortunately the world that we live in. We're presented with an opportunity here to rethink things about our work / life balance, our attitude to work, attitude to growth, capitalism and wealth and say, maybe AI could be the kind of wisdom that we need right now to stop killing ourselves on these spinning wheels that we're on. That's, like you say, probably for another day.

**Elle Bradley-Cox** 19:55

I love that. I think well being - if we could get to a well being outcome, Tony - I might buy into AI. Do you know what, guys, I think this is an incredible conversation - so interesting! And I'm just grateful for your points of view because, while one of you is in the bots camp, one of you is in the beings camp, actually it doesn't matter if you're in either camp. You can both see the benefits. It's been an excellent chat. Thank you for your time, your expertise and your enthusiasm!

**Elle Bradley-Cox** 20:18

Thanks!

**Elle Bradley-Cox** 20:20

You're very welcome. I've enjoyed it.

**Elle Bradley-Cox** 20:33

With a burgeoning mental health crisis demanding more and more resource, particularly in the world of work, tech pioneers believe that AI could help alleviate the pressure. But can artificial intelligence ever truly replicate the intricacies of human behaviour? And should it? Neil Fogarty, co-founder and CEO of Human, a deep-tech enterprise specialising in psycholinguistic AI believes that it can and it should. I caught up with him to find out how bots can help build belonging and wellbeing in the workplace. Neil, welcome to the podcast. Thank you so much for joining me.

**Neil Fogarty** 21:04

Thanks for inviting me.

**Elle Bradley-Cox** 21:06

Well, I'm so fascinated in Human. We've talked a little bit about it already, but just for our listeners, tell us a little bit about your mission and vision.

**Neil Fogarty** 21:18

The vision, and the mission is probably just to change the world. But we want to change it through better communications. That's both your internal and your external communication. This means our first years of research and development have been in revisioning technology's relationship with psychology development, psychotherapy, and the art of conversation itself.

**Elle Bradley-Cox** 21:41

Oh, how interesting. When you talk about conversation itself and the art of it, you were talking to me a little bit about the number of words and the number of linguistic possibilities, because that's the problem with bots - there are a finite amount of choices. Tell me a little bit about what humans do in that.

**Neil Fogarty 22:04**

You used an interesting word a couple of times. Obviously being involved in psycholinguistics, I'm meant to be spotting these things. And it's a word that in and of itself, creates a certain bias within our thinking, and the word is 'bot'. Because we think 'robots', I immediately think of the matrix and those swarms of characters coming down to attack the ships. So for such a small word, it does have a big connotation. The first application of what we've done after about a decade of R&D is a virtual colleague, which we call Bruadar. Bruadar is Nordic and then Scottish and Irish Gaelic word around dreams. Because that is the dream state is where we have unfiltered access to the psychology of our mind. So Bruadar is a technology that you can talk to 24/7, either by voice or text, and it will hold a human-like conversation, unlike like chatbots. So, whereas the chat bot is very Q&A driven, it's decision trees and state machine, 'If they say this, then you say that', a human-like conversation is tangential, and human, our conversation is empathetic. We find that bot technology doesn't have that capability. But what this conversation can do is it can help you to develop your personal psychology, explore your unconscious bias, but also proactively identify and begin resolving things like anxiety, stress, and depression. So Bruadar is the foundation to developing what we call the 'human experience platform'. And this is where technology starts to sympathetically evolve based on individual and collective social interactions.

**Elle Bradley-Cox 23:56**

Wow. I mean, I'm already impressed and starting to think that this is turning me as a writer on, much more than a chatbot.

**Neil Fogarty 24:05**

I talk around the world on a variety of subjects. And whenever I talk about chatbots, the example I always use is, (I hope you haven't got one in your office that's going to get activated) but its Alexa. And you'd say 'hey, Alexa, can you tell me what the weather's like today?' The thing is that we could look out the window. So there is a bit of a fundamental human laziness there. Look out the window, you'll see the weather. The next evolution of that was to go to Google and ask Google. We're so lazy now that we'd rather ask Alexa to do a Google search to tell us rather than look out the window. So if asked Alexa, what's the weather like? And then Alexa says it's 23 degrees. That's not really context as to 23 degrees. Is that going to be hot? Is it hotter than normal? Is it cooler than normal? Because it's not put it into a contextual conversation. So if you then replied 'I suppose I need a hat today, ha ha ha', he'll say 'Sorry, I don't understand. But here's a website about hats'. That's not a conversation' That is not talking with the technology. So we had to revision this. And probably we've spent more time, more money, and more energy on how to hold a human-like conversation than anything else. Because if we can hold a human-like conversation, we can create a safe conversational space, where people will then talk more about their mindset, their beliefs, their opinions. And I think if we can crack people being willing to talk about their mental health at a very personal level to a piece of technology, then doing it as a retail product, or as an HR product is going to be relatively easy. So we've gone for the high hanging fruit. What's the hardest thing people find to talk about? Let's enable them to do that first, and then we can go down from that.

**Elle Bradley-Cox** 25:53

I think that's incredible. I love that you're talking about the tangents, because you're absolutely right. Whenever we have a conversation, we go off somewhere. Certainly, if we're having an employee engagement conversation, or an annual survey conversation, it is entirely dependent on the mood we're in that day, in the interactions that we've had that day. That's a really interesting employee engagement application of this technology. When you talk about psychometrics and how people get a little bit nervous about AI, how do you tread that line in your line of work?

**Neil Fogarty** 26:31

Psychometrics is an interesting field. I'm trying to be gracious about an established industry here. But it is a flawed industry. It's encouraging the use of the Likert scale, the 'strongly agree' to 'strongly disagree' scale for each answer doesn't allow you to put it into context. Are you happy when it rains? Well, you know, if I was Garbage from the 1990s, then there's a great song. But if I live in a very cold country, rain is not my favourite weather. If we're in the middle of a British drought, rain is great. So psychometrics don't allow for contextual conversations. The second thing is highly reductionist. Ultimately, they'll try to get it down to one of five words, whether it's an ocean or keynote in the big five. And in fact, there's a push to try to get it down to one word, where the human condition is described on its levels of neuroticism. But that's a nonsense. We're of a world where red, yellow, green, or blue, 'what colour are you?' is more palatable to people than actually having the big massive Question Sets. However, one thing that we do love to do is talk. So, if you create the right environment for people to want to talk in Western world conversations, I think we talk around 120 to 150 words a minute. I feel that for an employee engagement survey, and it's how do you feel about your leadership team? Let them talk for two minutes. And within that two minutes conversation there, but you've now got 250 words, we will have probably 15, individual psycholinguistic aspects. We will have identified culture, values, your emotional proximity to your organisation, levels of happiness, your mental health, within less than 300 words. I think humans can't do that. And when we talk about the onset of AI, we have to be very careful about this. If we're capturing that information, what is the transparency of it? And how is it going to be applied? Ultimately, what comes out of your mouth is your data and there is a data sovereignty. So how it's being used by is the big question.

**Elle Bradley-Cox** 29:08

Yeah. And that does bring me on to ethics and why that matters so much. And I know you've got some strong opinions about this, right?

**Neil Fogarty** 29:16

Well, when we started working on the business, Ian and I didn't have a company name. And for a while it was called Project Jeff. And it was whatever Amazon would do, that's what we won't. That was our kind of our guiding principle. And from there was our fundamental disagreement with the Facebook Meta approach, where data is a currency. We don't really use Facebook ourselves. We do use WhatsApp for some conversations with our clients. Since we don't really use Instagram. If you're going to take a stance, you have to take it. So there are ethics issues. And this is before we get into Uber. And we could say now at the moment in some of the conversations with Elon Musk as to whether other ethical issues exist within Twitter. These are big tech organisations that haven't really been held to

account when it comes to ethics. But the data is your data. What comes out of your mouth is yours. How do we ethically apply it and when we're talking in this corporate context, about the application of AI technology in a business, jobs will be lost. That is an inevitability. However, it should be incumbent upon the organisation to say, in the losing of jobs because of the application of AI, what new jobs are we creating? So the ethics ultimately, there's nothing to do with the AI itself. The AI is just a reflection of what is developed by people. So it's their ethics that we need to get to the root cause. Because they're the ones doing the coding, they're the ones doing the training, they're the ones doing the management, they're the ones producing the reports, they're the ones inferring what the information is this. So it's what is ethical, the AI or the people? And my view is that if you haven't got ethical people, you're not going to have ethical AI.

**Elle Bradley-Cox** 31:40

Bloody fascinating. And I guess that brings me on to how quickly the world is changing, right? Machine learning, VR, AI. It's evolving at warp speed. I feel like you're the most intelligent tech person I've spoken to in a really long time. You tell how often I speak to tech people? What do you see in 5 - 10 years?

**Neil Fogarty** 32:10

Five to 10 years is a long time in. Take a look at where we were in 2019. You know, we wouldn't have envisaged lockdowns, and COVID. We wouldn't have envisaged Ukraine standing up to Russia. It can be hard to be that futurologist. However, in the context of what we're doing and what we're saying. We think that Metaverse is going to manifest. I don't think it will manifest in the way that the likes of Zuckerberg would like. I think that at the moment, there's a great obsession with NFTs and cryptocurrency. Whether you believe them to be very elegant Ponzi scale schemes or not, that's your call. But at the moment, the obsession is financial within that Metaverse or context. At some point, and I think it's going to be around about year eight, in your five to 10 year journey, I think that's when we'll start to see more of a communal aspect. People will hang out there rather than be driven to Bulgari because I've got a nice online store and I want some virtual clothing for my virtual dog. I think that ultimately, a bit like with the internet itself, it reaches a certain point where it becomes taken over by the populace. And this obviously aggravates people, and it aggravates big tech because big tech is very keen on foundational technologies, where it can control and monetize what's being done by the general public. Now, within Metaverse, there are certain layers of how it's built. You've got security, you've got financial, you've got the devices there. All these Metaverse layers, on one of the lines is around spatial cognition. The moment that spatial cognition is physical, spatial cognition, I know where I am within a certain space. So I know that I'm X amount of feet away from my screen talking to you, I know that you are there. I know that behind me, there's a blank wall and over there, there's a window. This is my spatial awareness on a physical level. So when I've got my VR goggles on in my Metaverse the goggles will be working with the spatial cognition technology to say four foot to the right there's a wall. So, if they move to the right, and they're not careful, they're going to hit themselves. Or if they're playing – I had one client who's been doing boxing with his VR goggles on, and he punched his television screen because he kept moving forward and edging forward and threw a punch at the screen and broke it. So spatial cognition is meant to be there to help make sure you stay within those physical areas. We work on psycho spatial cognition. To understand where you are psychologically. So you take a look at our psychology development is orienting yourself within your psychology. Why do I feel this

way? So as you psycho spatial cognition, and what we're saying is within the metaverse if you're capturing all these different conversational indicators, and we identify your levels of anxiety, stress, depression, for example, as you go into your metaphysical space. You'll put your glasses on in year eight, you'll enter the metaverse, but the metaverse now, because it's a human experience platform will understand that you're not in a good frame of mind. The lighting will drop maybe less garish colours, maybe less jaunty music playing, maybe offering you a virtual therapist to talk to you for five minutes. So to go into a calming zone, before you go into your meeting with your clients.

**Neil Fogarty** 32:20

I know it's future talking. But is it sensing that from your brainwaves? From your heart rate? Or is it asking you to talk to it for a minute first to understand that?

**Neil Fogarty** 36:26

Well, here's the thing. How many conversations do you think you have in a day?

**Elle Bradley-Cox** 36:34

Loads

**Neil Fogarty** 36:35

Loads? Is that loads more than loads? Or loads less than that loads?

**Elle Bradley-Cox** 36:40

I don't know. 50, 60?

**Neil Fogarty** 36:43

You'd be surprised. How many times do you go on to your phone and send a WhatsApp or telegram an email? Something on Instagram? A quick whatever. It's more than loads? It's stacks. If it's creating a new artificial system of volume, stacks is more than loads. So you think at the moment our technology within three words, we will know how to best activate a psychotherapy conversation with you. Three words. So all those conversations you're having all over the place on different pieces of technology, eight to 10 years time, is it unreasonable to think that there will be a psycho linguistic data layer that is anonymously collecting all of those social interactions. So, by the time you put your glasses on, and you go into that room, and it might be checking your eyesight, and your various biometrics through your watch or whatever. But all those conversational points are of greater insight into what you're thinking, what your perceptions and perspectives are. So the ubiquity of that data has already been collected on you anyway, by the way. So all that data has been dumped into data layers somewhere, but why not have a centralised psycholinguistic data layer that can then provide a better human experience across all of your platforms

**Elle Bradley-Cox** 38:11

That is intelligent enough to understand them and ethically sound enough to make sure you're protected?

**Neil Fogarty** 38:17

Ethics is key. One thing that you should never be doing is monetizing somebody's personal data. Use the data to improve the experience. Absolutely. But you should never build a business on your business model of selling somebody's data. I mean, it's just too shocking. I sort of think in terms of where we're going to go. I do think that the human experience platform is going to become prevalent. I do think that the psycholinguistic data layer that we're working on ourselves, and we're building human like memory, to assist with things like memory and dementia. So people don't just talk to your device, they talk to multiple devices. So then it comes down to how do we create a central point to receive all of that anonymized data into a central point? Because we can use that to then enrich the human experiences across the board.

**Elle Bradley-Cox** 39:18

Now when we started this podcast you said 'we're setting out to change the world'. I feel like you're my World Changer of 2022 because I really believe you - I think you'll do it. But who's yours?

**Neil Fogarty** 39:30

You see, if you look at who's changing the world the most. Then you're going to say Putin and Zelensky so that's the World Changer, in as much as they have completely shifted our relationship with gas. We are seeing some organisations come to the fore, showing themselves for what they are, in that instance, I will specifically say Shell, buying cheap Russian oil. So that speaks volumes about the ethics of certain organisations. I do think that whether we like it or not, we have taken a real close look at what the world is doing, based on what Putin is saying and doing. So that is a World Changer. On the more positive scale, which is always a nice way to end up on the podcast, the World Changers are those tech startups that don't have the VC funding, slogging their guts out because they're driven by a mission and a vision that they also want to change the world. So I think there's an army around the planet of those people. And they're the unsung heroes. That will be the World Changers.

**Elle Bradley-Cox** 40:44

I love that, Neil. It's been an absolute pleasure meeting you. Thank you so much for joining us and I need to invite you back very soon for more interesting chat. Stacks of chat! Thank you so much, Neil. Take care.

**Neil Fogarty** 41:00

Thank you.

**Elle Bradley-Cox** 41:07

Our huge thanks to Neil Fogarty. Now, if you have any questions about balancing bots and beings in your workplace do join us later this month for our webinar. We'll share the details in the session notes and other social channels. Want to continue the conversation? In the meantime, do come and chat to us over on Twitter at scarless habits or drop us an email hello@scarletabbott.co.uk and we'll see you next time for another dive into World Changers 2022.

**Elle Bradley-Cox** 41:39

World Changers is a podcast by employee engagement consultancy scarletabbott, hosted by Elle Bradley-Cox. Find out more at scarletabbott.co.uk