Church of Executive Search Weekly Update 2024 #10 (March 10th)

Greetings CoES Members,

Happy Sunday! I trust everyone is having a lovely weekend. Hopefully, you've had an opportunity to take some time and recharge and relax. Or, to work ahead and get ready for next week. Both are good, in moderation.

Here's the TL;DR (too long, didn't read):

- **Last Night Was Daylight Savings Time - Spring Forward.** No article, just a reminder. Your phone is accurate, just fix your microwave and car.
- **Celebrations & Spotlights**, Monday, March 11th at 9am Central (login info in **Group Coaching** and at the bottom of this update)
- **Shiny Object Syndrome,** Tuesday, March 12th at 11am Central (login info in **Group Coaching** and at the bottom of this update)
- **AI4 Open Prompt Session**, Monday, March 11th at 3pm Central (login info in **AI4 Recruiters**)
- **Take a Breath, Scary Information.** Theft or treason? You decide.
- **LinkedIn Down Last Week,** Are we over reliant on specific technology?
- **Global Trust in Tech Massively Declining,** AI is playing a big role
- **Last Week on Stephen Colbert,** fascinating interview with the author of Sapiens.
- Note on **Tidbits**, for those of you unaware, you have our express permission to repost our Tidbits through your own social media, websites, or anyplace else you desire.

Celebrations & Spotlights

Thank you to everyone who attended Celebrations & Spotlights on Monday. Here's what we talked about:

- Lowering fees for C-Suite roles
- Importance of consistency (10 years to a client)
- Working time with Lisa O.'s group
- Hold your ground with tough clients (they'll come back)
- No Contract. No Candidates. Period.
- Tax management for financial distribution
- Do you have the right CPA? Ask about a DBK
- Using an Executive Assistant to leverage marketing
- Pat recommendation on a podcast from Tim Ferris
- Tricia's Book Recommendation – The New Model of Selling
- Taking a stand in a market (women in construction) and strategic selling
- Appsumo Deal (if it's still available) for data (only manual extraction)

This Week's Deep Learning

On Tuesday, we'll be teaching **Managing Shiny Object Syndrome.** As entrepreneurs, it's super easy to get distracted by the next greatest thing. On Tuesday, we'll teach you to critically evaluate situations to decide if you're looking at NFTs or ChatGPT. One is a waste of time and money, the other revolutionizes your productivity.

Last Week's Deep Learning

Last week we wrapped up a four part series on effectively using GPTs on your recruiting desk. Special shout out to our Private Coaching Members who brought GPTs to your coaching sessions over the last few weeks. We're happy to help you build and refine them, as well as brainstorm new applications. Keep doing it!

After this Tuesday's Deep Learning, you'll lose access to the first part of the GPT series, GPTS & Your Voice. If you haven't had a chance to watch it, I'd suggest prioritizing it before Tuesday's Deep Learning,.

Take a Breath Because This is Scary

In California this week, a former Google engineer has been indicted on charges of selling trade secrets to two Chinese companies he was *also* work for. His name is Linwei Ding (Leon)

A little over a year ago, the White House released an interagency task force called the Disruptive Technology Strike Force. The purpose of this group was to help stop advanced tech from being acquired by other governments, like China and Russia.

The reason this is scary is what was stolen. Arguably, Google's internal AI is the most advanced in the world. We've talked at length about the complexities of Google even making this tech available to us in the public, which is a real business conundrum. What Ding stole was detailed information about the hardware infrastructure and the software platform for Google's supercomputing data centers where they train large AI models. The stolen information consists of over 500 files he uploaded to an early-stage Chinese tech company.

As Americans, sometimes it's hard for us to fully understand how business works in communist countries. All of the companies are owned by the government. All of them. Which means, Ding essentially gave a tremendous amount of extremely valuable information directly to the Chinese Government. In the indictment, Ding was quoted saying online, "We have experience with Google's ten-thousand-card computational power platform; we just need to replicate and upgrade it."

This engineer is facing up to 10 years in prison and 250K on each charge. I wonder if that would be for each document. If so, the fine could be more than $125M. I think the real question isn't whether he should be convicted of selling trade secrets or treason. It feels a whole lot more like treason, which comes with a punishment of, up to and including, the death penalty. Capital punishment is a whole

different discussion (and one Jason has changed my mind on!), but I feel strongly this should be considered treason. What do you think?

Last Week on Stephen Colbert

Jason and I regularly watch Stephen Colbert. Last week, he had an interesting guest that really got us talking. Stephen was chatting with Yuval Noah Harari, a well-known historian and author (Sapiens is the name of his book, and I haven't read it, but will). They dove deep into the world of AI and what it might mean for our future. It was one of those conversations which sticks with you, sparking conversations and reflections long after the TV is turned off. It's part of why we love Colbert.

They kicked things off by talking about how fast everything seems to be changing around us, especially when it comes to technology. It's like nothing we've ever seen before. Harari made a point which I agree fully. He said it's getting harder to know what we should be teaching kids these days because who knows what skills they'll actually need in a few decades? Colbert, with his usual flair, wondered out loud if we even need to bother teaching kids anything at all, now that AI's in the picture. Harari had a smart take on that. He believes it's not about ditching learning but more about learning how to live with and manage AI. Jason and I have been saying this for years. About 15 years ago, Jason even blogged on the importance of modifying education around the smartphone and the individual's instant access to information.

Can we please start teaching our children how to be resourceful instead of how to memorize?

Colbert mentioned he's all for letting AI take over some of the big decisions for us. Harari wasn't quite on board with that idea. He pointed out how risky it is to give so much power to something we barely understand. AI isn't just another tool; it's on a whole other level because it can think and create in ways we can't even predict. His reaction seemed a little fear mongering, but he also appeared extremely smart and I'll reserve judgement until I read his book. It's something to consider, would AI make better decisions than our leaders do?

Their back-and-forth highlighted how divided opinions are on AI. Some people are excited about the possibilities, dreaming about all the new and innovative solutions AI might come up with (we clearly fall into this camp.) Others are more cautious, and worried about the unknowns and what it means for our future.

This conversation between Colbert and Harari was more than just an interesting TV segment for us. It sparked a lot of thinking about where we're headed with AI and how it's going to shape our world. It's clear there's no easy answer, but it's conversations like these that help us prepare for whatever comes next.

Button → WATCH THE CLIP https://www.youtube.com/watch?v=2w37ty9gGU8

Overreliance on Technology.

LinkedIn was down on Wednesday. Facebook and Instagram were also down this week. We don't know why these systems are randomly going down. But there is one which *won't* be random. Kids everywhere are freaking out. The US Government has set a deadline. If ByteDance (the entity, controlled by the Chinese Government, which owns Tik Tok) doesn't divest Tik Tok within approximately 165 days, the app will be banned in the US. Whether it's hackers, bugs, or proactive decisions by the government – it begs the question:

How much reliance do you have on outside technology?

It's one thing to miss your Facebook Groups or want to see your friends' pictures on Insta. It's another thing entirely if you heavily rely on LinkedIn to support your business. I'd encourage all of you to consider your reliance on technology. What if LI was shut down? Could you still recruit? Look at each of the technologies in your stack, determine your reliance, and develop a plan assuming you lose access.

Strange things are happening in the world right now, and the unexpected is expected.

Global Trust in AI is Massively Declining

Axios released data on the global trust in AI and the numbers are a little staggering. Technology used to be the most trusted sector, and now it's in the toilet. This is the most important part of their data, and taken from last week's AI4 Recruiters Open Prompt Session:

Global Trust in AI Massively Declines

By the numbers: Globally, trust in AI companies has dropped to 53%, down from 61% five years ago. In the U.S., trust has dropped 15 percentage points (from 50% to 35%) over the same period.

- Trust in AI is low across political lines. Democrats trust in AI companies is 38%, independents are at 25% and Republicans at 24%.

- Tech is losing its lead as the most trusted sector. Eight years ago, technology was the leading industry in trust in 90% of the countries Edelman studies. Today, it is the most trusted in only half of countries.

AXIOS

2024 Layoffs

The February numbers for layoffs are the most significant since 2009. There were 83K in February. See more of the February 2024 data here.

These were the tech numbers at the end of January of 2024:

Company	Number of layoffs
Amazon	~6,000
Meta	~3,500
Netflix	450
Uber	~ 3,700
Spotify	460
Microsoft	~1,800
Zoom	900
Twitter (X)	300
Discord	17% of workforce

Sources: Various. Numbers vary slightly across

AI/GPT Tidbits

- Thank you to Lisa O. for this wonderful PDF on a company hiring a Chief AI Officer. I strongly believe each of you should have a page on your site discussing how you are able to help identify AI prompt engineers through to Chief AI Officers.
- Elon Musk is suing OpenAI for putting profit over humanity. This is such an odd situation.
- Musk's suit likely won't hold up in court and is an attention grab. Here's OpenAI's response.
- ChatGPT can now read its responses to you. And if you're on a mobile device, you can voice to text your questions. This is starting to feel like a real conversation.
- Last Friday, Sam Altman returned to the board for OpenAI
- India announced a 1.2B investment in AI. They are anticipating 35% growth in the sector.
- Sergey Brin at Google says they definitely messed up Gemini images last week. It's nice to see such a senior person take responsibility. They attributed it to a lack of testing and said they don't understand why Gemini leans left.

- A Microsoft Engineer has become a whistleblower and has filed reports that MS's image generator is making violent and sexual content. If you read between the lines, it feels more like an attention grab.
- A college student in Georgia is fighting cheating charges where she got a zero on a paper because she used Grammarly and it's AI function. I think this is absurd. Grammarly has made me a better writer, and isn't that part of the reason we send our kids to college?

General Tidbits

- Klarna laid off over 700 people in 2022, and now it claims AI is doing all of this work instead of people. That's a huge amount of efficiency. Are we all doing everything we can to leverage this?
- Fast Company seems to think most interviewing will be done by AI. So many people are talking about this, but we aren't actually seeing it happen *anywhere*.
- Recruiting Daily put out an article on the day in the life of a recruiter in 2030, and it's complete nonsense. It was likely written by an AI. 😊
- Silicon Valley layoffs are the new norm. Here's a list of all the tech layoffs over the last few years.
- The European Union passed DMA (Digital Marketers Act) last week. This bill is intended to ensure there's competition between the major players and they don't develop a monopoly.
- Less is more (unless it's kindness, sleep or toilet paper) Eric Barker is back with sound life advice. How to be happier through elimination and subtraction.

Thanks everyone and make it a great week!

-Tricia

Celebrations & Spotlights
Time: Mar 11, 2024 09:00 AM Central Time (US and Canada)
https://us02web.zoom.us/j/86293739990?pwd=S1hMWVRVQTUrejBsU2NuendvT0tPdz09
Meeting ID: 862 9373 9990
Passcode: 011429

Deep Learning
Time: Mar 12, 2024 11:00 AM Central Time (US and Canada)
https://us02web.zoom.us/j/84850234784?pwd=c3N6VWFiVVdWd2NGdlRsQmFZRXpFUT09
Meeting ID: 848 5023 4784
Passcode: 651860