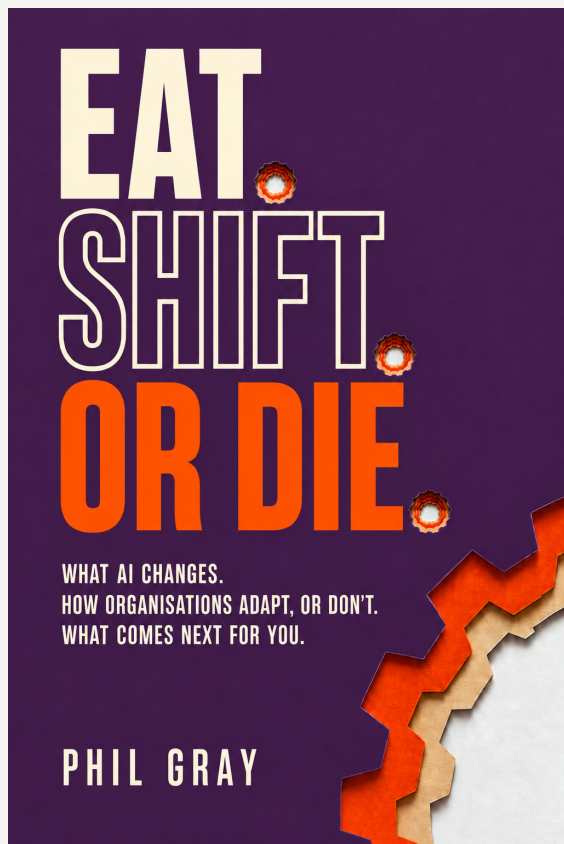


Ask me the hard ones.



EAT. SHIFT. OR DIE.

What AI changes.
How organisations adapt, or don't.
What comes next for you.

By Phil Gray

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Review copies for media and research: eatshiftdie.com/advance-copy/. Cover downloads, extracts and listening samples are available on the website. For an author photograph or print-resolution press artwork, contact Phil. Publication materials may be used when covering the book, with credit to Phil Gray.

Meet Phil Gray.

Short biography

Phil Gray first met a computer in 1979. Businesses built through the dot-com boom and out the other side, innovation labs around the world, decades close enough to enterprise change to hear the gears grind. He has been the disruptor and the disrupted. He leads the AI, change capability and culture practice at Blue Seed Consulting. He lives in Sydney.

Medium biography

Phil Gray is the author of *Eat. Shift. Or Die.*, a book about what AI changes, how organisations adapt, or don't, and what comes next for you. He leads the AI, change capability and culture practice at Blue Seed Consulting. His interest began with ELIZA on a TRS-80 in a Sydney home office in 1979. Since then he has built businesses through the dot-com boom and out the other side, run innovation labs around the world, spent decades close enough to enterprise change programs to hear the gears grind, and used AI on everything from family tech support to horse racing, with mixed financial results. He has been the disruptor, the disrupted and the person helping others through the collision. He writes about the work around the technology, with experiments, questions and responsibility for what makes it onto the page. He lives in Sydney.

Extended biography

Phil Gray is the author of *Eat. Shift. Or Die.*, a book about what AI changes, how organisations adapt, or don't, and what comes next for you. He leads the AI, change capability and culture practice at Blue Seed Consulting.

His story begins in a Sydney home office in 1979. A nine-year-old typed into ELIZA on a TRS-80 and a machine answered back. Since then he has built businesses through the dot-com boom and out the other side, run innovation labs around the world, spent decades close enough to enterprise change programs to hear the gears grind, and used AI on everything from family tech support to horse racing, with mixed financial results.

He was paid to test computer games after school while his mates did paper runs. He taught Lotus 1-2-3 to sales teams who would rather have been at the pub, watching technology seep into ordinary office work. He built a business that put computer classrooms on wheels and ran training inside a bank.

In innovation labs inside global banks across Asia, he helped build bathroom mirrors that showed people their money and used augmented reality to explore shipping assets the bank had financed. He learned the difference between innovation and innovation theatre by staging a fair amount of both.

He has asked the same question as the disruptor arriving with the demonstration, the leader whose expertise was disrupted and the consultant helping organisations respond. What happens when new capability meets the way an organisation actually works?

He wrote this book with the technology it describes, using several AI systems to research, edit and challenge while retaining responsibility. The companion website shares experiments, exercises and sources. Phil lives in Sydney with a Tesla, heavy metal and machines with names.

Questions Phil is good value on.

- 01 You say AI is not the story. What is?
- 02 Why do AI pilots succeed while organisations stay unchanged?
- 03 What did teaching Lotus 1-2-3 in the nineties teach you about this moment?
- 04 What does your family's connection to the Black Country bring to your thinking about industrial change?
- 05 What's wrong with the phrase "human in the loop"?
- 06 You wrote this book with AI and used AI to challenge it. Who's the author?
- 07 What should someone do this week, at stakes they can afford?
- 08 Eat, shift, or die. Which one are most organisations actually doing?

Start with the work

Read an extract, try an exercise or follow the illustrated racing experiment before the conversation. All are available at eatshiftdie.com.