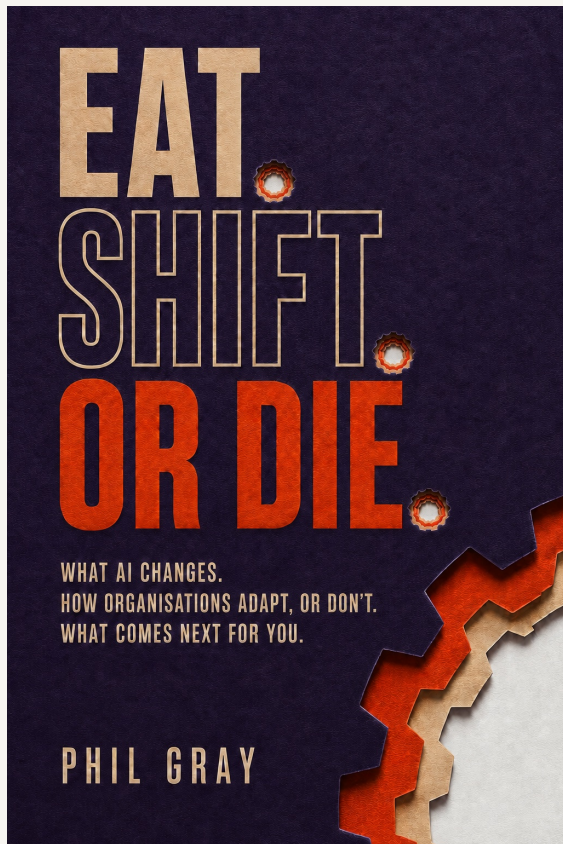


A book worth a conversation.



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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For interviews, events and review copies

Contact info@eatshiftdie.com
eatshiftdie.com/media.html

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.

50-word biography

Phil Gray is the author of *Eat. Shift. Or Die.* Over thirty-five years he has built businesses, led enterprise transformation and run innovation labs inside global banks. He has been the disruptor and the disrupted. He lives in Sydney with a Tesla, heavy metal and several opinionated machines with names.

100-word 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. His interest began with ELIZA on a TRS-80 in a Sydney home office in 1979. Across thirty-five years, he has built businesses, led enterprise transformation and run innovation labs inside global banks across Asia. 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.

250-word 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.

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. The question that conversation started has followed him through thirty-five years of building businesses, leading enterprise transformation and working in corporate innovation.

He was paid to test computer games after school while his mates did paper runs. He taught Lotus 1-2-3 to sales reps 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.