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— THE BRIEF

Records over slides

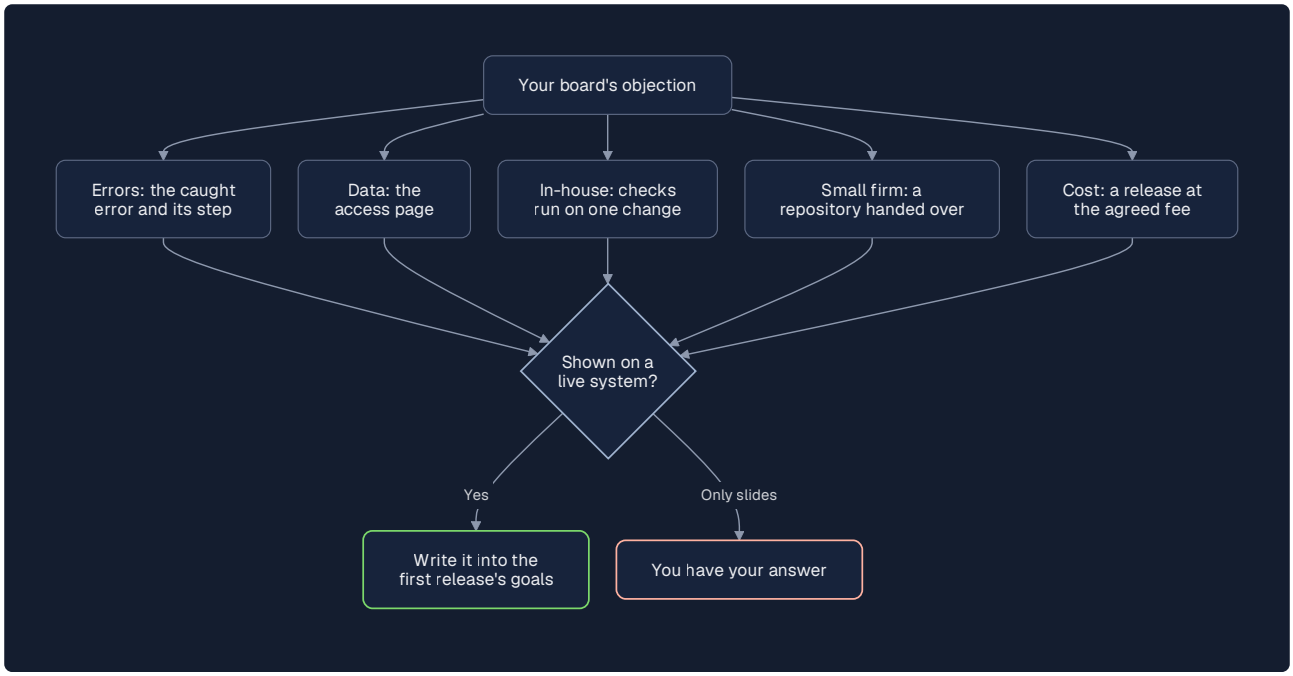
EPISODE 23 · Five objections to hiring an AI firm, answered

Before you hire an AI firm, have it show you, on a live system, the record that answers the objection your board raises first; if all it can show is slides, you have your answer.

01 ■ Your three steps this week

1. Ask your board which of the five objections it raises first.
2. Ask each supplier for the record that answers it, on a live system.
3. Write that answer into the first release's goals, at a fixed fee.

02 ■ The diagram



03 ■ Sources

– Why Your IT Project May Be Riskier (2011)
– Cost of a Data Breach Report (2025)
– MIT NANDA, The GenAI Divide (2025)

mllabs.com/podcast/five-objections-to-hiring-an-ai-firm