

EP141

Elaine Lou Cartas: Hey, everyone. You are going to meet one of my former clients turned friend. Yes, I feel like that's a theme. Amber, um, also known as AI, which technically- Oh, yeah ... were you, you born before AI started being created? You would know this better than I would.

Amber Ivey: Not technically. So AI originated in the '50s in application as, as a theory.

She was not

Elaine Lou Cartas: born in the '50s.

Amber Ivey: I was not born in the '50s. Even though I appreciate everyone born in the '50s, I was not. Um, originally people actually called me the other AI, which is Allen Iverson, 'cause he went by AI- Oh ... for so long. Mm-hmm. Wait.

Elaine Lou Cartas: There's, there's some, there might be some Gen Z people who don't know who Allen Iverson is, so let's educate them.

Who is AI?

Amber Ivey: That would cause me great distress if that is true, but I believe it is. So Allen Iverson was a really great basketball player out of the, um, 76ers, and he grew up in the place my parents retired, which is Hampton Roads.

Elaine Lou Cartas: Mm.

Amber Ivey: Um, so because I was down there, a lot of people would call me AI just because of the other AI.

And then now that the new AI has shown up for the masses, everyone, uh, uses that AI reference. But I've been called AI for some time.

Elaine Lou Cartas: But n- but we know you as Amber Ivy. Yes. And actually, before we get started in talking about, you know, balancing a full-time job, having the side business with AI consulting-

Amber Ivey: Mm-hmm

Elaine Lou Cartas: share, share with people how we met, by the way.

Amber Ivey: So I was doing

Elaine Lou Cartas: my- I love this story. Go ahead.

Amber Ivey: You're hilarious. I was doing my five to nine actually, so, um, like Elaine was saying, I have a full-time job. I also side hustle, and I was actually in California. I had applied for a Trailblazer pitch competition.

They selected me. For reference, I live in Maryland. Um, that is very far from California. So I got selected to be in the finals to come pitch in person in California, so I hopped on a plane literally for a very short, I think, same-day trip, if I'm not mistaken. I think I flew in that morning and then flew out that night.

And at the event, they had us set up tables to talk about our work, which I'll talk about later, and I met this wild woman who came up to me named Elaine, who was, like, super nice and just super sweet and just, like, introduced herself to me. And you said client first, friend second. I feel like we actually, like, h- had a bond first, and then I learned that you were a coach, which was pretty cool.

Elaine Lou Cartas: Oh,

Amber Ivey: that is true. But, um, we got a chance to meet. Yeah, yeah, yeah. Yeah. Mm-hmm. Yeah. We got a chance to meet. Thank you. Thanks

Elaine Lou Cartas: for correcting me.

Amber Ivey: No, you're totally fine. She stayed there for the pitches and was there and gave me feedback on that and was just such a great person to look in the audience and have a friendly face, um, especially when I had flown across the country for a quick day trip to pitch.

I did not win, spo- spoiler alert. She should have. Even though all of us... Thank you. Even though all of us got prizes, which is great, so shout out to Trailblazers for giving us all, um, something even though I did not win, but the work that I'm doing is in real life now. We can talk about it soon, but I'm excited about it, and glad I met you and then I got to work with you, um, as a client 'cause I just really appreciated how she handled things, like me not being a client, just meeting me as a stranger, and I was like, "Oh, I would definitely wanna work with her to learn more."

And I was looking for a coach either way for my business and trying to figure out how do I convert more of my, Actually just get into the side hustle in a little bit deeper way than I had done before. So she came at the right time.

Elaine Lou Cartas: I remember when we met and I was like, I was thinking 'cause you're, you know, as a speaker, and I'm a speaker myself, I was like, "Oh, someone needs to take pictures of her."

So I was taking pictures- Yes ... and video clips.

Amber Ivey: You hooked it up.

Elaine Lou Cartas: And then I introduced you to my friend Alexis, who works for California-Yeah ... Water Association, and I was like, "You need to be part of this organization."

Amber Ivey: Oh, yeah. It was a, it was a good, like, natural flow of things, which I think made it really easy for me to say- What do you do now?

What do you offer? What are your services? 'Cause I felt like you came in a way that I would want someone to work with me and to get to know someone. So I thought you did a great job of that, and thank you for the shots as well, 'cause I did use those after.

Elaine Lou Cartas: So I know we were talking about the two other AIs, which is artificial intelligence and Allen Iverson, but let's talk about the real AI that's more important right now, which is Amber Ivey.

So how did you get into AI consulting? And yeah, let's start there. Yep. I want, we wanna know your origin story.

Amber Ivey: Yeah. Yeah, so I like to say I'm, I'm pre-ChatGPT AI. So that, this means something because a lot of folks weren't even thinking about AI until ChatGPT came out. I was working on this stuff before that.

So actually during my day job, I work on data and performance management. Data is literally the thing that feeds AI. So as I got into data, working with governments and helping them use data to drive decisions, I started doing research in different advanced analytics like machine learning, how folks were using that to make decisions for people, and really got interested in this thing called AI.

Plus it's my initial, so why not? Let's, let's do it. And I actually got to lead a project that was focused on AI, do research on this, and started to build out what that looked like. I was even wild enough to go even further than that. During COVID, around actually 2020, I met someone who had early access to one of the GPTs, which it would eventually become ChatGPT, and so I got to interact with it then.

I interviewed it on my former podcast, which was focused on like AI for adults, interviewed the AI there. They even asked me to be the official voice of this AI, and like, so I've been in it for some time. So when ChatGPT came out in, um, 2022 and everyone like lost it, I was like, "Oh, I've seen this thing. I wanna figure out how we can go further."

So I started to think about what would it mean to help people, kids all the way up through adults, understand AI, because I spend a lot of time in my day job working with government officials, elected- Hmm ... or appointed, or even who are just bureaucrats in positions, explaining tough topics and breaking it down.

So I was like, "Let me try to do this with the things I love, which are data, and then as an extension, that AI." And then I found that because I had been doing it for some time and people knew it, they trusted me to come teach their organizations. Mm-hmm. So it actually came without me forcing it. And then as you and I worked together, I was able to like position myself even more for more people to just keep coming.

Like I still haven't gone to pitch my services and I'm getting inbounds, which is really cool because of a lot of the work of highlighting and positioning myself as a expert without having to sell. So that has been, been great. But that's a little bit about my origin story. It was on accident a bit, being in the right place at the right time, and also like sharing and talking about the work that I'm doing.

Folks saw me as someone they could trust to help them either with their AI governance or to launch AI on their teams.

Elaine Lou Cartas: I am laughing because like in the times we were coaching together and you were like, "Oh my God, I don't know what clients I'm getting," I was like, "Girl, put a spreadsheet." And she did a spreadsheet and I was like, "Oh, I'm doing well."

And I would call you up and be like, "You're fine."

Amber Ivey: Even though I didn't feel fine, and I'm still, like- ... anxiety a bit. But just putting a spreadsheet, even as simple as, like, putting down where things are coming from, what's cold, warm, and hot, even now I still use that. Like, I just updated it today 'cause someone reached out to do a gig.

Again, I'm waiting to transition to the world where I actually go sell so I can, like, do this for real, for real. But for right now, this is amazing as a side hustle, and the

Elaine Lou Cartas: systems- Actually,

Amber Ivey: that

Elaine Lou Cartas: is selling though ...

Amber Ivey: have worked.

Elaine Lou Cartas: That is

Amber Ivey: selling. It is, but it's just different.

Elaine Lou Cartas: Also- Yeah ... I didn't mean for this to be a coaching session.

Let me go back to this interview.

Amber Ivey: That's hilarious.

Elaine Lou Cartas: But okay, so experience with the data and performance management, and then teaching all, all these bureaucrats and government leaders on how to use it. I loved how you just made it really basic on creating cards, AI cards for kids. What was your thinking behind that?

And if you could tell the audience more, just in case they got some- Yeah ... parents and fun- Of course ... aunts and uncles who want to buy.

Amber Ivey: Oh, yeah. Teachers, librarians, fill in the blank. So when, back to the story of, like, how I got into the AI space when ChatGPT came out, I actually had a, probably not a great reaction to how everyone reacted to it-

Elaine Lou Cartas: Mm

Amber Ivey: when it came out, because it was like there were folks who were banning it, and then there were- Mm ... folks who were going all in, saying, "Double down on it. Let's make sure our kids are using it in all different ways." And I'm like, "Here we go again with another chasm or another gap." 'Cause depending on where you live, you're getting a different version of what this tool is.

So it actually started with a children's book. I live in Baltimore City. We have a lot of disparity here. We have literally- Mm ... Johns Hopkins is in one of the poorest zip codes in the, in the, um, in the city, which is wild, 'cause Hopkins is, like, a place where all these smart people come. We have a AI research center.

We have... We handle Hubble and all the, James Webb, the big satellites that are out there in the d- in the world, or in the, um, what do you call it? In our orbit, and looking down, like, all these super smart people go there, but it's in literally one of the poorest zip codes in the country. So I was like, "Okay, Baltimore has all these really cool schools, a lot of schools that focus on AI or science."

Like, we have Loyola, we have Morgan, we have University of Baltimore, like University of Maryland, um, their legal side of things. Like, so many colleges here. Notre Dame Baltimore. Like, I could- Yeah ... name probably 15 colleges to go down the list, but a lot of kids don't see themselves in those colleges, even though they- Mm

walk across those campuses, and I've heard students say that to me in some of the programs I do. And that, to me, is sad. So now insert AI, where we're one of the places, Maryland, a lot of schools here have banned it. I'm like- Mm ... "We're only gonna increase the gap with these kids." So I started with a book called AI Meets AI, if you get my drift, and it's a little girl named Addie Iris who is in Baltimore City.

She lives in Baltimore, actually down the street from me near Hopkins, and she meets a robot that's lost on its way home from or gets lost 'cause its GPS malfunction, and it, it doesn't know how to get back to the lab And she helps the robot get back to the lab, but also teaches the robot the importance, pieces of h- being a human.

Mm. And at the same time, the robot or AI teaches her things about being a robot, and they have a nice little relationship as she gets the robot back to the school, or excuse me, yeah, to the school and back to the, the lab. When she gets to the lab she's like, "Oh," they realize, like, "Oh, you're AI, I'm AI," 'cause she's Addie Iris, those are her initials and this AI.

And then she, like, opens her mind to like, "Maybe I can learn more about this thing and work in this space." So the whole goal is, like, to help kids who are in, originally in Baltimore City see themselves in this world. And then that did well. I self-published it. It has sold over 1,300 copies just as a self-publisher, which normally self-publishing you only do, like, maybe 50.

I think most books sell- Mm-hmm ... like 200 a year or something very light. So it did well for a self-published book, and that's not even including, like, when I do, like, book book signings and things like that where people attach it to some of my programming, but that's just, like, pure Amazon. So I'm like, "Oh, people are interested in this," and then people start asking me to come speak about, like, AI 101 for kids.

So then I started developing curriculum related to that, and then that led to the newest thing I'm working on, which is AI Digi Cards, which is basically, it's a way to teach kids AI with our first deck being the ABCs of AI activity deck. Teach kids AI without them going online. For two reasons. One, Baltimore City, shockingly everyone doesn't have access to broadband or to devices.

So if kids don't have access to devices that have the tools, how are they gonna learn AI? Mm. So that's one group. So we created a deck that you start with, it's 130 cards, it goes through the ABCs of AI. Each letter has five different modalities, so depending on the kid, if you like definitions, stories, activities games or audio, you can learn that word, like algorithm in a way that makes sense for you.

Also trying to peel, there are a lot of parents in more affluent communities mainly, who are t- who are trying to remove screens from the classroom because they've realized- Yes ... the impacts of screens for kids. So that group too, so there's two different groups on different sides of the coin, but both are going to need to have access to this very important technology.

All of us are using it in our day jobs, and I agree that we should introduce this to kids in a way that's appropriate. So for me, it's screen-free first, and then you go online when you're ready or your access increases. You are ready, meaning your family's ready, you are ready, or you get access to devices.

But I treat the cards like they're like biology 101, you get a theory class first, then you go into the lab. I'm trying to teach kids the theory, and then they go to the lab when they get older and get into school and are ready to actually safely interact with these tools, and that w- that's my hope. And our first deck, again, is the ABCs of AI.

And, um, we did a Kickstarter. The idea, came up with the idea last May Pitched it in May at the event you and I met at, Kickstarter in December. We've sent out our first Kickstarter production run in August, and then a bigger run is coming in October. So within a, a little bit over a year, this thing has become a reality, and I am excited and can't wait to get all of them here so I can actively push them out to people.

Wow. We've already started pre-selling to libraries, which is super cool. I didn't tell you about that. But we're pre-selling to libraries already, so if you are a school or library who are interested, aidigicards.com, 'cause always be selling or always be closing, the other ABCs. But anyways.

Elaine Lou Cartas: Okay, well this is perfect 'cause this is, episode's dropping in September so people could buy- Oh,

Amber Ivey: great

Elaine Lou Cartas: ahead of time for October when the holidays hit. Oh, yeah. I would love to hear from you because, you know, I'm, I go to the club all the time, I'm talking about Costco, and usually for gas, such a California thing to do. But yes- Yeah, yeah, yeah ... I go for eggs and milk even though there's not a lot of us. And there's, as you know, AI toys out there.

There's a lot of- 100% ... AI toys out there. Um- Mm-hmm ... there's a lot of articles- They're at Costco ... that I know you read where it is unsafe and could be harmful.

Amber Ivey: Mm-hmm.

Elaine Lou Cartas: Parents are curious why... And I'm not trying to sell necessarily your cards, but-

Amber Ivey: Oh, yeah,

Elaine Lou Cartas: yeah, yeah. I'm here for it ... could you probably even explain the brain development of-

Amber Ivey: Yep

Elaine Lou Cartas: why that is not helpful for their kids?

Amber Ivey: Yes. One, most of the AI toys that are currently developed are built on adult AIs. So what do I mean by that? Instead of someone developing, there are, there are ones that do build for kids. Like Snorble is an example of that. It was built for, AI was built for kids.

It's not a, I say, a ChatGPT wrapper that's kid friendly.

Elaine Lou Cartas: Mm.

Amber Ivey: Most of the toys right now is basically ChatGPT with a kid friendly wrapper. So that's why you're experiencing where these little AI toys are going a little bit rogue because someone didn't take the time to develop it in a kid safe way, kid friendly way for kids to be able to interact with it.

It's an adult tool that has been put into a toy that's trying to have it respond to kids. So that's part of the problem. The other piece is that we do not know currently with the research where, where the im- what the impacts of these toys are gonna be on a child's brain developing. What we do know in the research, and if research has come out in the last couple weeks and I missed it, I apologize for folks listening, but it, what we do know is that when a kid interacts with an AI and you tell it it's not true, the kid does not believe it's not true and it's not human.

Young kids still, even though you as an adult tell them, "That's not real. This is not a, a real being," et cetera, it can tell you stories and not tell you the truth, kids hear that and they don't take it in because then on the other side you're giving me something that is interacting with me probably more than you interact with any, any other, uh, person in, in its life other than its parents, right?

So the kids are struggling with trying to tease out what do you mean when you say this isn't a person in this little box or in this now toy. And my other concern is that think about how, I don't know if you had a favorite stuffed animal. I had a favorite stuffed animal- I had Mr. Bear ... I still have to this day.

Elaine Lou Cartas: Mm-hmm.

Amber Ivey: Exactly. I still have him I had a brown, me too, I had a brown bear, I still have and I was addicted to that bear. Imagine if that bear was talking to you 24/7. Th- imagine the level of addiction. You're addicted to an object that had no voice, said nothing to you, and you just made up in your imagination what that bear was saying.

Now we have something that's interacting back and forth, telling it, telling me it loves me, telling me how great I am, and giving me all the affirmation I want as a human being just by pure virtue of my nature, and then you're putting it into the hands of kids. It's just not wise. I'm fine with things like smart devices, smart speakers, and things like that because those have limited AIs in them, but I would be very careful before I hand my child a AI toy for, for

the holidays, and I wrote about this last year on my newsletter 'cause I think we have to just be very careful.

We don't know what these things are doing. You're gonna have to- They're not trained for kids ...

Elaine Lou Cartas: you're gonna have to repost that again, as you know.

Amber Ivey: I am, un- until we stop making them or until they actually make them for kids, but yeah.

Elaine Lou Cartas: Well, as you were talking, I just couldn't stop thinking about how we are seeing so much negative effects with social media.

It's, it's a very similar- Exactly ... conversation, right?

Amber Ivey: Now add this with the algorithm that learns everything about your kid, that knows what your kid needs to hear and wants to hear- Yeah ... and is learning from your kid. Very dangerous.

Elaine Lou Cartas: I mean, so I mean, an example for women listening, even for us, like I go to Sephora, I'm like, why are 11-year-olds in here?

Amber Ivey: That's a huge, yeah, that's a big controversy right now around kids' skincare

Elaine Lou Cartas: Yeah, just skincare. Kids don't

Amber Ivey: need skincare.

Elaine Lou Cartas: Anyways, I, I don't wanna digress from it, but it's- Or

Amber Ivey: Clearasil, yeah. Why, why... Acne, sure. Anything else, no. You're actually harming your skin. Anyways.

Elaine Lou Cartas: And it's like we, you know, you know, elder millennial, Gen X, like we, we grew up with water hose, you know?

And- Yes,

Amber Ivey: water hose and maybe something for acne and that was about it.

Elaine Lou Cartas: Toothpaste. We put toothpaste.

Amber Ivey: Yeah. A, a toothpaste

Elaine Lou Cartas: on the acne. We actually have a guest right now. I got, I got a zit on my chin for those watching it. We can't, I

Amber Ivey: can't see it.

Elaine Lou Cartas: I can see it. I could see it.

Amber Ivey: Okay. But

Elaine Lou Cartas: okay, so, ugh, I'm so excited for the cards to be out, especially during the holidays.

Now- Me too ... before, before this, I mean, lots of great changes happening in your life, like you got a new role, focused more on AI and your full-time job. Yes. Nine to 5, but then you said five to 9. Yes. And girl, how? Like, and you could even say- Because- ... "I don't know, I'm still trying to figure it out," because there are just-

Amber Ivey: No, I actually know.

I have an answer.

Elaine Lou Cartas: Okay, thank you. I did

Amber Ivey: send- People ask me all the time ...

Elaine Lou Cartas: I did give you questions ahead of time. You

Amber Ivey: did.

Elaine Lou Cartas: But I s- So I did think about it ... I say this because we, we gotta be real. Like, I don't think anyone listening is a trust fund child. I'm not. Are you?

Amber Ivey: Yeah, that's fair.

Elaine Lou Cartas: Like, I'm working on- No, I'm not

making one myself, right?

Amber Ivey: Yeah, there you go.

Elaine Lou Cartas: Being my own trust fund. Um, but the reality is, as much as we wanna f-believe the Hollywood dream of like-

Amber Ivey: Yeah ...

Elaine Lou Cartas: you can make it out and do whatever you're passionate about, you got bills to pay, right? Or you might have- 100% ... a health issue where like health insurance is really important, or maybe it's for your child.

Yep. All that stuff. So how do you do it? What is your routine? Do you drink like egg yolks in the morning? Like...

Amber Ivey: That is hilarious. So I like to say to pe- I do wanna call this out and I would be wrong if I did not. I, I, let me say this before I say what I was gonna say. During COVID, I don't have any children, so I'm a auntie, but I do not have any kids.

During COVID, I barely survived taking care of myself and then my partner, he and I, like we barely survived, and our, our pets. I'm like, if I had kids, I don't know how folks, like woke up each day in that chaos and dealt with it. So shout out to parents, 'cause I know what you all did, and teachers during that time.

I know that y'all dealt with something that most of us who do not have kids will never understand, and I acknowledge that. And because of that, I don't have kids, so I can do these other things that are in my life. Of course, I have responsibilities I need to take care of, but my five to 9 doesn't have to be dedicated fully to children or other people.

I can selfishly like use that for myself. So that's one thing I like to call out and say, like I don't have children. So for me, this is that. I am also recently diagnosed, which I knew, I have ADHD. So one of the things that also helps me is my superpower, depending on the day, is my superpower is my ability to Have big ideas and thoughts, and then time block myself.

Mm-hmm. Like my schedule, if you look at my schedule, since college, it... When I used to write down the schedule and didn't have, like, a Google Calendar, I block every minute of my day. Like, if there's something I need to do that's five minutes, it is in there, because I know that if I do not put myself, s- on a very stringent schedule, it will not get done.

'Cause I'm gonna forget it, 'cause my brain is off trying to be creative and do these things, and, and it is very important to me to have that. Those two things to combine help me out a lot. Also, like, the whole five to nine culture, that helped me too to think about time in that way. So either your... Five to nine culture's basically you have a nine to five, and if you want a side hustle to get greater impact or to get more money, or if there's something, like, you just aren't able to do in your day job that you wanna do.

Some people spend the five to nine, so 5:00 AM to 9:00 AM working on something else, or 5:00 PM to 9:00 PM working on something else. So because of that flexibility, it was like, oh,

I can work on it here, and I can time block- Mm-hmm ... on my schedule- Mm-hmm ... when I'm working on my side job. And then for weekends, I like to have at least one of my days has to be, like, rest.

So that's Saturday for me, and then Sunday I'll time block again and do work on Sundays. So that's the way I'm able to manage it. Some people are okay doing it just during the week. I need the weekend to do it, 'cause some days I don't feel like... I'm like, "That five to nine block's not happening today.

Erase." Moving on, send that somewhere else, and then I may pick it up weekend. But also the other thing is being flexible and understanding that this is a side hustle for a reason, and because of that, I can move things around. I don't have to be strict in that. And that's pretty much the way I look at it, and I love getting stuff checked off my checklist, and it makes me happy.

Elaine Lou Cartas: I, I'm, I just remember, like, when we were coaching with one another and we had a session, and you'd be like, "I ain't got anything done from the checklist." I have nothing. I was like, "That's okay." Nothing. I was like, "Why don't we just honor what, what's a priority, delete stuff, and how we can prioritize?" Oh, yeah.

So you ha- I know you shared you having ADHD. You've also have shared publicly you have-

Amber Ivey: Yes ...

Elaine Lou Cartas: an autoimmunity too.

Amber Ivey: I do, yep.

Elaine Lou Cartas: Which is why rest is so important, but... And you are the person where I have been recommending this book every single w- b- week, Autoimmune- Oh,

Amber Ivey: yeah ... and the Good Girls. That book is the truth.

Yes.

Elaine Lou Cartas: Um, but I would say please, you don't need to wait to get burnt out and get autoimmunity.

Amber Ivey: No, read that book before you burn yourself out. I've read the book. And, and even if you're a mom or a dad of daughters, it's a good book to know. If you have first daughters or only daughters, it's a good book to remember not to put the burden of a first daughter on your daughters, 'cause that's so important.

Cause the cycle keeps continuing. Um- Yeah ... first daughter does it to the next first daughter, and then generations are burnt out. Grandma, great-grandmama, grandmama, daughter great-granddaughter, everything gets burnt out, so we wanna fix that.

Elaine Lou Cartas: Girl, I mean, I, I don't mean to get personal here, but I, I don't know if you've had- No, go for it

one of these situations. You don't need to share. I'll share, but I remember some situation happened. It wasn't a big deal. Like, I forgot something, and then I was in a car. I was in the car, not driving, just in my garage, okay? And like, I had the ugliest cry, and I, like- Ah, man. Man ... felt like I had all of my female ancestors around me.

Mm. Mm-hmm. Like, it was the ugly sob cry of like-

Amber Ivey: Like a release?

Elaine Lou Cartas: Yeah, it was such a good release. I was not drinking. I was not on drugs. It was just, like, a release, completely sober. And I share that because I was just realizing, oh, like, what behaviors am I doing that's perpetuating this?

Amber Ivey: Yeah.

Elaine Lou Cartas: Yeah, just wanted to share that because I think so often for us women, like, we, society has taught us what the book tells us, is-

Amber Ivey: Yeah,

Elaine Lou Cartas: it does

put people first.

Amber Ivey: Yes.

Elaine Lou Cartas: Or being a young kid, it's like, "Well, Mommy and Daddy are really upset, so I'm not gonna show that I'm upset because their feelings matter."

Amber Ivey: Right. I'm gonna hold it in. Yep, exactly right.

Elaine Lou Cartas: Right.

Amber Ivey: Or if you're a first, you gotta take care of your brothers and sisters, you gotta do this- Oh, gosh

or you, you need to help your family. And it's like, I'm- The

Elaine Lou Cartas: parentified- ... gonna be all- The parentified child, right?

Amber Ivey: It is real, yeah. And another reason why for me, I'm like, I feel like I raised... I'm the oldest of four. I'm like, I feel like I already raised two-

Elaine Lou Cartas: Oh, same ... so I, I've raised two boys. I'm like,

Amber Ivey: I did that already.

I'm like, I'm good. I'm a- I'll be empty in this next phase.

Elaine Lou Cartas: Well-

Amber Ivey: This is my journey, 'cause I'm like, even with my nieces and nephews, a- always there for them, always supportive of them, always willing to help. But yeah.

Elaine Lou Cartas: So I mean, not necessarily just autoimmunity, but can you share how, how and why it's so important to even take care of yourself?

Like, balancing- I- ... having a side business- Yeah ... and a full-time, why that rest is really important and that block in the weekend.

Amber Ivey: I, one, I feel like shout out to Bernie Sanders, who whether you believe in his politics or not, his whole idea, like he's pushing the four-day workweek again. I really think in the US as a society, I get we're a capitalistic society, that's who we are.

Like, I'm making money from it, you're making fr- money from it, people who are listening are making money from it. But there's a certain point where we've seen the scales, where productivity has gone up, wages have not. People are actually gotten better. Now with AI, we're all getting better. I actually wrote this on a, a LinkedIn post a couple days ago, and I'm like, "I'm concerned just 'cause we in the US have such a grind culture."

Like, the number of side hustles that exist in humans that work is mind-blowing, and I know people are doing it for different reasons. Some for because they need the money and some because, again, there's passions that they have inside that they wanna get out in other ways. But the fact that our productivity has gone up, especially like post-COVID, 'cause something happened, and during that time period, productivity has gone up, wages have not, and then add AI, we're not rethinking work, we're not rethinking how we can do this in a way that makes utopia for humans.

Like, for me, AI was all about, always about making utopia for humans. So let this AI do the things I didn't wanna do in the first place. I don't wanna make PowerPoints, I don't wanna

send emails, I don't wanna schedule my calendar. Let the AI, for me, those are the things I don't want to do. Someone else may like those things.

They can choose their thing. For me, AI was always meant to get rid of the things I want, didn't wanna do, and allow me to be creative. Allow me to have relationships. Mm. Allow me to do the things I wanna do- That

Elaine Lou Cartas: part. Mm-hmm ...

Amber Ivey: and spend time doing that. So as we move into a culture that is even getting more productive with AI, 'cause we're all doing it, we're not taking things off our lists, we're going to that endless checklist that will never end because there's infinite problems and there's infinite ways that we can continue to improve things.

So I think it's important to get rest, particularly today, particularly if you're living with a different autoimmune condition, to one, not get to a point where you have a autoimmune condition, 'cause stress will lead to that and can cause your body to go out of whack and your body to attack yourself.

That's what a auto commu- immune condition is doing. But also because we have new productivity, t- we all need to take a moment and stop. I love other countries who siesta.

Elaine Lou Cartas: Yes, I

Amber Ivey: was about to say that. And like during the summer, during the holidays. Mm.

Elaine Lou Cartas: Mm.

Amber Ivey: But they also work hard when they need to work hard, but they also are very good about we wanna spend time with family, the things that matter, because I hate that, I hate when I see someone who's worked their whole life and then as soon as they retire, they pass away and they didn't get to live their life.

And I'm like, work was never meant to be, maybe it was, but for me, work was never meant to be this thing that I'm held to. It was more so how do I put out my passion, my purpose in the world, and I should be doing that in a way that's not stressful. And it's important for me to always be in roles, which I am currently in in my day job and in my side hustle, even though the stress is mainly me doing too much at one time, is less of the roles are stressful.

It's always been important to me to, like, be in a place I love, so even when things tick up, it doesn't feel like work, and it feels like purpose. It feels like drive. It feels like those things. That's the way I wanna think about it. But for folks listening, especially for women, it's so hard for us to, like, rest and to Do we do like a self-care day?

No, woman. We need self-care living every single day, self-care practices- Oh my

Elaine Lou Cartas: gosh ...

Amber Ivey: making sure we're taking care of ourselves. It can't just be one day, one weekend here or there, 'cause your body does not... Your body is taking notes, it's taking, it's tabulating all this stuff up, and it's gonna either end in some type of bad condition.

And think about like the amount of dementia in women and things like that as you get older. It is affecting your brain and your body. So we have to do a better job of saying no to things, and being okay with our, the limits that we have, and s- scheduling in, building in that practice as part of our, our work and our day.

Elaine Lou Cartas: 100%. I was actually ta- I did a talk with travel and hospitality leaders. I was like, "Girl, were you at the talk?" 'Cause I was talking about, hey, you know, you know the self-care of doing your nails? Like no, you know what self-care is? Listen to those whispers and pause.

Amber Ivey: Exactly. Yep.

Elaine Lou Cartas: You know, so even the smallest-

Amber Ivey: That, lay down on a couch when you don't feel like doing anything else.

Elaine Lou Cartas: And can we like stop like multitasking and do mono-tasking? So for- I agree. We have to get better at that ... so for example, a really hard thing, and I say hard, it's crazy that I'm saying this is, this is hard, because I would say maybe 10 years ago it was easy to do, is eating my lunch without screens.

Amber Ivey: Yeah. I'm not there yet.

Elaine Lou Cartas: Like, like I could feel the nervous tic. But that's

Amber Ivey: important.

Elaine Lou Cartas: Yeah. Yeah. But just even doing that, or even, you know, I was out on Saturday night and Sunday I was supposed to go to this yoga thing with, for a former client, and I was like, "I'm tired. I'm not going to go." Old me would've been like, "I'm showing up for everyone," but I was like, "Who...

Are you showing up for yourself?" And showing up for yourself doesn't mean doing.

Amber Ivey: Yes, exactly.

Elaine Lou Cartas: Showing up for yourself means honoring what your body needs, even if it's going to disappoint other people.

Amber Ivey: 100%. I'm good at that part. Sorry, everyone. If my body's not doing it, I'm no longer doing it. 'Cause I, and the other thing is I have a built-in fail-safe, which is wild to say, and probably horrible to say, so sorry.

Elaine Lou Cartas: Wait, what

Amber Ivey: did you say? I'm

Elaine Lou Cartas: saying- Sorry.

Amber Ivey: I have a built-in fail-safe, so bec- if I get too stressed out, my body just stops

Elaine Lou Cartas: working.

Amber Ivey: Cool. So it's like, I mean, uh, horrible to say, but it's real though. And I think for me, I don't want anyone to have MS, I don't want to have it myself, but it has helped me to know my limits, and to see when I'm approaching that, because old Amber would run straight through those limits and keep going.

Now it's like my body's like, "Hey, lady. We're here. D- let me remind you, you need to sit down." And then it's like, "Lady, I said it," and it gets higher and higher as the symptoms come on. But now I, I, this is horrible to say, but I- use that to know when I'm stressed out, 'cause my body literally reacts to it because of how autoimmune conditions work.

Horrible practice, no one else should do it, but for me, it has helped me to take a step back and to calm down and say, "I can't do it today." 'Cause any other day I will push through it to the point of no return, and it would hurt me always in the end. So yeah.

Elaine Lou Cartas: That part where you said push through it, for me, I've had to learn, uh, like, oh my gosh, I have these three tasks, right?

After you get off a call or a meeting or you just finish responding to an email. But then I had to, I would have to practice pausing. Wait, do I really need to do it right now? Right. Is this really needed?

Amber Ivey: And most of the time it's not

Elaine Lou Cartas: No, it's not. And then I was like, "What are we-" We're

Amber Ivey: not ER doctors- ... is my, my favorite saying to say to folks in my nine to five or any part of my life.

If you're not in a ER where truly there's emergency, all this stuff is us putting it on ourselves. These timelines can move. If someone is not dying physically or someone's not being harmed, sorry, all the stuff we made, we made our own timelines up, they can move. They're, they're not real. And it, when you put those on the calendar, more are gonna be after that.

So I don't believe in inbox zero for this very same reason. I'm like, "It will never be inbox zero and I'm not stressing myself out to clear this out." I will make sure I scan all emails every single day. Mm-hmm. But I'm not doing inbox zero. There's no way in heck. I would lose my mind. Because it, we have infinite task as human.

We're infinitely able to create new things, so either someone gives it to us or we give it to ourself. So I am totally with you on that. It's not an emergency. Step back. And I have to get better at, like, I'll be like, "Oh, I'll do this tomorrow." Why? There's no reason for you to

Elaine Lou Cartas: do this

Amber Ivey: tomorrow.

Elaine Lou Cartas: And, and I think

Amber Ivey: the hard- Wait till next week

Elaine Lou Cartas: the hard part, and I've, I've had to work with my therapist on this, so definitely work with a therapist, is unlearning that you have to feel tired to be successful. Being tired- Yeah ... and burnt out does not mean success.

Amber Ivey: It does not at all. There's plenty of people who are multi-millionaires, who have businesses that run, and they're only working a few hours a day, and they talk about only working a few hours a day because they have good systems in place, good people that are working for them, and they're able to do it.

But I feel like we often probably put too much on, we have to do all things at the time and we need to be burnt out, otherwise we're... Busy means you're successful. It's not real. Busy means you're burnt out. You may also be successful, but you're burnt out more often than not. And we're in a burn mount, burnout crisis.

Like, there's a lot of surveys telling us that most Americans are burnt out right now. So we can either fix it or keep going in a spiral or the next generation will fix it.

Elaine Lou Cartas: So you said inbox zero, and you said earlier about, you know, AI tools to help you so you could be more creative, which is infinitely the goal, as opposed to- Yes

you being AI and being robotic, which is very boring.

Amber Ivey: 1000%. Not interested.

Elaine Lou Cartas: So not that you have to give away all your secrets, but-

Amber Ivey: No, that's fine ...

Elaine Lou Cartas: but the people want to know. Like, what are simple AI tools people could look into wanting to possibly, like, run a side business and full-time? I mean, like, for ex-

Amber Ivey: Oh,

Elaine Lou Cartas: yeah

example, you were talking about checking emails, responding, and then I remember you and I were talking about another tool when it comes, like, looking at emails and updating your sales. So whatever- 100% ... you feel comfortable sharing, but tease the middle- Oh, yeah. I don't mind ... so they schedule a call with you and wanna work with you.

Amber Ivey: I don't mind also just sharing. Um, I'll share and also tease at the same. So one of the things that is, as it relates to AI business, that I think if you are getting started in this space and you've been, like, proficient in AI, a few things. One, the only experts that are AI experts are the ones who built this stuff.

The rest of us, we're trying to navigate and figure it out, and we're now developing a AI user expertise. Mm. So I want folks to be very clear on the difference between a AI expert who built this stuff, who's a researcher who understands it and all that, and the rest of us. 99% of us are the rest of us, but there is still a space for you to grow within that and what that looks like.

In my day job, um, and often, also through coaching that we were doing, was focused on, like, both. Like, how do I do my day job and manage all that, and also how do I do these other pieces in a way that allows me feel fulfilled as a human, also allows me to professionally develop myself. In my day job, we created an AI learning and innovation hub that allows us to work with government to try AI before they buy it.

So we give governments a place to, like, test things out, to try it out- Mm ... what that looks like, um, to develop tools in that and prototype. So then when they're ready to go buy it, they're informed, they know exactly what to do. So that's, like, one lighter version. In my after 5:00 job, I do AI trainings and workshops for kids all the way through adults.

I help people with AI implementation, so there's a lot of small businesses, particularly back of, like, 150, who don't have anyone on staff who's a chief AI agent. There's a, or a chief AI officer. There's a lot of different roles that are popping up around AI, but a lot of these smaller organizations, 120 and under, even go smaller, 25 and under, can't afford a AI person.

Mm-hmm. So they would likely hire a consultant who's willing to help them do something, and it could be something as simple as think about the local plumbers in your- Yeah ... um, in your area, or electricians. The way you contact them now is in often archaic. Some people have, like, automation systems, but most of it's like- Call me on this number or send this Contact Us form."

Imagine if you helped them put together a workflow where when someone contacted them, the AI would reach out, schedule a time based on their calendar. Mm-hmm. Even something that simple will help a plumber not lose out on... 'Cause when I go to a plumber, I email 10 people. The first person who gets back to me is the first person I'm likely gonna go with.

So imagine if you could help your local plumber, local electrician, folks who are not as tech-savvy, be able to take a little piece of their work online. That can truly save a lot of time. Or for folks who have, like, a bunch of leads inbound, and they're getting a bunch of leads, what would it mean for you to have a AI put up on the, um, put up in a dashboard where the leads are, where they are in the system, and the AI to actually move, using the agent, move the person to certain parts of the system.

They can move the person from first contact to, oh, we sent them a text and we set up a time for them to come on board, to it's now on the person's calendar, to we had the meeting and then we're gonna send them a follow-up email and the invoice, et cetera. So there are ways for us to think about that.

There's also a big push in AI literacy. In the kids space is one of the reasons why I spend a lot of time in the kids space. There's not a lot of folks doing things in the kids space. So I spend time here because a lot of schools are trying to figure out how to navigate this, and they need help. So if you're able to offer your services in this space, that is something that people are very much so interested in.

Um, libraries, your local libraries, I'm working with a couple in my area to help them think about doing AI programming and what that looks like. There's so many different ways to create a side hustle on this that can create at least a five-figure additional income for you, where you can use that funding and not spending a bunch of time, but use that funding to, like, support other things in your life that you care about.

Or if you, your day job isn't paying you enough, that can help supplement your income, especially in a time where it's still early, it's still new, people are putting money in it. Get in on it as soon as you can if you're interested in this AI space.

Elaine Lou Cartas: Any, I mean, for, for everyone else who's not necessarily in the AI space, any simple AI techniques or- Yes

tips or apps that they could use in their small business?

Amber Ivey: I am big on Claude right now. I f- I use one. I have a subscription to all of them. So I have the subscription to all the major AIs because, one, they're moving so quickly and they're changing so quickly, and because I'm claiming to be a AI user expert, I need to know those things.

For the average human, I recommend you pick one and just get really good at trying it out and using it for different parts of your life. One thing I recommend to people is, like, for your day job, write down what you've done. Like, go through a week and write down, literally just write down the task on p- pencil and paper-

Elaine Lou Cartas: Mm-hmm

Amber Ivey: what you've done during the week.

Elaine Lou Cartas: Mm-hmm.

Amber Ivey: And then go to AI, whichever AI you're using of your choice, a paid version, hopefully, 'cause those are just better. Go to AI and say, "Hey, this is my..." You can even take a picture of it. Take a picture of the handwritten notebook and then put it online and say, "Hey, this is my day-to-day week.

Can you automate any of this stuff?"

Elaine Lou Cartas: Mm.

Amber Ivey: If you can, w- or what are the top three things you wanna automate? If you can, show me, give me step-by-step instructions in a plain language, in a way that a five-year-old will understand to help me do this and, and build that out. The AI tools are getting so simple. It's, a lot of it's just drag, drop, turn something on, schedule something in a way that makes it super easy for people who are not technology native to be able to do it.

So use the AI is one tip, is always ask the AI about how to help you. The AI knows itself better than anyone else and has been built to answer you and explain that. Two is to walk through your week and see what you can augment. There's, like, this book that focused on leadership and AI, and it says, "Walk through your activities to saying what do you own," meaning I'm gonna be the human and AI will never touch it.

And in that area, I say whatever you decide to own as a human, you better be better than the darn AI in that area, so that's where you professionally develop. That's where you keep building skillsets- What book is this- ... whether it's like if you was- ... by

Elaine Lou Cartas: the way?

Amber Ivey: It's, uh, Leading in AI. I'll send it over to you.

I'll send a link- Okay ... So you can have the exact piece. But it talks about different, this framework, and this is the own augment automate framework. Some people have added agents to it as well. But basically it's like what do you as a human and your organization don't wanna use AI for and humans are gonna do?

I add on to that, like, you should be very good at the thing you own as a human to the point where someone can tell the difference between you and a AI in the task. So if you love to write and LLMs are built for writing, but you don't wanna write, you better be the best writer in, in history if you're gonna own that.

Elaine Lou Cartas: The

Amber Ivey: book is- But you may not wanna do analysis ...

Elaine Lou Cartas: Leading Through AI, by the way. That's what it's called.

Amber Ivey: Okay. Thank you.

Elaine Lou Cartas: Leading

Amber Ivey: Through AI. Great. Thank you. 'Cause I was like, "I can't remember exactly the words." Leading Through AI. If you are a writer, you can use it for analytics or something else. The other thing is augment, which you teach is augment is, think of a co-pilot relationship.

I'm in the driver's seat, AI is my co-pilot who is e- don't be confused with AIs that are called Copilot, 'cause there is one called Co- Copilot. But we're driving together, the AI's reading the map, helping me, and we're working together. That's like brainstorming, coming b- coming up with ideas. Then there's automate.

That means the AI can do it almost 100% itself. I come in to check it and, and come in at the end. Those are things that literally step by step you can write down and give that task to anyone in the world for them to do and they can complete it, meaning it's a finite task that has very clear steps. AI can do that stuff, like it's very good at that s- those type of things, and then you have a human in the loop, as people call it, at the end to check the output.

There's another step of that is agent. So when you get beyond automen- automate, that's not in this book, but folks are talking about what does it mean to then have the agent do all the different work, the agent having sub-agents. Some people have agents managing all these things. That's a more advanced version, but I like to start people with, look at that list, create that list.

This w- something I teach in my 9 to 5, create that list and then walk through what you wanna own, what you plan to augment, and what you wanna automate, and then ask the AI

how to do it, and it will help you. Like, that's the, that's the easiest way to do it. I think people are intimidated 'cause that little box that says, "How can I help?"

It's infinite possibilities in what that thing can do, and it will tell you step by step how to do it. Um- So you don't need anyone else to do that.

Elaine Lou Cartas: You just gave so much. Like- ... if people... Don't, don't give everything away. So, so she teased you so much. Like, you better go to her website. We

Amber Ivey: got plenty- I still have plenty in the background.

This is the stuff I give out in workshops, so this is fine. You'll find it somewhere if I don't, if I didn't share it.

Elaine Lou Cartas: Yeah, but it's, it's really interesting because even I was doing an interview with with a media company, and they're just like, "Okay, so..." 'Cause I talk a lot about emotional intelligence, and I know that's- Yeah

why you worked with me, because I connected with you as a human. Right, exactly. Even the touch points when we scheduled the call, like, I was very personalized. It was not... I mean, there was some automated emails, but it was personal. And- Right ... and he was just saying, "Okay, where do companies have it wrong when it comes to AI?"

I was like, "Well, where they have it wrong is they expect just one person to fix it, when they need to realize that, do they have the data? Do they have the systems- Yep ... in place? And are they gonna put the resources, AKA money, behind it?" This is not just like- Yeah,

Amber Ivey: very true ...

Elaine Lou Cartas: you're a fairy godmother, and then whoosh, it like, it happens.

It

Amber Ivey: doesn't work that way. Mm-mm.

Elaine Lou Cartas: No.

Amber Ivey: And you need the culture change. So much of this work is changing culture. Like, anytime something changes, we as humans are built to not like change. No matter where you are in the world, when something changes, we have a visceral reaction. Now, this AI thing is coming with all the drama around it, good and bad, and you want folks to believe you in implementing this.

It's very hard. So also, those systems need to be in place, but also the human part is the biggest piece. It's like, how do you make people feel like this is worth even doing, that they should be using AI, that they're okay with the environmental impact and what this look like? There's so many conversations that are loaded in there that I have to have with teams.

Like, it's not a thing where we just come in. Sometimes I'll come in for a workshop and, like, teach frameworks and things for people to learn how to use it. Other times, it's months of us spending time together so we can get through those things as a group so everyone feels like they understand why we're on this journey.

'Cause otherwise, technology implementation can be thrown off horribly, and you could do AI wrong, where it puts a bad taste in people's mouths and they never wanna do it again, and I've seen organizations already at that point. So if you are considering doing that, there's a good way to do it and there's a bad way to do it.

There's a lot of good different ways in the good, and there's a lot of bad different ways in the bad, but there is a way for you to consider doing it, and it's really around change management and putting the humans first, and understanding this is a human change, not a technology change. This is all- Mm

human. The tool can do the thing, but humans need to be bought in, and they need to feel like it's worth it and it's something that is better than the outcome they currently have.

Elaine Lou Cartas: I just wanna emphasize that, the change management and human first, because I think people see this as like, "Implement AI" like it's a tool or it's a project or it's an event that's happening.

Yeah. Fails every time. But like you said, it needs to be the whole group.

Amber Ivey: I mean, we, we've done automation, we've done technology before. We've had technologies. The whole if we build it, they will come is not true. The technology's built. People are still not using it. Use, like use surveys is actually going down for AI use in some of the more recent surveys.

So it's not a if they build it, it will come. Like, if you're doing this work, you have to bring the relationship part. Like, the part I'm not willing to give away to AI, to your point around working with your clients, is the human relationship part of it. I don't care about a PowerPoint. I don't care about scheduling a call.

Like, those things the AI could do, but the human part of me helping people think through this work and make sure they feel comfortable with it is so important to me.

Elaine Lou Cartas: Let me, I mean, you knew this before working with me, but let me tell all of you, like I only work with 15 clients at one time, and the amount- Yeah

when I'm a, when I have a form filled out, the amount of responses I get, like I appreciate you only working with 15 people. I appreciate that it's one-to-one. You know, I was watching a video the other day of like another founder, multimillion-dollar business. She's like, "Yeah, I just sold my business, but that's because I have systems in place.

It needs to be copy and paste." But I was like, yes, great, really happy for you, but at the same time, like I understand- At that point

Amber Ivey: you're getting something else.

Elaine Lou Cartas: Yeah. I understand in my business that the customization and the individualization is what keeps the retention of my business- Yeah ... going so well.

Amber Ivey: Yeah. I

Elaine Lou Cartas: think that's right. And capacity. So clearly actually, are you good on time? I know we got three more minutes. Mm-hmm. Okay.

Amber Ivey: Yep.

Elaine Lou Cartas: Any advice you have for people who- Are wanting to or currently managing a full-time job and a side business

Amber Ivey: Let me say this as, hopefully it doesn't sound rude. Please make sure your side business is bringing in income. I think people have heard this, if it isn't, it's a hobby. So make sure to think about that. Ensure that if you are gonna spend all this time on, on something, you need to be charging for it. You need to be- Mm

making sure you're paying what you're worth. You can't be giving away your time. Of course, in the beginning we all give away some things. Like, there are times where I'll do a free session. Like, I did a free session, but I knew that, that I was gonna be in front of s- buyers. So that session led to me getting five figures across three different contracts, but I knew that going in.

That's why I did that for free. So a lot of times when we start off as a small business, we don't know how to do the business part of it.

Elaine Lou Cartas: Mm.

Amber Ivey: And we make it as an, a volunteer role because we also aren't dependent on it. So because you have money coming in elsewhere, a lot of that money gets funneled into this thing, and then you're not seeing it where the small business thing is putting in money.

You're just taking money from your full-time to, to manage your hobby, and I don't want folks to, to think about that. I want you to make su- I w- do want folks to think about that. Make sure this thing is actually making you income as a business. If it's a volunteer thing, call it that, or a hobby thing, call it that.

That's one piece. The second is, Have a plan For where it is going and understanding what that looks like. So what do I mean by that? If this is truly meant to be a side business and you're gonna always keep your day job, you're gonna have a very different path than someone who is like, "I'm side hustling now for this to become my day job or, or my full-time gig."

So have a understanding of what your plan is there, 'cause you're gonna move differently. And I think that's just very important to know in coming into it with that. I've seen some people who didn't know, which is totally fine, and they get there either way, but I feel like if you have a plan and you know what exactly the means to the ends are gonna be, it helps you out, um, more with that.

And then the final thing I will say is that give yourself grace. You're doing two hard things at the same time. Living is hard as it is, let alone you're doing a 9:00 to 5:00 and a 5:00 to 9:00. Those things are hard. You can do them your own way. Like, I hate the culture of you gotta work 90 hours to be successful.

I don't believe that. I think you can, like, work smarter, not harder. That's an old thing we've all heard our whole life. There's ways to do that, especially with these new technologies. So use the technology. That helps me a lot with my side businesses and be, even in my day job as well. It helps me be able to manage tasks that often would take weeks to do, hours to do, I can do them in a short amount of time so then I can also do something else at work or do something else for my side business, 'cause I can actually focus my energy.

Like I said, I don't like doing PowerPoints. I'm not doing PowerPoints. I have all the information in my head of what needs to happen. The AI can construct it into a beautifully templated PowerPoint that normally takes me hours to do of, like, making sure all the fonts are whatever, when Claude or some of these other tools can actually do that for you.

So get smart about how you use AI to take away the things you don't want to own, that, that you're okay with augmenting or automating, and I think that will make doing this much easier, and I know it's helped me. I should have said that in the first example. AI is one of the reasons I'm able to do this, um, because- Mm

I'm able to use it for things I don't want to do, and I can focus on the human part and I can take all this knowledge that I've developed over the last almost two decades of my working career, and I can put that into a tool that helps me be able to communicate that in a easier way, and I'm not doing the little things around pulling in a picture in a PowerPoint or things that I should not be wasting time doing.

I should be making, wasting time on making sure the notes are right, making sure the how I want it displayed is right, how all the information I have, I've gathered over the years is communicated to a group in plain language. Those are things I should care about, not about Arial 18-point font or whatever it is, um, in a PowerPoint.

So- Tell me you're a

Elaine Lou Cartas: millennial when you say Arial font.

Amber Ivey: I still use it. Like, I know they try to- I do ... change it on Word. I think Outlook tried to change it to some weird font, and I'm like, "No, take me back. I don't know what this font is. It's new. I don't like it." But yeah. We don't like change. That's like I said.

Elaine Lou Cartas: Well, and just a reminder, that's just biologically as humans, right? Like caveman, cavewoman.

Amber Ivey: You not. People made it 'cause they, they didn't have to change a lot. When you change, you introduce danger or death or something happening. So we get it, like, we've been evolved to this. Like, people who didn't do change tend to survive a little bit longer.

But yeah.

Elaine Lou Cartas: Yeah. Our... I mean, naturally our brain is meant to survive, right? Like, making sure

Amber Ivey: we

Elaine Lou Cartas: have safety-

Amber Ivey: Yeah, it's gonna do survive first ... and food. Yep. So- Creative is Maslow's hierarchy of needs Yeah That stuff comes later. After you're secure, then you can be creative. And because of where we are in society, now we're able to be creative and have self-actualization, but our brain was developed in that first couple boxes of safety, food, uh, staying away from danger, and those type of things.

Housing, all

Elaine Lou Cartas: that. It's so fun just to excite all of you to get to a place of self-actualization and being creative. 100%.

Amber Ivey: Mm-hmm.

Elaine Lou Cartas: Once you have, obviously, the safety and security. But-

Amber Ivey: Exactly ...

Elaine Lou Cartas: clearly people have fallen in love with you because you gave s- Oh, thank you ... so much AI gold, and I'm talking about Amber Ivy gold, not artificial intelligence or Ellen Iverson.

Amber Ivey: Oh, yeah.

Elaine Lou Cartas: So how can people find you or wanna work with you or buy the cards or the book?

Amber Ivey: Oh, yeah. So you can find everything at aidigitales.com. That's A-I-D-I-G-I-T-A-L-E-S.com. I'm also Amber Ivey, I-V-E-Y, don't get it confused with the other Ivy on LinkedIn. But you can find me there, but you can pre-order cards now.

We have a couple from our Kickstarter order. Then we ordered a couple more extra from that. But you, if you order, like, now, you can get one of the ones we have available. If not, we are pre-order for the middle of October, and we can't wait to get them over to you. But yeah, aidigitales.com has all the things related to my brand there, including the AI Digi cards and the ABCs of AI.

Elaine Lou Cartas: Uh-huh.

Amber Ivey: And always on LinkedIn, 'cause that's my, that's my jam. Oh, she's

Elaine Lou Cartas: so good on LinkedIn. And you have a Substack, which is great to follow 'cause I

Amber Ivey: am a newsletter- Oh, yes. I do have, I have a newsletter. You can find that all on AI Digitales. If you wanna sign up for parents and teachers, if you wanna hear news related to kids, related to AI and how you should be handling it, I do a weekly, um, AI news alert for parents to help n- understand what's happening in this world and give you tips and tricks for how to deal with it from at least the AI perspective of it all.

But yep, that's me.

Elaine Lou Cartas: Thank you. And

Amber Ivey: for- Thank you so

Elaine Lou Cartas: much ... for people interested in possibly wanting to work with me because you got to work with me, what do you wanna share about your experience? Like, why you worked with me, what happened, and any results?

Amber Ivey: Yes. So I really came to you, one, 'cause I like meeting you in person, and then, like, I felt like even in that moment of just talking to you, you were giving me, like, coaching just naturally, 'cause that's just what you do.

So I was like, "Oh, cool. I should probably work with her." I'm like, I have some professional development dollars at work. I'm like, it'll be cool to learn, like, how could she help me in my career? How could she help me think about, um, my side hustle and all that? Like, what is, what could happen of that? The thing that I like most is that one, you do human f- human first.

Even before this podcast, you came on asking me 'cause of my health, like am I okay? And she wouldn't let me push past it. Like, she deals with the human first and brings that perspective versus, like, as a checkbox thing, and it's not a checkbox. It feels like you develop a relationship, you develop a friendship, even though it was friendship first, then client.

But anyways- Thank you for correcting me. But no, I appreciate that. But also, you helped me to think about day job, side hustle, my health, all that stuff. You weren't doing it in a counseling type of way, but you're, like, really helping me think through how I needed to manage myself to do all the things that- Mm

are a part of my dream as it relates to my professional development, which is to have all these things going on. Like, I want these things happening, and I wanna think about how I think about the future of what's next for me. Um, and you've done a really great job of that. So I think if you want someone who's, like, very honest, and I need honest people, who holds you accountable to your goals.

Like, the goals we laid out at the beginning of the year, we did our check-in, our last check-in. I hadn't looked at those goals. I- I'm just being honest, and I think I told you that, Elaine. But when we went through it, it was like, uh-oh, these things were actually done. And for me, I'm the type of person that I, I need to write the goals down in, in the beginning and then- Mm-hmm

have someone to hold me accountable, and I think you did a really good job of let's put together what we plan to do, um, even though, like, this new AI role wasn't in that, but I wanted to do more with AI, and we even got there, which was very interesting. And what that looked like even if it wasn't, like, intentionally trying to get there, I'm glad we were able to get there.

So thank you for your support. I look forward to working with you again in the future, 'cause it was a delight, and I would not have had the list of contracts I currently have on my side hustle available to me without, like, working with you this last year. So I really, really appreciate it, so yeah.

Elaine Lou Cartas: Well, I mean, I'm gonna do a little coaching, not necessarily for you, but for other people, but I think a big thing we did coaching, 'cause you're like, "I don't know what I'm doing" and, and we said it early, I was like, "Put the spreadsheet together."

And you're like-

Amber Ivey: Yeah ... "

Elaine Lou Cartas: Holy shit, I hit my numbers." I was like-

Amber Ivey: Yeah ... "

Elaine Lou Cartas: Yeah."

Amber Ivey: I didn't even know. And to- I wouldn't even... Uh, one, I... But also, like, you, we set up the stuff, like my LinkedIn, changing that, whatever it was. And even with the LinkedIn, like, stuff was coming in from my LinkedIn through my day job and through my side hustle.

So both places were getting fed in a really cool way that was, like, interesting. Like, I didn't know that was gonna happen, and I know LinkedIn is important, but even just some of the tips around that and, like, being very, like, action-oriented around, like, let's do this to get to this thing, and explaining why, I need that.

Like, I don't deal with the fluffy in the s- in the sky and all that stuff. It's not me. I need very direct, this is what I did. This is what it did for me. This is what you need to do. You need to fix this. Let's do this You didn't do this, Amber. What are we doing with this part? Are we moving this off the list?

Are we going, et cetera, what were we doing? I think you did a good job of, like, balancing both of those, and it, I think it helped me, like I said, in all the facet of my career, which is my day job, my evening work, and all the things I do outside of that. It helped me to put some things in perspective, and then I even use that checklist even today.

Like, I think I shared either before we started that I was, like, adding potential contracts on there. Um, I was like, "Where's my checklist? Let me add this, move this to closed, move this to, uh, cold, move this to new" or whatever it is. Feels so

Elaine Lou Cartas: good.

Amber Ivey: And it helps me, and I can see, and then I was like, "How much money is already coming in?"

What's coming in for the end of the year?" So I was able to see, like- Yeah ... okay, I have this much that is closed, but it's gonna be coming in in a year. How do I think about budgeting that for the business or for myself or whatever it is? So it helped me think about other things and what that looked like.

So I appreciate it.

Elaine Lou Cartas: And I'm just, like, emphasizing having that for, for yourself, not necessarily just you, but anyone listening because, like-

Amber Ivey: Yeah, I agree.

Elaine Lou Cartas: Everyone should have it ... as I said earlier, we think we need to feel tired or burnt out. It's like, what the hell am I doing? And then when you look at this list, you're like, wait.

Like, I'll be honest, this week has been, like, slow, like, not crazy meetings, not a lot.

Amber Ivey: Mm-hmm. Oh, nice.

Elaine Lou Cartas: I've had only two today. Yesterday was one. I'm like, what am I doing with my life? I'm here for

Amber Ivey: that.

Elaine Lou Cartas: But I was like, hold on, I... This is not, this feels weird. And then I looked at my spreadsheet. I'm like, I'm good.

Amber Ivey: I'm good. Exactly.

Elaine Lou Cartas: And I was like, I'm gonna stay longer at the gym. Like, that's fine.

Amber Ivey: Yep. I'm okay. Yep. But that does help with that. It helps you to see, are you good? And then you can make decisions based on that. Or someone brings you an opportunity that doesn't look right, and you're like, "Let me look at my spread.

I don't need that X amount of dollars for this. That doesn't fit within what, what I wanna do. I don't need to do that. Let me go shift my energy to something else." So I appreciate that, and it worked for me.

Elaine Lou Cartas: Yeah. Well, congrats on everything. Thanks for being in this podcast. Thank you. Oh, yeah. And just recording this because you just need to keep in touch with me on all the wins and stuff.

That's all.

Amber Ivey: Of course I will. I, we're still here together. So just, I, I jokingly told Elaine earlier, I'm trying to get through Au- August-tember. It's a very long August and September for me 'cause I put a lot of things in two months. So I'm just trying to get to October, but I blended both months. But yeah, definitely looking forward to keeping in contact and working with you in the future.

Elaine Lou Cartas: Yay. This is recorded, so I got this receipt to you. Look,

Amber Ivey: don't worry. I'm just letting you know. If not, someone in the chat will let me know.