EPISODE SUMMARY

In this episode of the Scaling Up H2O podcast, host Trace Blackmore interviews **Matt Montellione,** Founder of **Royce Brook Media and Outsell Insight.** They discuss the applications of AI and automation in the water treatment industry, focusing on tools like Notion, Fireflies, and Plaud. Matt shares insights on how these technologies can improve efficiency, organization, and data management for water treatment professionals.

DISCUSSION QUESTIONS

1. How can water treatment professionals leverage AI tools like Notion to organize their daily tasks and improve efficiency?

2. Matt mentions the concept of a "second brain" using AI. How might this approach benefit water treatment technicians in managing client information and service histories?

3. What are the potential risks and benefits of storing proprietary water treatment information in AI-powered databases? How can companies balance security concerns with the advantages of AI-assisted data management?

4. How might AI-powered tools like Fireflies and Plaud transform the way water treatment professionals conduct and document client meetings?

5. Matt discusses the importance of implementation skills in an AI-driven future. How can water treatment professionals develop these skills to stay competitive in the industry?

DISCUSSION QUESTIONS (CONTINUATION)

6. What are some potential applications of AI in generating reports and visualizing data for water treatment clients? How might this impact customer service and communication?

7. How can water treatment companies introduce AI tools to their teams in a way that minimizes resistance and highlights the benefits for individual employees?

8. Matt suggests that embracing new technology doesn't have to be scary. What steps can water treatment professionals take to gradually incorporate AI into their workflows?

9. How might AI-powered tools change the nature of customer service in the water treatment industry? What are the potential benefits and drawbacks?

10. Looking ahead, how do you envision AI and automation shaping the future of the water treatment industry? What skills will be most valuable for professionals in this evolving landscape?

FULL EPISODE DETAILS

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