

How to make yourself irreplaceable with AI.

RUSH

We're an 100+ strong and growing team of the best product, design and engineering talent in New Zealand.

We come together to design and build apps and digital products to better serve humankind. We love to do so with bold clients to solve wicked problems at speed and scale.

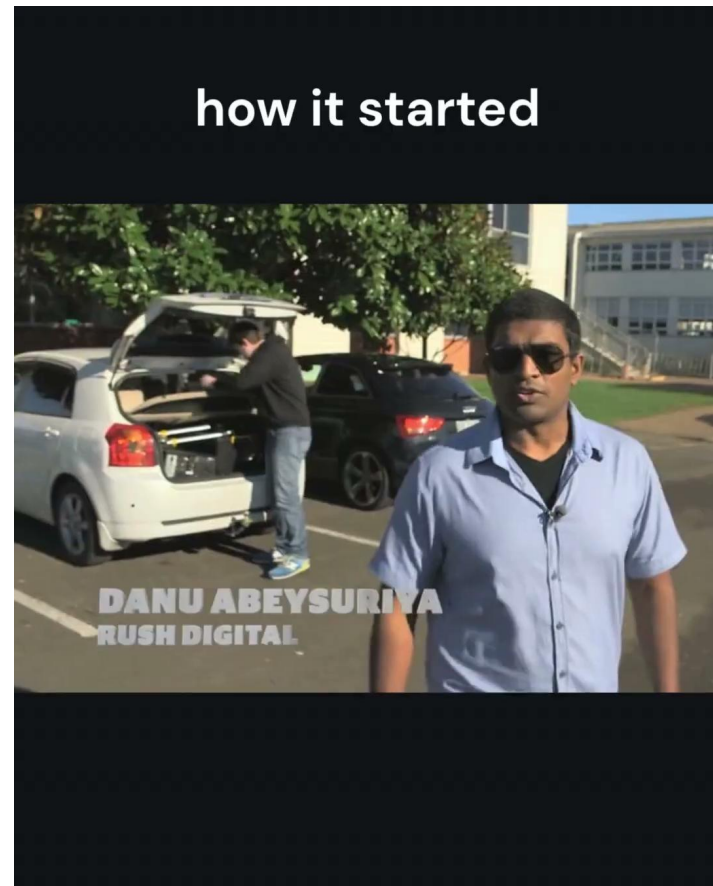
Like you, we strive to create innovative solutions to support Kiwis everyday.



Engineer to AI Expert & Leader.

ආයුබෝවන් I'm Danu
Abeyasuriya.

Known for a deep understanding of technology and business and being able to exploit where they collide. Applying digital technology at scale for real outcomes. Technology commentator and future gazer.



A studio interview scene with three men seated on a grey sofa. The man on the left, wearing glasses and a dark suit, holds a notepad and pen, gesturing while speaking. The man in the middle, also in a dark suit, listens with his hands clasped. The man on the right, with a beard and wearing a black long-sleeved shirt with a red 'R' logo and patterned shorts, also listens. A small round wooden table is in front of them. The background is a large screen displaying a scenic view of a beach and mountains at sunset. A green text overlay is at the bottom left.

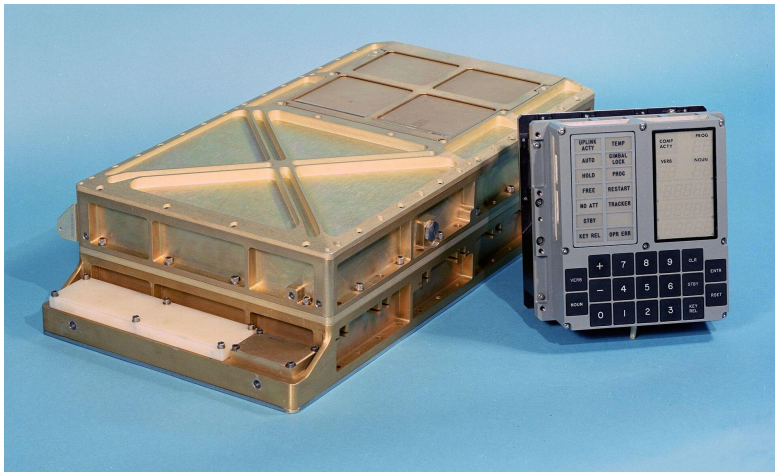
**Trust me I'm
an engineer.**



Intel's co-founder Gordon Moore said that *“the number of transistors on a chip will double every two years.”*

This simple observation has been held for over 50 years – directly affecting computing power and memory.

Raytheon Apollo 11 Guidance Computer



\$1,500,000 cost per unit
2 MHz
0.8 MB memory
75 units made

Apple iPhone 16 Pro Max



\$800 cost per unit
18,000 MHz
8,000 MB memory
2.3 billion iPhones Ever Made & Sold



Your iPhone has a 16.9 million times better price-to-performance ratio than the Apollo Guidance Computer.

The study concluded that understanding the “shape and position of the frontier” are crucial to optimize the impact of AI on worker productivity – MIT & Boston Consulting Group Study

12%

More tasks completed with GPT-4 AI tools

25%

Quicker completion of tasks with GPT-4 tools

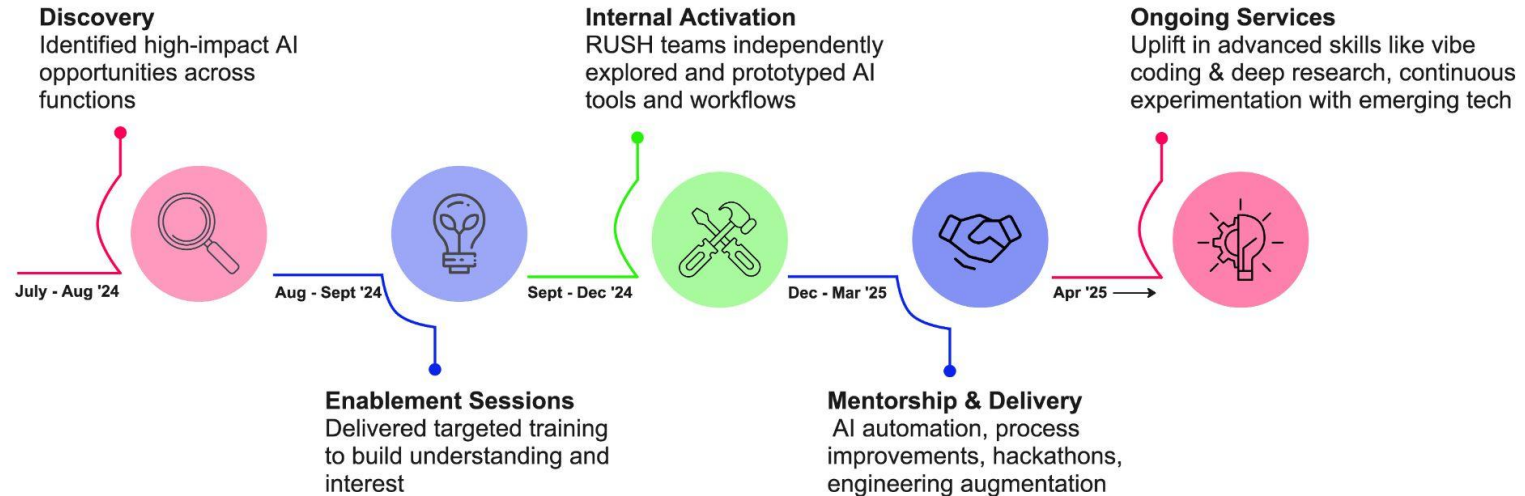
40%

Produced higher quality results.

RUSH Journey

RUSH's journey followed a **crawl** → **walk** → **run** approach.

From discovery and enablement to delivery and ongoing capability building.



The Eisenhower Decision Matrix



The Eisenhower Decision Matrix



Our Journey

Daily AI usage has grown by 87.5% leading to a ~10% productivity gain quarter on quarter

Quality "How well does AI-generated code meet our production standards without manual intervention?"

8/10

Code quality

7.5/10

Alignment to architecture

7/10

Visual alignment

Efficiency "Significant acceleration of development pipelines for one of our enterprise customers"

300%

Engineering task velocity

66%

Productivity gain

40%

Cost reduction

Satisfaction "Will our development team continue using these AI tools as part of their standard workflow?"

8.5/10

Easy to use

10/10

Recommend

8/10

Confidence

**Rising to the
Challenge.**



The Challenge.

- Twelve months ago, Heather was focused on performance, recruitment, onboarding, and culture.
- Opportunity to overhaul RUSH Managed Services
- Why heather? People were at the core of the change – we needed better customers experience and happier staff.
- Suddenly responsible for our people, but for clients and end users too.
- A whole new world around commerciality & tech.

Tackling the Challenge Head-On.



- Learn & Scale quickly
- Understand new professions
- Drive performance in a totally new expertise area.
- Heather built an AI-powered approach

Meet My AI Specialists.

How I use AI:



General Assistant: Upskilled on Managed Services, Support Models & Tech operations



Sales Coach: Custom GPTs for pre-sales pitches



Researcher: Deep market analysis on industry trends



Coach: Leadership prompts and team support

What can I help with?

I am starting a new role as Head of People and Performance. I already lead the People and Culture Function but will be taking on a new responsibility leading the Managed Services Function. Can you please give me some tips on what I need to think about in taking on this role? |



Search



Deep research










Create image



What can I help with, Heather?

Ask anything

  Search  Deep research  Create image 





Sales Coach

By Heather Polaschek 8

A sales coach tailored to RUSH Digital and Managed Services.

How can I
improve my
Managed Service...

Can you help me
refine a sales pitch
for RUSH Digital?

What's the best
way to structure
a sales email for a...

How should I
prepare for a client
meeting using th...

Can you help me craft a meeting agenda for meeting a new prospect "Client A" from the retail loyalty industry?





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Ask anything



What can I help with?

I need some advice / coaching please. How do I stop 'Dave the Dominator' from interrupting me in every meeting without launching a TED Talk on active listening?



Search



Deep research



Create image



Absolutely — this is a common (and frustrating) challenge. Here's a practical breakdown of how to deal with a habitual interrupter like "Dave the Dominator" without giving a sermon on communication theory or turning the meeting into a training session.

Understand the Behaviour First

Before jumping into tactics, it helps to clarify what's happening:

- **Pattern:** Is Dave interrupting only you or others too?
- **Trigger:** Is it when you're giving updates, sharing ideas, challenging something?
- **Impact:** Is it derailing your points, undermining authority, or just steamrolling?

Knowing this helps you choose the right approach (and evidence if needed).

To be Irreplaceable with AI, be strategic.



Empathy



Contextual thinking



Judgment & nuance



Cultural insight



Adaptability



Leadership & influence

AI amplifies your humanity – it doesn't replace it.



Podcast

Human In The Loop

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About

Human In the Loop is a podcast for navigating AI, innovation, and digital strategy. Join us for practical conversations with industry leaders who are already making real progress—safely, smartly, and strategically.

Ngā mihi nui.