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.

we design and build technology
to better serve humankind.

Our values.

We're a highly collaborative group with a human centred approach. We celebrate client achievements first and we know that success is a team effort.

We dare to be bold and we know that by taking informed and measured leaps we can change the game for an entire market.

We believe that a better future happens by design, not by chance. We can be trusted to show clients a better future and mitigate risk. Good things take time.

We value respectful, straight talk and so do our clients. We give honest opinions on tech and can be trusted to make ethical, balanced and agnostic tech decisions.
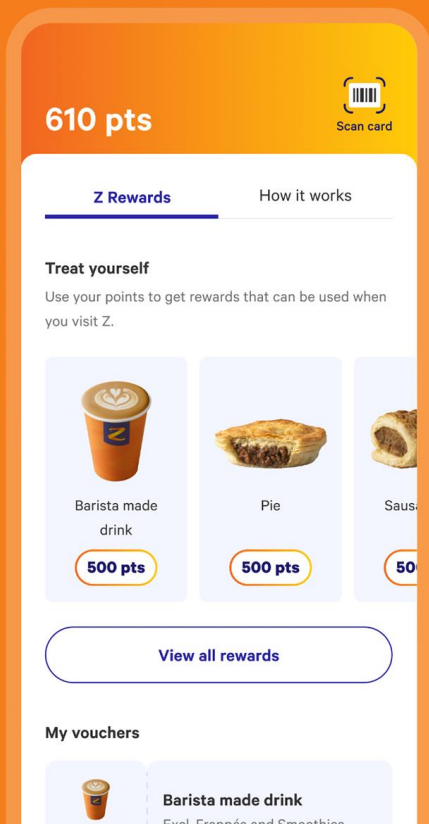
We love to get people excited. We bring enthusiasm for creating something new, learning something new, shipping something that our client' users will love – and that ultimately delivers results.
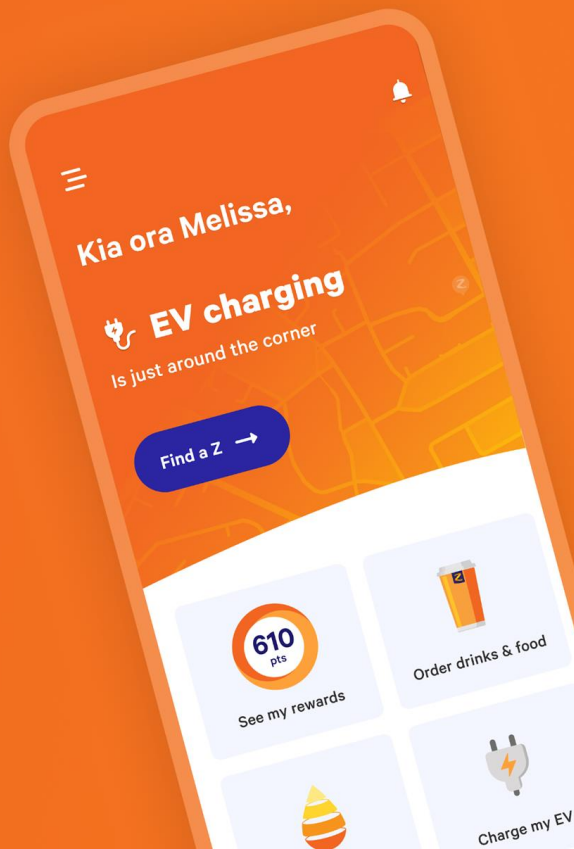
Make better happen.

In the last 12 months, we've made better happen with:

THE WAREHOUSE GROUP · one.nz · Z IS FOR NEW ZEALAND · unicef · Watercare · Te Whatu Ora Health New Zealand

foodstuffs · MANATŪ HAUORA MINISTRY OF HEALTH · Google · AA Insurance · Downer Relationships creating success · MetService TE RATONGA TIRORANGI

Take2 · UBCO · KiwiRail · Farmlands co-operative · Life Plus · (DTS)

Earn points and get rewards

610 pts

Scan card

Z Rewards — How it works

Treat yourself

Use your points to get rewards that can be used when you visit Z.

Barista made drink
500 pts

Pie
500 pts

Saus...
50...

View all rewards

My vouchers

Barista made drink

Welcome to Z App

Kia ora Melissa,

EV charging
Is just around the corner

Find a Z →

610 pts
See my rewards

Order drinks & food

Charge my EV

Save your plate for faster fuelling next time you visit
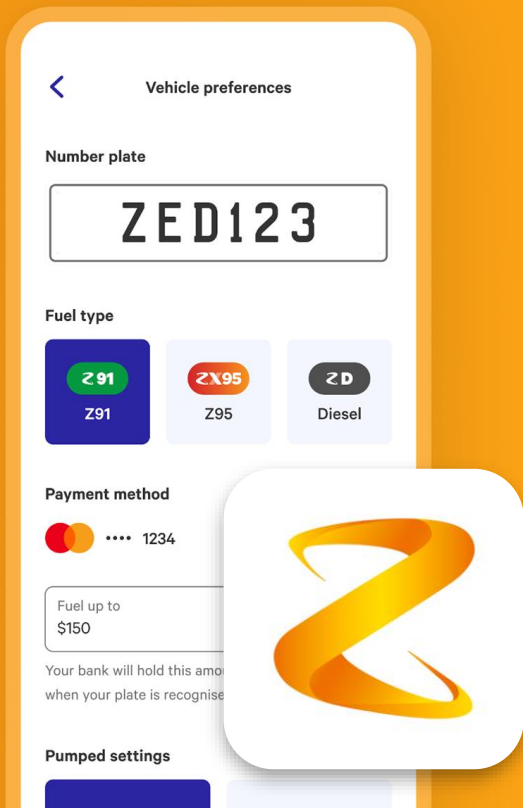
Vehicle preferences

Number plate

ZED123

Fuel type

Z 91
Z91

ZX95
Z95

Z D
Diesel

Payment method

•••• 1234

Fuel up to
$150

Your bank will hold this amount when your plate is recognise

Pumped settings

NZ COVID Loyalty App

Trust me I'm
an engineer.

Engineer to AI Expert & Leader.

ආයුබෝවන් I'm Danu Abeysuriya.

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.
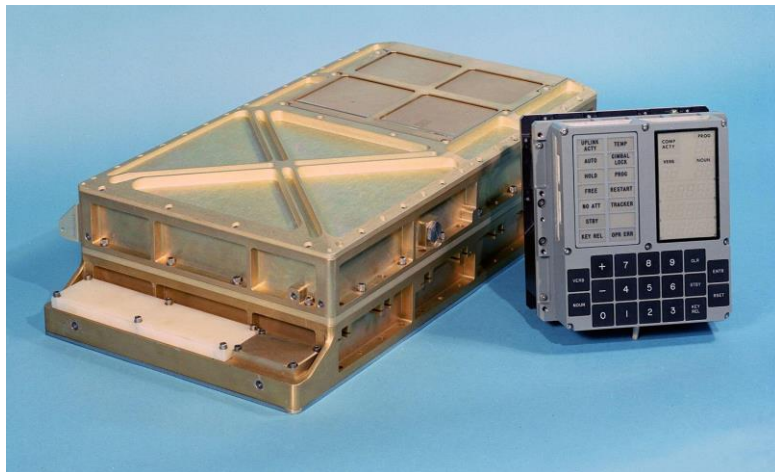

how it started

DANU ABEYSURIYA
RUSH DIGITAL

How did we get to here with Generative AI?

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

Apple iPhone 16 Pro Max

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

$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

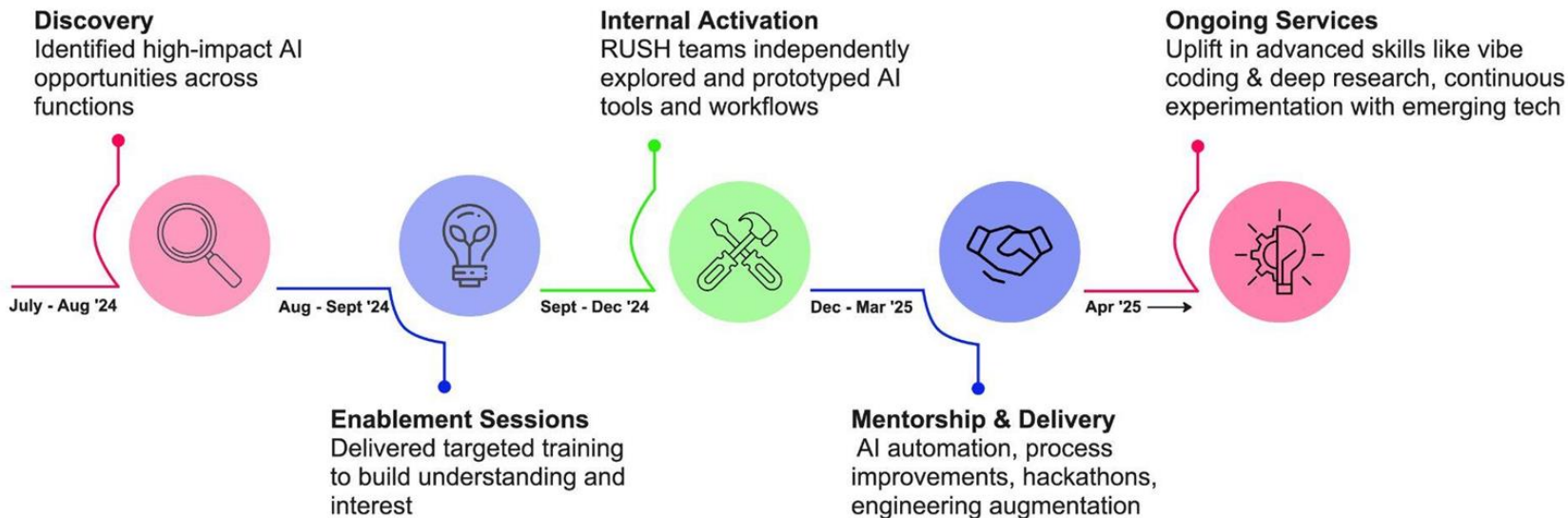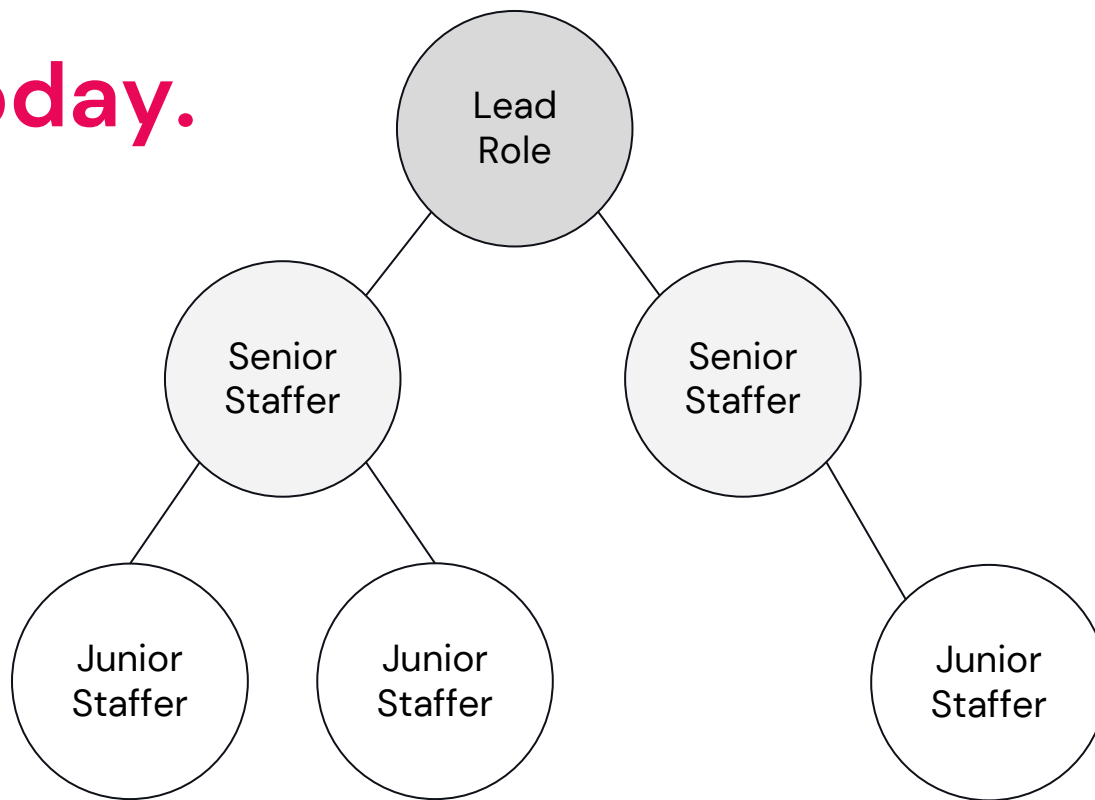## 40%

Produced higher quality results.

RUSH AI Transformation Journey

RUSH's journey followed a **crawl → walk → run** approach.
From discovery and enablement to delivery and ongoing capability building.

Discovery
Identified high-impact AI opportunities across functions

July - Aug '24

Enablement Sessions
Delivered targeted training to build understanding and interest

Aug - Sept '24

Internal Activation
RUSH teams independently explored and prototyped AI tools and workflows

Sept - Dec '24

Mentorship & Delivery
AI automation, process improvements, hackathons, engineering augmentation

Dec - Mar '25

Ongoing Services
Uplift in advanced skills like vibe coding & deep research, continuous experimentation with emerging tech

Apr '25 →

Org Today.

Lead Role

Senior Staffer

Senior Staffer

Junior Staffer

Junior Staffer

Junior Staffer

Org Tomorrow?

Strategy Agent

Lead Role

L&D Agent

Senior Staffer

Senior Staffer

AI

Doing AI Agent

Junior Staffer

Junior Staffer

AI

Junior Staffer

AI

The Eisenhower Decision Matrix

Urgent

Not Urgent

Important

Do

Do it now.

Decide

Schedule a time to do it

Not Important

Delegate

Who can do it for you?

Delete

Elminate it

The Eisenhower Decision Matrix

Urgent

Not Urgent

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Not Important

Do

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JUST ADD AI!

JUST ADD AI!

JUST ADD AI!

JUST ADD AI!

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	7.5/10	7/10
Code quality	Alignment to architecture	Visual alignment

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

300%	66%	40%
Engineering task velocity	Productivity gain	Cost reduction

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

8.5/10	10/10	8/10
Easy to use	Recommend	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

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.

Go and do something about it.

Ngā mihi nui.

Podcast

Human In The Loop

RUSH Digital

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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.