Maz, AI Companion – Revenue Team FAQ + Talk Track

🧠 What is Maz?

Maz is Ninety's proprietary **AI companion** built to **collaborate** with users inside the platform. Unlike generic AI assistants, Maz is tightly integrated into the workflows users already know—like Rocks and Weekly Meetings—offering **contextual, proactive support** at the moment it's needed most.

Think of Maz not as a chatbot but as a **real-time strategic partner** inside the product that helps users focus, align, and execute better.

Why We Call It a Companion (Not an Assistant)

Maz is more than a passive helper—it's an active **collaborator**. The term "assistant" implies task execution on command. Maz, by contrast, **guides thinking**, **suggests strategy**, and **helps users do the real work** better. This positioning reflects our long-term vision: AI that **empowers business leaders/coaches**, not replaces them.

You are the thought leader, Maz is the thought partner.

💡 Where Maz Lives Today (Current Features)

1. Draft Rocks with Maz

- **Where it appears**: Inline during Rock creation
    - Launches on May 14th in the Thrive Plan. Users in Thrive can choose whether or not to interact with it.
- **What it does**: Launches a guided conversation to help users:
    - Choose a Rock aligned with goals and role

    - Refine it into a SMART Rock
    - Auto-fill Rock details and milestones

- **Value**: Most Rocks in Ninety don't have descriptions or milestones, which contributes to failing to achieve Rocks. Maz walks you through the process of creating a Rock, and helps you consider common failure modes, like:
    - Will accomplishing this Rock actually drive progress in your business?
    - Do you have the capacity to get this done?
    - Have you accounted for dependencies outside your team?
    - Have you set appropriate milestones that will signal you're off track before it's too late to fix the problem?
- The end result is a Rock that matters and a Rock that you're likely to accomplish.

💬 **Talk Track**:

> "Writing great Rocks isn't easy—Maz walks you through a strategic thinking process so you land on the right Rock and get it done. This is about achieving 90% of your Rocks 90% of the time."

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2. Meeting Prep Summaries

- **Where it appears**: Delivered via email in advance of Weekly Meetings
    - Automatically starts sending, so clients can opt out of the email when they get it.
- **What it does**: Sends a personalized summary to each participant, highlighting items which are most relevant to them (based on their seat and team), e.g.:
    - Issues (even if not owned by the user)
    - To-dos
    - KPI trends relevant to their role
- **Value**: Fewer surprises, better-prepared meetings, higher efficiency. Meeting prep emails solve:
    - Walking into a meeting and not be prepared to talk about your own stuff.
    - When the whole team isn't prepared, meetings are a waste of time

💬 **Talk Track**:

> "Imagine everyone walking into your Weekly Meeting already knowing what matters most to them—what they owe, what's trending, and what needs solving. That's what Maz does."

🧠 How is Maz Built? (Is it ChatGPT?)

Maz **is not ChatGPT**. While it uses **AI and large language models (LLMs)** under the hood, Maz is:

- **Built and maintained by Ninety** using proprietary logic and guardrails
- **Contextualized to your business data** inside the 90 platform
- **Contextualized to your operating system**, EOS or 90way.
- **Private and secure**—never sending your business data to public AI systems

💬 **Talk Track**:

> "This is our tech, not OpenAI's. We control the experience, tailor it to your business/profile/operating system, and keep your data private."

🧩 What Makes Maz Different?

Feature	Generic AI Assistant	Maz Companion
Integrated with 90	❌	✅
Knows your team/role	❌	✅
Business outcome-focused	❌	✅
Secure/private	⚠️ (varies)	✅

Context-aware suggestions	❌	✅

🧪 Real-World Use Cases

- **Leadership teams** struggling to align on priorities → Maz guides Rock creation
- **Busy managers** who need to walk into Weekly Meetings prepared → Maz sends highlights
- **Coaches** helping clients adopt EOS® or similar systems → Maz accelerates usage and confidence
- **Rollout support**, Maz empowers people at every level of the company to get best practice guidance on Rocks and Meetings (*soon more*)

🗣️ Handling Common Objections

🔐 TRUST & DATA PRIVACY

Q: "Is our data safe with Maz?"

> Yes. Maz is fully integrated within Ninety's secure environment. It is never used to train a public AI model, for example, your data would never show up in a public product like ChatGPT, nor would it show up to any other Maz user within 90. All interactions are private to your organization and governed by our existing data security protocols. Link to Privacy Policy.

Q: "Are our conversations with Maz stored or used to train the model?"

> No. Maz does not retain your chat history for training. **Currently**, it only uses your current session context to help you in the moment. **In the Future**, we will be building a memory layer so that Maz can provide personalized interaction in a contextually relevant way. Maz will know you and know your business, but that data won't find its way into any interactions outside of yours.

Data is fed to 3rd party systems, but not for the purposes of model training.

Q: "How was Maz built/trained?" "Is it GPT-4 or something else?"

Maz has been developed by our own AI team and trained on best practices in the 90 way (or EOS, etc.). It applies the opinionated framework of this BOS to its interactions, so you can expect it to be consistent with that. It is also constantly evolving! You can help Maz learn by providing detailed feedback about how it was (or wasn't) helpful to you and what you would like it to do in the future.

🎯 RELEVANCE & USEFULNESS

Q: "Will this actually be helpful for experienced teams?"

Even high-performing teams benefit from Maz. You are the thought leader, and Maz is the thought partner. Even experts benefit from engaging with a thought partner.

It can bring clarity faster, reduces mental load, and keeps everyone aligned.

Q: "Will it recommend the same Rocks to everyone?"

No. Maz personalizes its suggestions based on your role, team goals, and current business context. It's built to support unique needs—not generic responses.

Maz doesn't just make up your Rocks. It **collaborates with you** to help you decide what will work best.

Q: "What if it gets the Rock wrong?"

You always stay in control. Maz gives you a starting point, it does not choose your Rock, you do. You can edit, discard, or adjust anything it generates—just like any part of Ninety.

Maz is here to help you choose a good Rock, and author it in a way that maximizes your chances of achieving it.

Q: "Does Maz work across mobile and desktop?"

Maz Rock drafting is accessible through the desktop experience of Ninety. Meeting Prep Summaries are delivered via email, so available on any device your receive email.

🧠 CONTROL & AUTONOMY

Q: "We don't want AI doing the thinking for us."

Maz isn't here to replace your thinking—it's a collaborator. It asks strategic questions to guide your thought process, but you make the decisions.

You are the thought leader, Maz is the thought partner.

Q: "Can we turn Maz off if we don't want to use it?"

Yes. Maz is optional and non-intrusive. You can choose to engage with it during workflows—or not.

For Meeting prep emails, we will automatically start sending those, but they can opt out of the email.

⏳ ONBOARDING & CHANGE MANAGEMENT

Q: "Will this confuse new users?"

Quite the opposite. Maz accelerates onboarding by helping users through key concepts (like SMART Rocks) without needing to leave the workflow. It supports both new and experienced users alike.

The user remains the thought leader, while Maz is the thought partner. Maz is trained on knowledge from 90way content and EOS books, and ultimately, any suggestions Maz gives are just that, suggestions.

Q: "How do we train our team to use Maz effectively?"

No special training required. It's embedded seamlessly into workflows (like Rock creation) and prompts users at the right time. That said, our support team can guide you if you'd like to include it in your rollout plan.

🧪 “WHAT IF…” OBJECTIONS

Q: “What if Maz gives bad advice?” “What if Maz conflicts with my advice?”

> Maz is built with strong guardrails to avoid that. Maz is trained on knowledge from 90way content and EOS books, and ultimately, any suggestions Maz gives are just that, suggestions. It will ask you the right questions to guide you through the process, but it is not a decision-maker.
>
> It’s focused on guiding structure and strategic clarity—not on interpreting sensitive or judgment-heavy content. You’re always able to review and edit anything it suggests.

Q: “What if our team becomes reliant on Maz?”

> The goal isn’t dependence, it’s enablement. Teams often *learn faster* by working alongside Maz—it helps them internalize what good Rocks and prep look like.
>
> Maz won't replace your own thinking. In fact, it will challenge you to become a better thinker! You're driving the car, and Maz will help you navigate.

🌱 What’s Coming Next (Vision Talk Track)

Maz is growing into a **fully integrated AI companion** across 90. Imagine:

- Asking Maz in conversational language **about any of the data you have in 90**, e.g.:
  - “Maz, how are our top 3 KPIs doing this week? Anything unusual?”
  - “Maz, what’s the average rating for the meetings I’ve run over the past month? Is it trending up or down?”
  - “Maz, can you check the meetings I’ve attended this week and remind me in which one we discussed career paths? Were there any linked To-Dos created that I should follow up on?”
- A Leadership Report delivered to your inbox every Monday morning that highlights the most important items across the company to which you should prioritize your attention

- Automated KPI anomaly detection and notification
- Personalized post-meeting summaries delivered according to your personality type
- To-dos and Issues which automatically capture the context which surrounded their creation so that you don't forget what they were about the next time they come up
- An interactive V/TO creator which walks you through all the right questions to build a compelling vision
- A My90 Today feature, which helps your prioritize the most important items for you to work on every day, completing urgent to-dos while preserving room to accomplish your Rocks

We will be **focusing on objectives that first**....

- Make it easier for you to accomplish what you're already doing in 90
    - Making Rocks Smart is a great example here
- Help you maintain focus on what matters most
    - Meeting Prep or bespoke predictions for your KPIs is a great example here
- Collaborate with you to ensure the best outcomes
    - Making use of meeting transcriptions is a great example here

And the future vision will build functionality like....

- Grow your skill in executing the 90 way (EOS, whatever)
- Provide company-specific thought partnership based on your industry and stage of development
- Provide personalized thought partnership based on your role and personality