

## S2: E183: The Future Belongs to the People Building Roots

Hey there and welcome back to the Make Your Message a Movement podcast. This is your host, Tiffany Neuman. I truly believe we are standing at the edge of one of the biggest shifts in modern business, leadership, creativity, and communication that we've seen in a very long time. Interestingly enough, I don't actually think the biggest story is AI. I think the bigger story is what human beings are craving now because of AI.

Something fascinating is unfolding. At the exact same time technology is accelerating at an almost unimaginable pace, people seem to be craving slowness more than ever. We're watching this quiet return to depth happen in real time. People are moving towards long-form podcasts, books, newsletters on Substack, private communities, and in-person gatherings. On a personal front, I've heard of so many more people getting back to the earth with gardening, walking, nature, spirituality, and experiences that feel tangible and real.

I don't think this is random. I believe people are exhausted by the pace that has picked up over the last year, not to mention the last three to five years. They aren't necessarily tired physically, but rather emotionally and mentally drained by the speed, noise, and constant stimulation—by endless scrolling and content that says everything while saying nothing at all. Everyone is trying to optimize themselves into relevance online. We all know AI can generate a polished Instagram post in five seconds, which means the value of "fast content" is collapsing in real time.

If everyone can suddenly create more content, opinions, marketing captions, videos, and expertise, then the volume itself stops meaning very much. I remember Gary Vaynerchuk was always on a rant about how you have to be everywhere all the time to win. That never really resonated with me. Now, with the internet and AI flooding us with information, people are naturally beginning to crave something else. They are craving depth, raw perspectives, and they are using much more discernment.

I talked about this in the last episode regarding the "trust recession." People are craving leaders who are grounded and trustworthy—people whose ideas feel "lived-in" instead of manufactured. They want experts who are not simply reacting to trends but are actually helping others make sense of this new world.

This shift fascinates me because before I built my own business, I spent years in the corporate world as a Creative Director for brands like Burt's Bees, Stolli Vodka, Chase Bank, and Adidas. I was actually a trend predictor for my company. One thing I learned is that major cultural shifts almost always create an equal and opposite response. When life becomes too digital, people

crave physical experiences. When things become too polished, people crave authenticity. When the world speeds up too much, people search for grounding.

For years, the internet rewarded speed, constant visibility, and feeding the algorithm. We're entering a very different era now. I believe the future is going to reward depth. The people rising above the noise are not necessarily the loudest or those posting the most. The people becoming truly irreplaceable are the ones building "roots."

Roots are slow. They develop beneath the surface long before anything visible happens. They create stability, nourishment, resilience, and longevity. What grows quickly without roots often becomes fragile just as quickly. In the past, I believe we confused visibility with depth. We confused reach and metrics, like follower counts, with trust. Most of all, we confused performance with leadership.

Audiences are becoming much more discerning. People can feel when something is hollow. They can feel borrowed wisdom, recycled ideas, performative expertise, or content created simply for attention. This is why we are seeing a massive resurgence of long-form content, especially on Substack.

People are no longer starving for information; now, people are starving for meaning. They want synthesis, context, wisdom, and your unique perspective. They want to know what you actually think. They want to understand the patterns you see and the experiences that shaped your point of view, not just what you can generate via a prompt.

I'm very hopeful about these shifts. It may feel like we're in a "messy middle," but I always say there has to be a breakdown before there is a breakthrough. This is not the time to give up. We are entering an era where humanity itself becomes the differentiator. The ability to hold nuance, to think deeply, to communicate with emotional intelligence, and to stay grounded while the world automates is essential.

There is so much complexity because while AI is a new way of life (much like the internet was) there is also an antithesis where people are completely against it. As leaders, we have to make decisions and share them with our audience. I believe refusing to engage with AI entirely will hold many business owners back, but we also have a responsibility to remain deeply human.

That is why a portion of the proceeds from Brand OS Pro goes directly to the Nature Conservancy. I won't reject AI because I know that's not smart, but the answer is conscious

integration. The future belongs to those who can hold both innovation and stewardship, technology and humanity.

I created Brand OS Pro not to help people produce more noise, but to help experts, authors, and speakers build deeper roots. It's about codifying wisdom, clarifying perspectives, and using AI intentionally instead of reactively while protecting your intellectual property. The future belongs to the people building something deeper and creating movements around ideas that genuinely matter...the people willing to slow down enough to actually say something real.

I would genuinely love to hear what this brings up for you. Please find me on LinkedIn, that's where I've been posting most lately and send me a message. Tell me what patterns you've noticed, what you agree with, or even what you disagree with. We are shaping the next era together.

I hope to hear from you soon. Stay tuned for next week's episode, where we will be talking about the "new currency" for thought leaders.