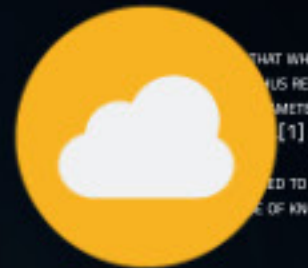


1. ETYMOLOGY
2. INFORMATION THEORY APPROACH
3. AS SENSORY INPUT
4. AS REPRESENTATION AND COMPLEXITY
5. AS AN INFLUENCE WHICH LEADS TO A TRANSFORMATION
6. AS A



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@gleonhard



futuristgerd.com

# LEADING INTO THE FUTURE: WHAT YOU NEED TO KNOW, TODAY

...AND KNOWLEDGE, AS DATA REPRESENTS VALUES ATTRIBUTED  
INFORMATION'S EXISTENCE IS NOT NECESSARILY COUPLED TO  
A COGNITIVE OBSERVER.[2]

INFORMATION IS THAT WHICH INFORMS. IN OTHER WORDS, IT IS THE ANSWER TO A QUESTION OF SOME HUMAN. IT IS THEN RELATED TO DATA AND KNOWLEDGE, AS DATA REPRESENTS VALUES ATTRIBUTED  
TO PARAMETERS, AND...





**The future is no longer a time-frame.  
The future is a mindset!**

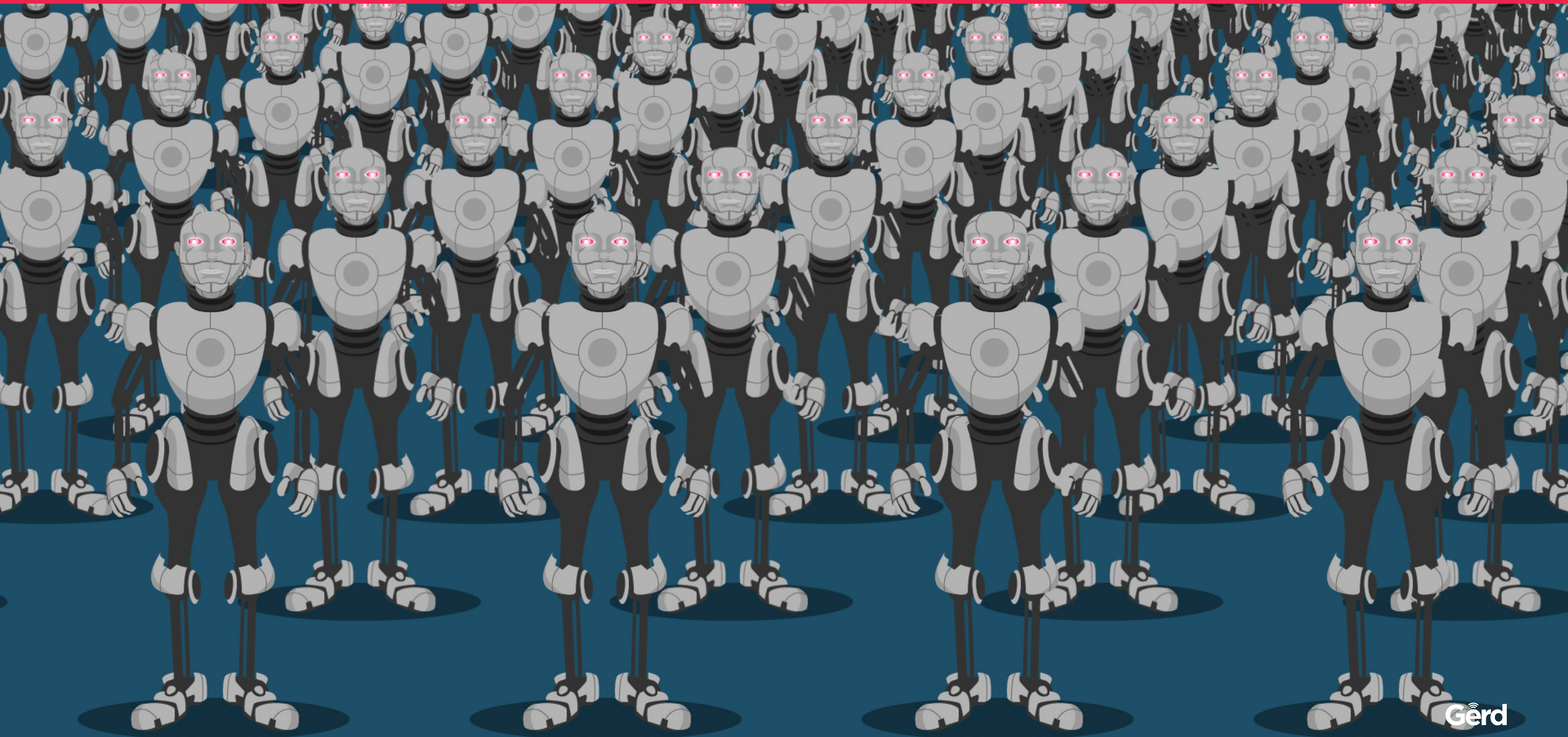


**Humanity will change more in the next 20 years than in the previous 300 years!**





Science fiction is becoming science fact: imagination and foresight are now mission-critical





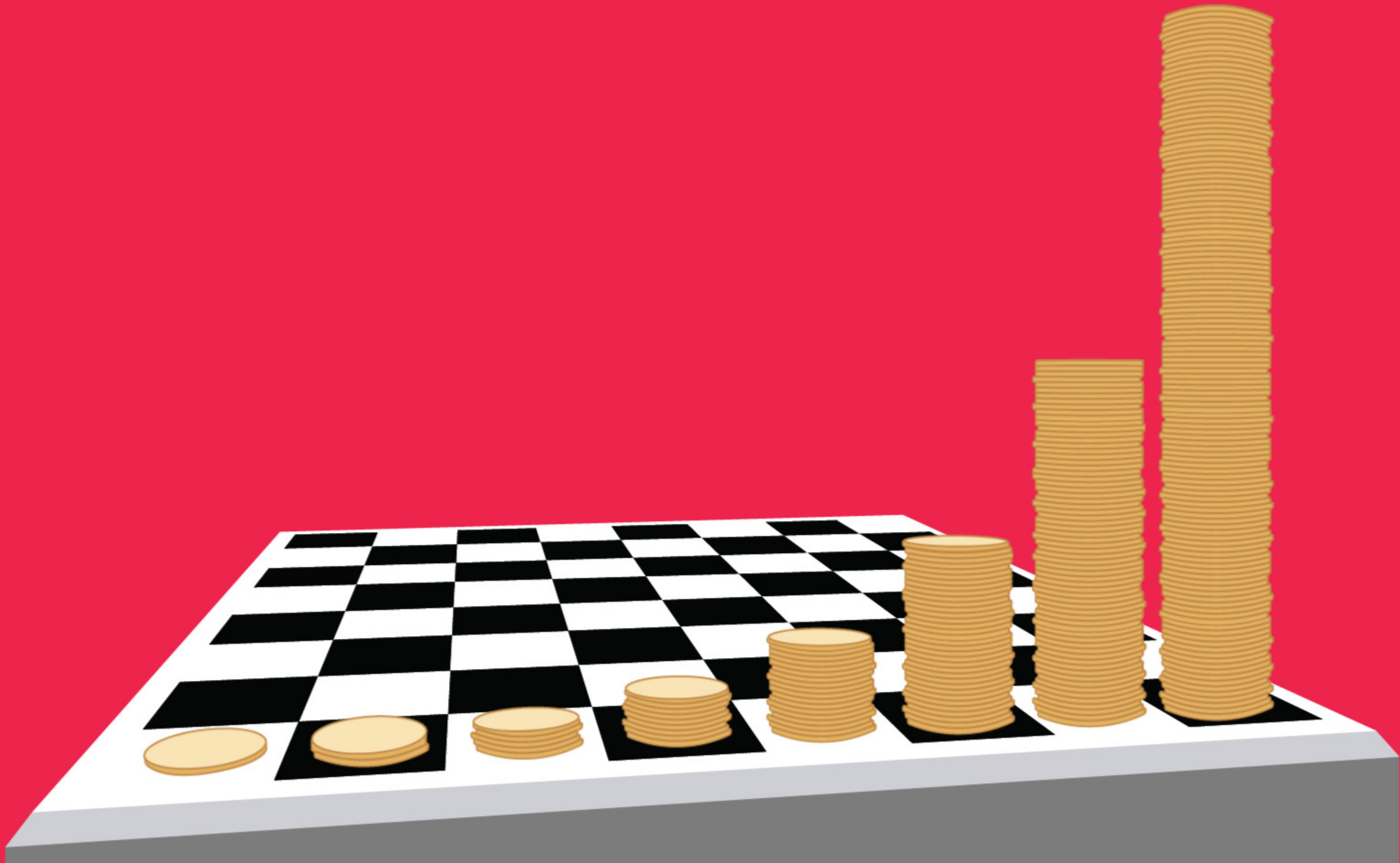
How will your business change? Gradually, then suddenly!



1 2 4 8 16 32 64 128 256 512



# Business as usual is dead. Welcome to exponential times!





# The future is exponential, combinatorial and interdependent



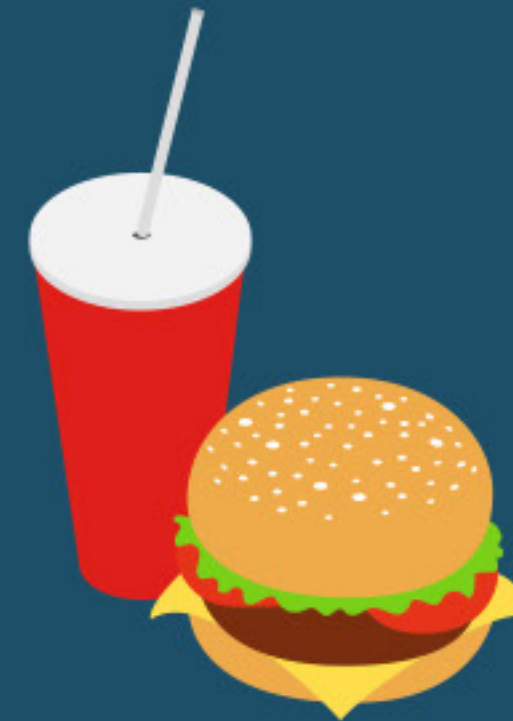
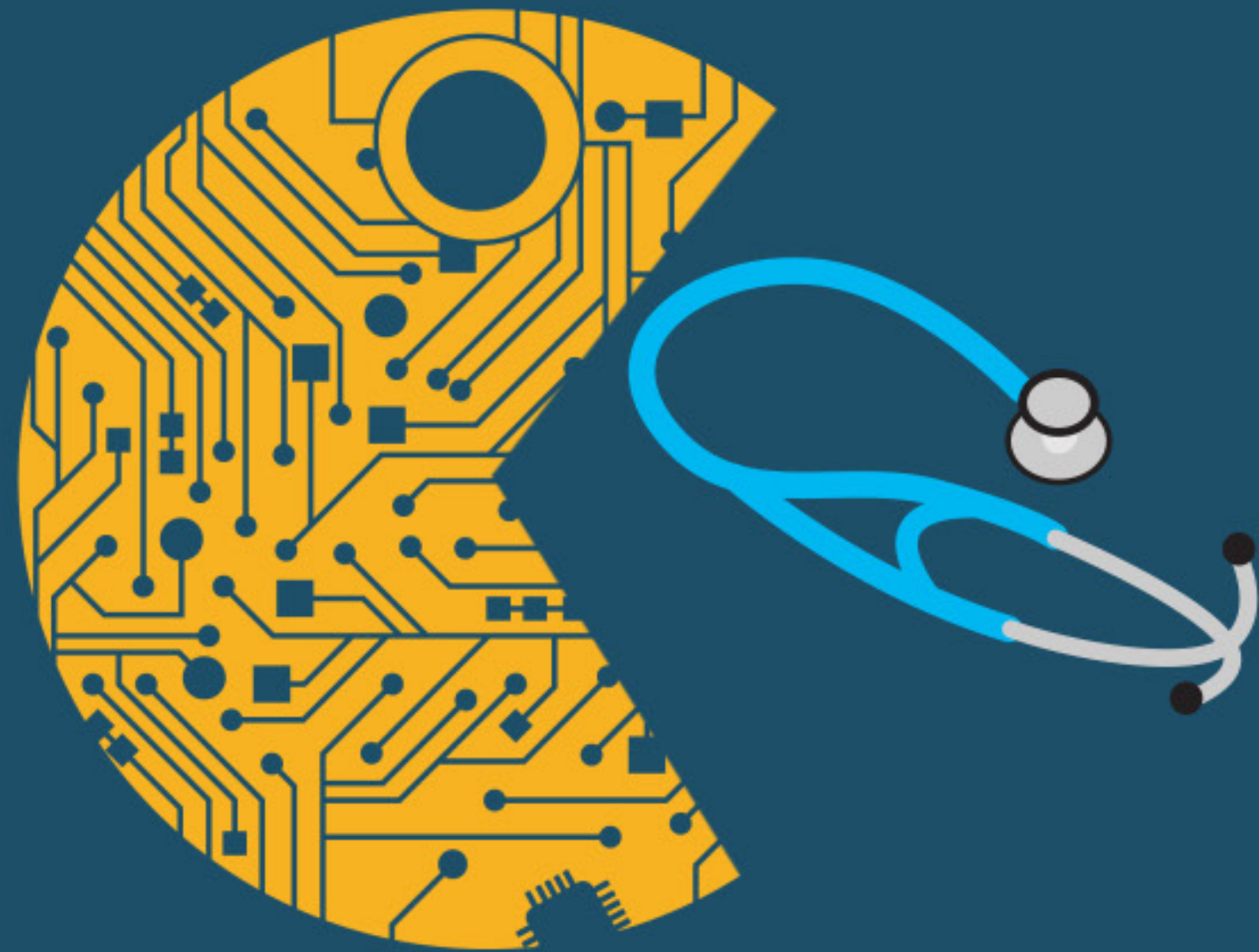


# A tsunami of disruption

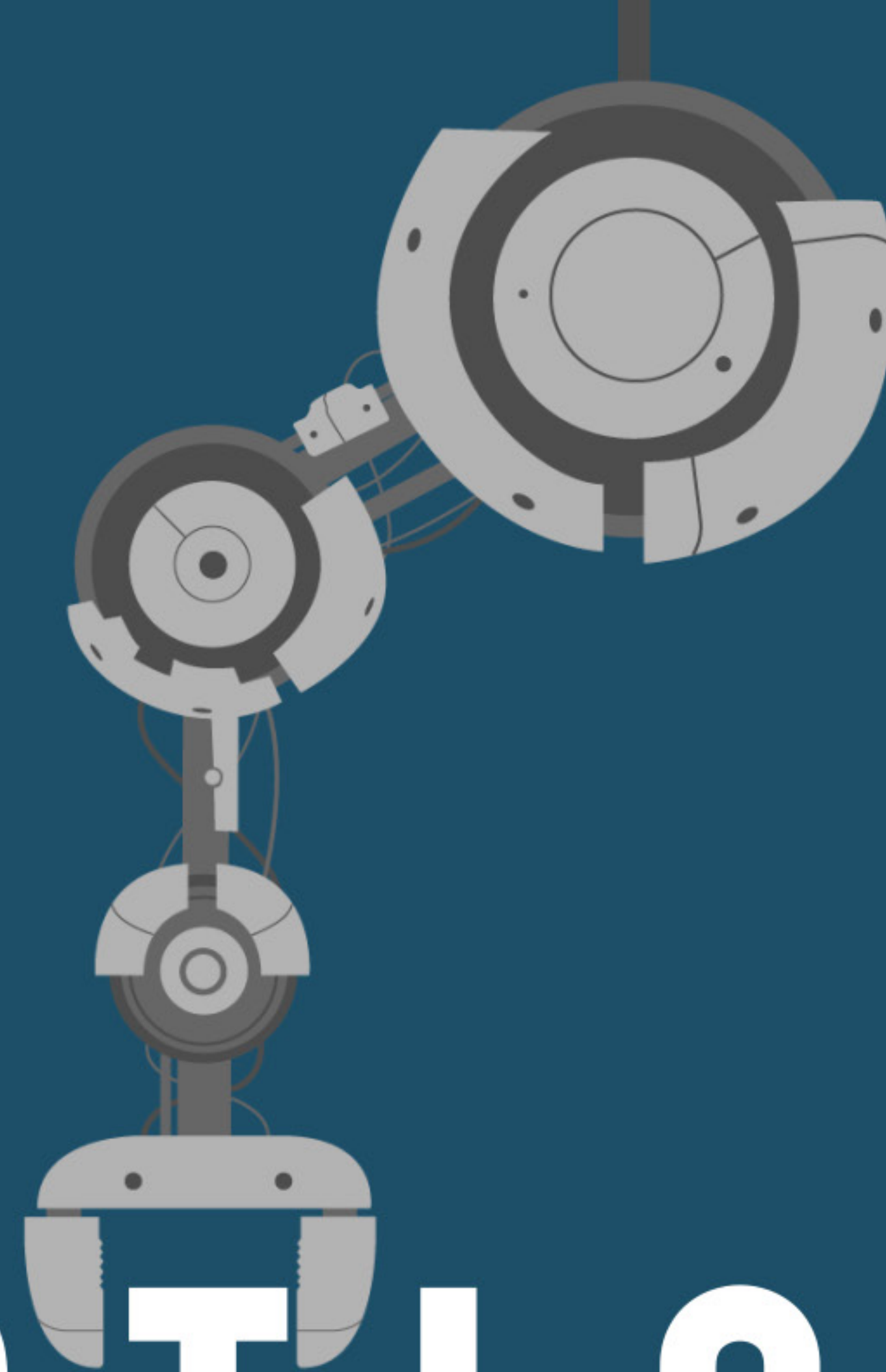
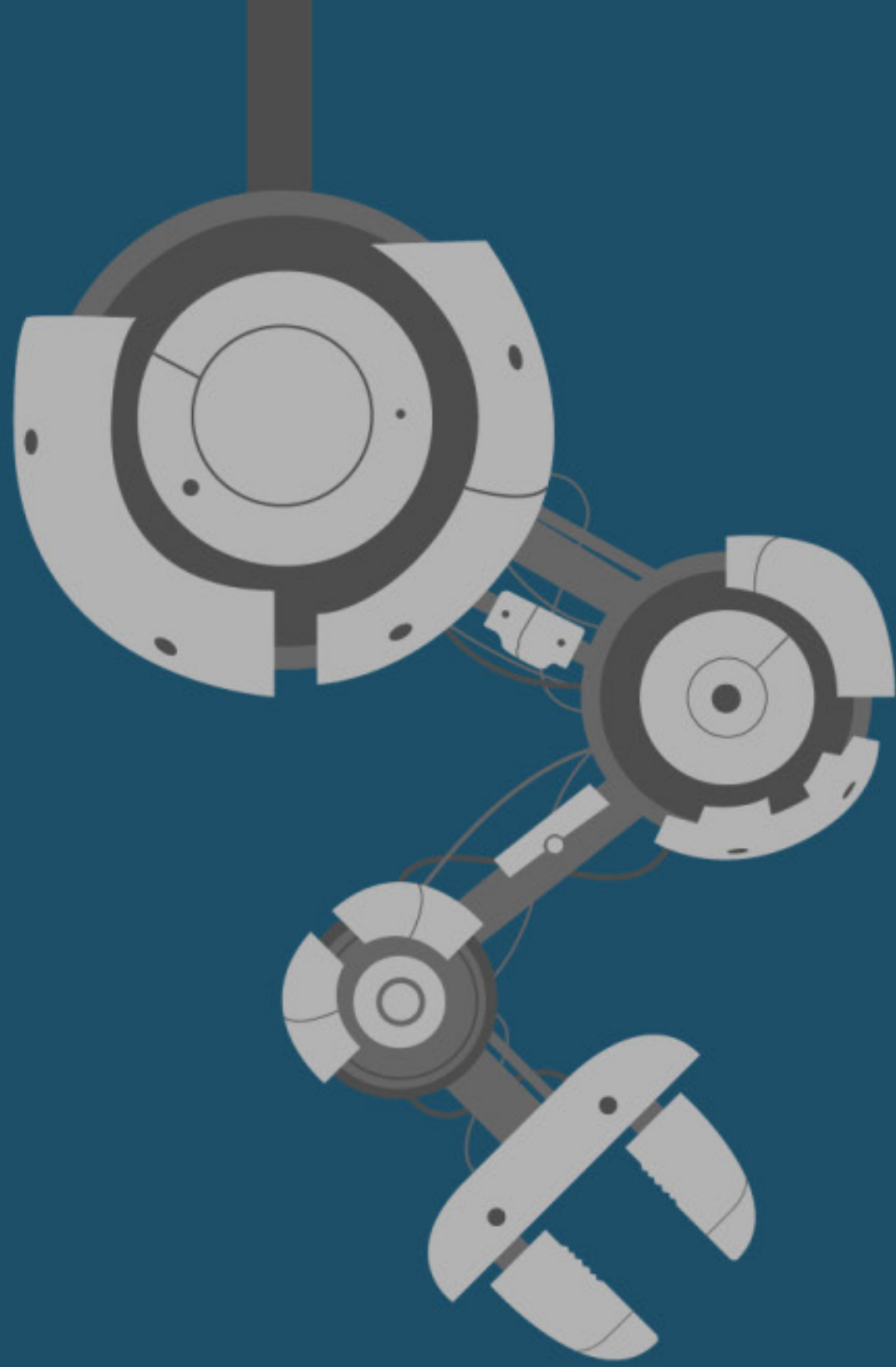




# Software is eating the world



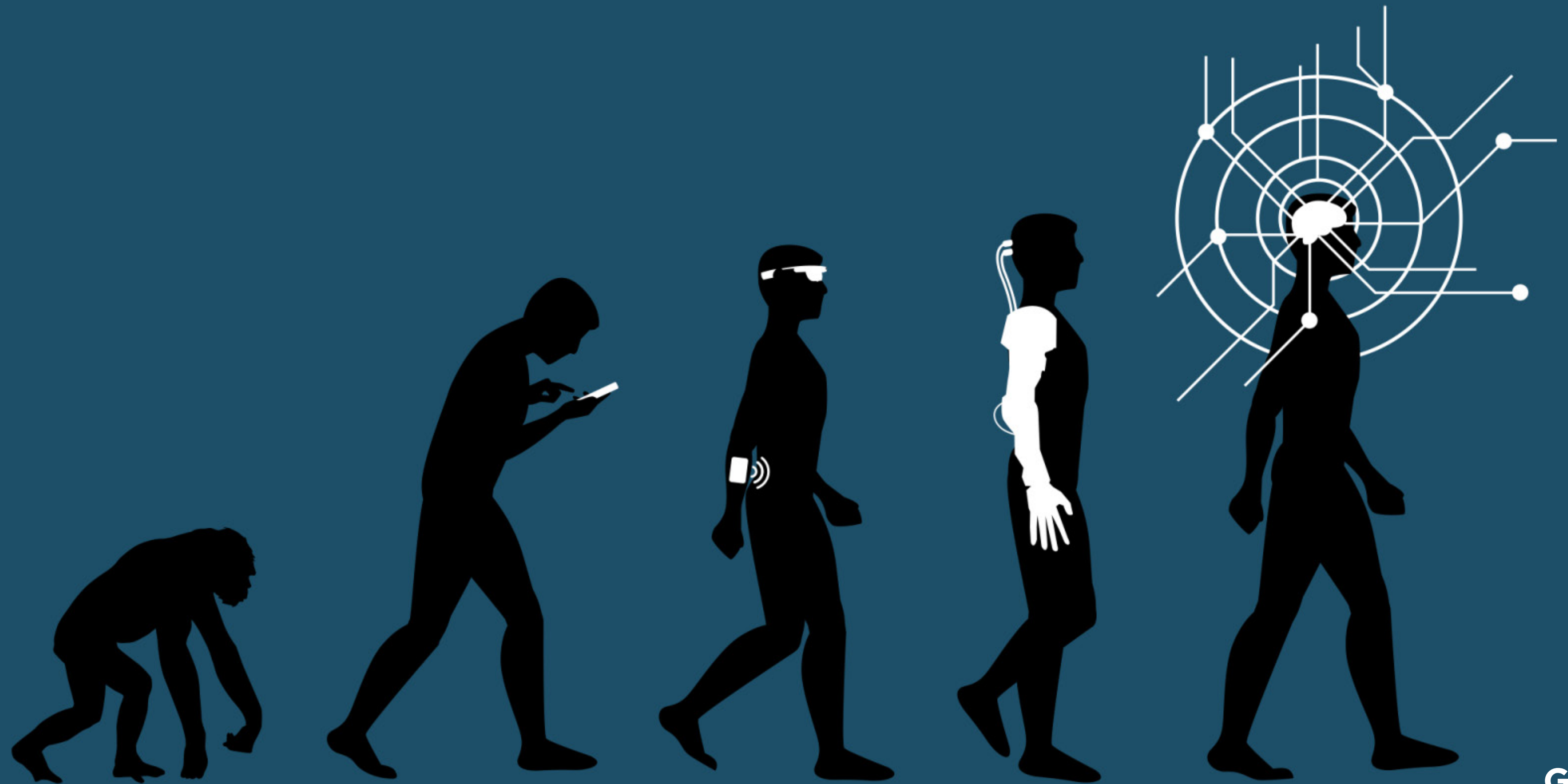




# DISRUPTION

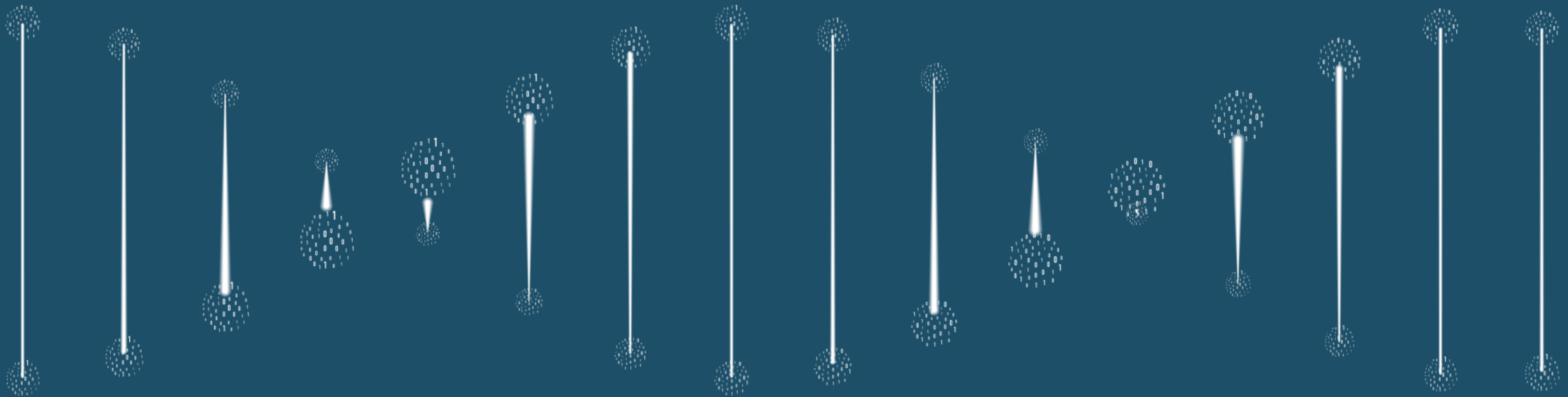


For the first time in human history technology is going inside of us...



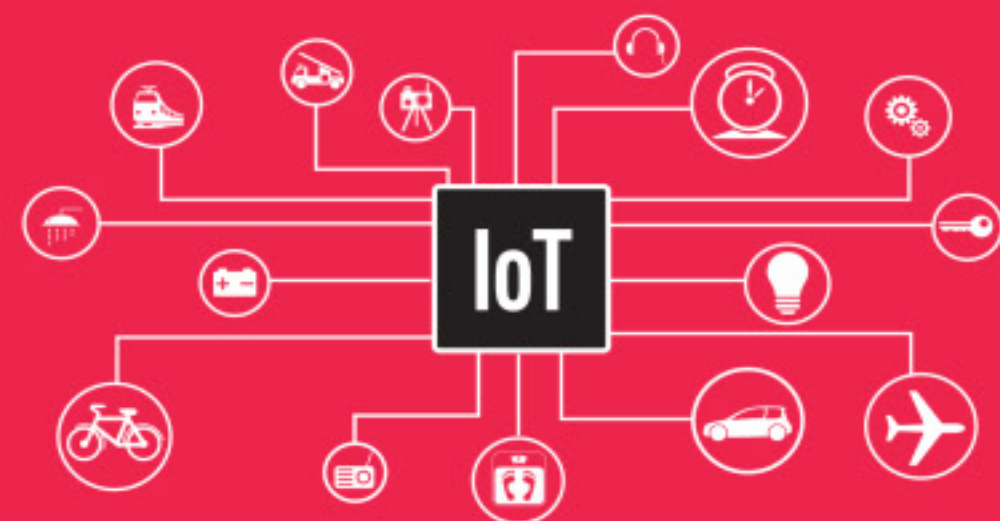
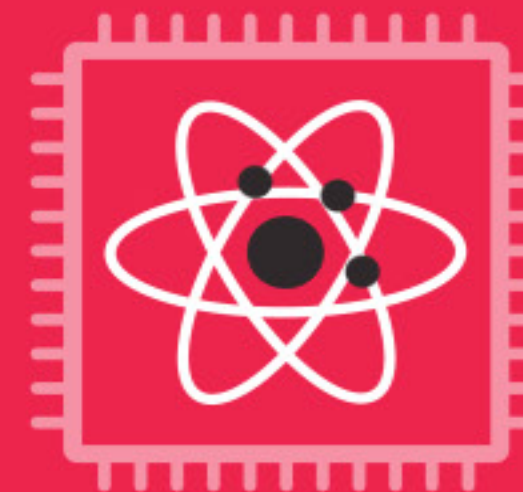


...achieving the complete convergence of technology and biology





# The 8 game changers





# Megashifts: digital transformation means a lot more than “digitization”

PERSONALIZATION

DIGITIZATION

AUTOMATION

AUGMENTATION

COGNIFICATION

**MEGASHIFTS**

VIRTUALIZATION

ROBOTIZATION

DATAFICATION

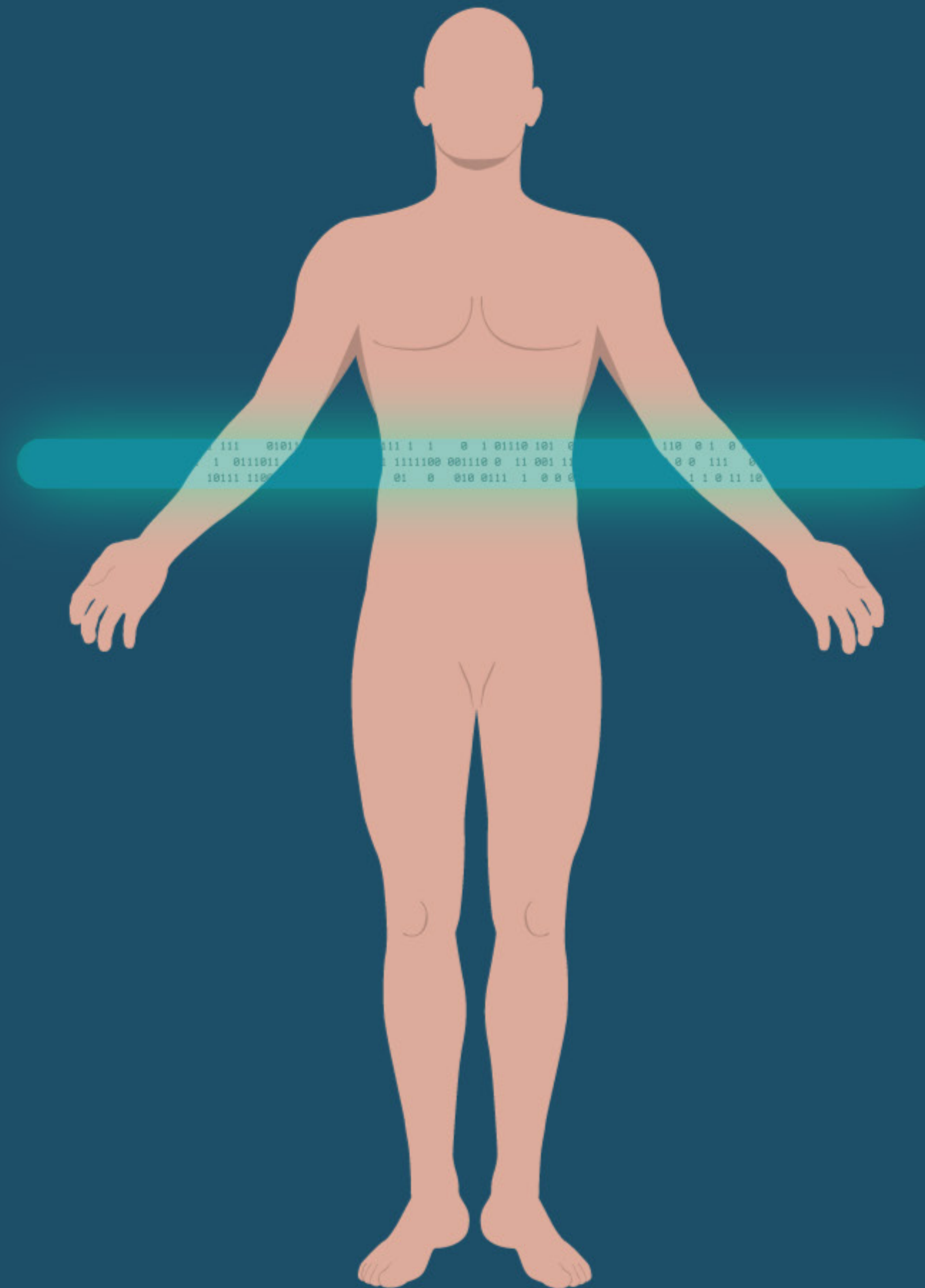
DISINTERMEDIATION



RANK	COMPANY	REGION	CURRENT MARKET VALUE (\$B)
1	Apple	USA	\$964
2	Amazon	USA	783
3	Microsoft	USA	753
4	Google / Alphabet	USA	739
5	Facebook	USA	538
6	Alibaba	China	509
7	Tencent	China	483
8	Netflix	USA	152
9	Ant Financial	China	150
10	eBay + Paypal*	USA	133
11	Booking Holdings	USA	100
12	Salesforce.com	USA	94
13	Baidu	China	84
14	Xiaomi	China	75
15	Uber	USA	72
16	Didi Chuxing	China	56
17	JD.com	China	52
18	Airbnb	USA	31
19	Meituan-Dianping	China	30
20	Toutiao	China	30
TOTAL			\$5,788

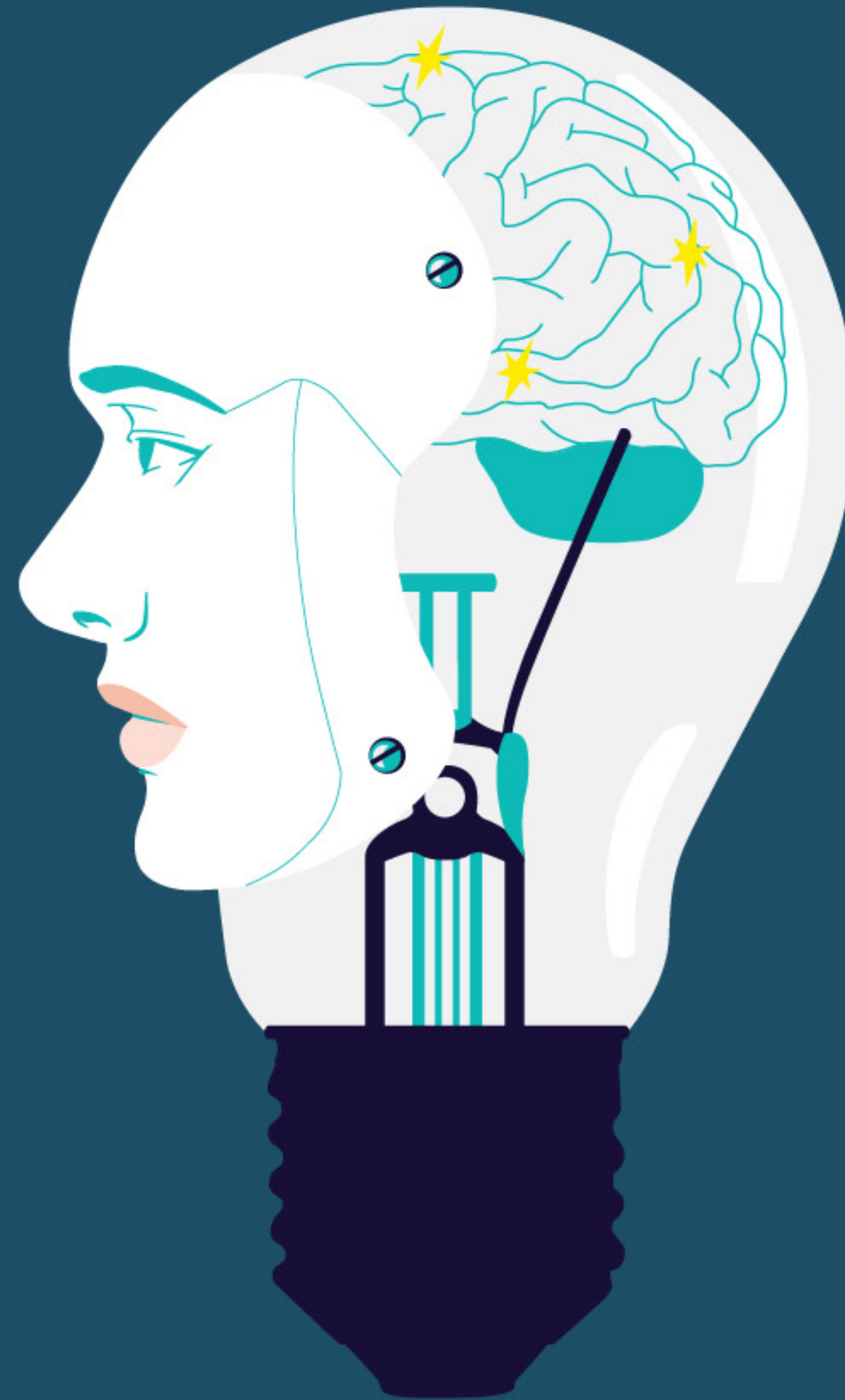


# Data is the new oil



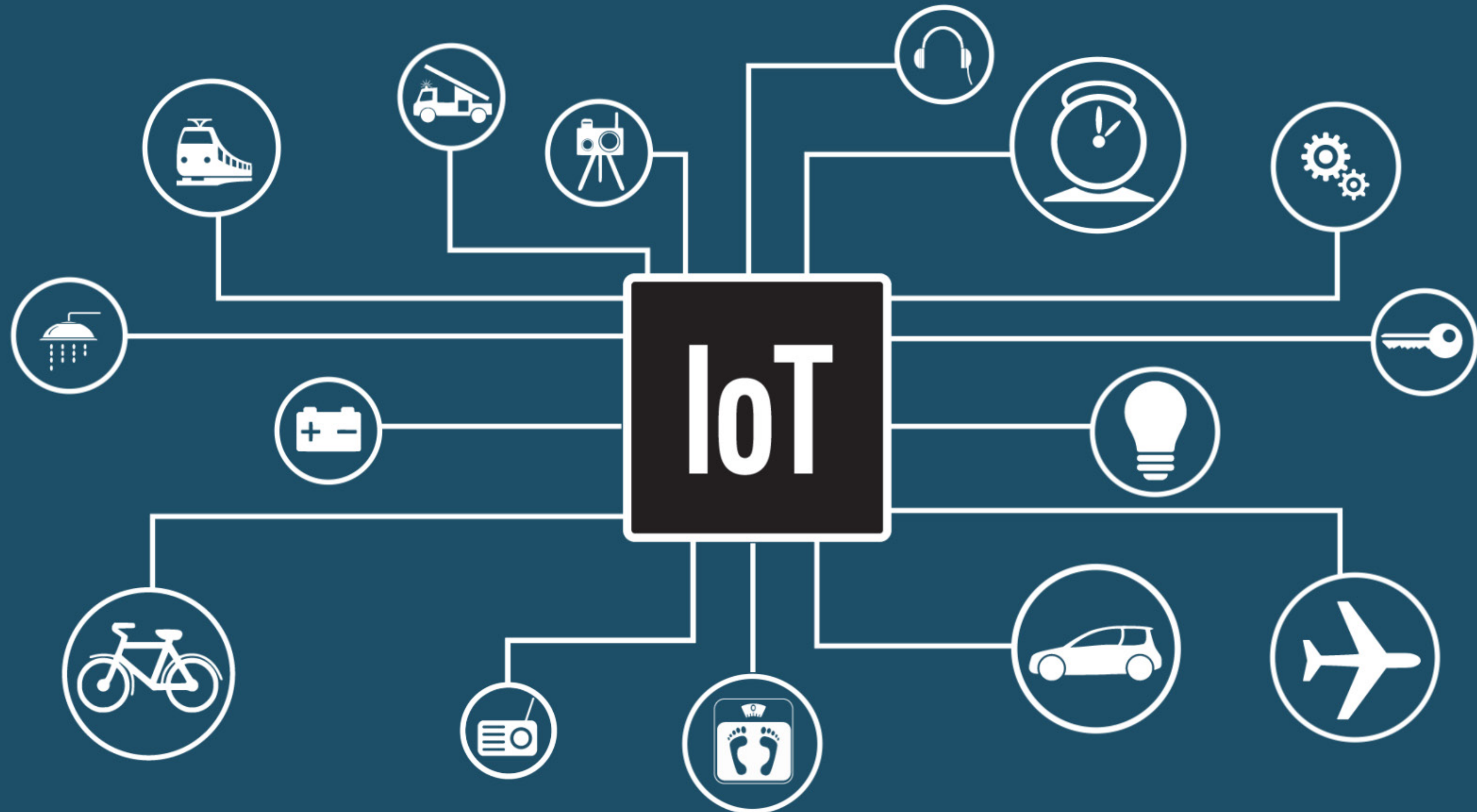


# Artificial intelligence is the new electricity

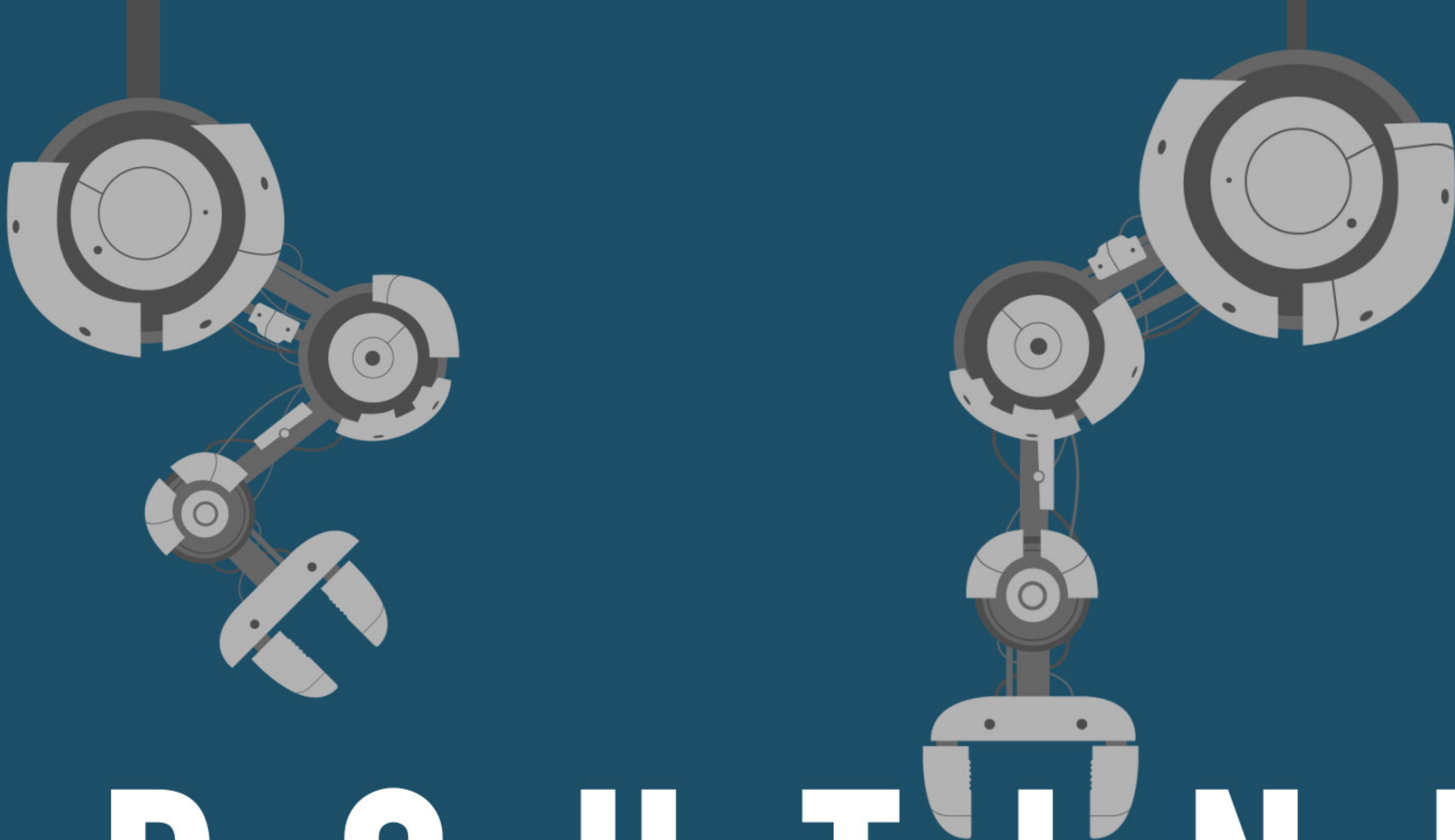




# The Internet of Things is the new nervous system

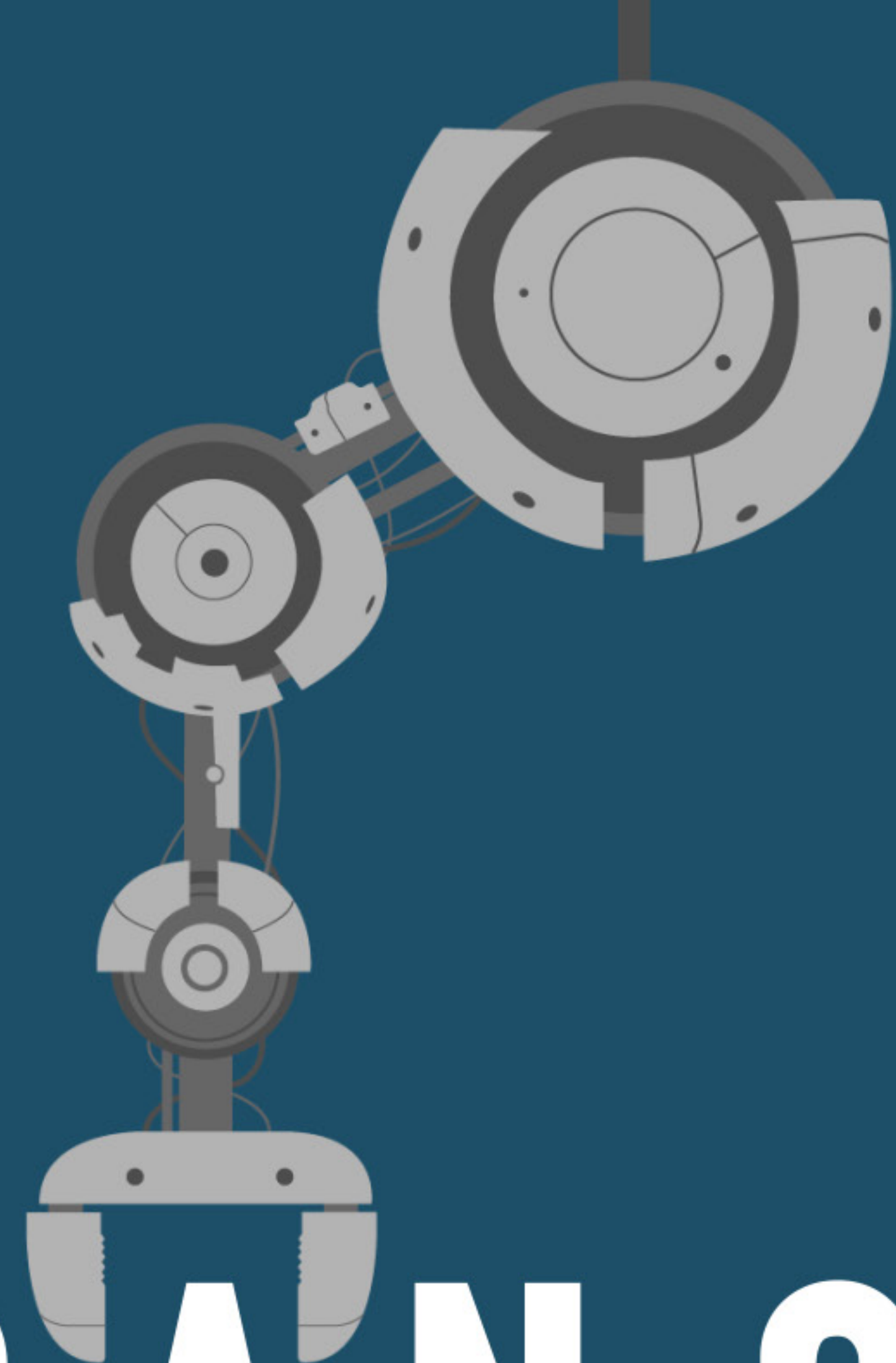
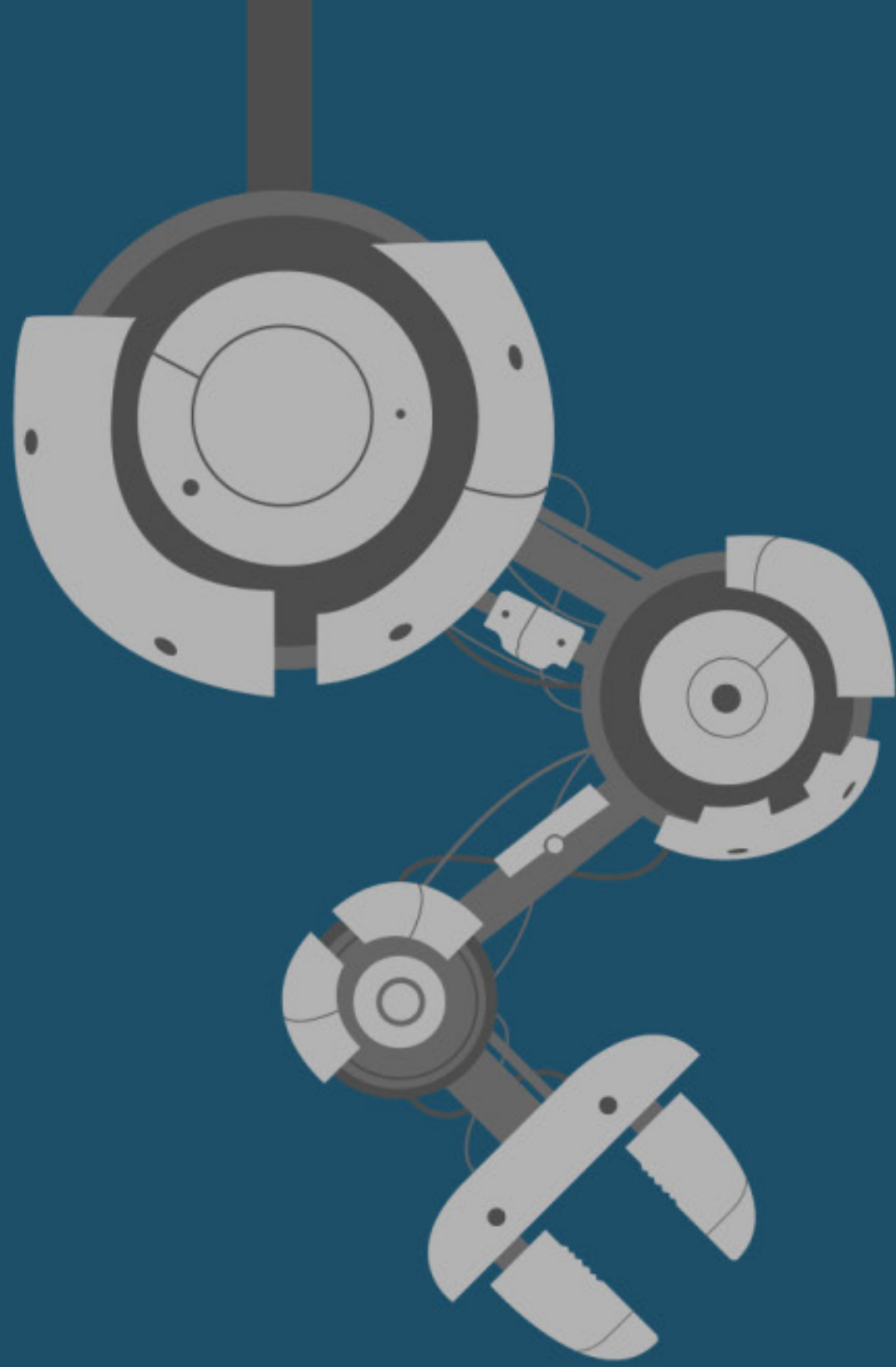






# ROUTINE

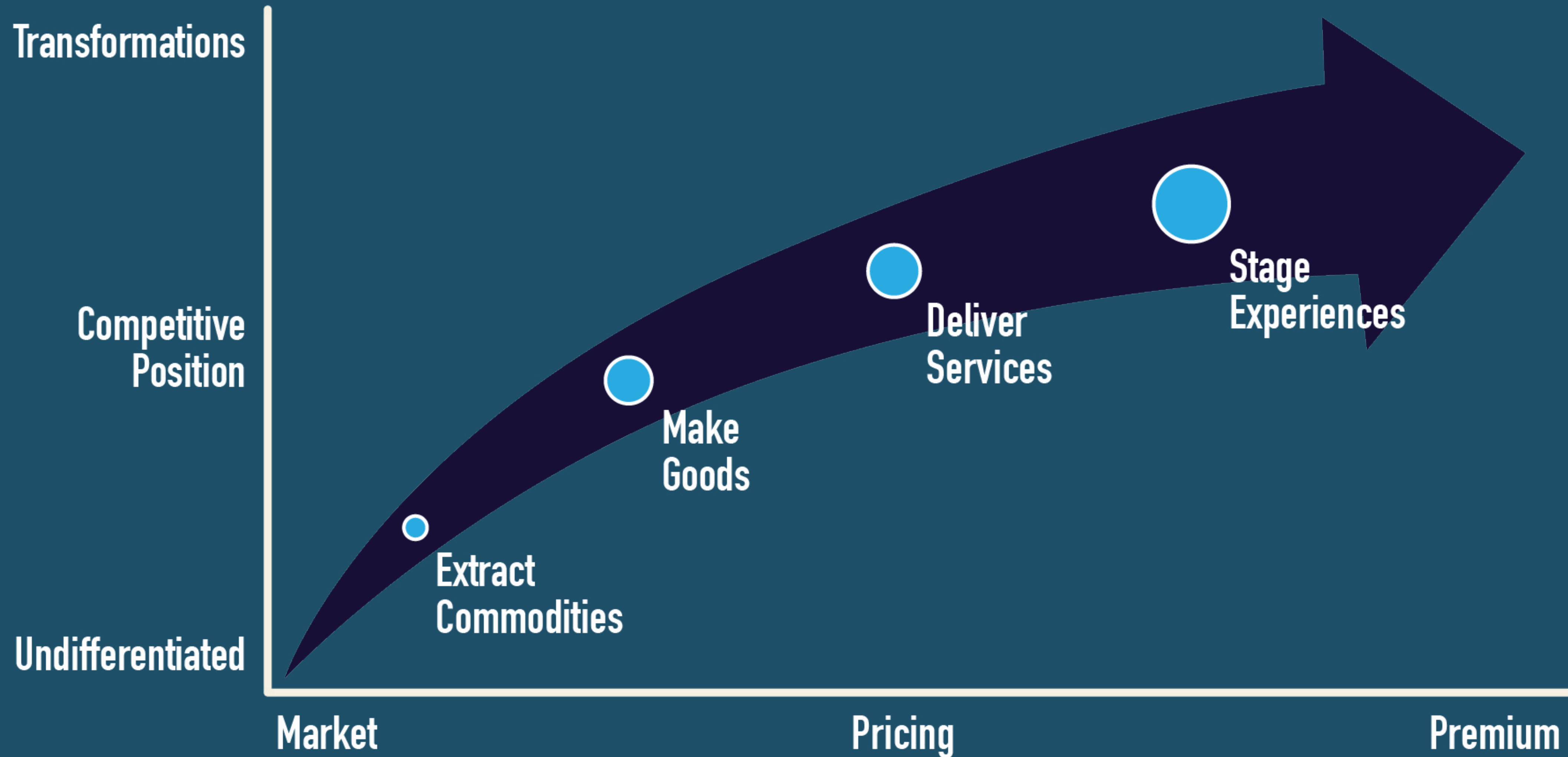




# ABUNDANCE



# Moving towards providing experiences (platformization)







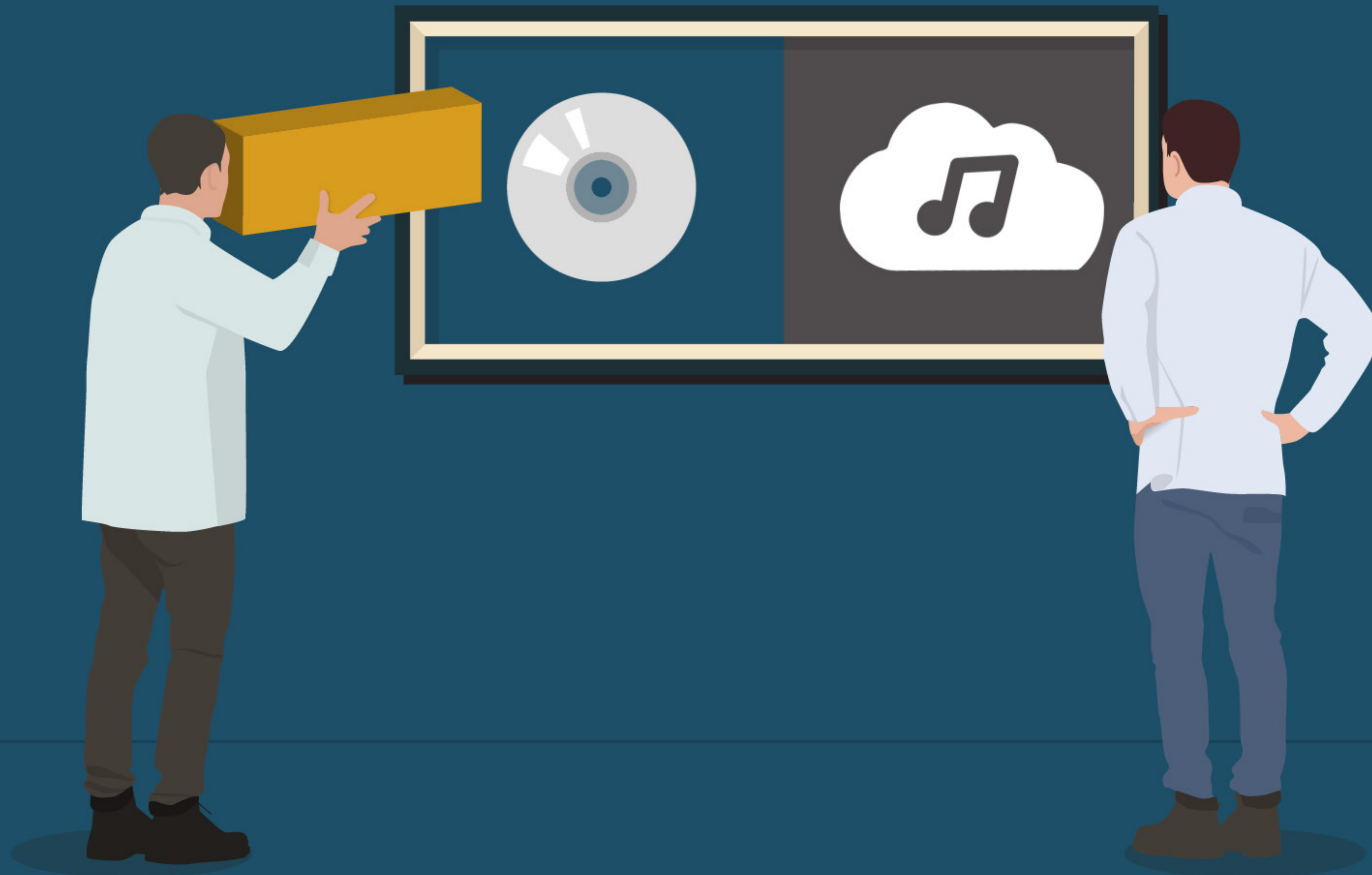


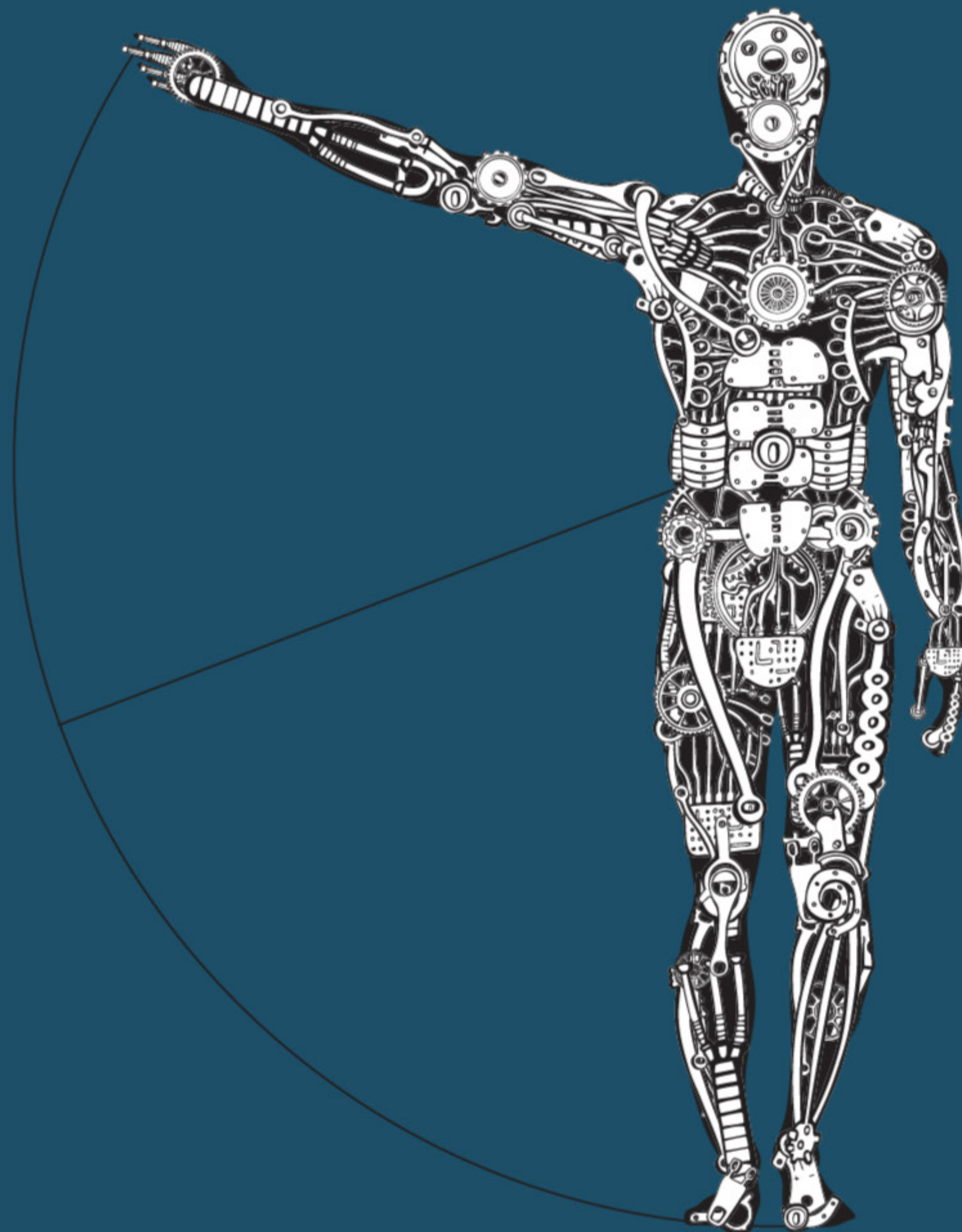
# From a focus on efficiency...



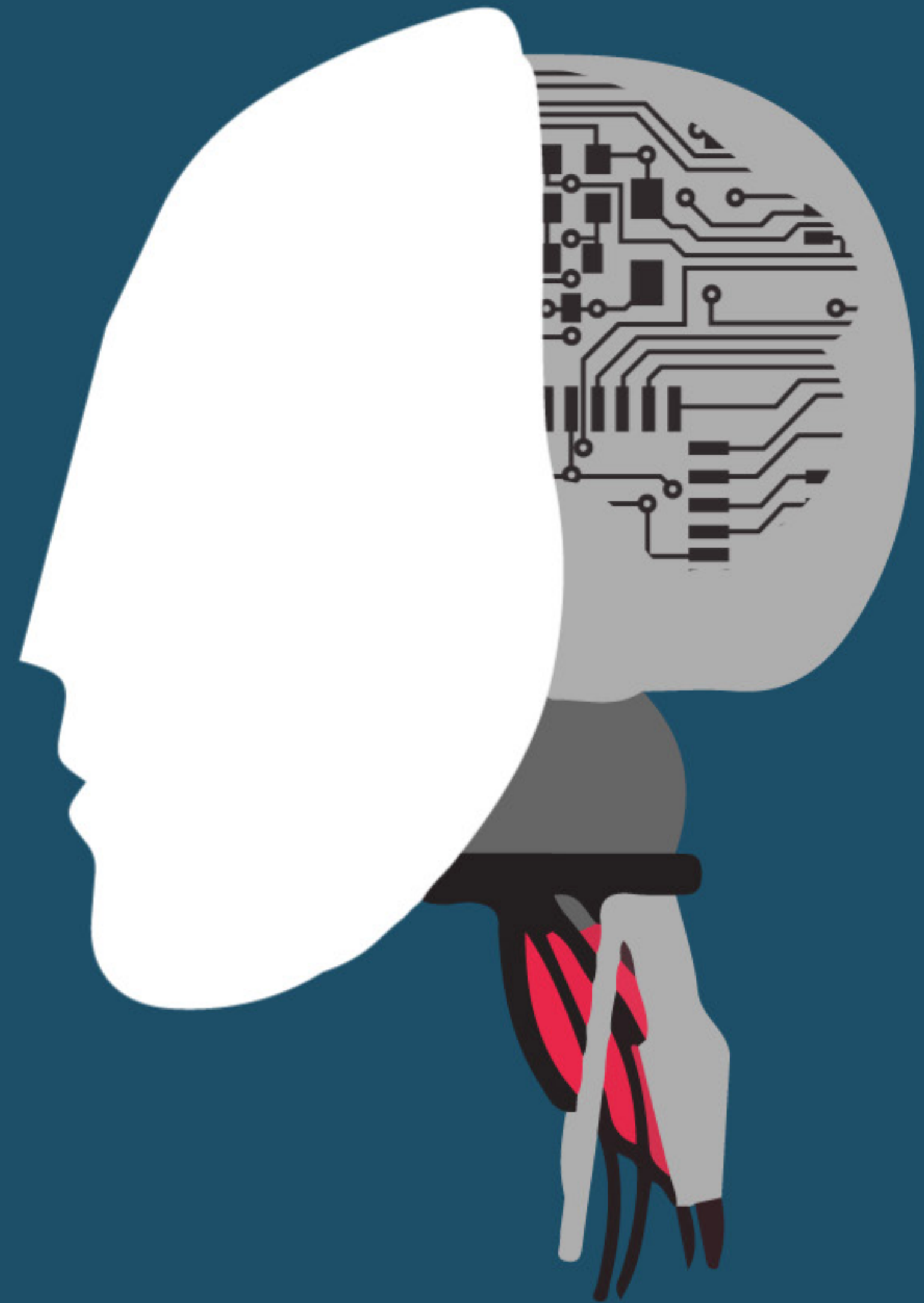


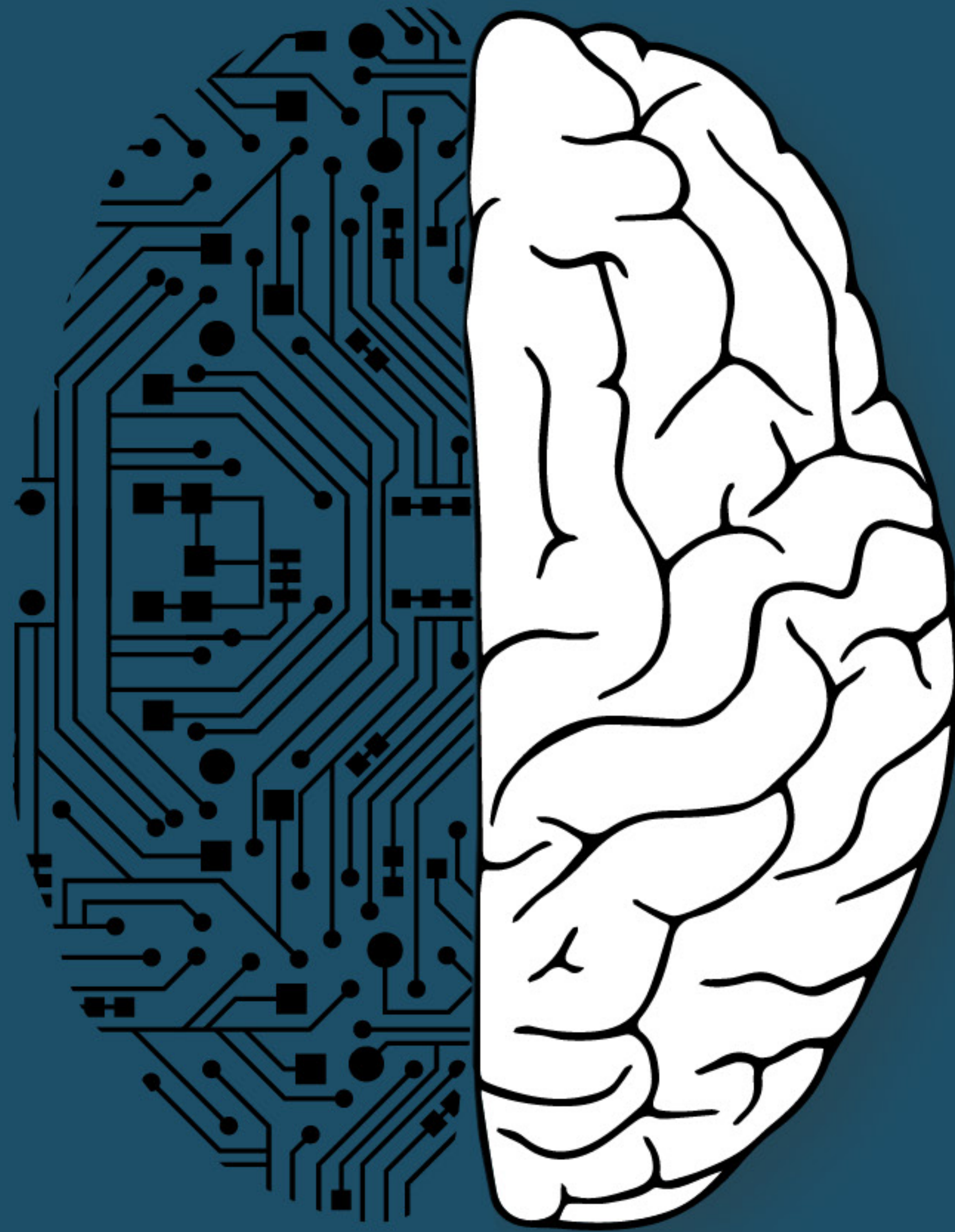
...to a focus on transformation: new things not just better things!





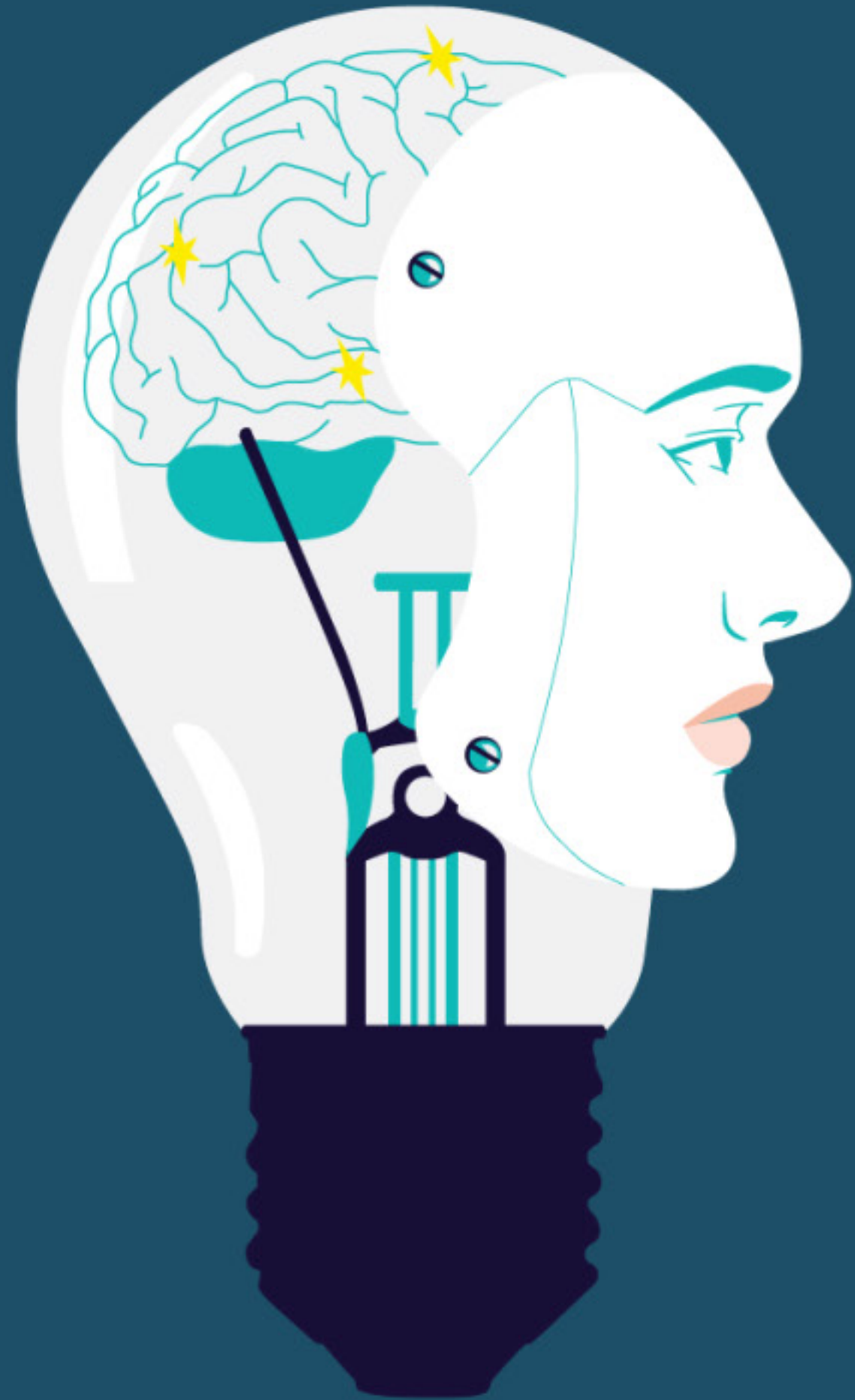






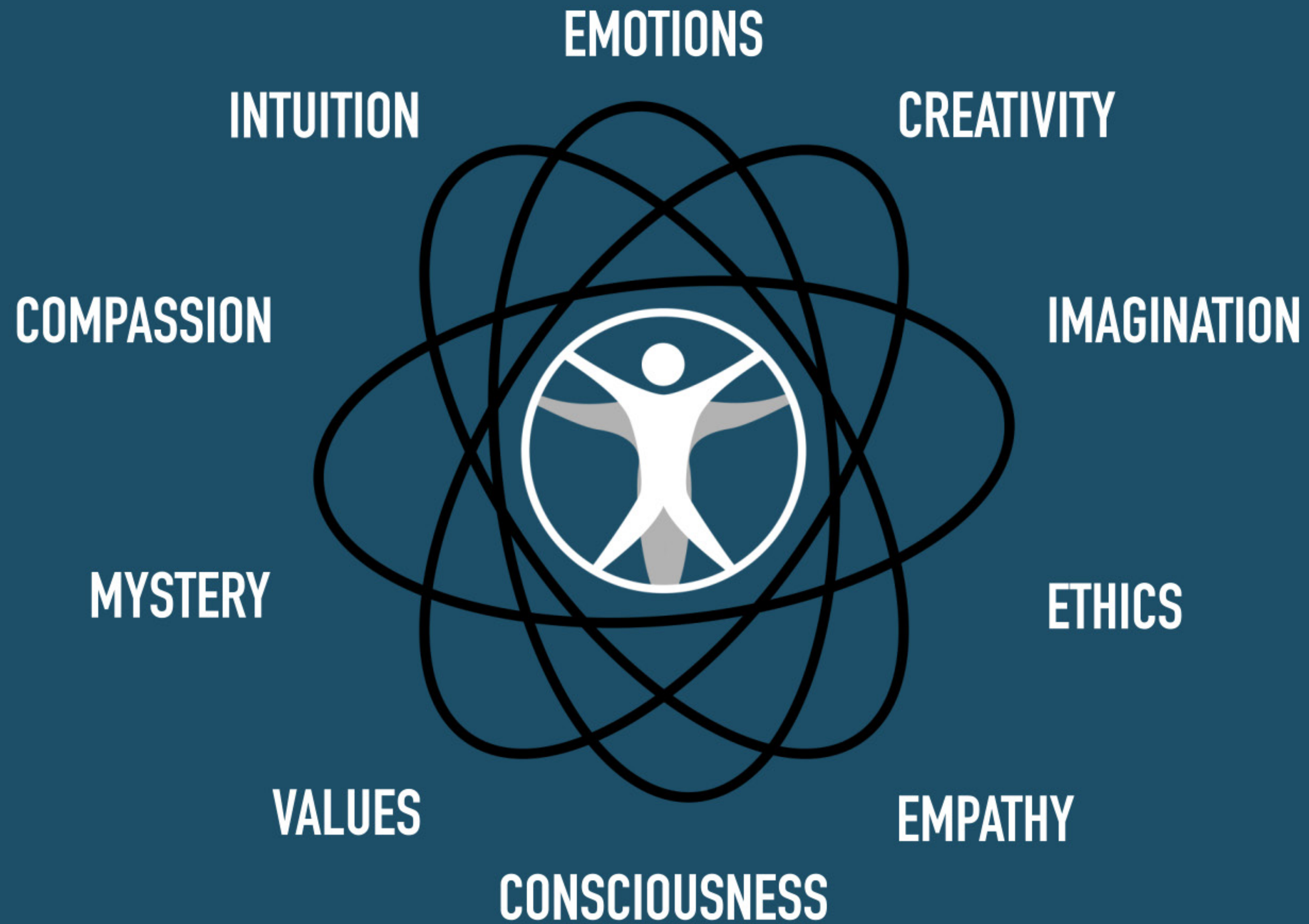


# Algorithm

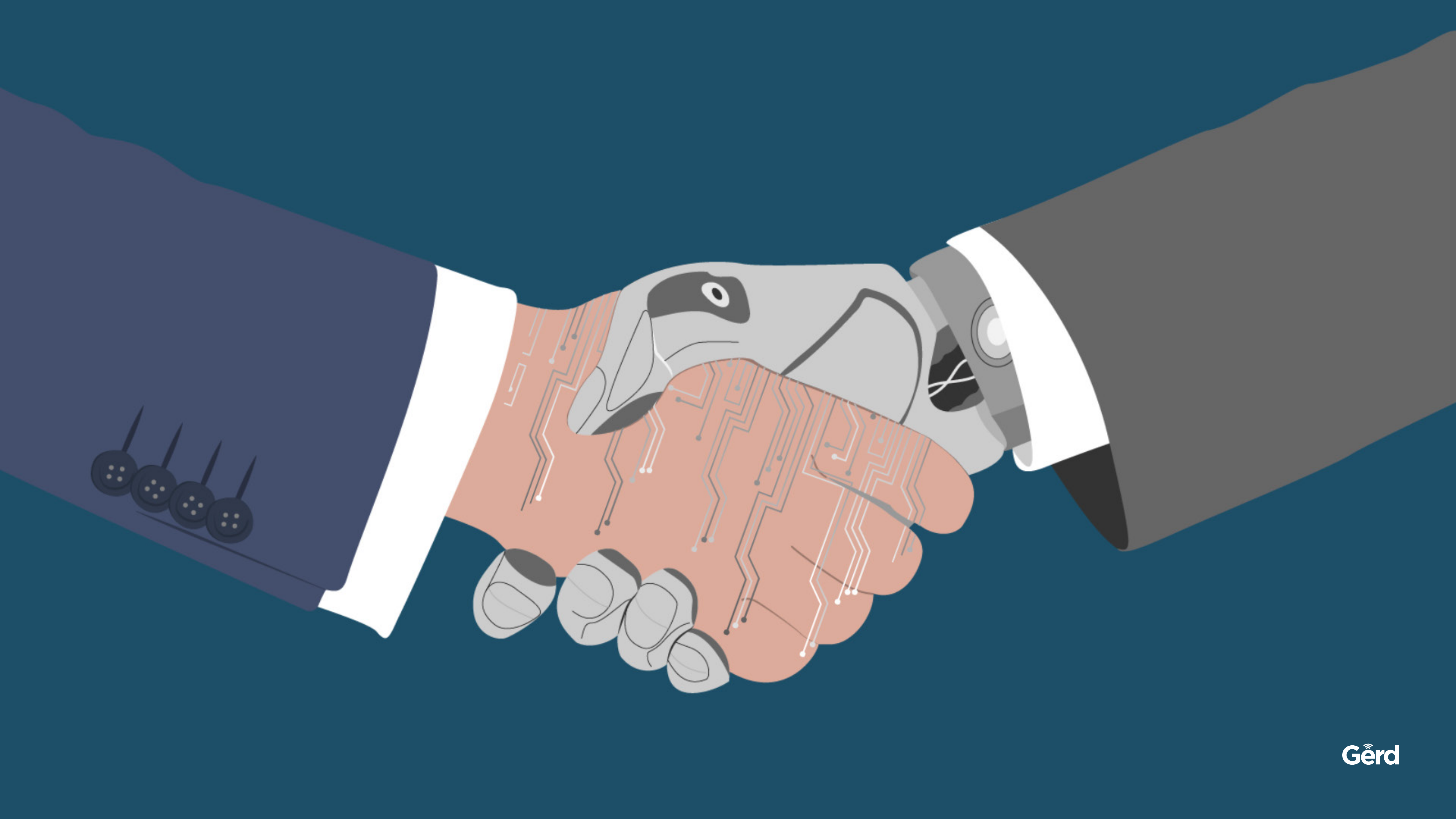


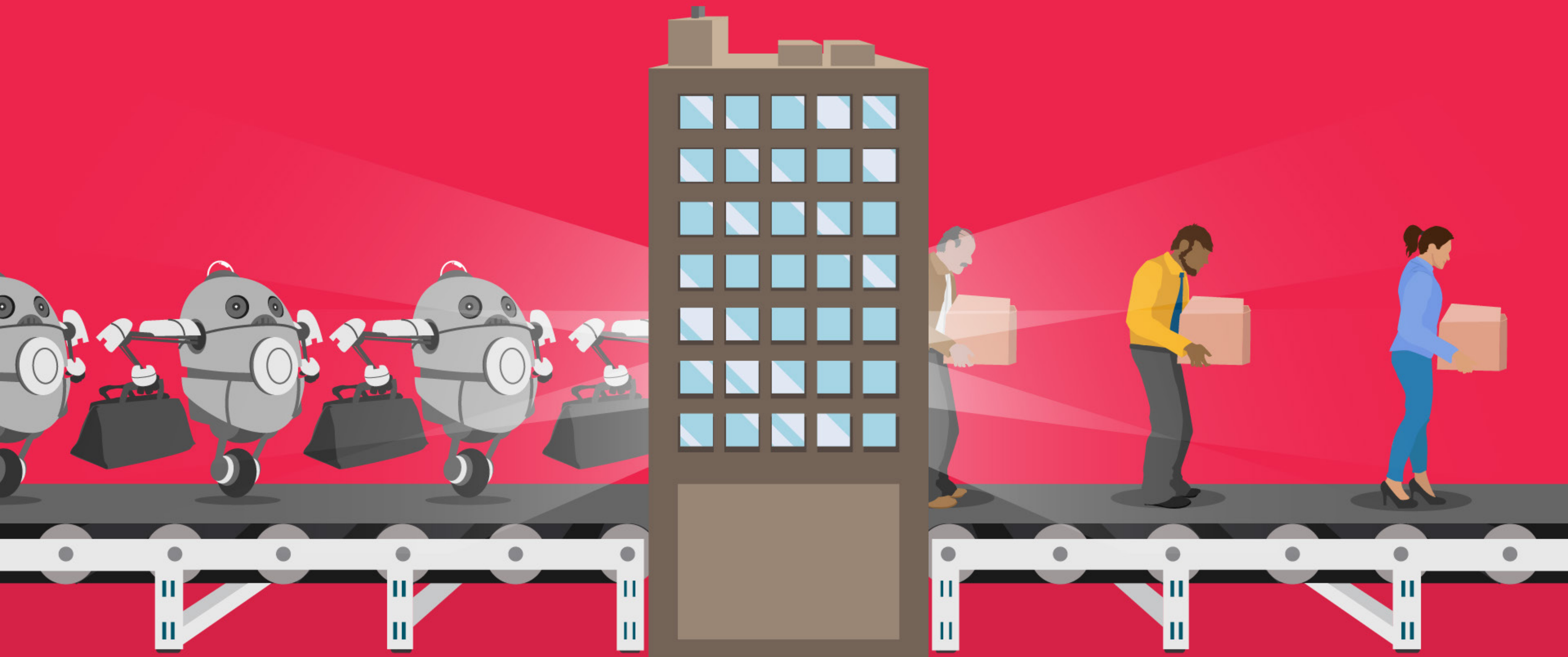
# Androrithm















Anything that can be digitized or automated will be...





# Working like a robot is not our future

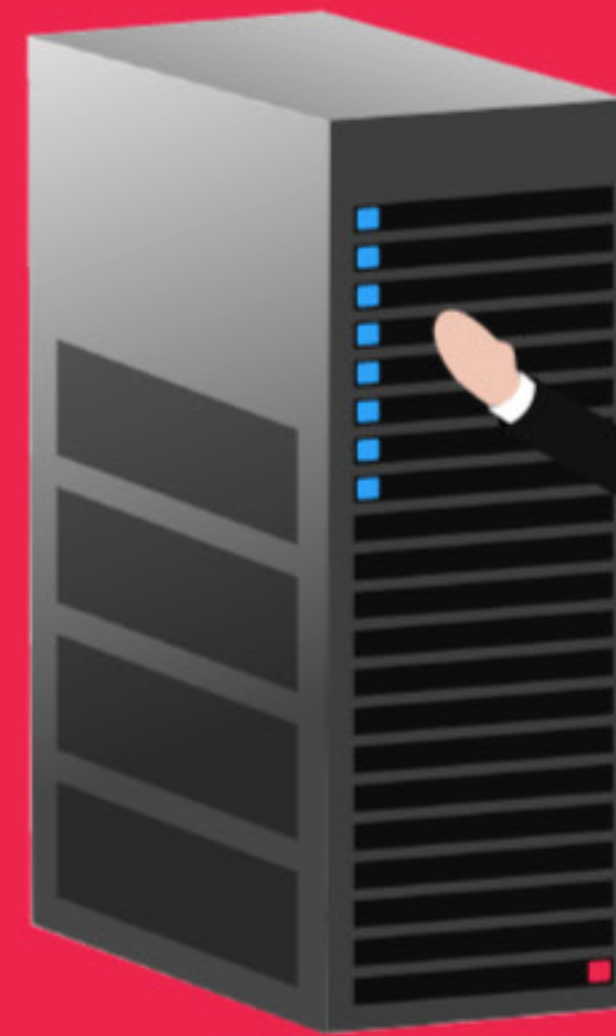




MEME  
MAKER



DIGITAL AMPLIFIER



ROYALTIES  
MINER

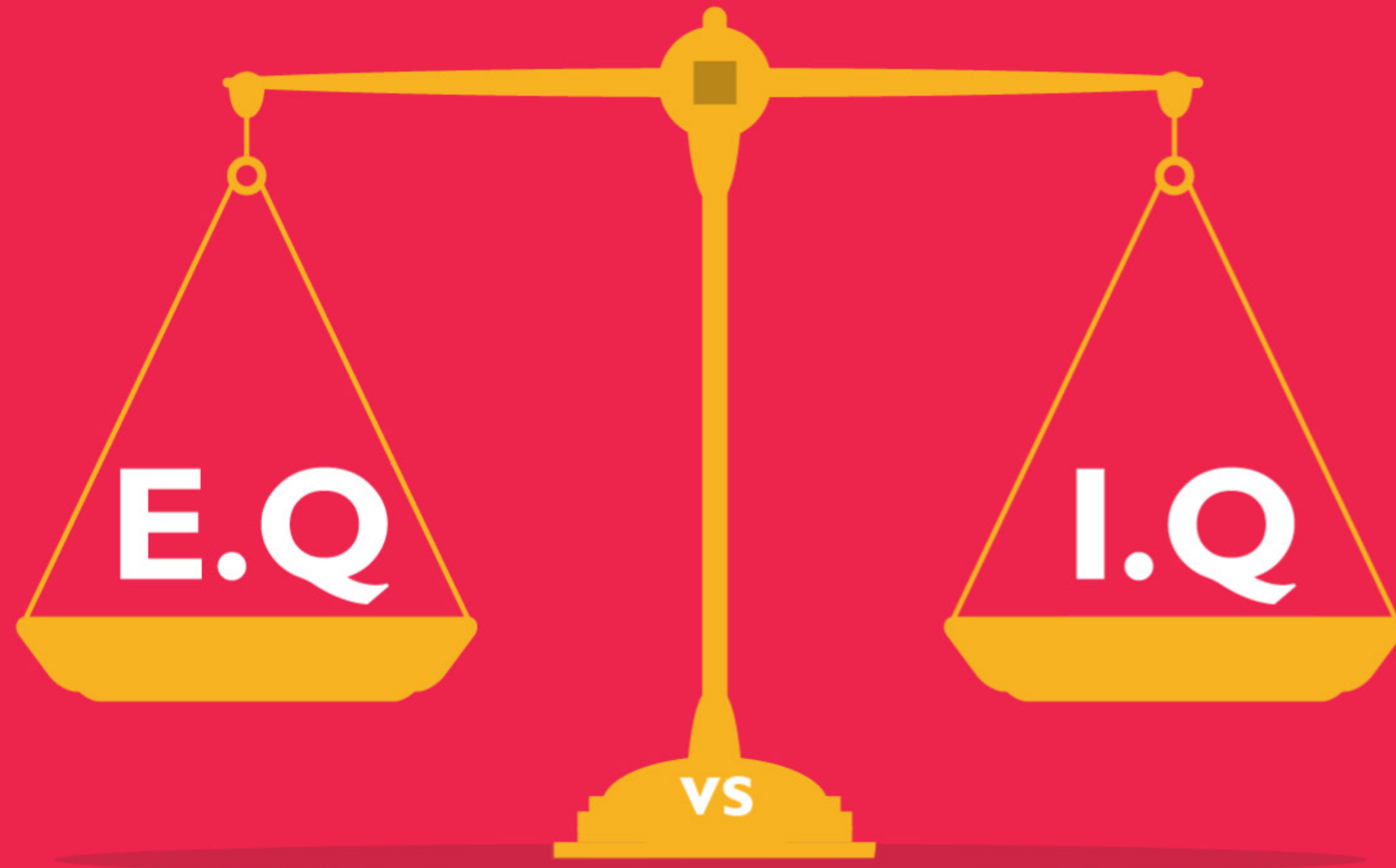


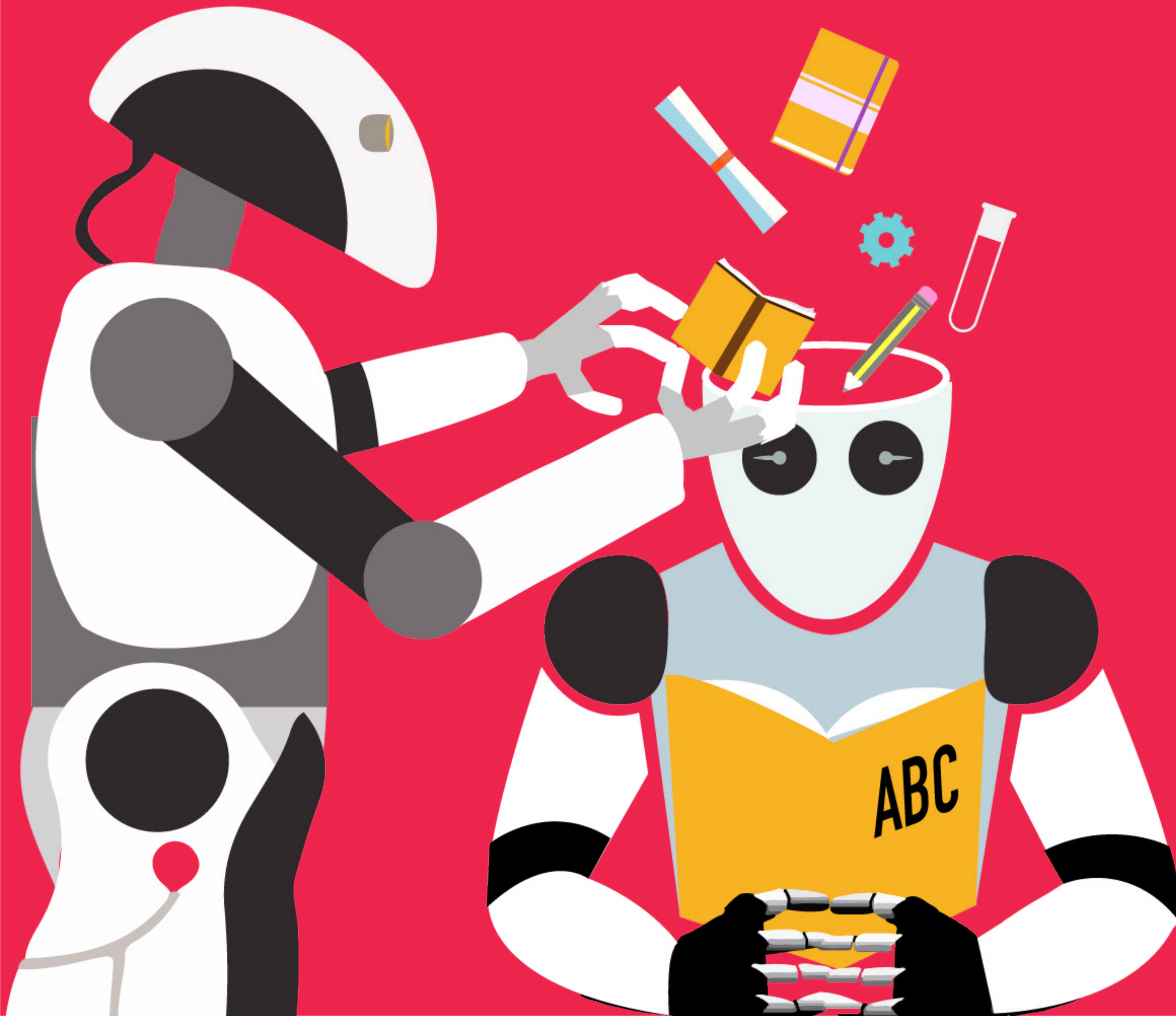
DATA  
JOCKEY





EQ will become equally as important as IQ

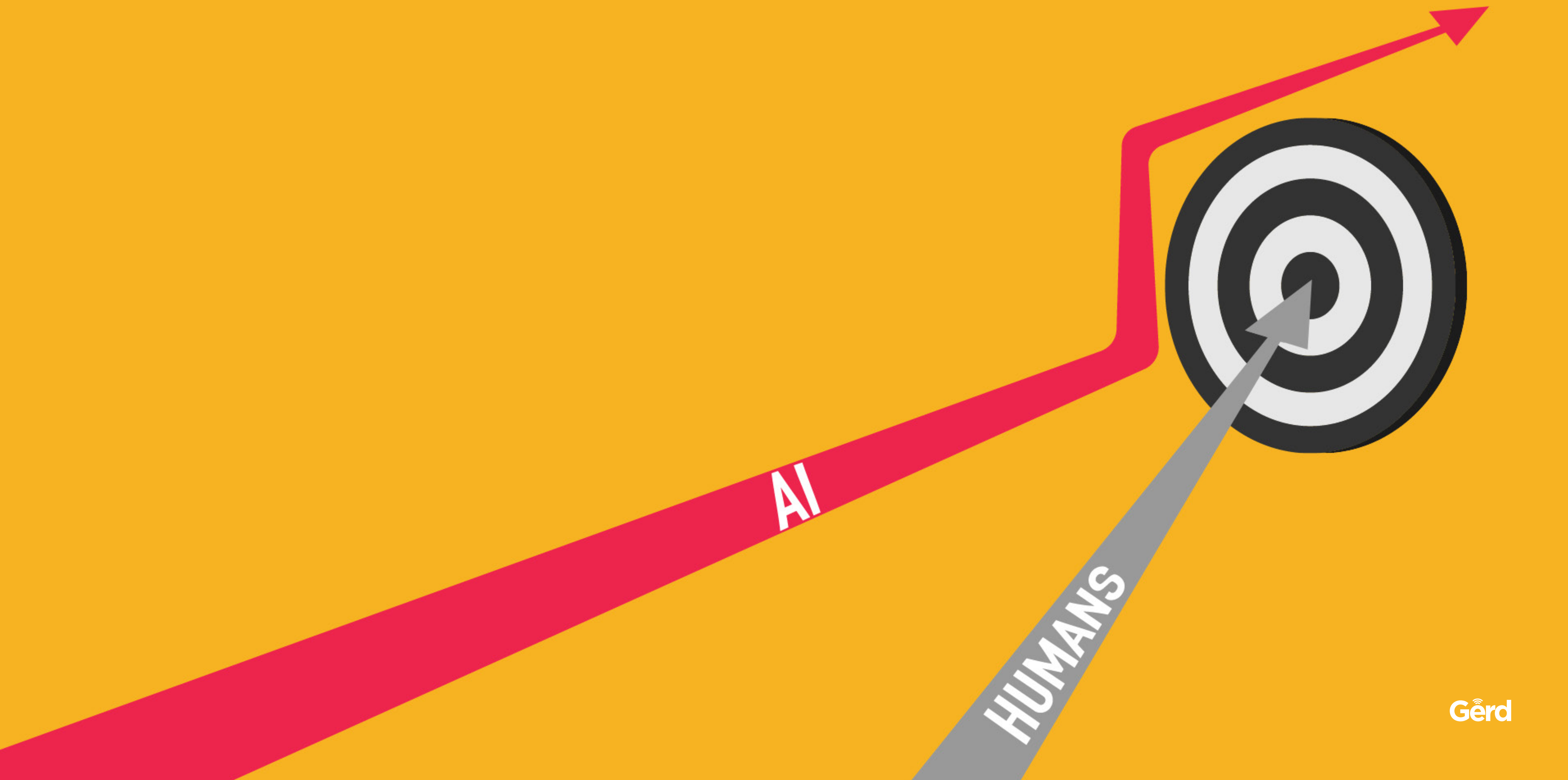




Data and Information  
is not Knowledge\*  
is not Understanding  
is not Wisdom  
is not Purpose



# How do we align Artificial Intelligence with Human Values?

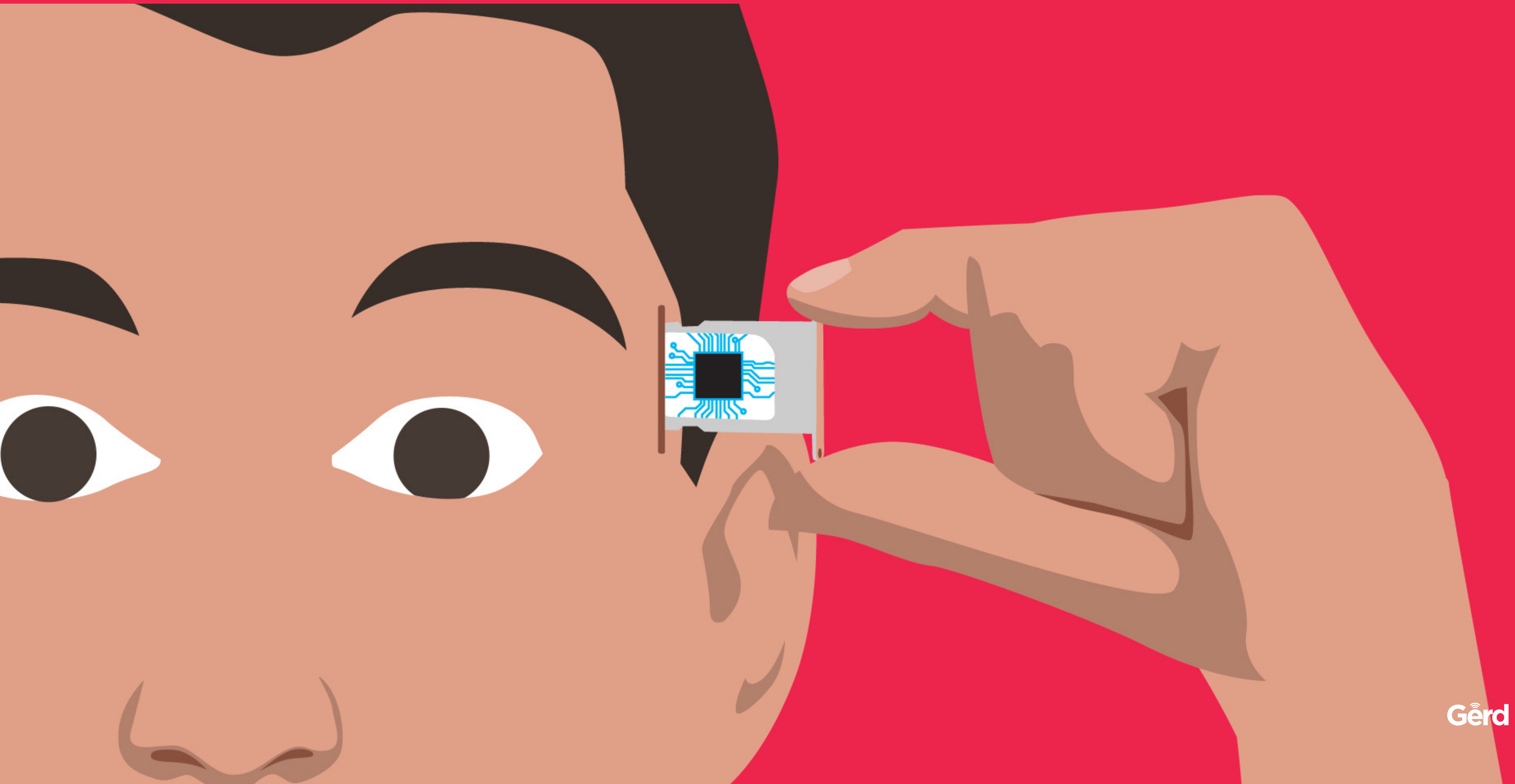


**The biggest danger is not that machines will kill us  
but that we become too much like them!**

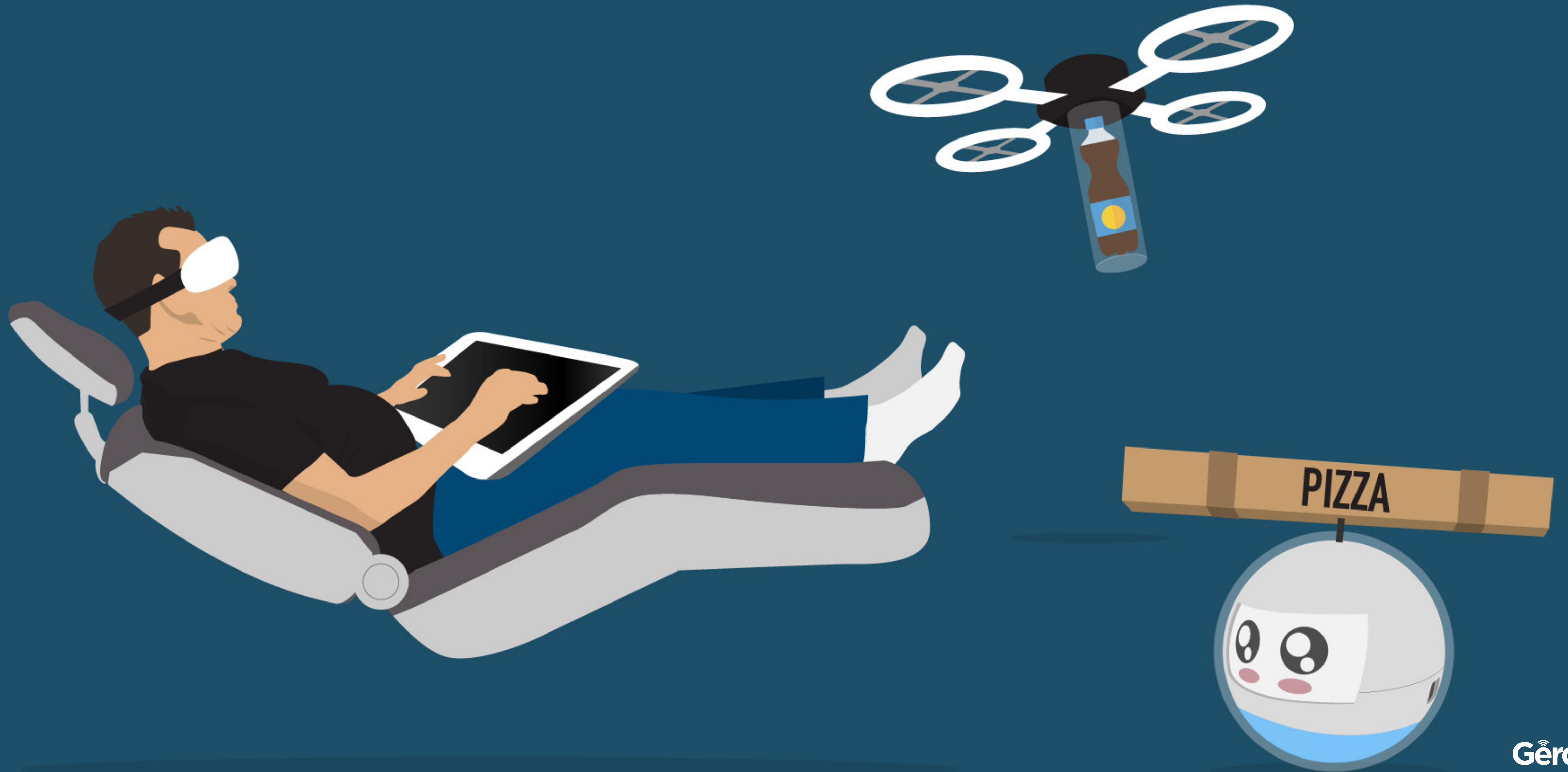




Embrace technology but don't become it!



# The sofalarity is looming

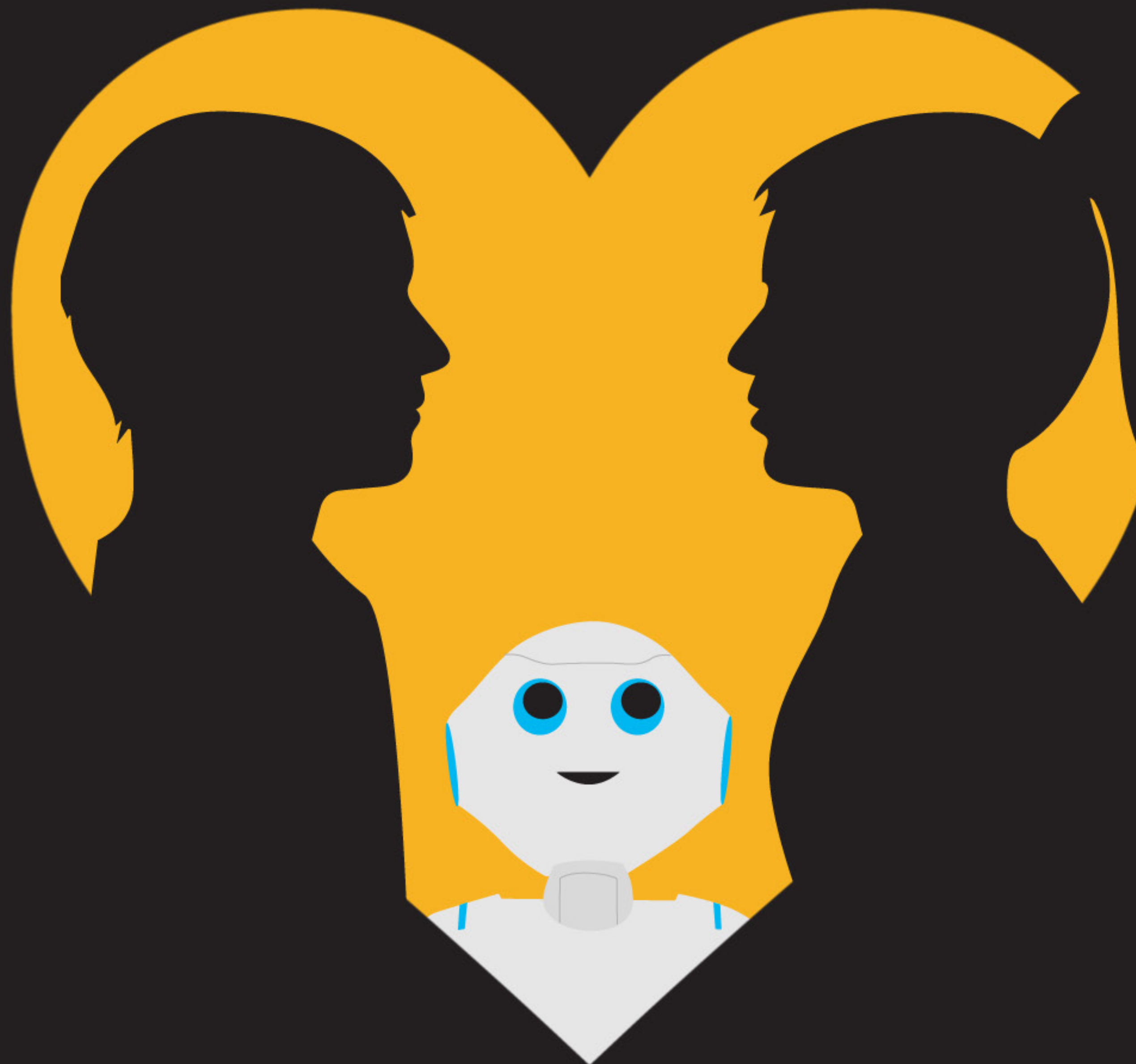




Fancy watching a  
romantic film?

He likes  
action movies







If?

How?

Why?

Who?







**Strong leadership in digital ethics will be THE key competitive advantage**





Technology has no ethics!















**MAGIC**



**MANIC**



**TOXIC**

As our world goes digital,  
it will be your **humanity**  
and your **purpose** that  
differentiates you, and  
wins with customers





**The Future belongs to those  
that can hear it coming!  
(David Bowie)**







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FOR YOUR TIME

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