techvshuman.com @gleonhard gerdtube.com gerdcloud.com futuristgerd.com

HACKING.RIO

# Envisioning and creating our Preferred Future

GERD LEONHARD

Hacking Rio 2020

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~~‘What will the future bring’ ?~~

# ‘WHAT DO WE WANT OUR FUTURE TO BE’?

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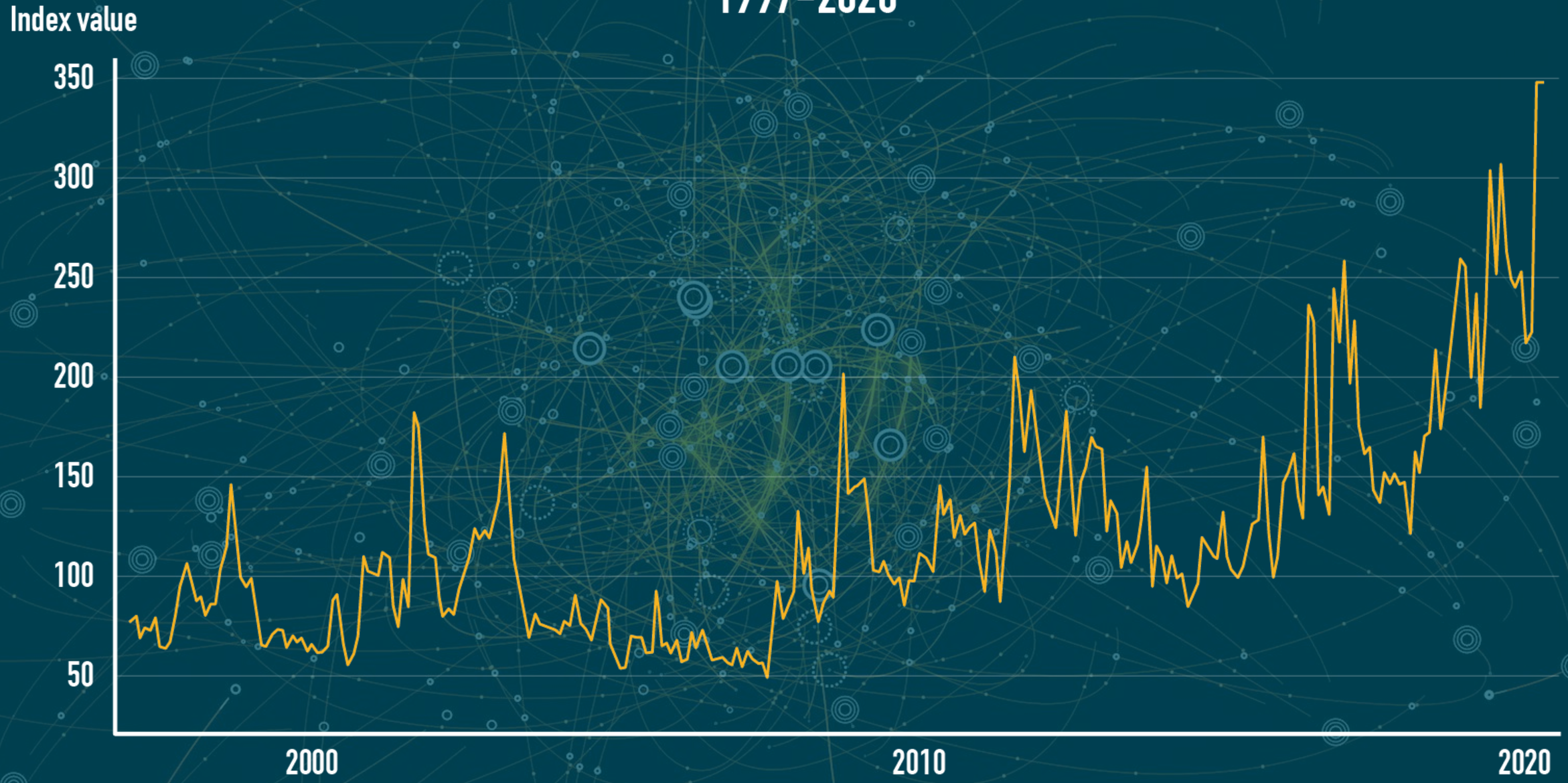
# GLOBAL ECONOMIC-POLICY UNCERTAINTY INDEX, 1997–2020




Source: policyuncertainty.com; Generation

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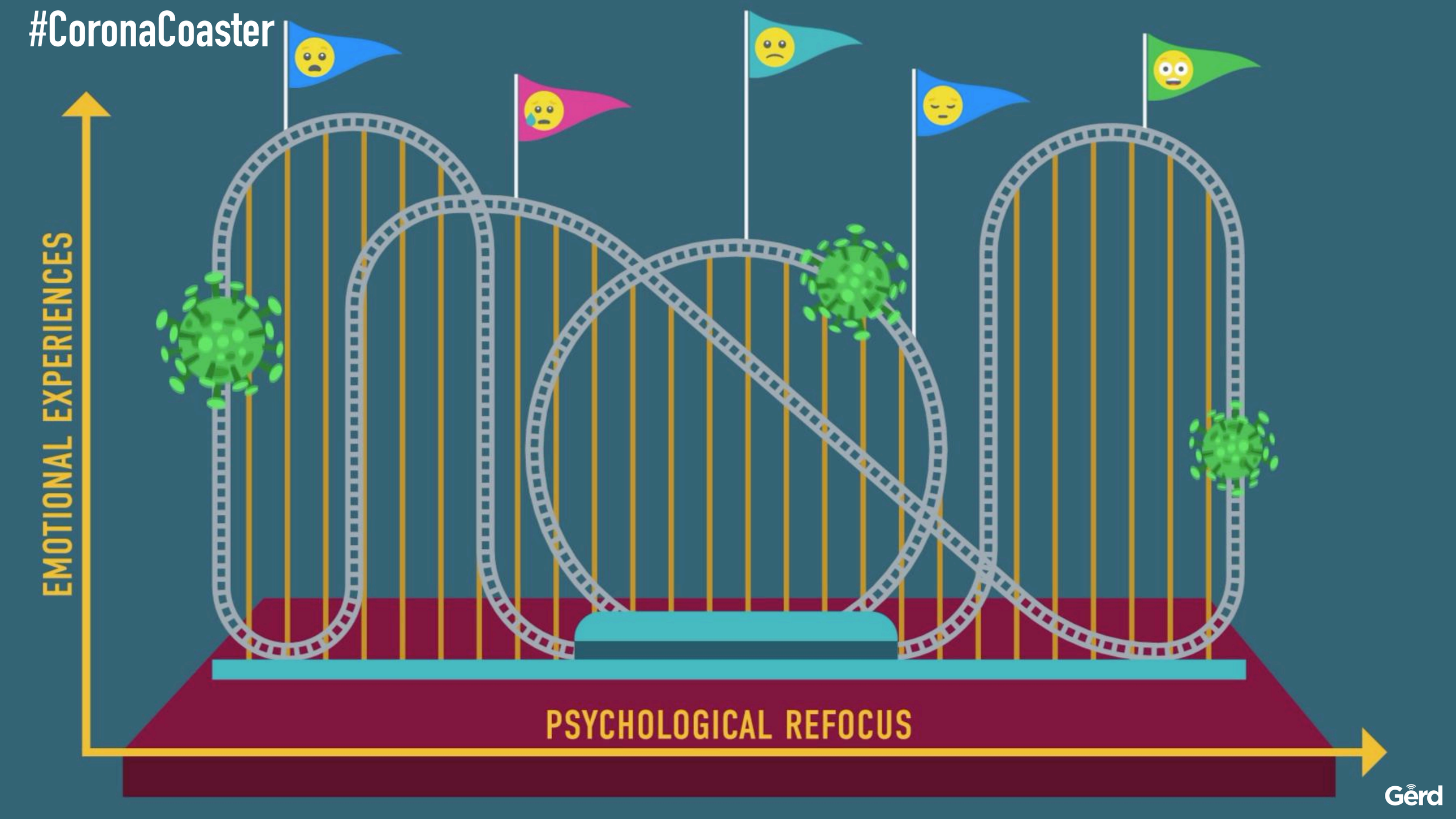
#CoronaCoaster
EMOTIONAL EXPERIENCES
PSYCHOLOGICAL REFOCUS
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Yes, some things WILL end. . . but
The Future is better than we think!
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Man creates 'cuddle curtain' to hug his grandmother during coronavirus

28,680 views • May 20, 2020

The Independent
69.9K subscribers

# There is no such thing as ‘Going Back to Normal’ . . . and NORMAL wasn’t good enough, anyway!

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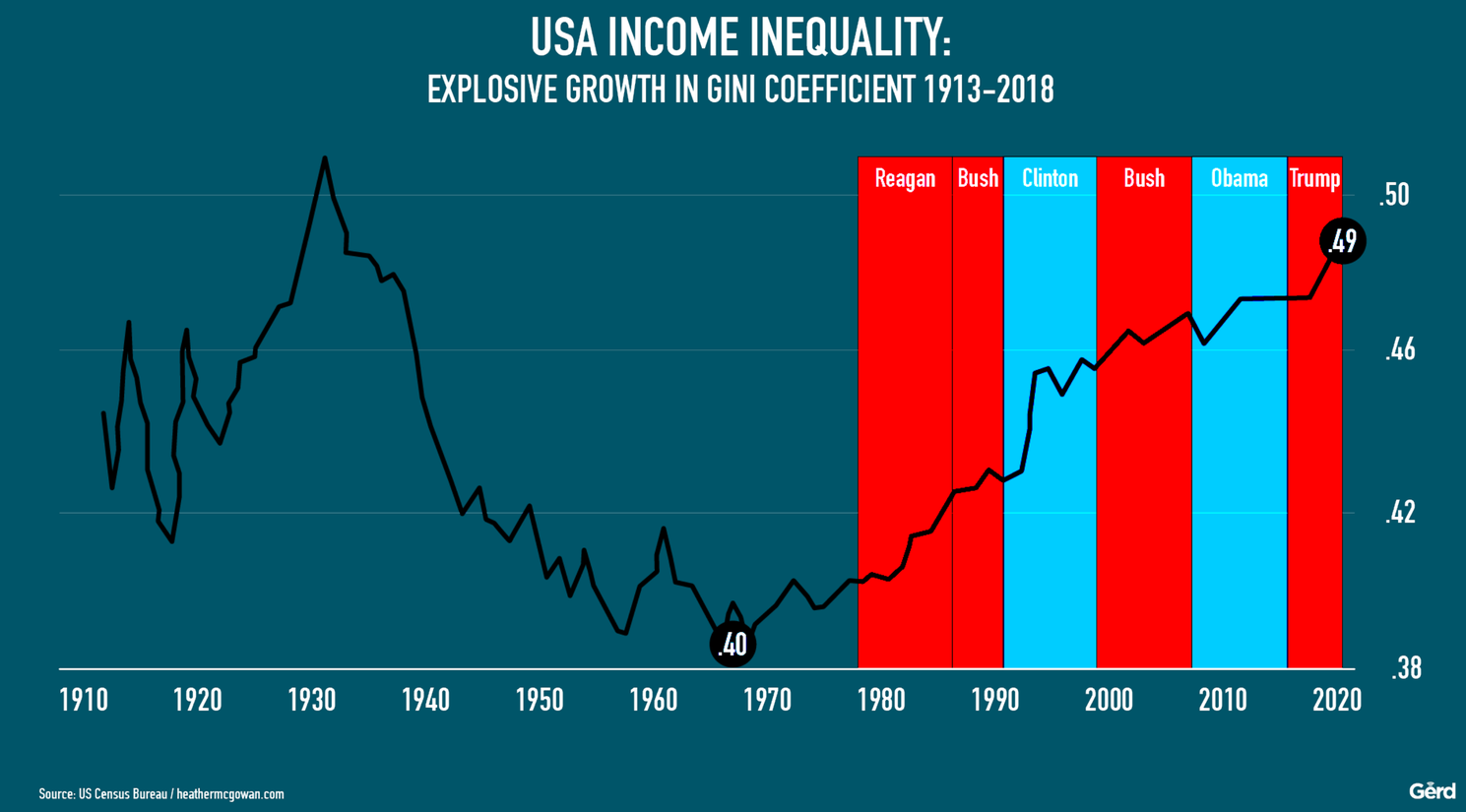
# “Normal”: The more inequality the higher the number of Covid19 infections




Source: US Census Bureau / heathermcgowan.com

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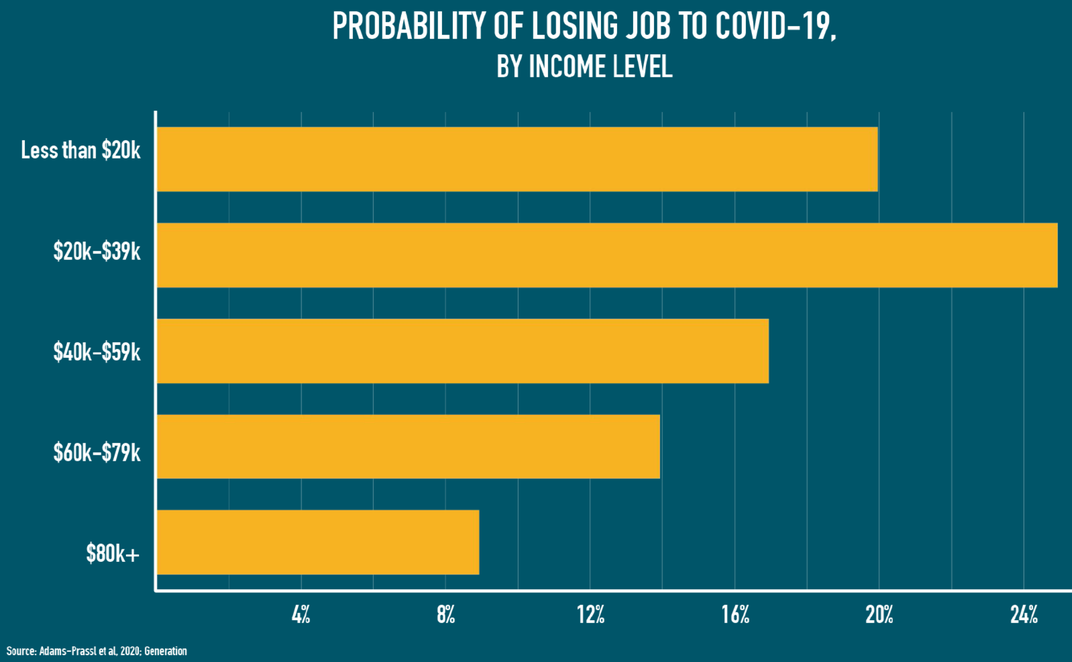


Source: Adams-Prassl et al, 2020; Generation

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# 2021: the Great American Pivoting: Read www.thefutureof.us

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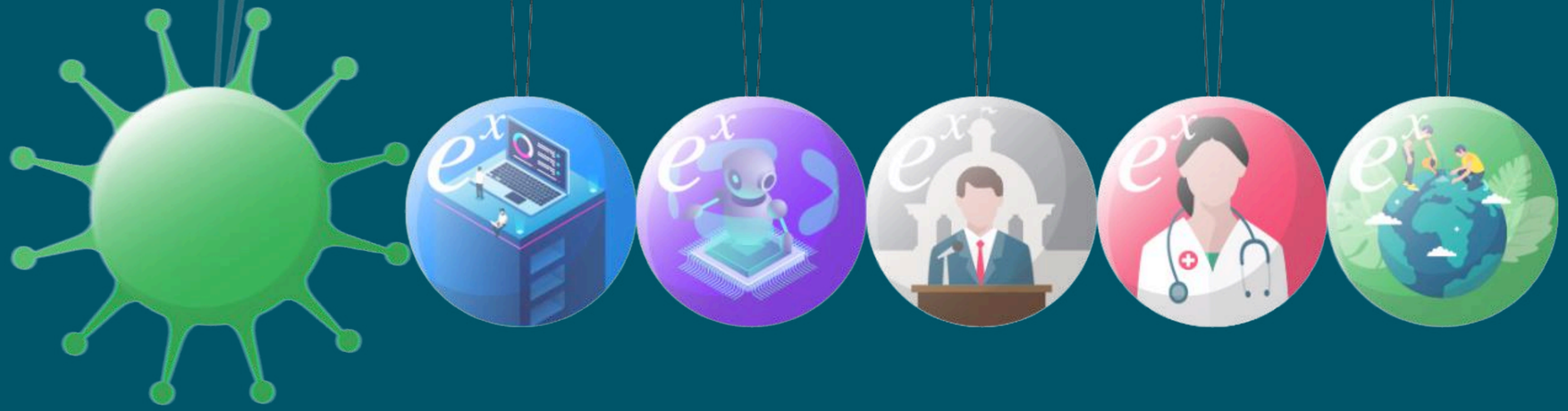
# Big Tech | Big Media | Big State | Big Health | Big Green



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# 4 Challenges

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# Become great at PIVOTING!

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# PIVOTING

# PIVOTING

# PIVOTING

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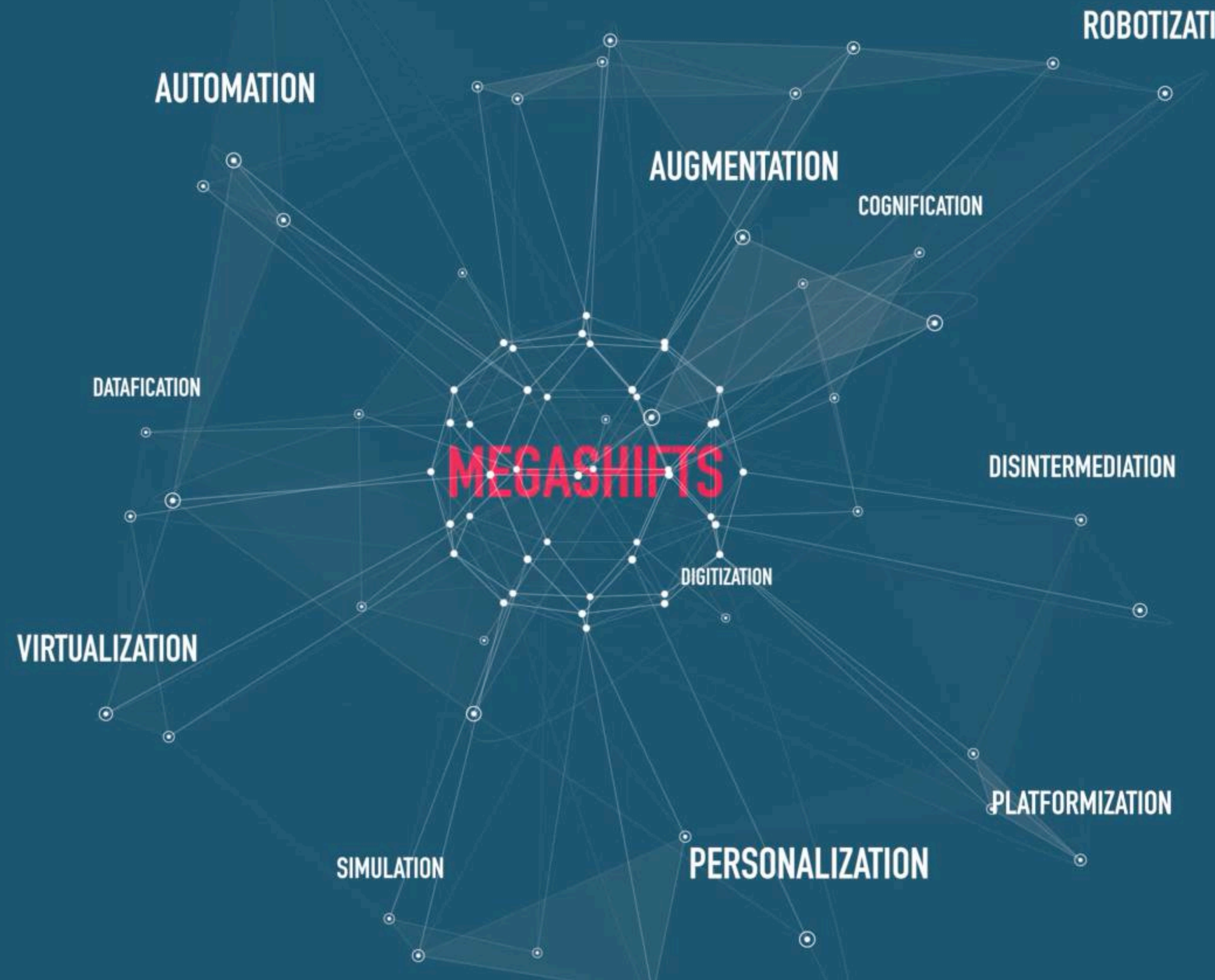
# PIVOTING

Gerd

# PIVOTING

Gêrd

Megashifts.digital

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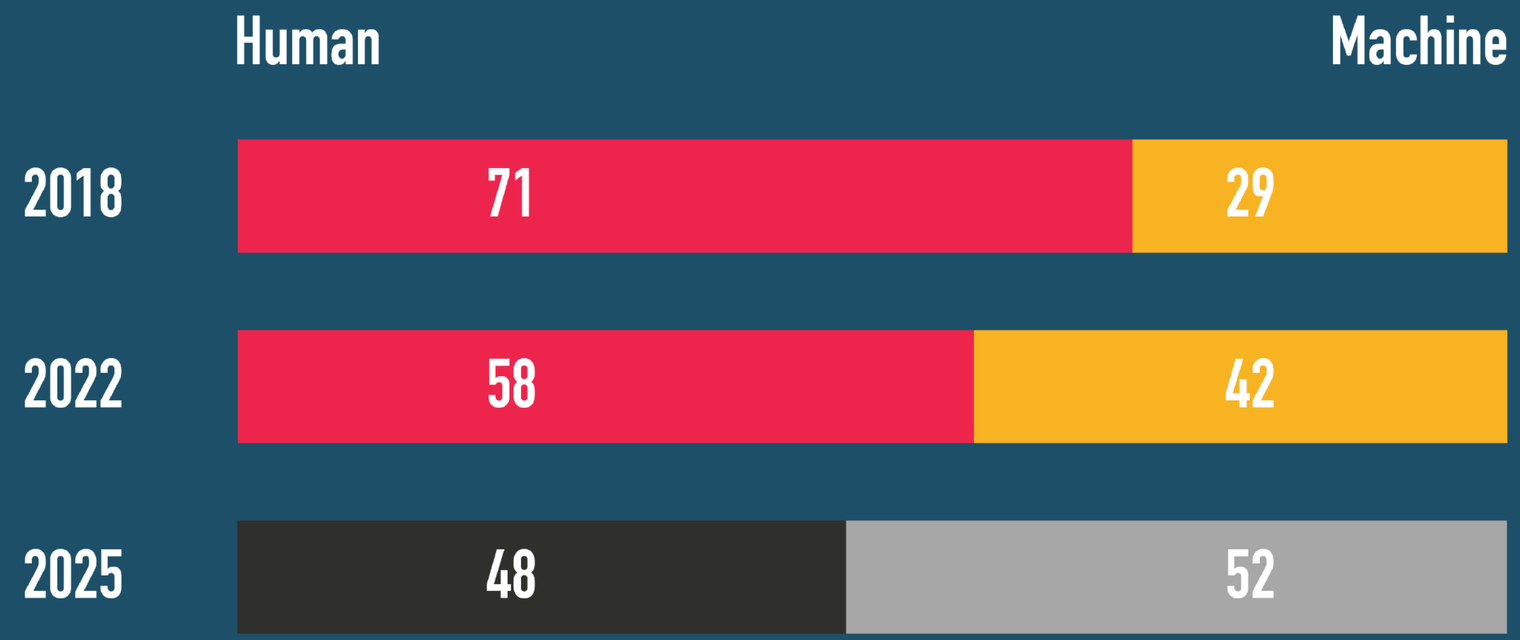
# MACHINES WILL INCREASINGLY DO THE ROUTINE WORK




Source: World Economic Forum

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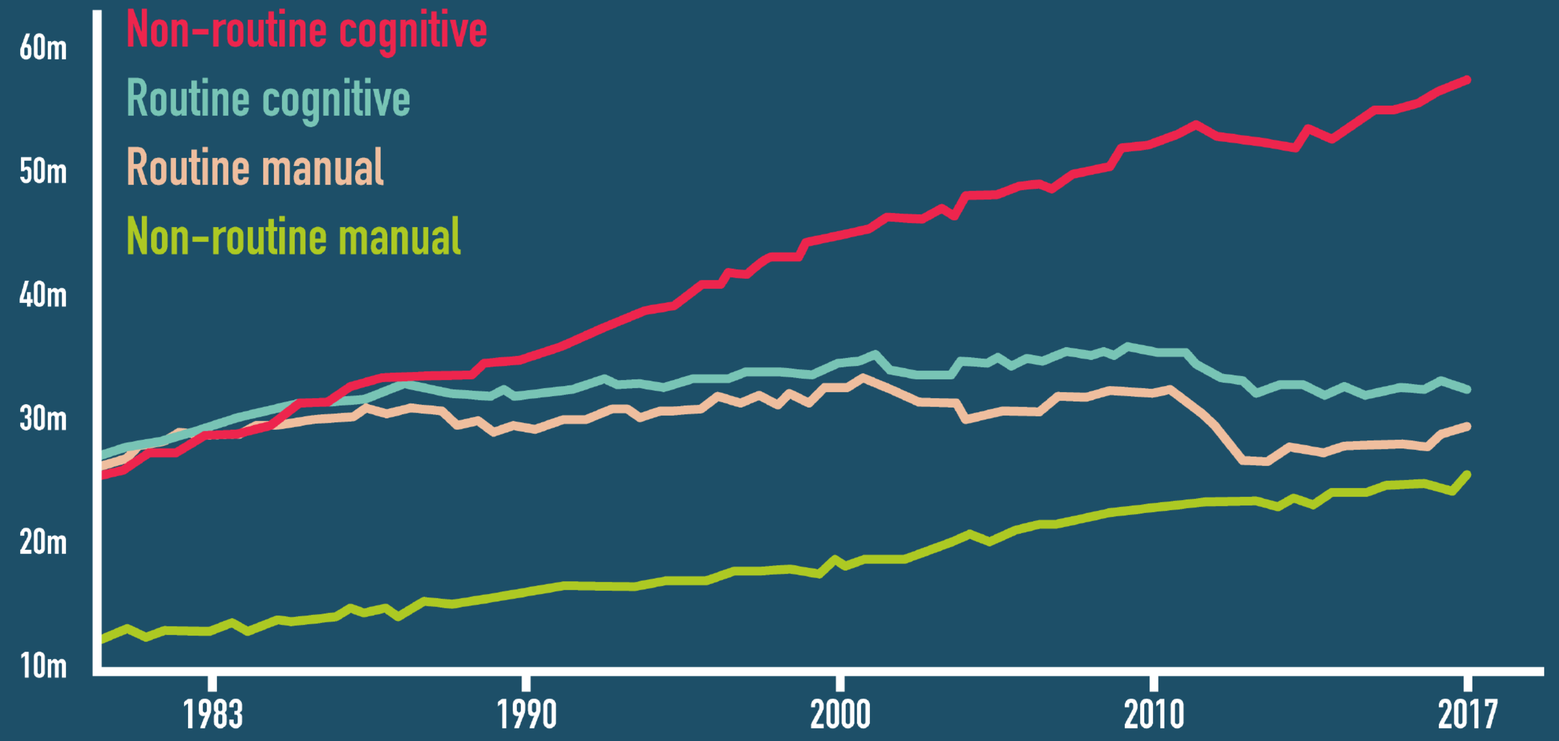
# NON-ROUTINE WORK IS THE FUTURE!




Source: Economist.com

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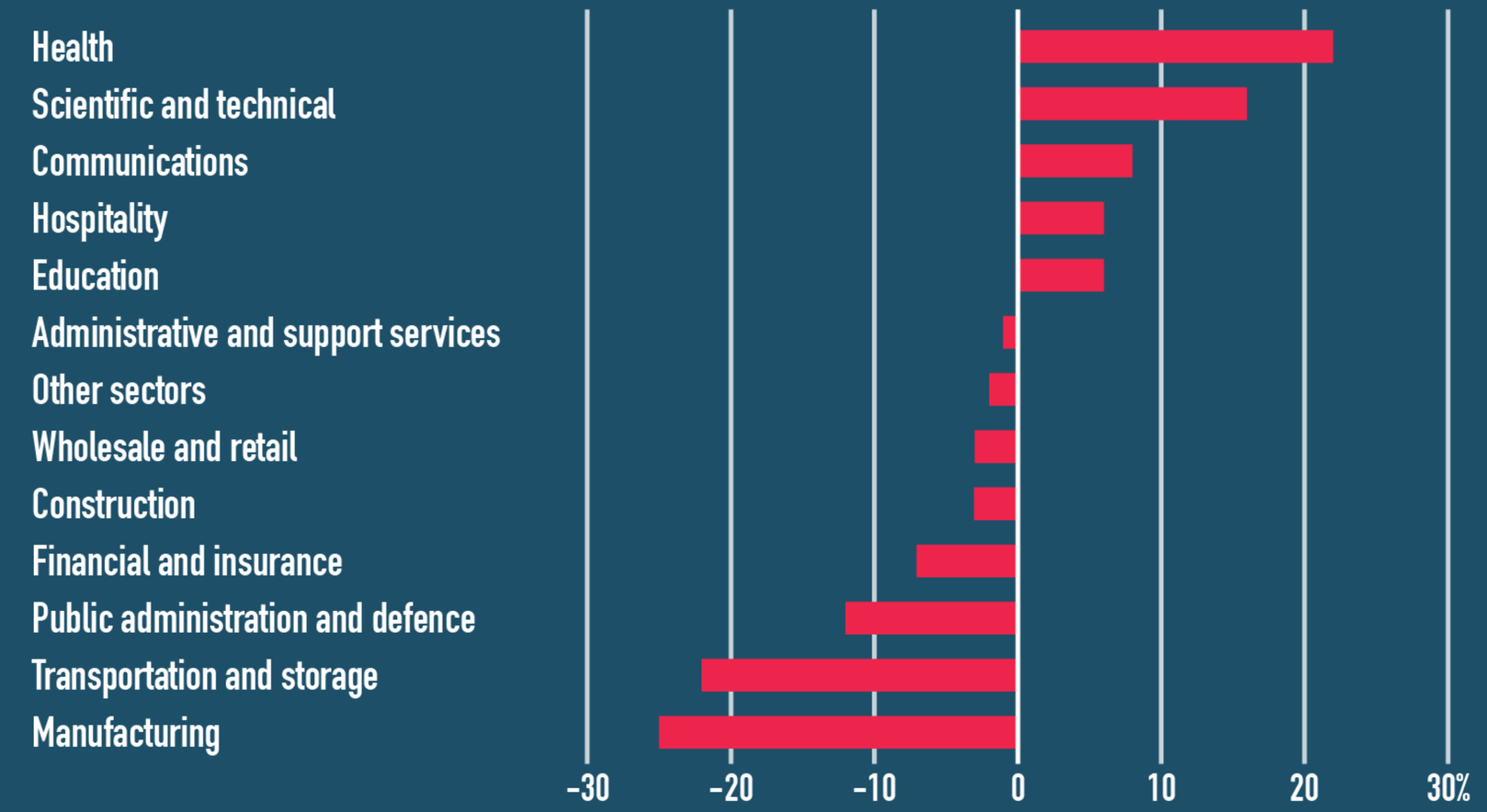
# HOW AI COULD CHANGE THE JOB MARKET

## ESTIMATED NET JOB CREATION BY INDUSTRY SECTOR, 2017–2037




Source: PWC

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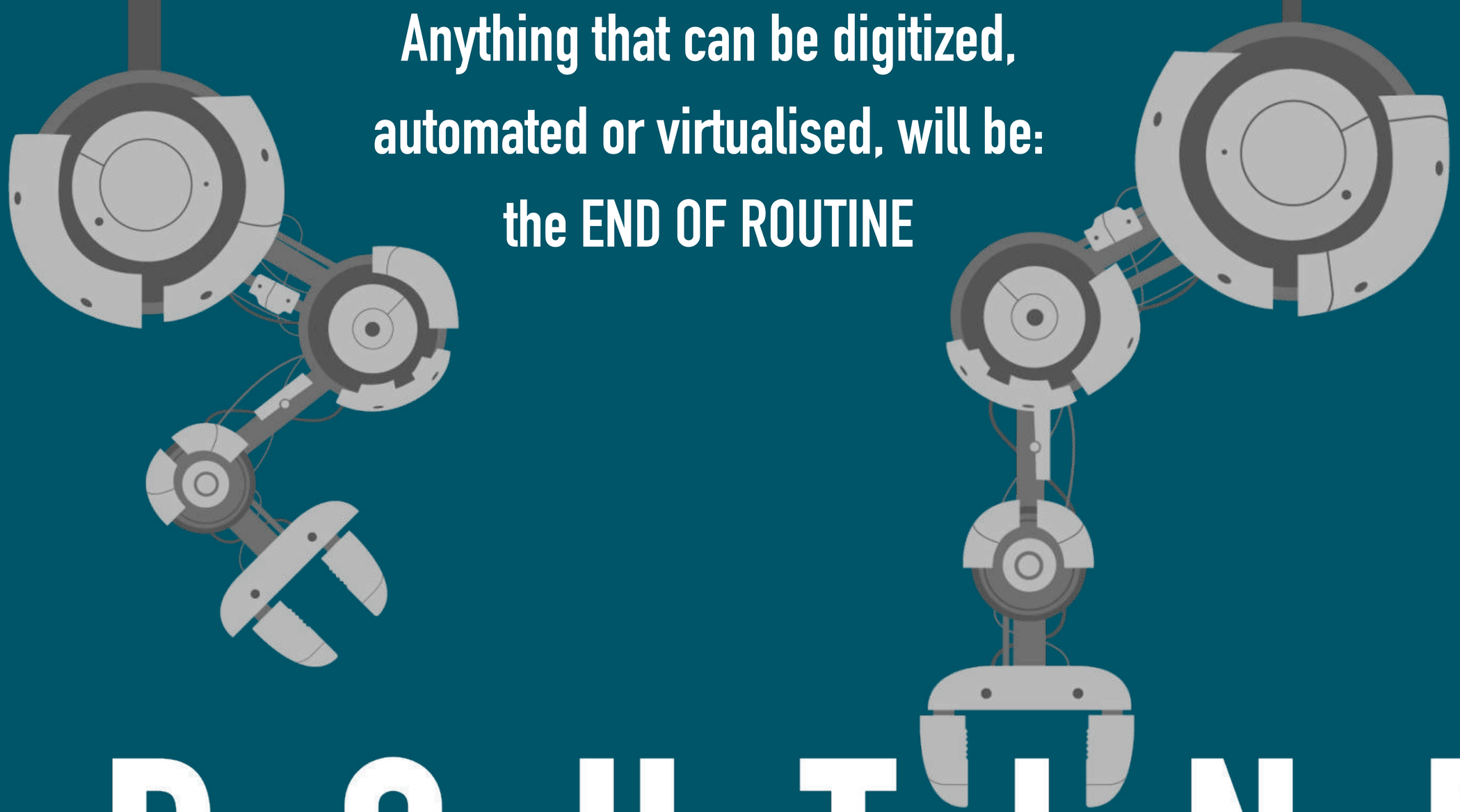
Anything that can be digitized,
automated or virtualised, will be:
the END OF ROUTINE



# ROUTINE

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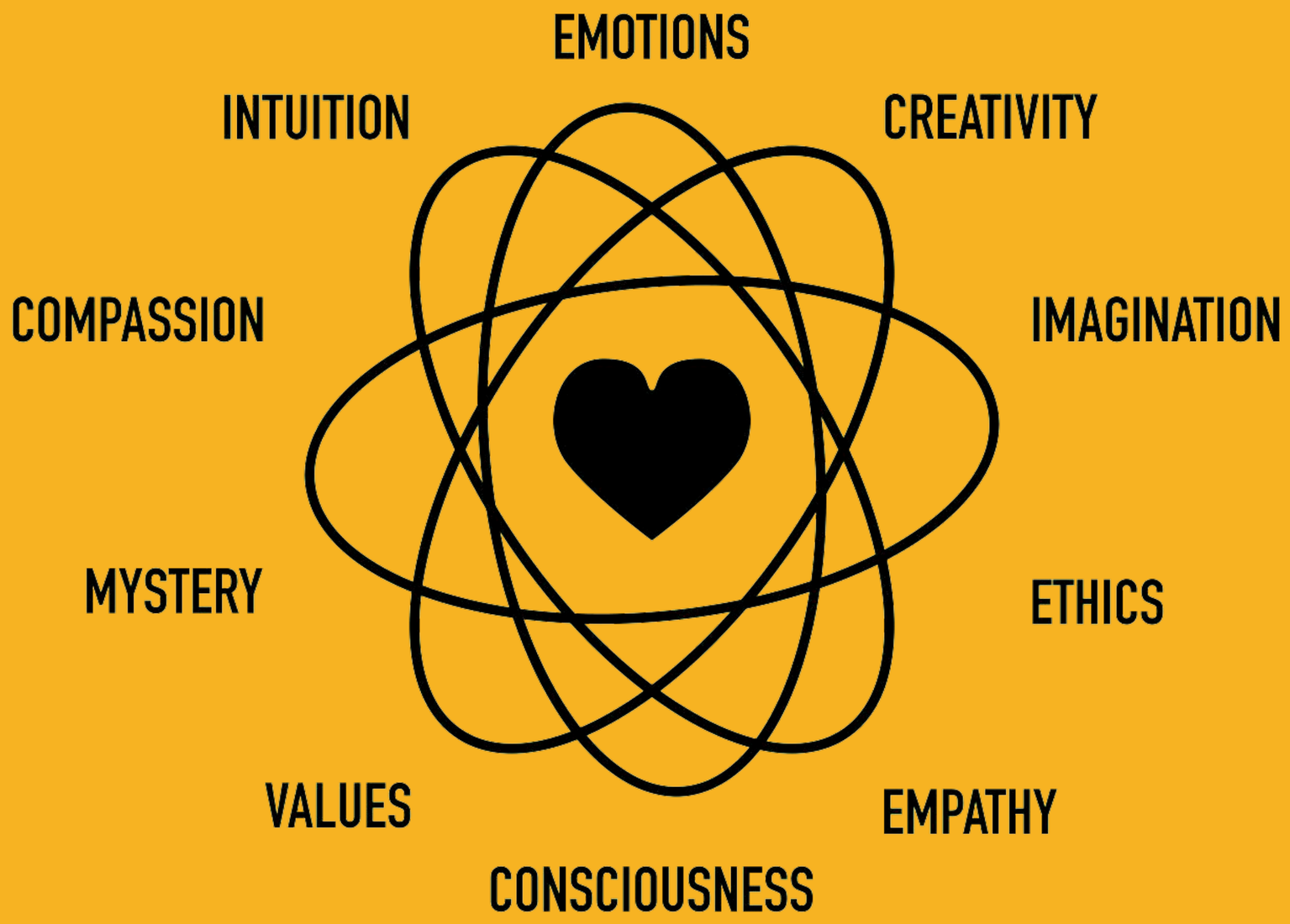
# Anything that CANNOT be digitised or automated becomes extremely valuable

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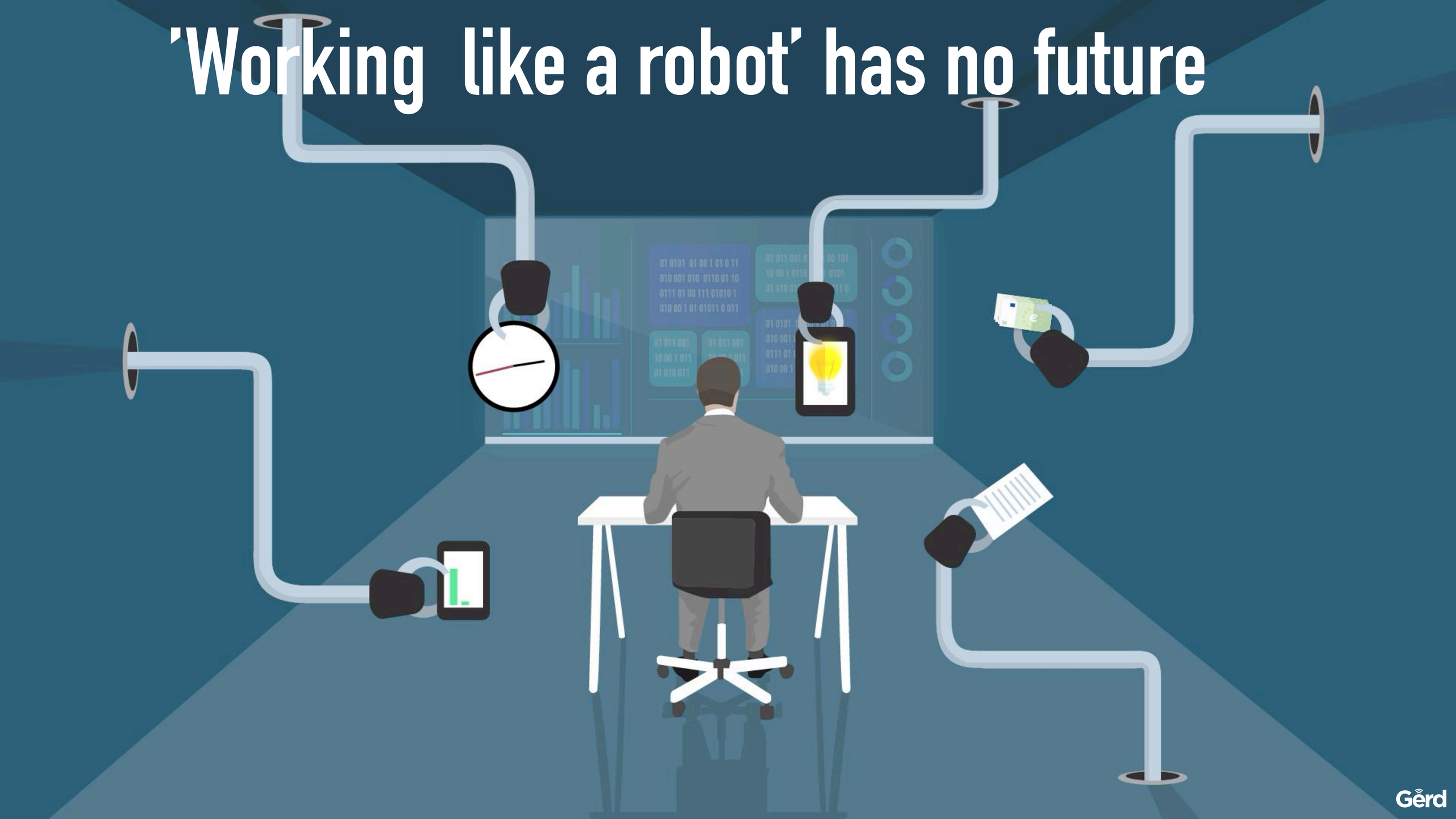
# 'Working like a robot' has no future



PURPOSE

PASSION

CURIOSITY

IMAGINATION

FORESIGHT

CRITICAL THINKING

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# The more ‘virtual’ our work becomes, the more valuable Real-Life Human-to-Human interactions will become

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# Culture still eats Technology for Breakfast

(* Martin Seligman PERMA)

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# #digitalethics

Unilever #StaySafe
@Unilever

We have taken the decision to stop advertising on @Facebook, @Instagram & @Twitter in the US.

The polarized atmosphere places an increased responsibility on brands to build a trusted & safe digital ecosystem. Our action starts now until the end of 2020.

Sara Spivey
@SaraSpivey1

As a CMO, I am reallocating dollars planned for Facebook advertising to other places. I won't fund an org that fails to act against divisiveness and hate, hiding behind "freedom of speech." Fellow marketers, join me.
#nomoremoneyforFacebook

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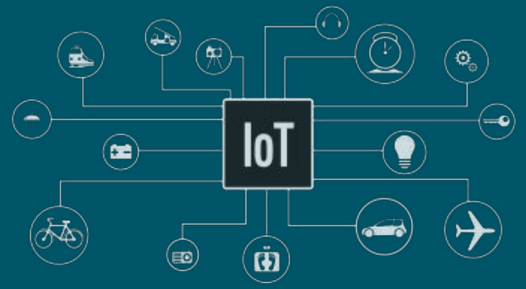
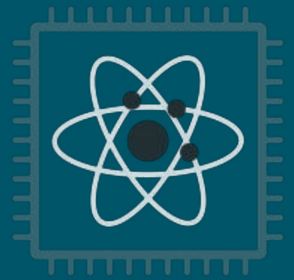
# Too much of a good thing can be a very bad thing



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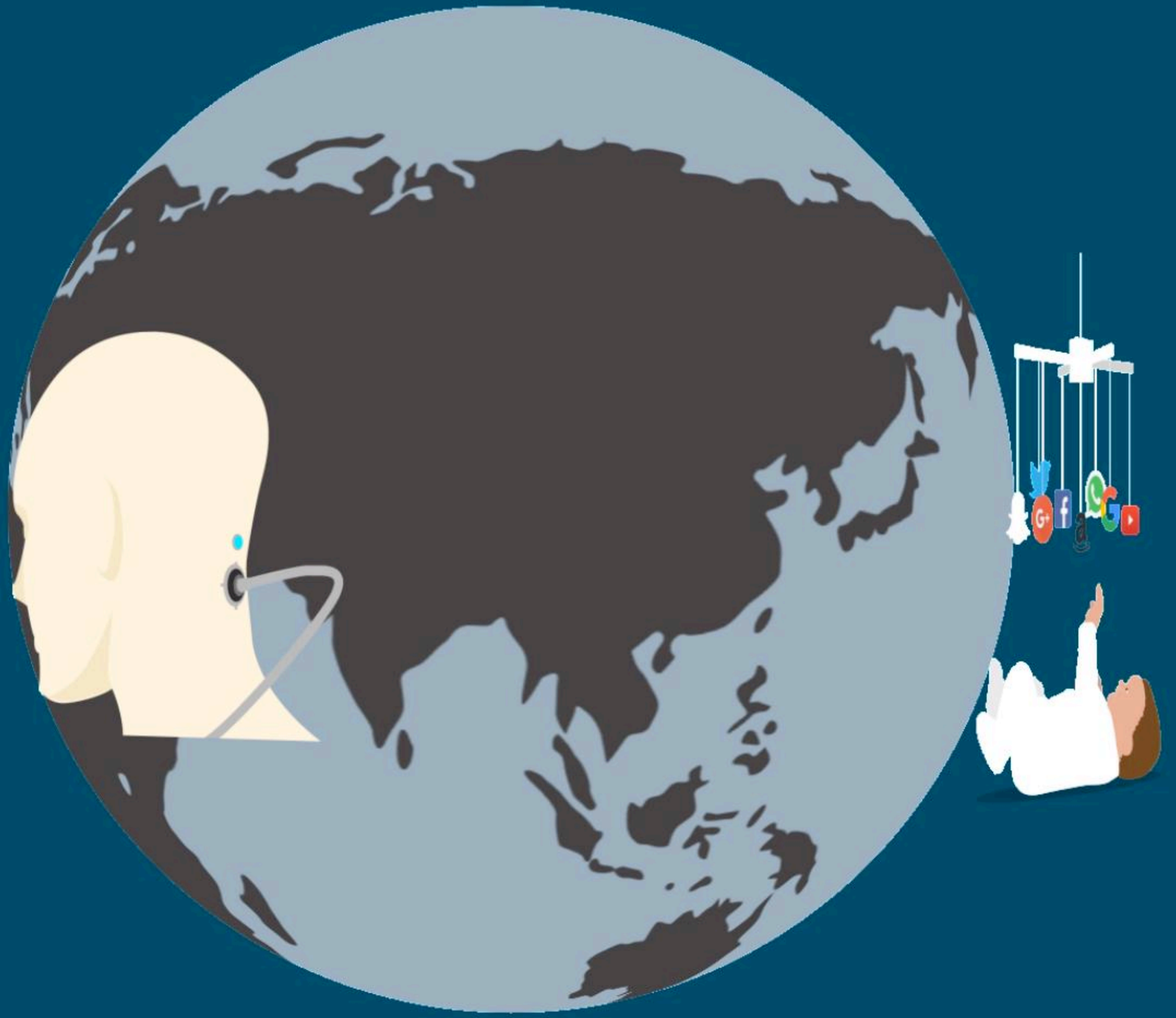
# The externalities of exponential technological change will equal those of fossil fuels and climate change



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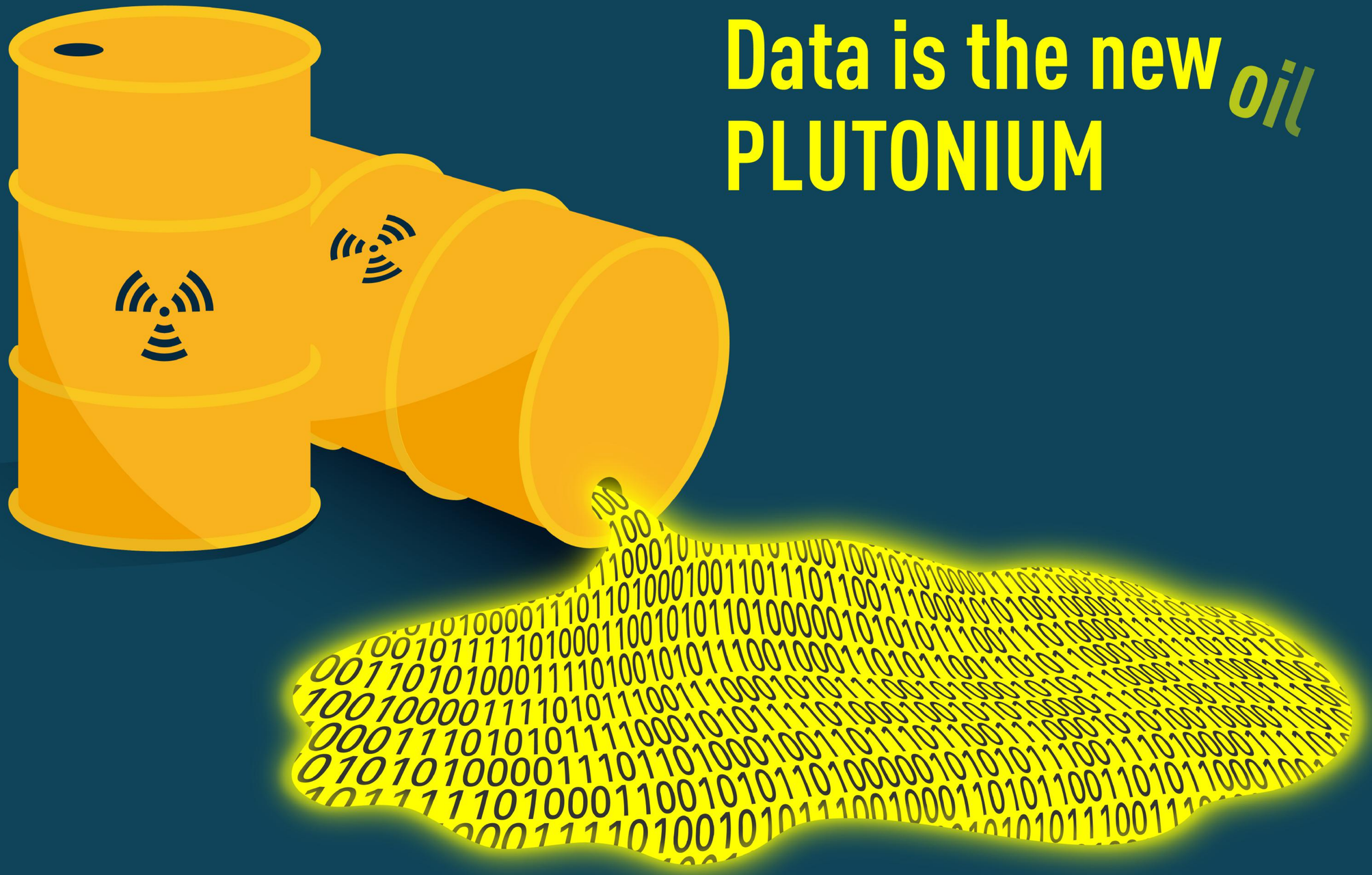
# Data is the new ~~oil~~ PLUTONIUM



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# The more we connect the more we must protect what makes us human

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# From EGO to ECO

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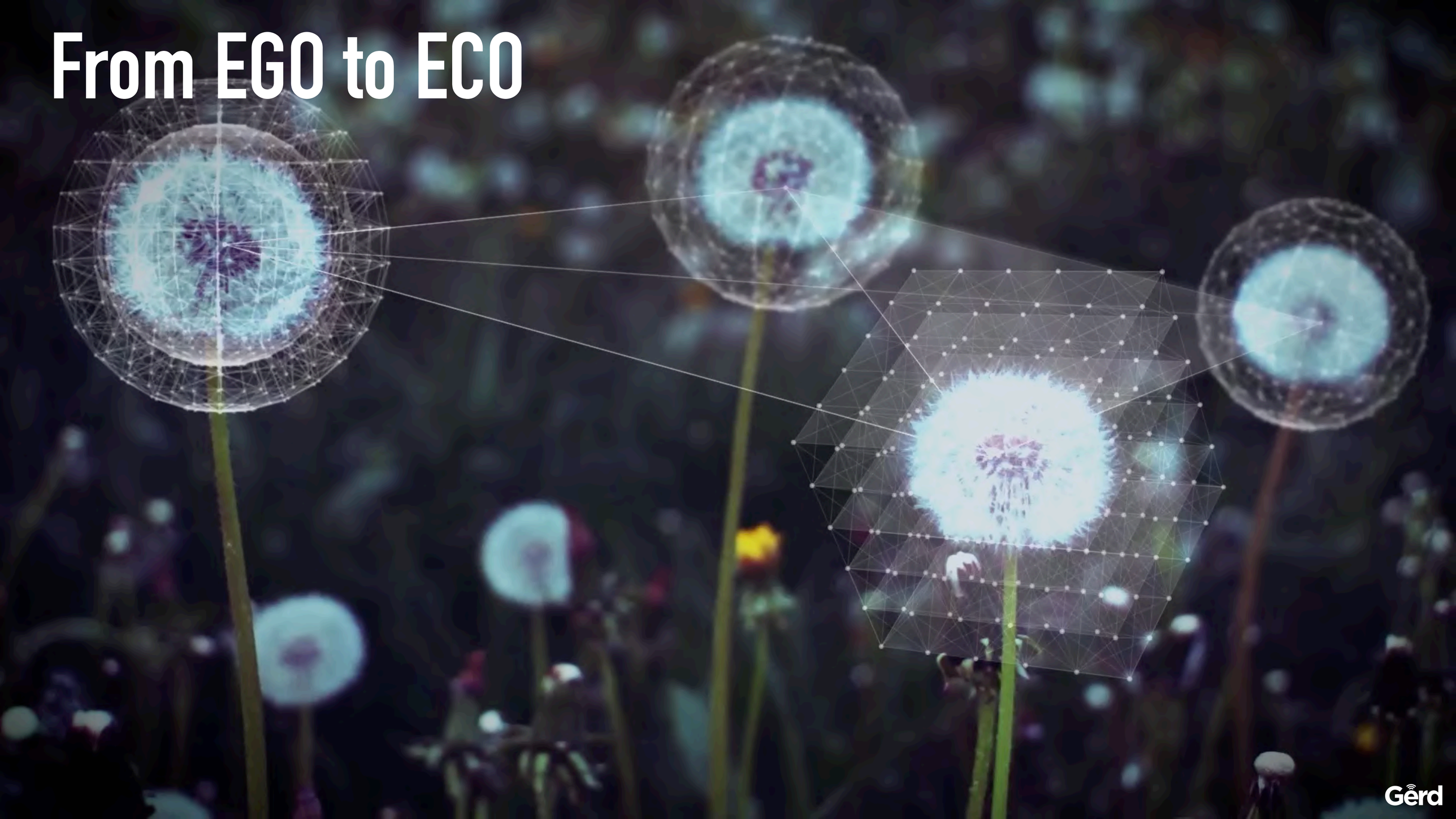
# From EGO to ECO



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# Capitalism as we know it is dead (Marc Benioff, Salesforce CEO)

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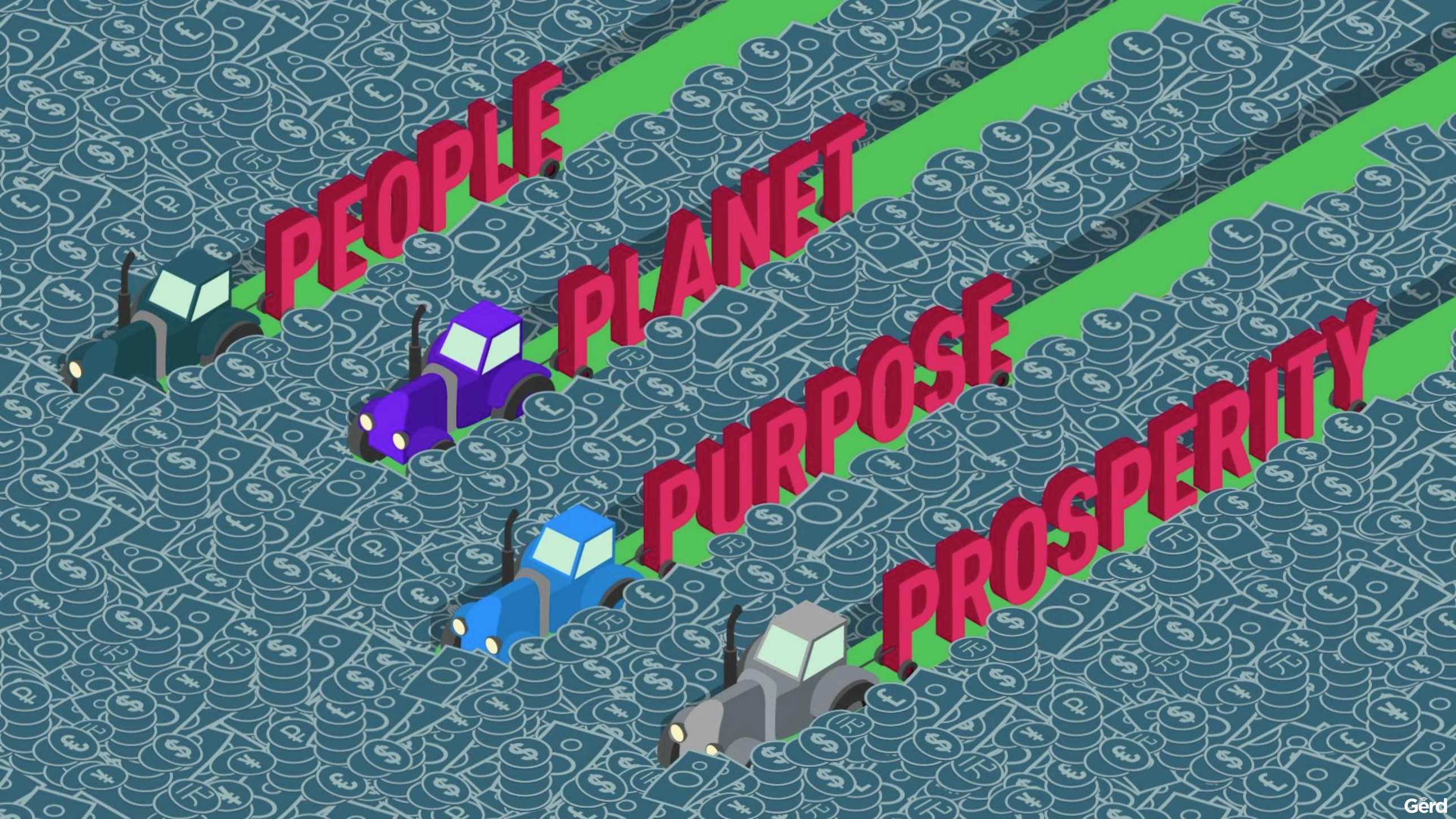
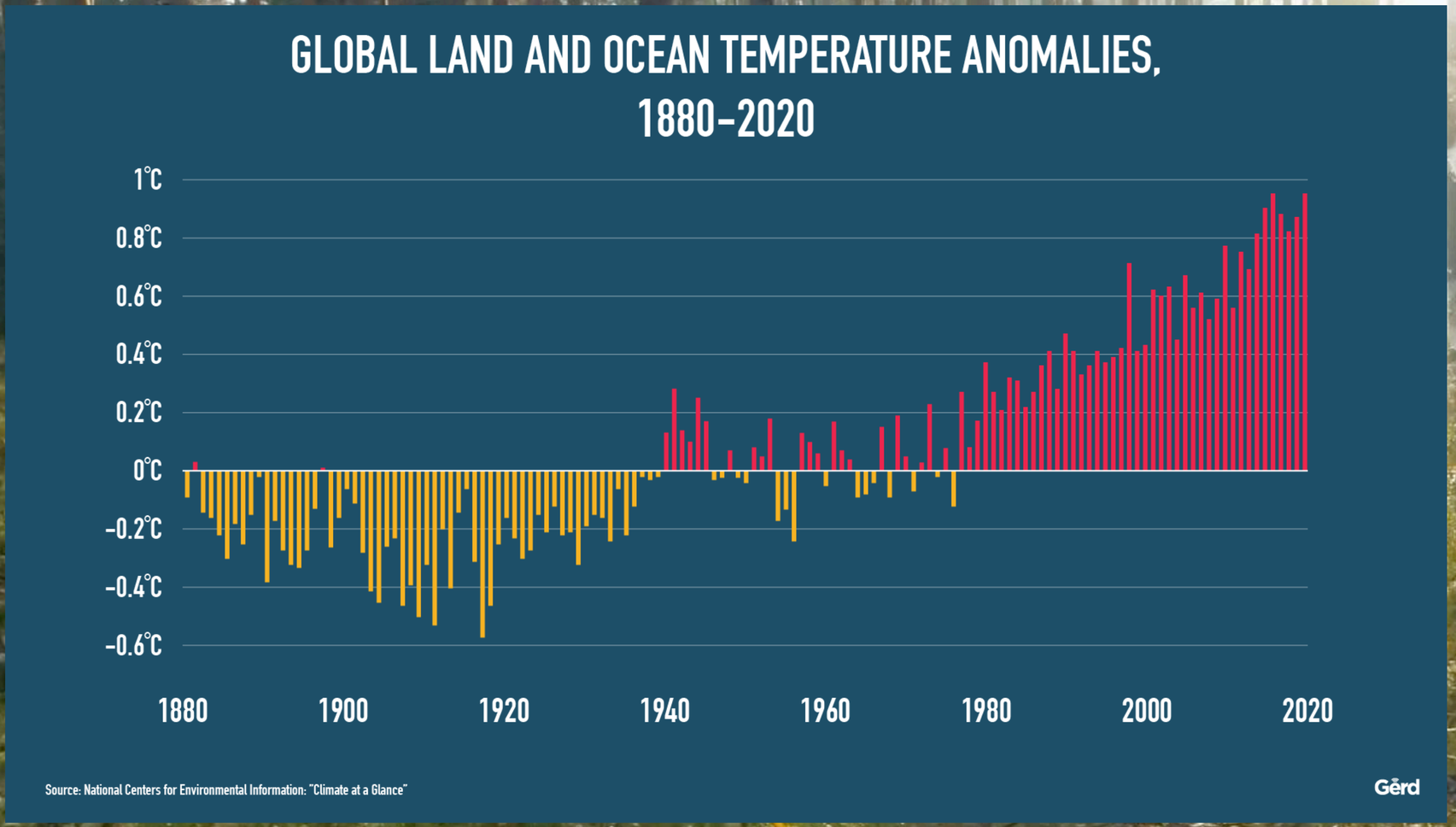

PEOPLE
PLANET
PURPOSE
PROSPERITY

# SUSTAINABLE is becoming the new profitable

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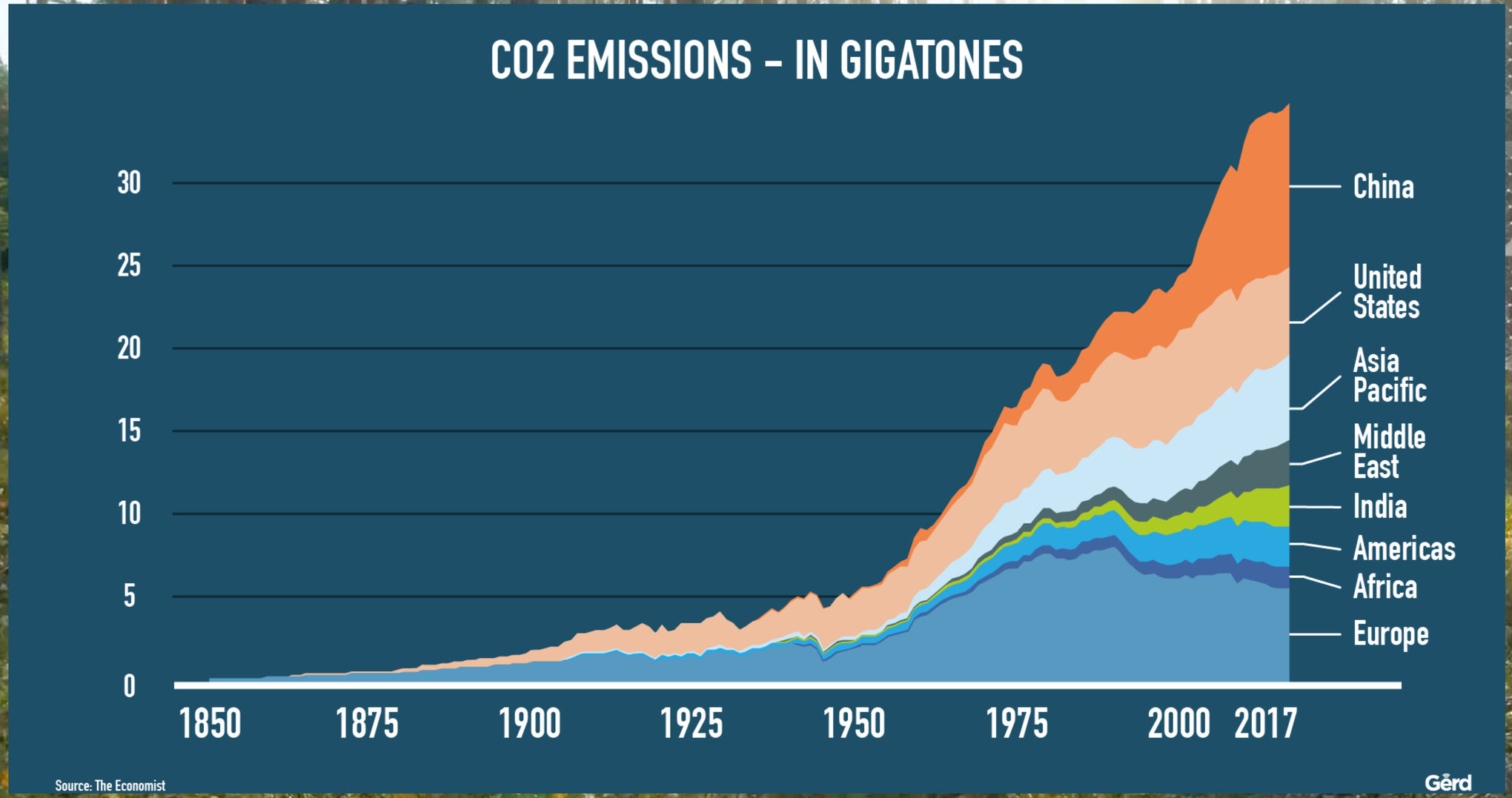


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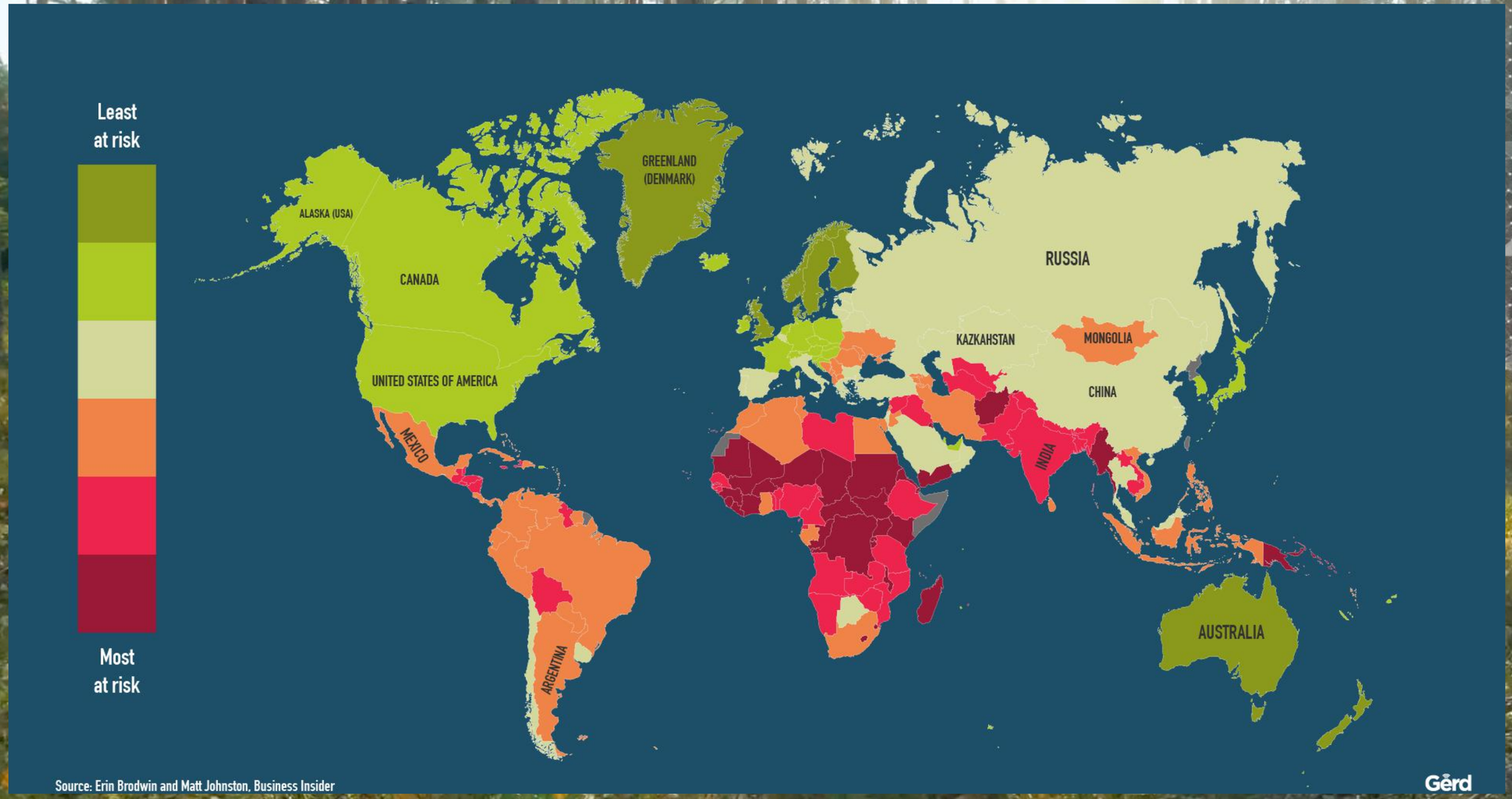


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# ~~UNTHINKABLE~~

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# 100 Millions new jobs

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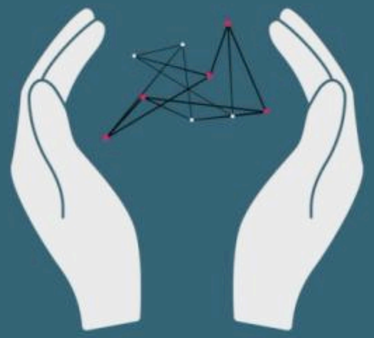
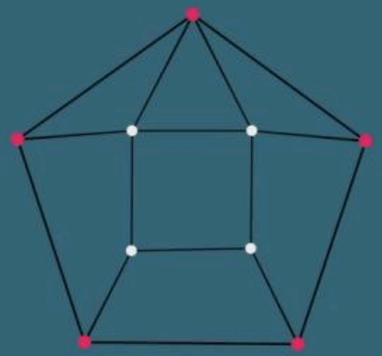
EXPONENTIAL



HOLISTIC

CONVERGENT

CIRCULAR



COMBINATORIAL

HUMAN

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"If you can give, please do. If you can't, then feel free to take something."
SALVATORE LAPORTA / ACTION PRESS

# Practice Compassion

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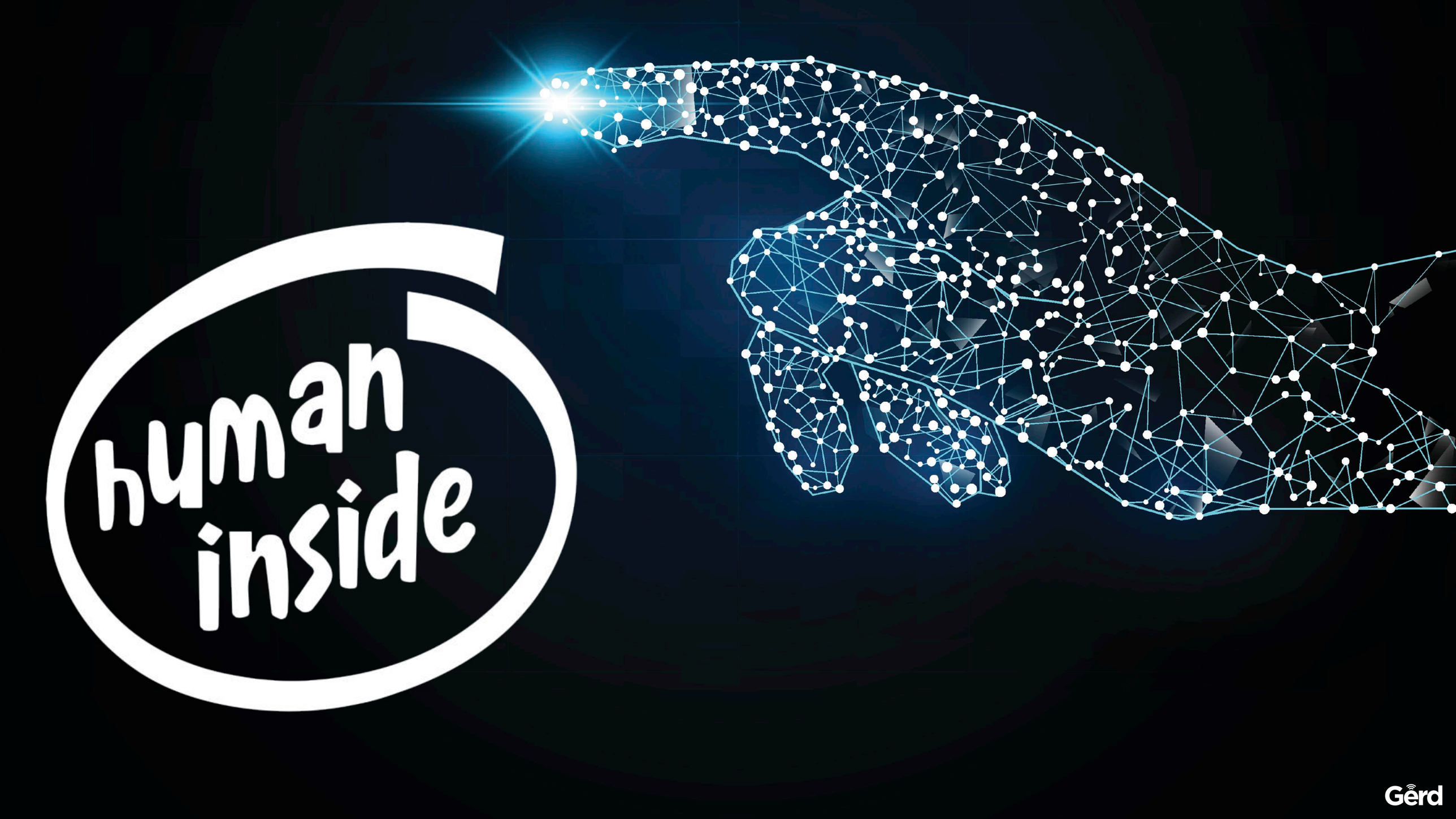


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VOLATILITY

UNCERTAINTY

COMPLEXITY

AMBIGUITY

VELOCITY

UNORTHODOXY

CO-CREATION

AWESOMENESS

Gerd

# FLIP the VUCA!

**V**ELOCITY

**U**NORTHODOXY

**C**O-CREATION

**A**WESOMENESS

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# Go beyond ‘normal’!

**Visit Dubai**
@visitdubai

.@emirates becomes world’s first airline to provide free, global cover to our customers for COVID-19 medical expenses and quarantine costs, effective immediately. #VisitDubai #Emirates

THE WORLD’S FIRST AIRLINE TO PROVIDE

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# What Kind of Future do you WANT?

SURVIVAL

ADAPTATION

COLLABORATION & SOLIDARITY

TRANSFORMATION: A BETTER ‘NORMAL’

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# HACKING.RIO

# THANKS
# for your time!
# Muito obrigado

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