# The World by 2030: What to expect, how to get ready – and what it all means for CX professionals







#### Gerd Leonhard, Futurist & CEO The Futures Agency





🛗 8 y 9 de Mayo O Hotel Hilton Cartagena







# THE GOOD

# A futuristic vision of Cartagena, Colombia in 2030, showing a vibrant coastal cityscape with advanced architecture featuring sleek, high-rise buildings made of glass and steel. The historic walled city is preserved, showcasing a blend of old and new. Hovering vehicles and drones fill the sky, while lush greenery and solar panels are integrated into the buildings. The Caribbean Sea reflects the shimmering lights of the city.

### DallE / ChatGPI







**Alternative Proteins** 

Alternative Packaging

Vertical Farming 🤘

Carbon Capture 🔵

Carbon Markets

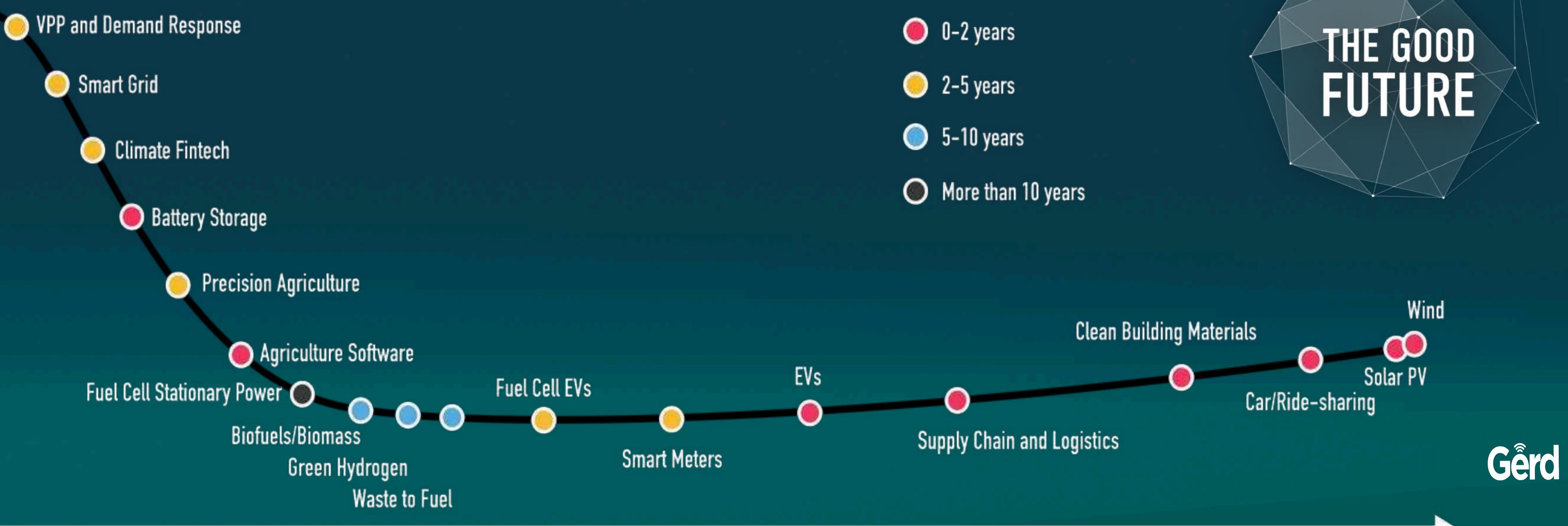
Wave/Tidal Power

Battery Recycling

Modular Nuclear

Exp

#### SELECT CLIMATE TECH INNOVATION HYPE CURVE



#### Plateau will be reached in:

# MISTRUSTING THE FUTURE makes it very hard to give up the PAST

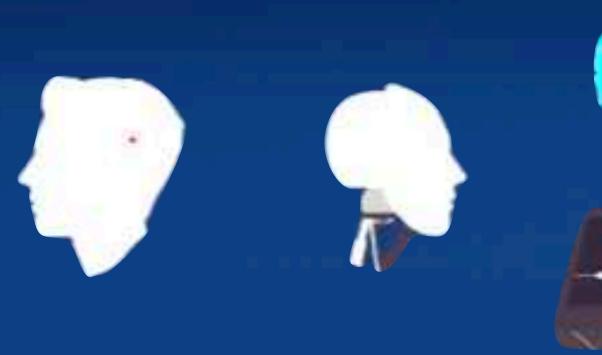








### TEOU









Gêrd



# Al: "Computer systems that turn information and data into KNOWLEDGE"

DEMIS HASSABIS, CEO, DEEPMIND

### AISA NFRAL PIRPOSE

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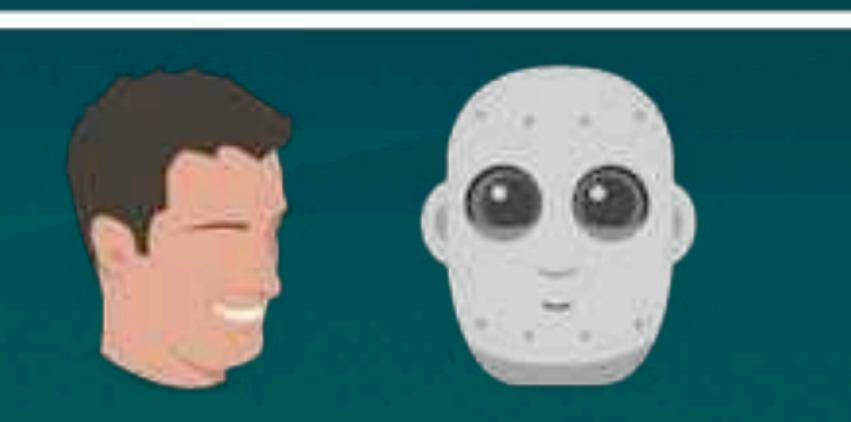
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### "Every professional will have an Al ASSISTANT of their own, within the next 3 years"

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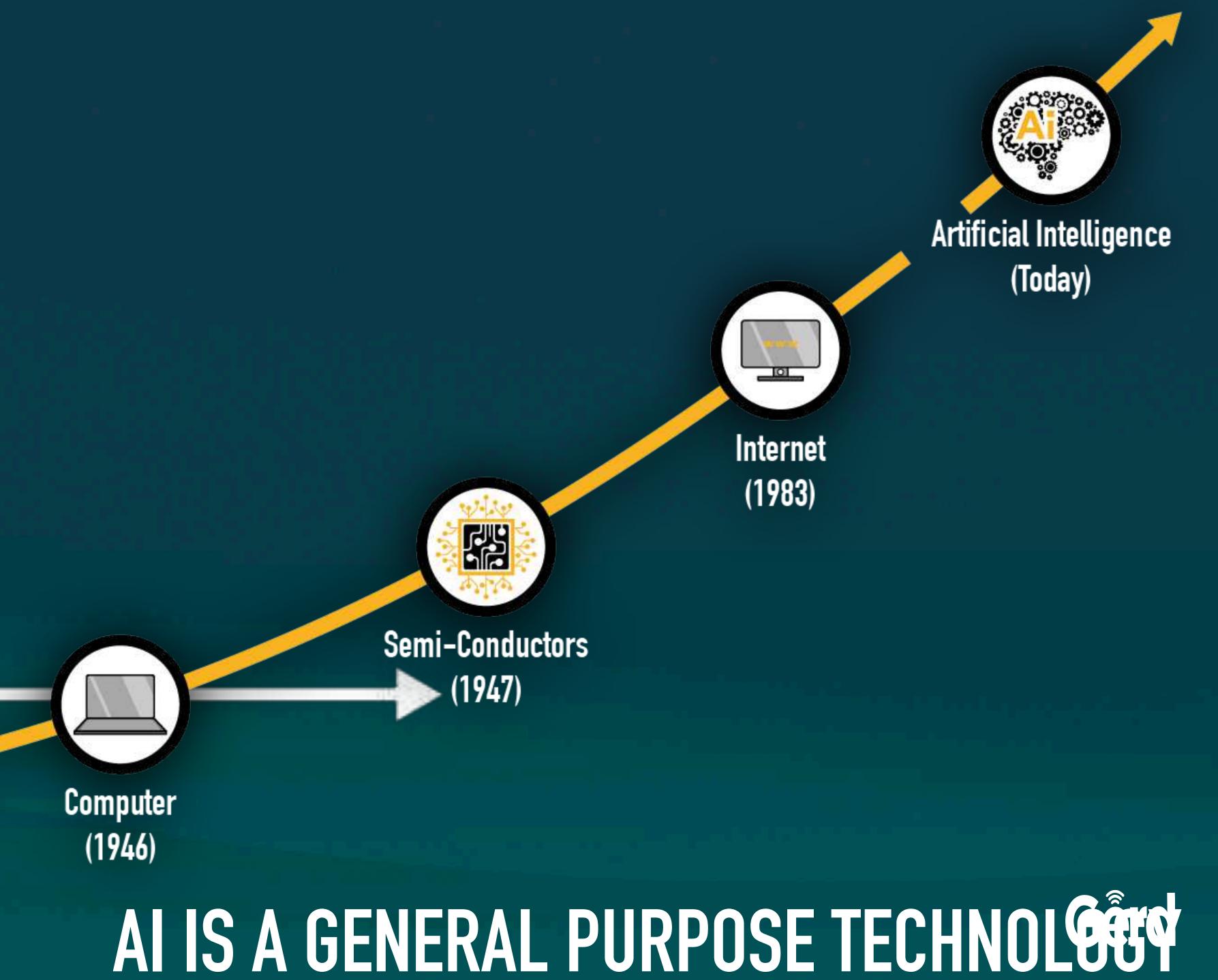
### (Thomson Reuters Report 2024)



AL.

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### "Every professional will have an Al ASSISTANT of their own, within the next 3 years"

### (Thomson Reuters Report 2024)

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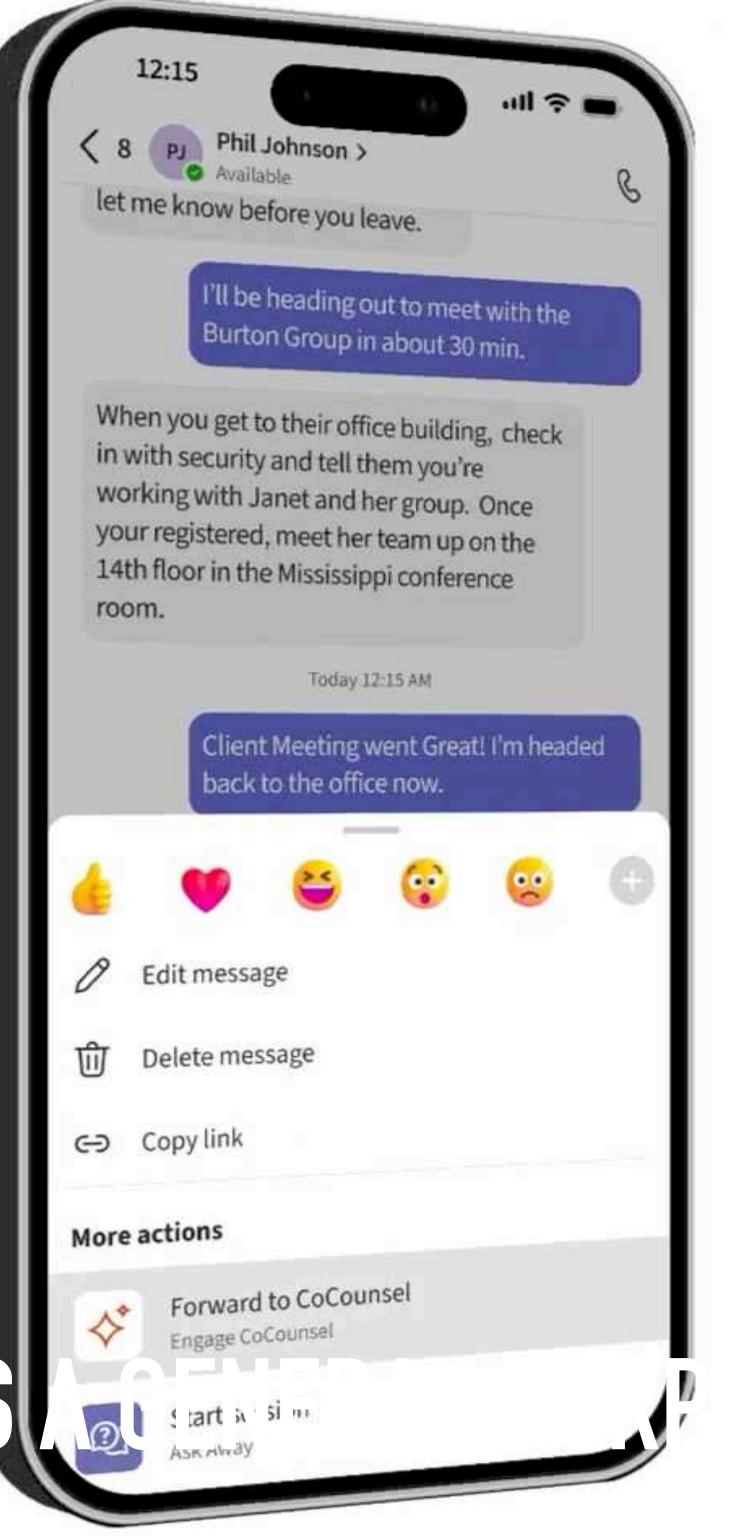


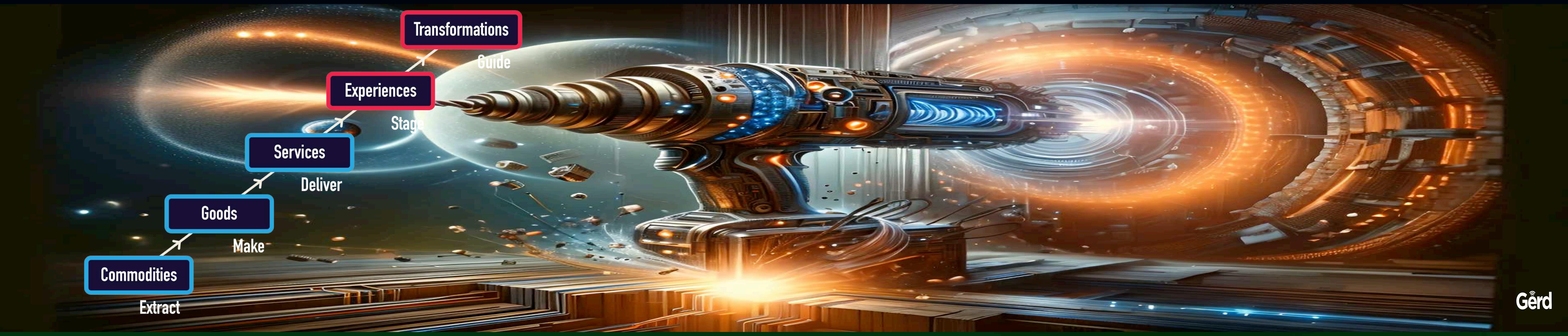
### Let's get CoCounsel working on this



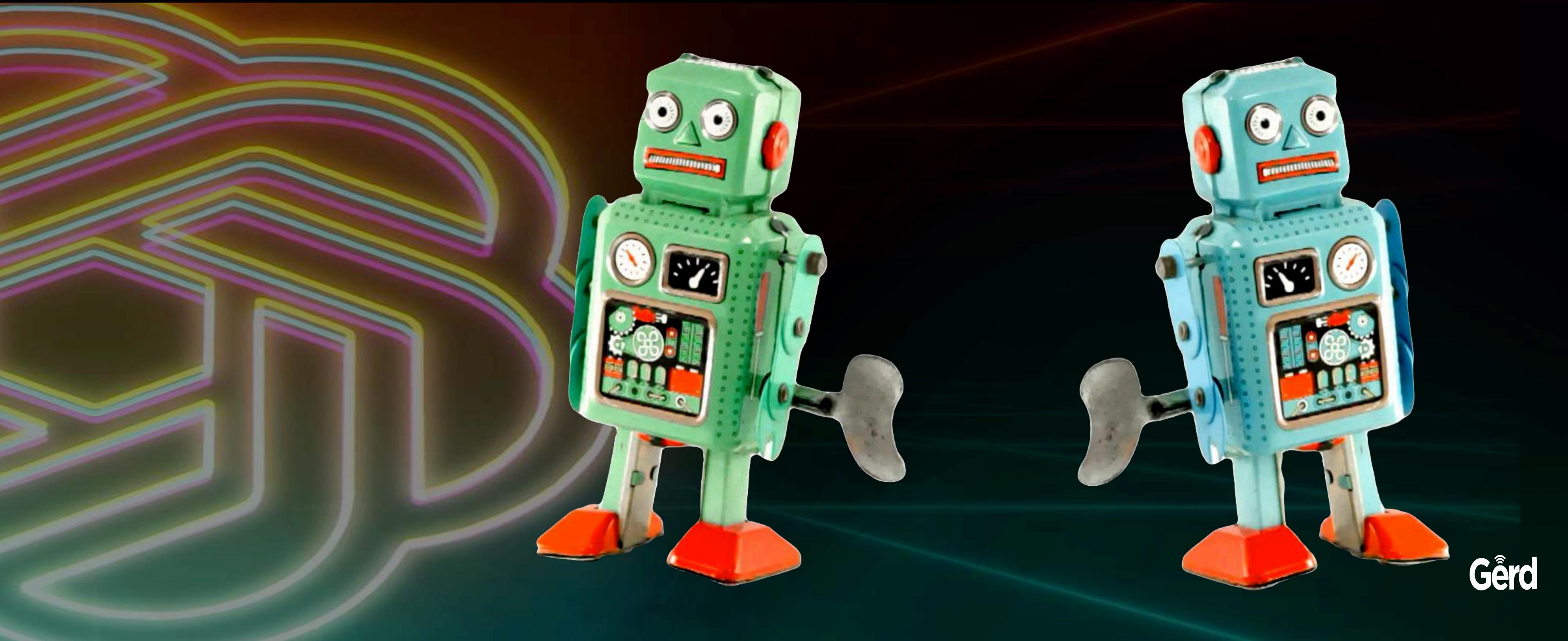








# ChatGPT Live Demo



SIERRA

#### Analysis: Why OpenAI's chairman is betting big on this Al frontier

Bret Taylor and former Georgie Laks VP Clay Baver are introducing a new conversational bot.



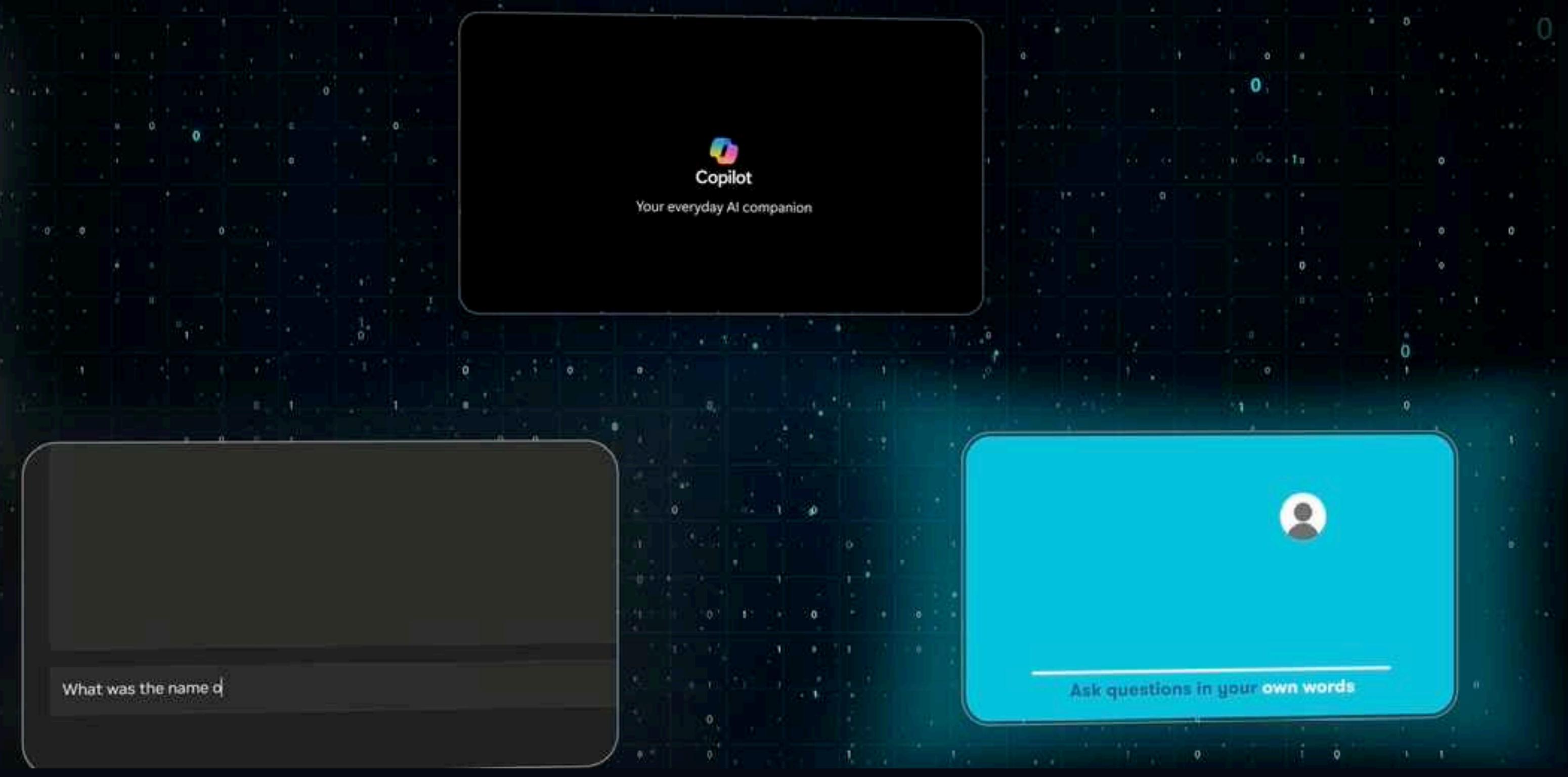
PENALCHAIR JOINS FORCES WITH FORME DOGLE LABS VP FOR NEW ALCOMPANY, 1

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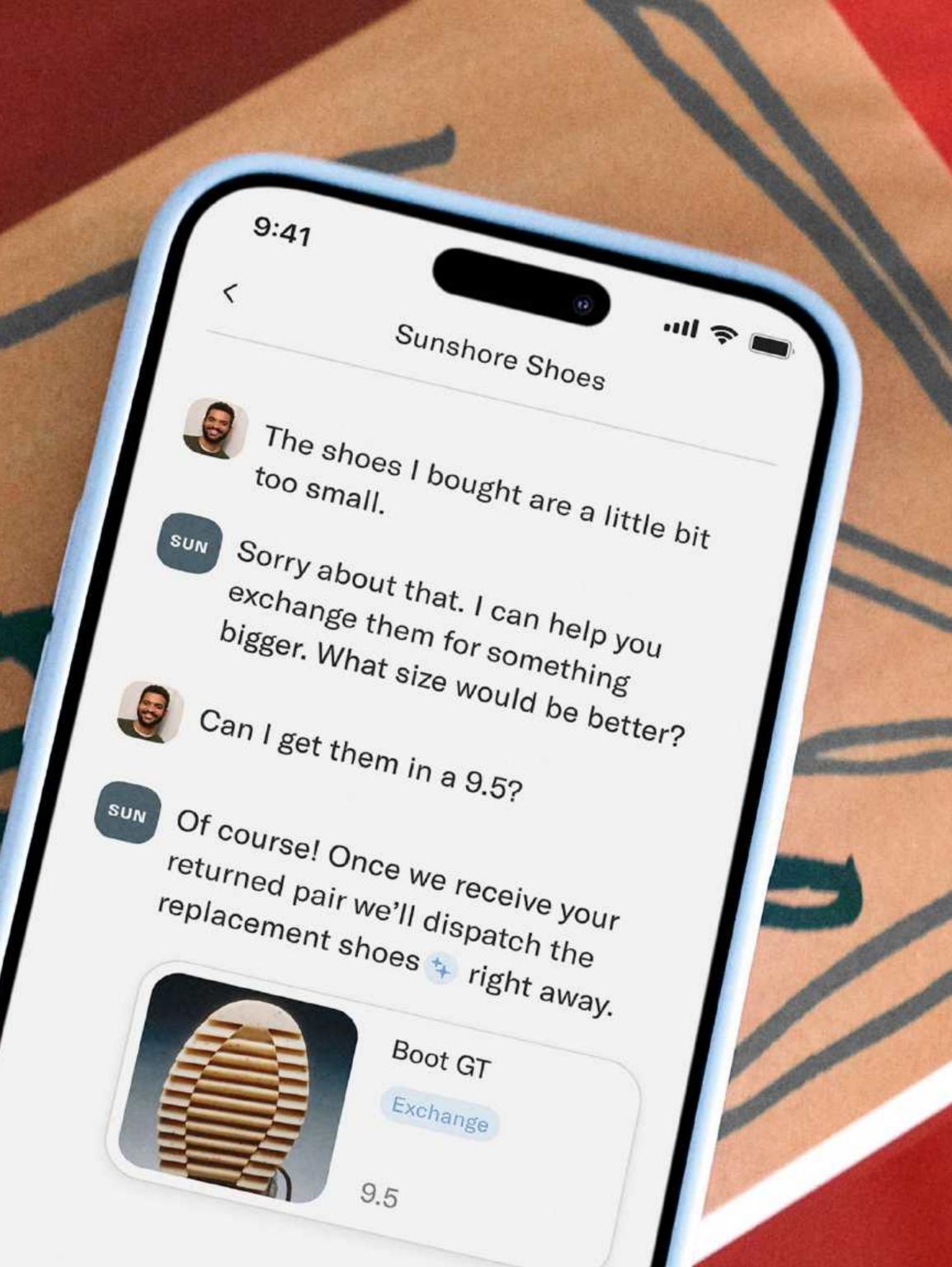
What was the name of



.

#### OPENAI'S CHAIRMAN JUST INTRODUCED. A NEW AI CHATBOT FOR BUSINESSES





### Strike up a new type of conversation.

9:41

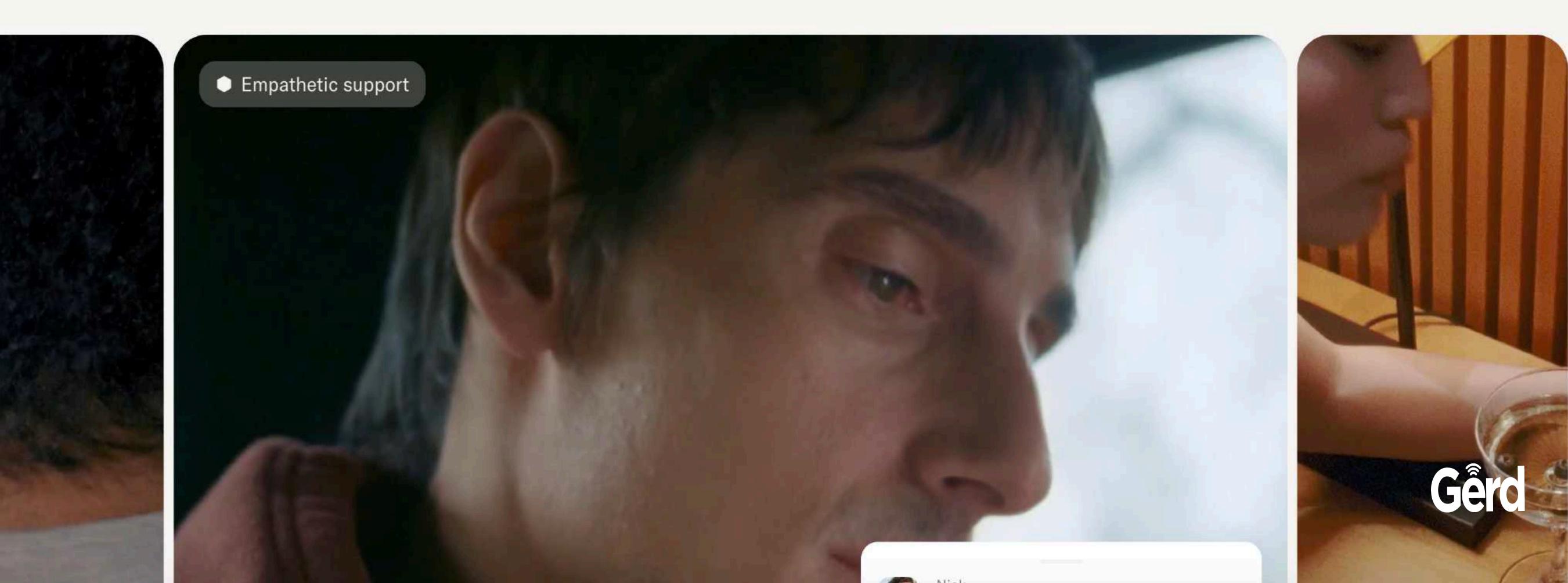
makpulse Yoga

Hey

you like !!



### Meet Sierra. Strike up a new type of conversation.



it's last minute but are there there is one space left, would it for you?

Elevate your customer experience with AI.



OURCE: HUMANE

#### Conversation with AMIE

Hi, I experienced central chest pain accompanied by discomfort in the upper stomach that happened two hours ago.

I'm sorry to hear you're experiencing this discomfort, especially in 2 key areas. To help me get a clearer picture, can you describe the chest pain in more detail? Is it a pressure, tightness, burning, stabbing sensation, or something else entirely?

AI



Answer

### CONVERSATIONAL





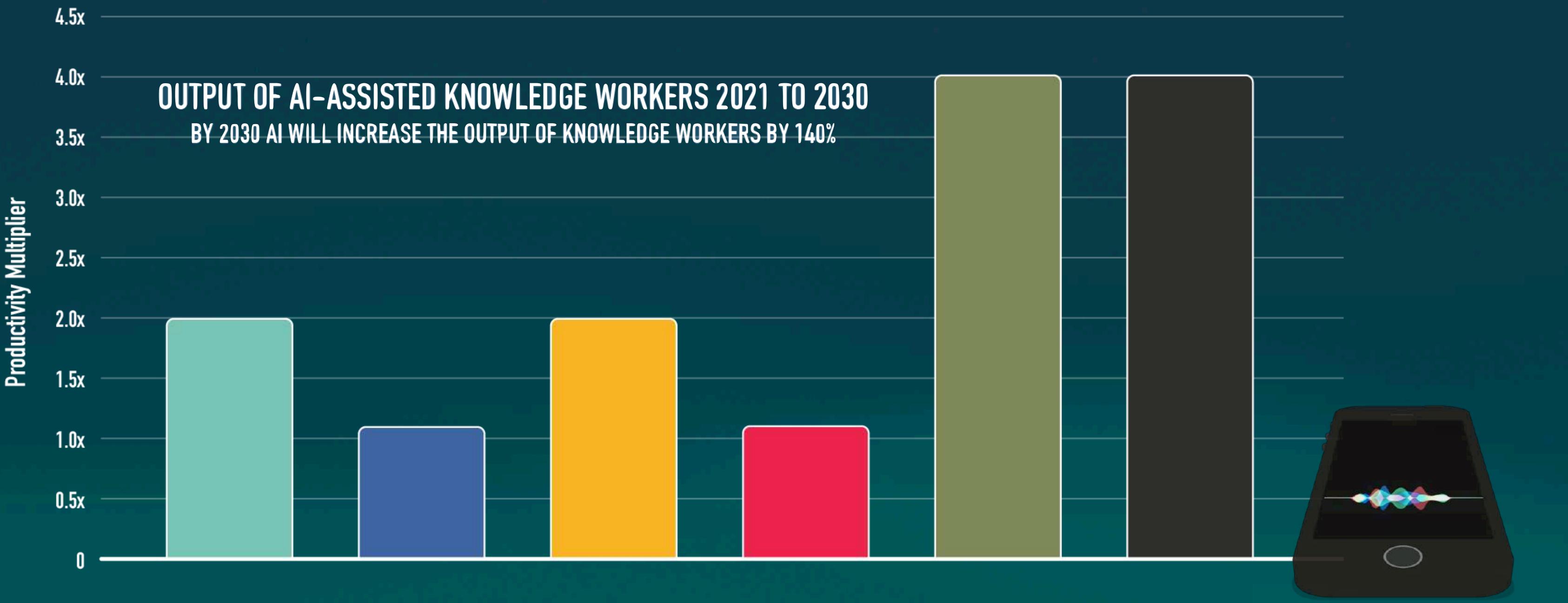














🔲 Software Developer 🔲 Accountant 📒 Bookkeeper 📕 Lawyer 🔲 Paralegal 🔲 Office and Admin Support



#### Human perfomance = 100%

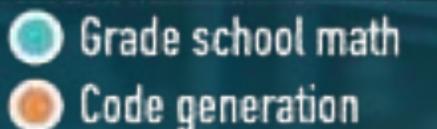


Handwriting recognition Speech recognition Image recognition

2000

Reading comprehension Language understanding Common sense completion

2002



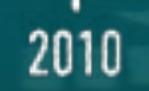
Code generation

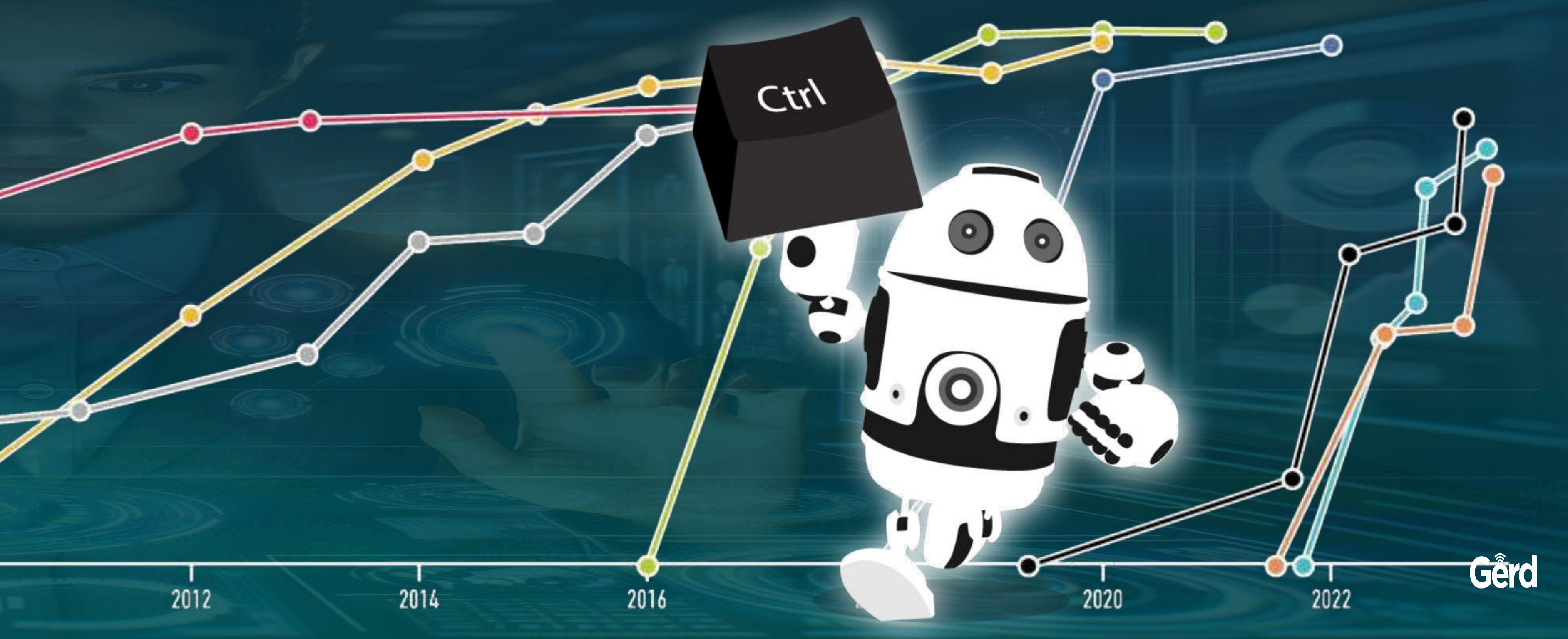
2004

2006

### STATE-OF-THE-ART AI PERFORMANCE **RELATIVE TO HUMAN PERFORMANCE**

2008







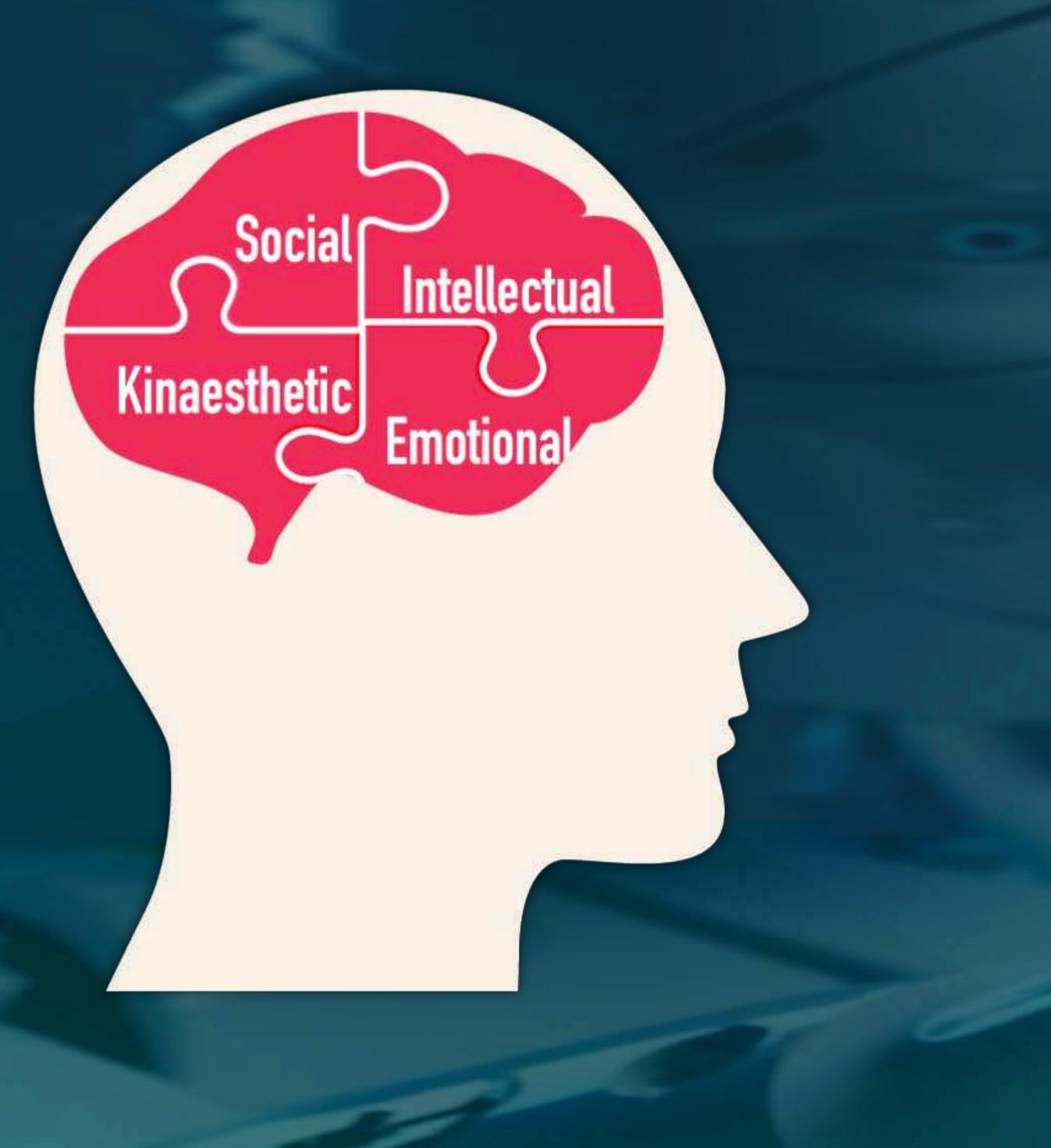
# Machines **#** Humans





4 essential cognitive characteristics of human intelligence that current AI systems can't do:

### **REASONING, PLANNING, PERSISTENT MEMORY,** AND UNDERSTANDING THE PHYSICAL WORLD. (via Yann LeCun, Head of META AI)





# CAUSALTY2 AWARENESS? COMMON SENSE?



#### EMOTIONS

#### COMPASSION

#### MYSTERY

#### VALUES

INTUITION

CONSCIOUSNESS

IAGINATION

ETHICS

CREATIVITY

EMPATHY

# Machines DON'T 'think' or 'feel' Machines DON'T have hunches Machines DON'T 'understand' Machines DON'T imagine Machines DON'T care

YURII\_YELTSOV



#### Video generated by Sora / OpenAl



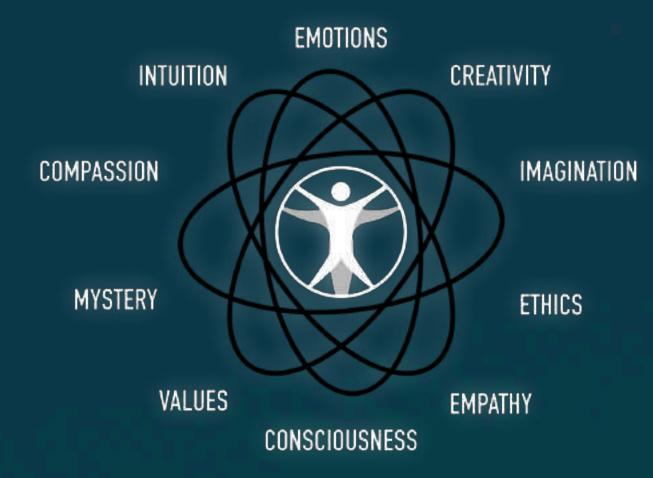
### Prompt: Show left handed writers creating poetry" ChatGPT4 / Dalle





### Sora (OpenAl)







### TACIT KNOWLEDGE

# DEEPER KNOWLEDGE

# INTELLECTUAL KNOWLEDGE / LOGIC DATA AND INFORMATION

UNDERSTANDING

PURPOSE WISDOM



# UNDERSTANDING

### TACIT KNOWLEDGE

# DEEPER KNOWLEDGE

### Gêrd

### WISDOM

### PURPOSE

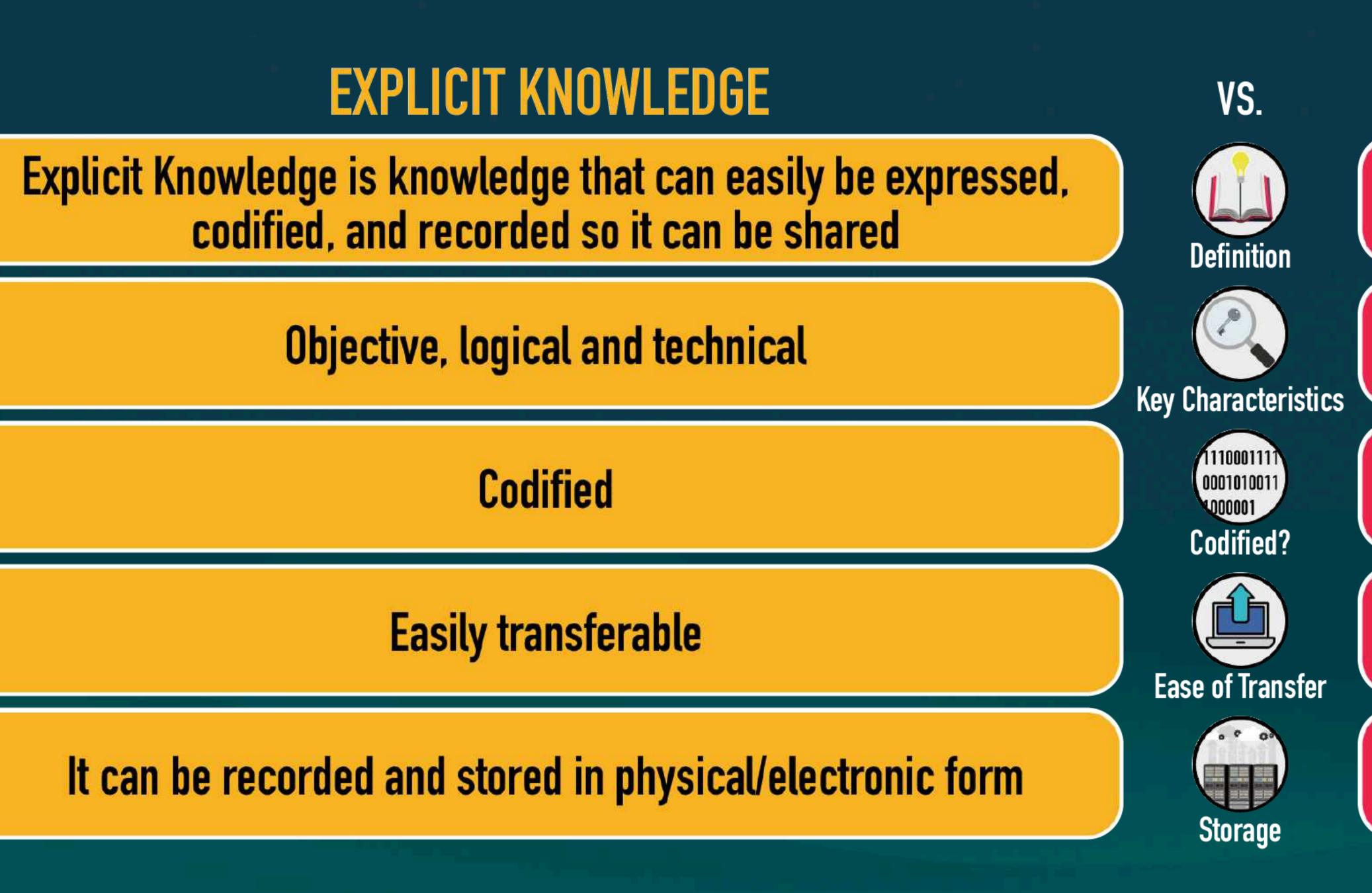
### WISDOM

### UNDERSTANDING

### TACIT KNOWLEDGE

### DEEPER KNOWLEDGE





#### TACIT KNOWLEDGE

Tacit Knowledge is knowledge that cannot be expressed easily and often aquired from personal experience

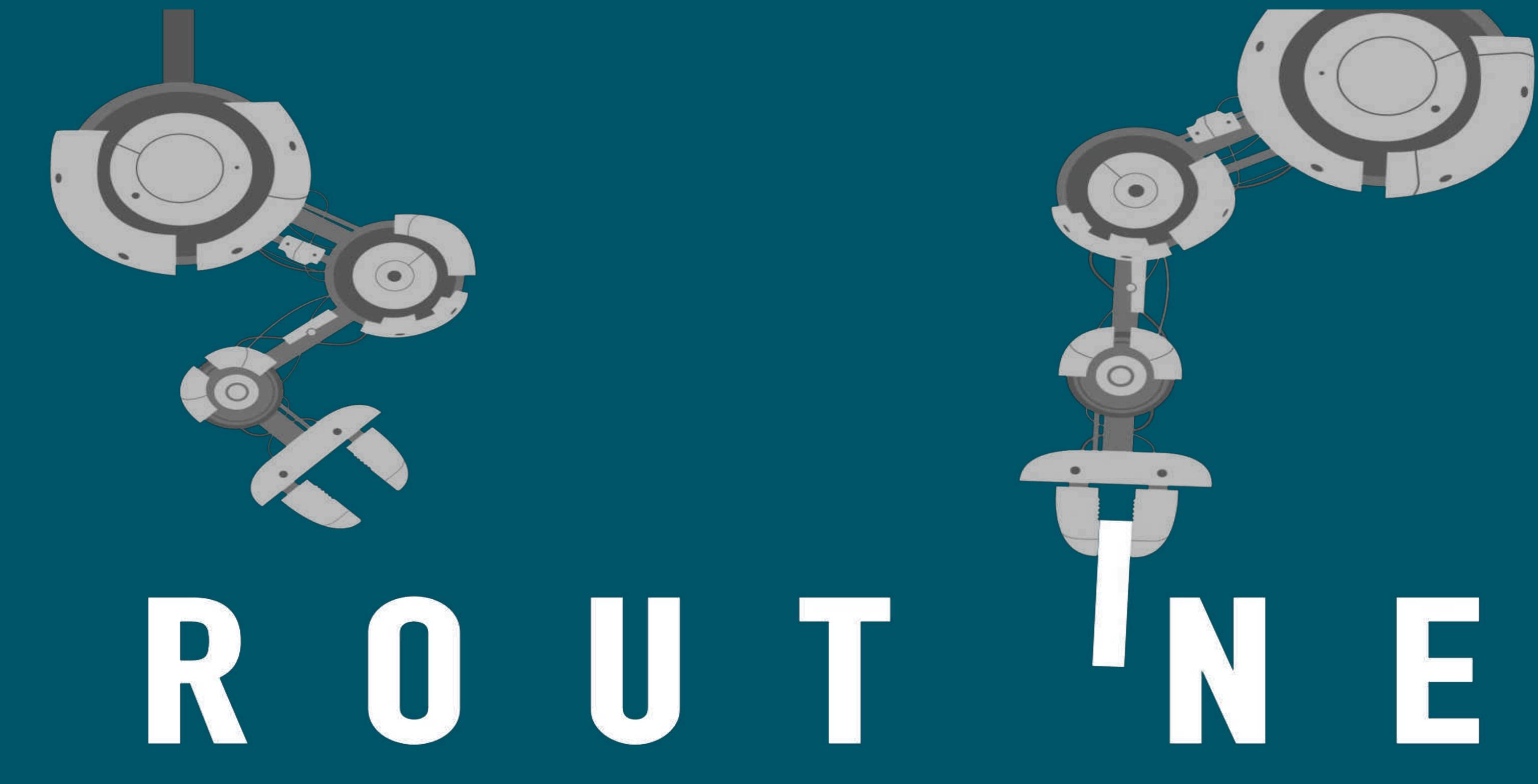
Subjective, cognitive and experiential

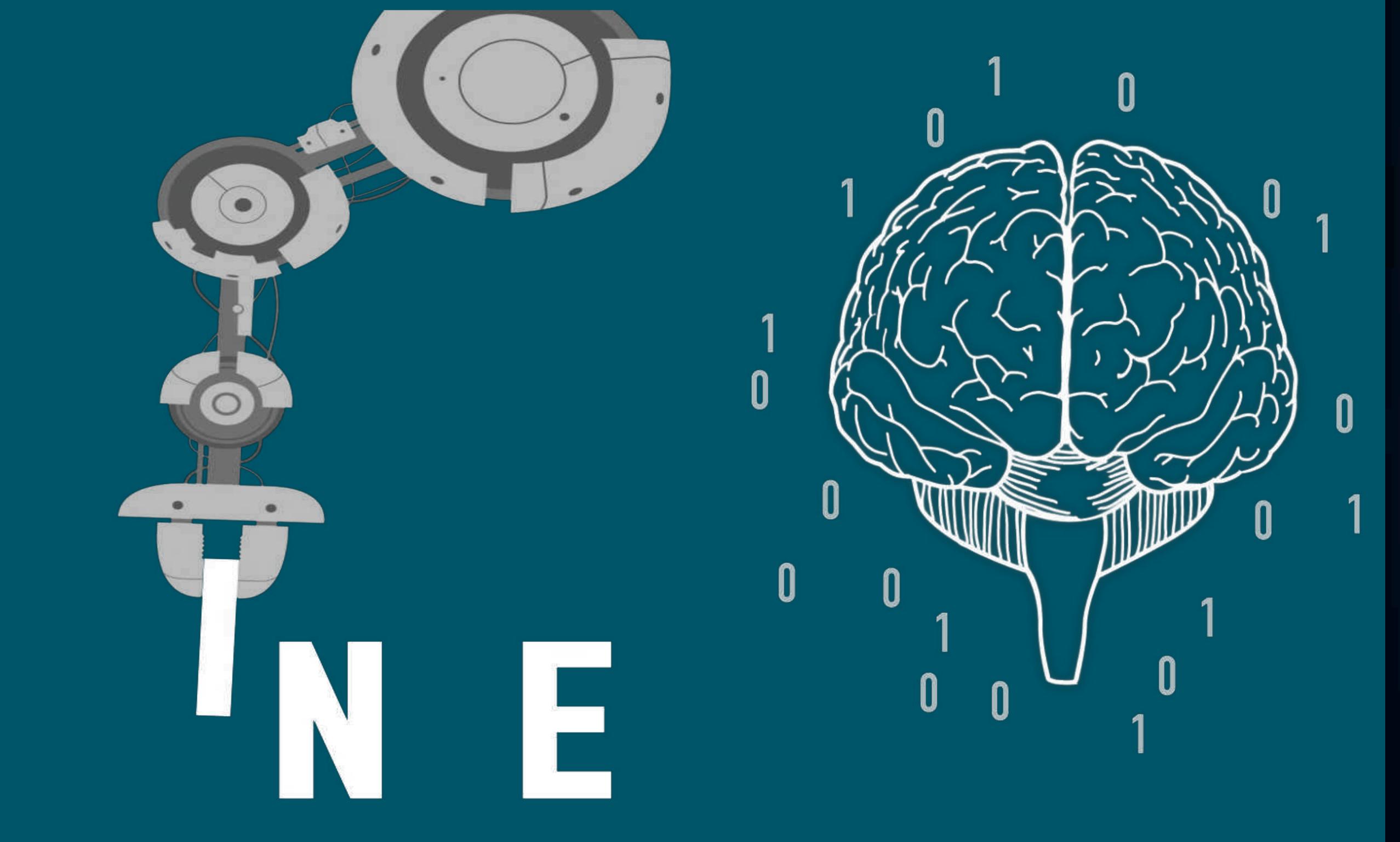
#### Non-codified

Difficult to transfer – often requires face-to-face interaction and teaching

Can't be recorded or stored







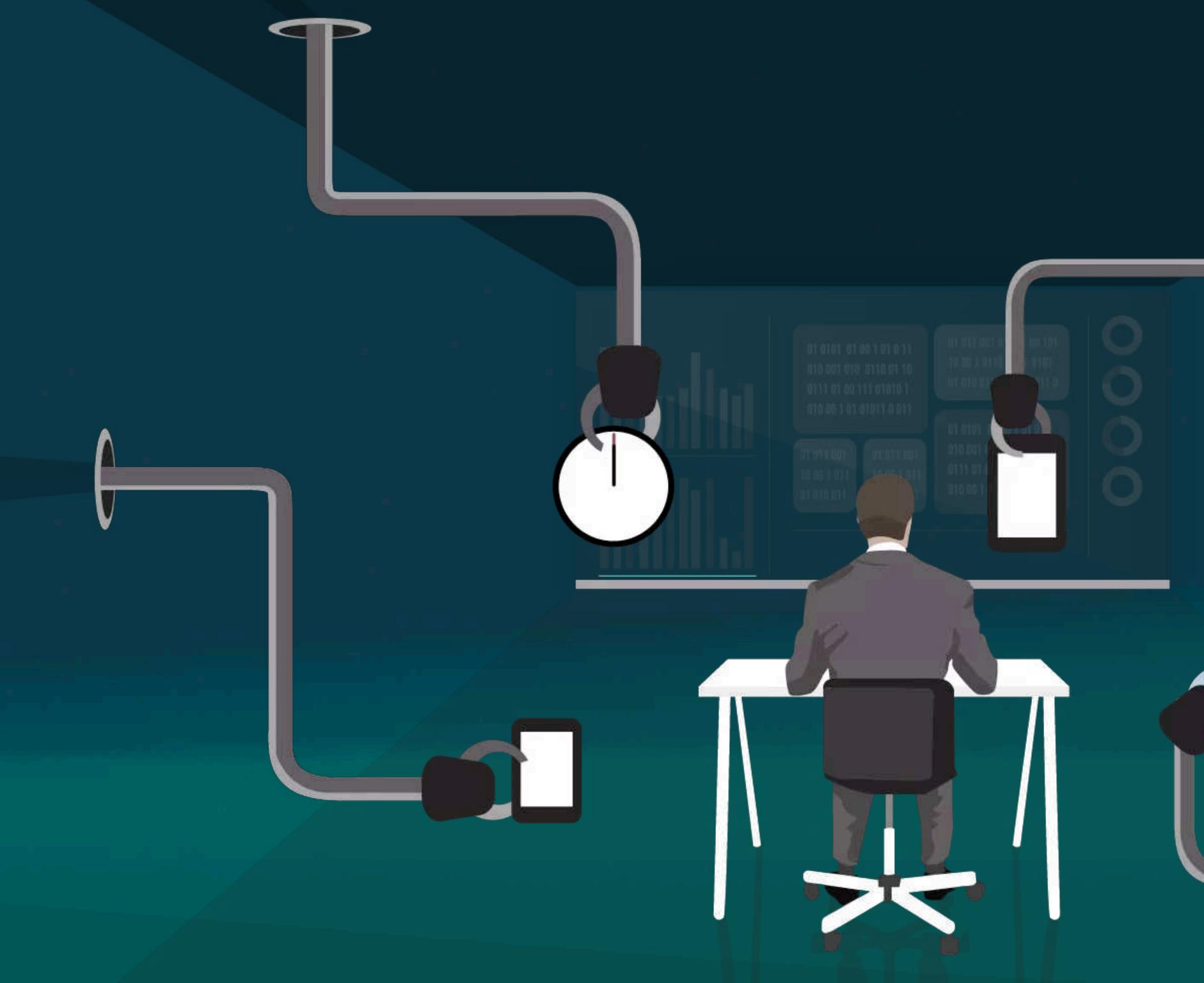


Screen images simulated.



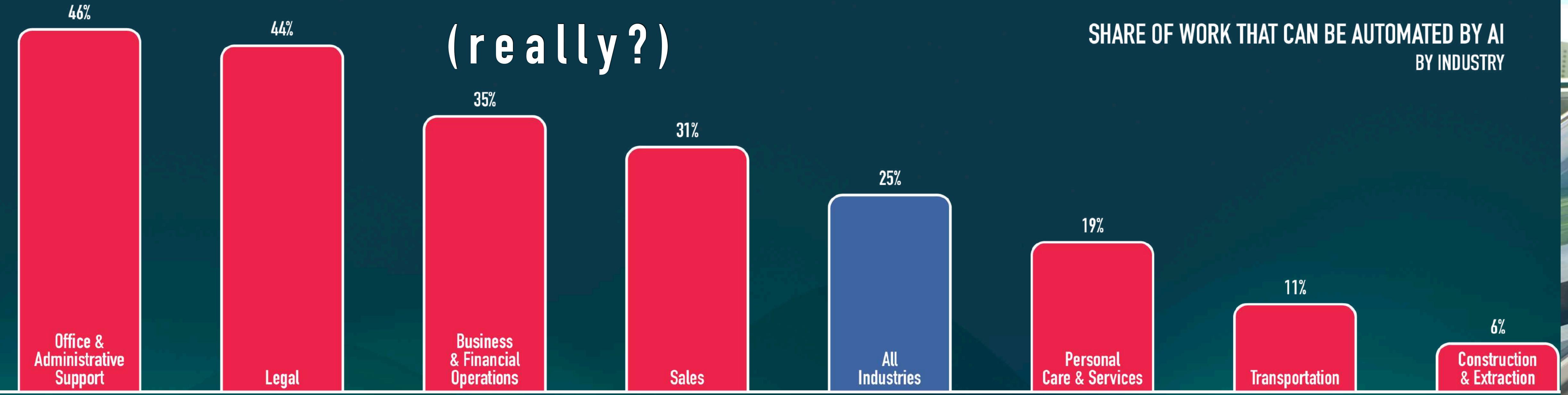






# If you work like a robot, a robot will take your job!

Gêrd

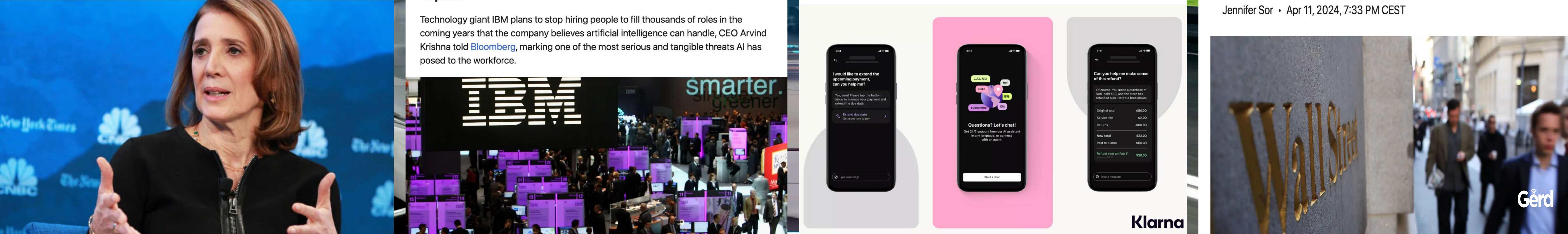


Source: Scott Galloway / Goldman Sachs

### "We tend to overestimate the effect of a technology in the short run and underestimate the effect in the long run" Amara's Law



### **Google restructures finance team as** part of AI shift, CFO tells employees in memo



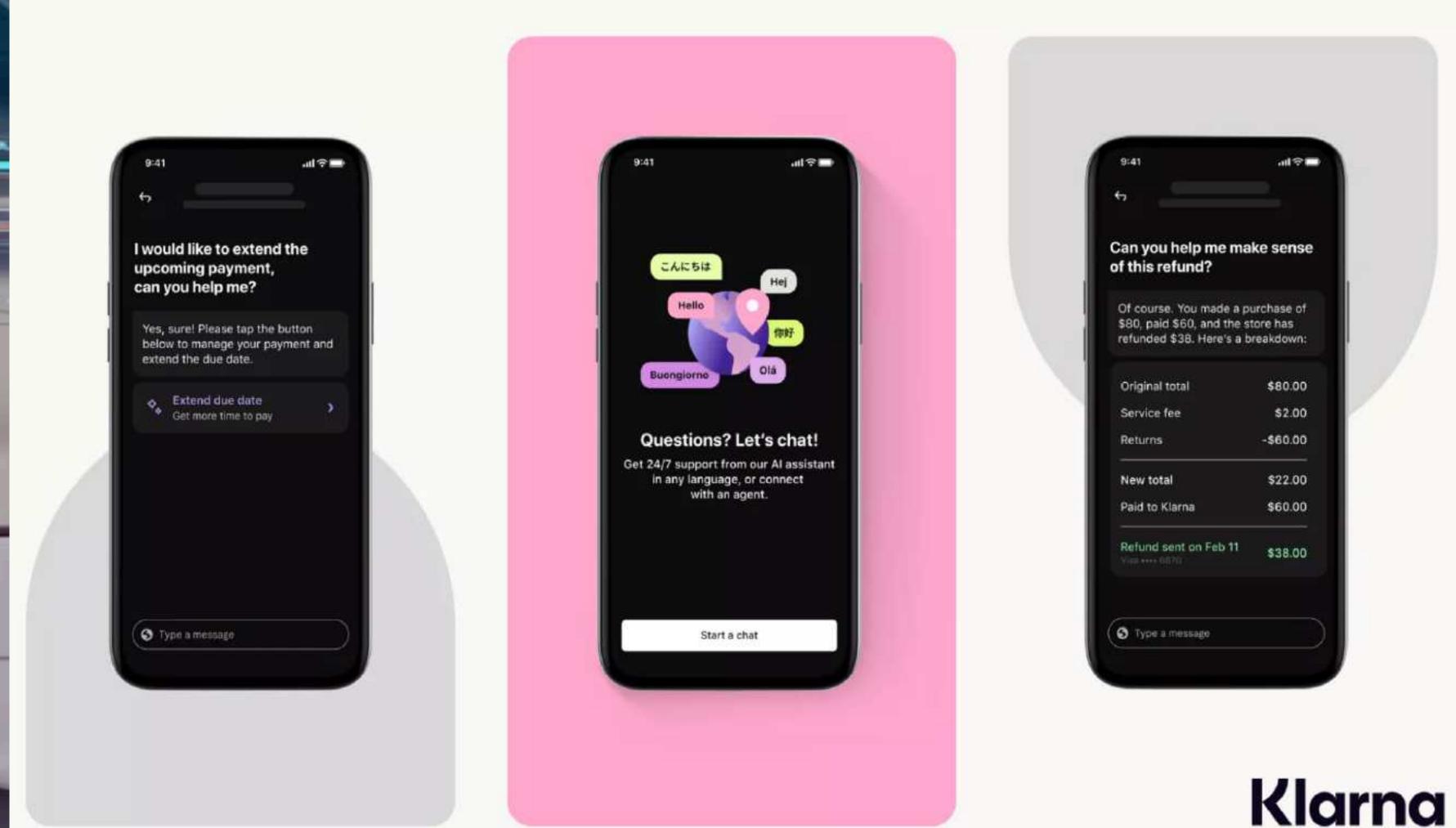
#### **IBM Will Stop Hiring Humans For Jobs Al** Can Do, Report Says

Nicholas Reimann • May 1, 2023,

#### Topline

#### Klarna's Al bot is doing the work of 700 employees. What will happen to their jobs?

Published on 28/02/2024 - 12:29 · Updated 06/03/2024 - 01:28



### Al is coming for Wall Street: Banks are reportedly weighing cutting analyst hiring by two-thirds

Jennifer Sor • Apr 11, 2024, 7:33 PM CEST





# AUTOMATION WRTUALSATION AUGMENTATION

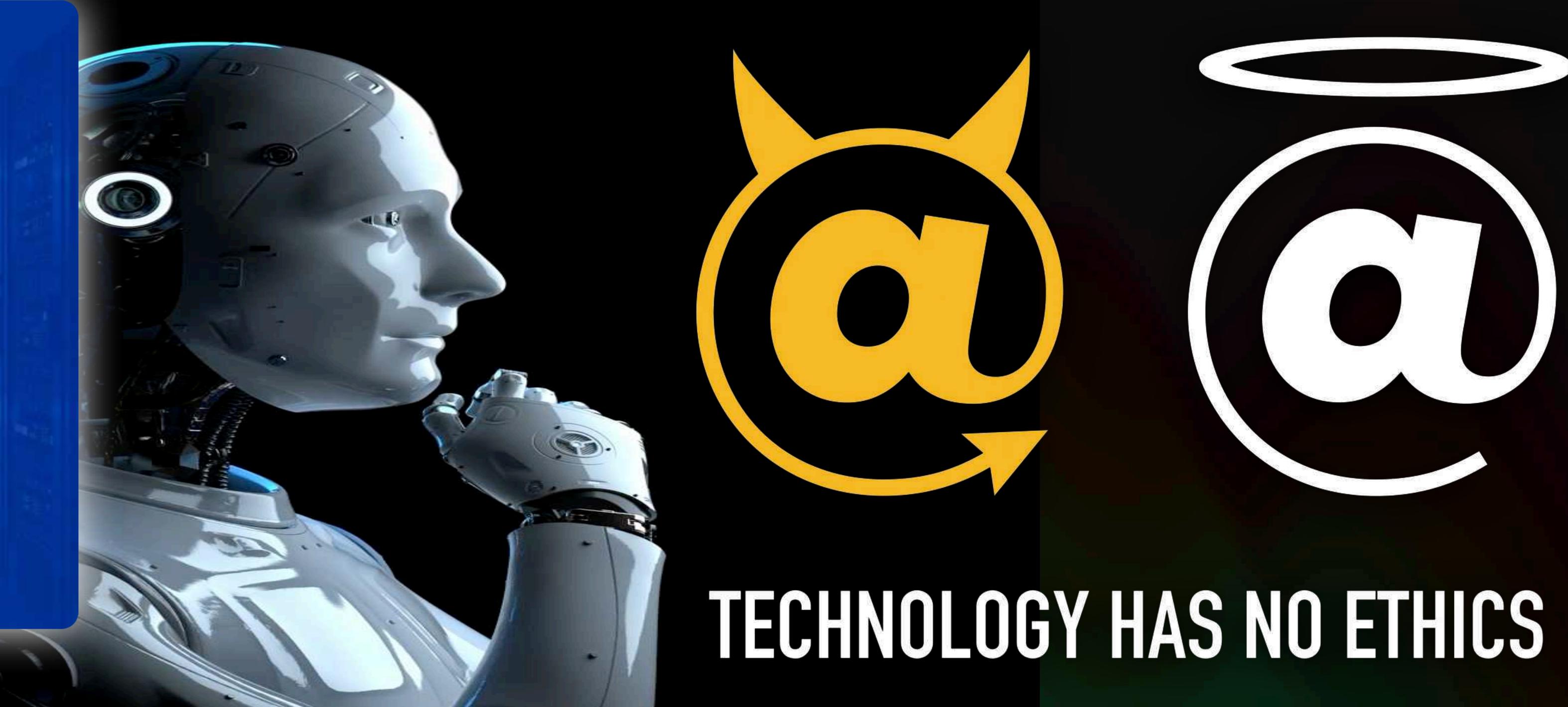
# AUTOMATE SIMPLE ROUTINES EMPOWER HUMANS GET BETTER DATA, AND VISUALIZE / UNDERSTAND IT MAKE SMART CONNECTIONS Gerd







### EU Artificial Intelligence Act



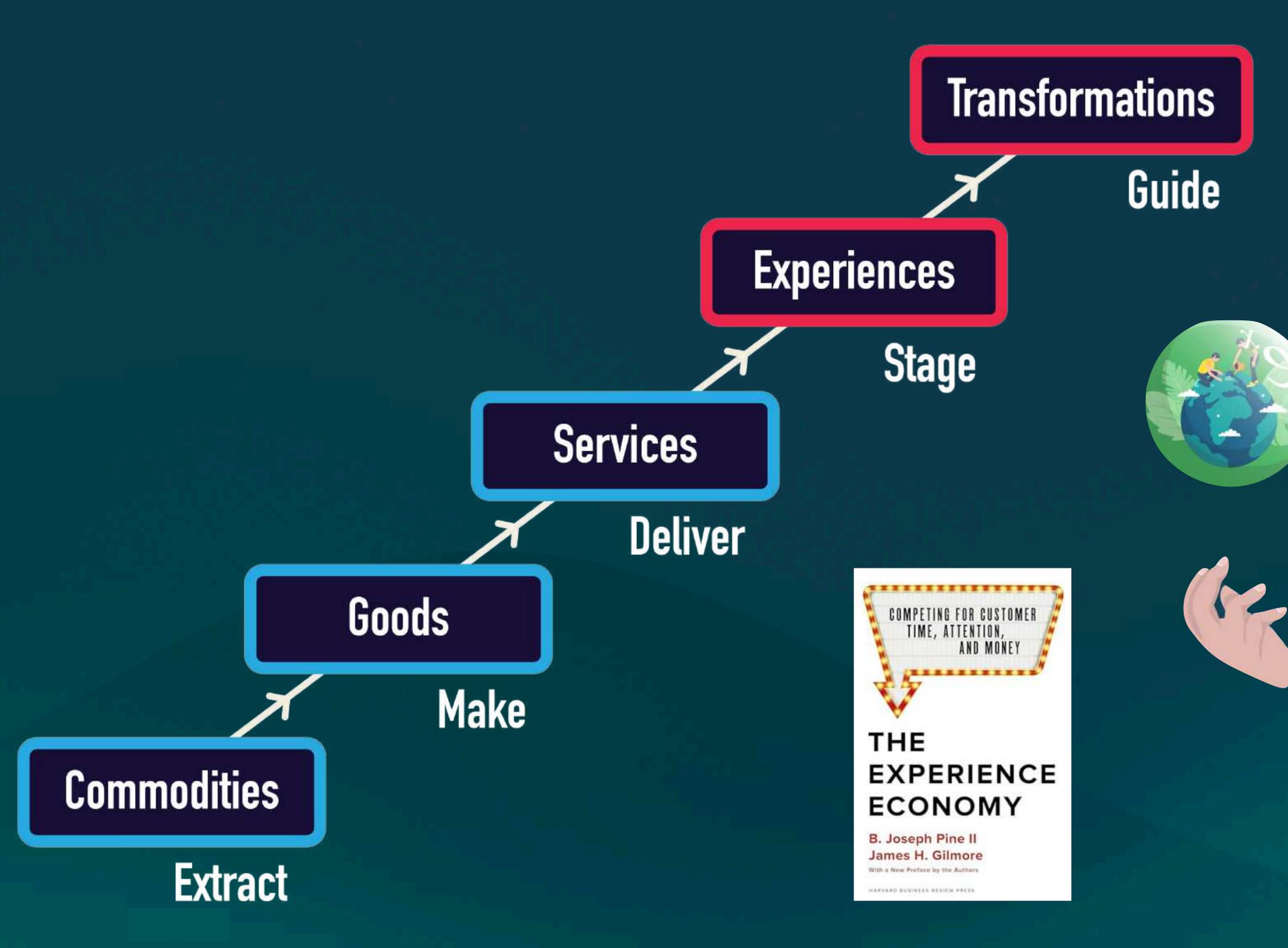
ETHICS is knowing the difference between doing what you have the right (or the power) to do and what is the RIGHT THING TO DO

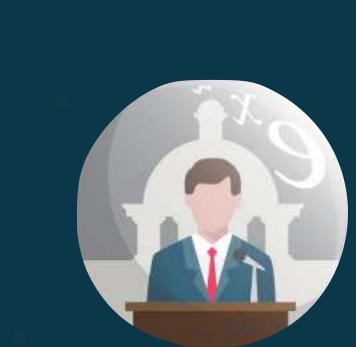




What are the primary drivers motivating your firm to implement GenAl technologies?

Source: EY Parthenon Wealth and Asset Managers Generative AI Survey









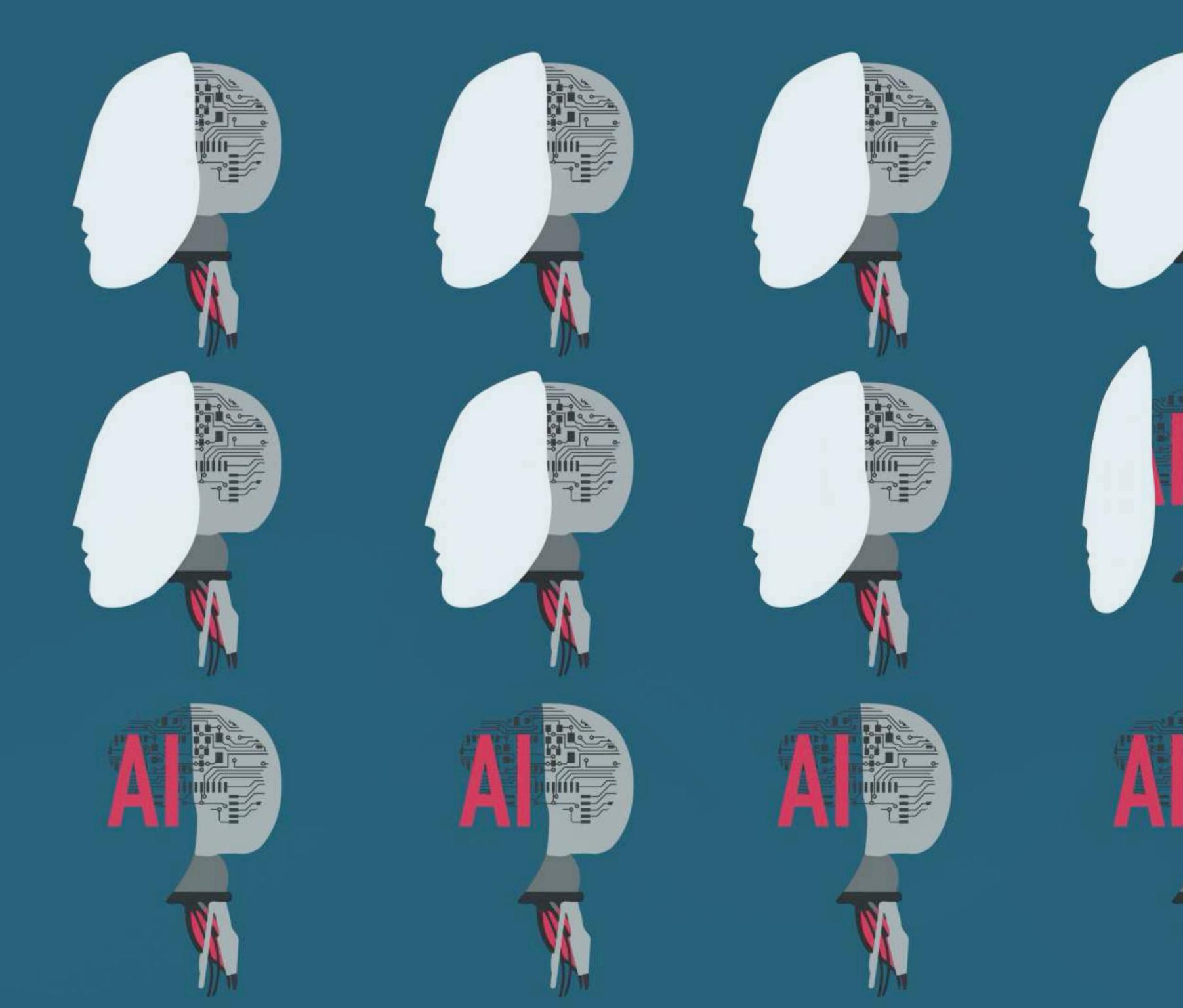




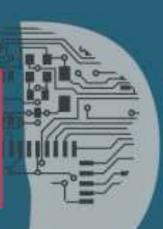




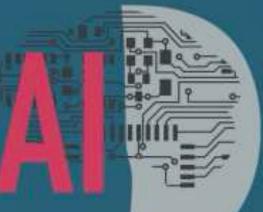




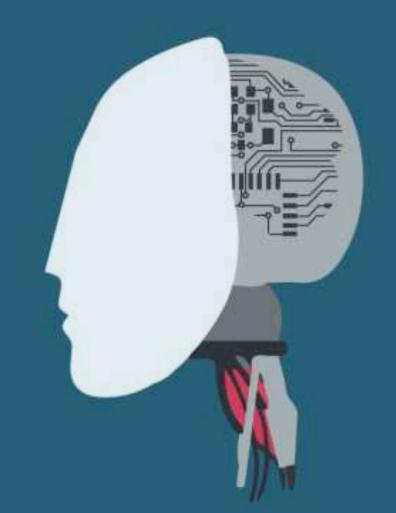


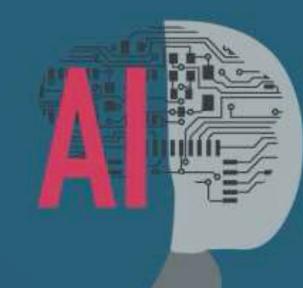




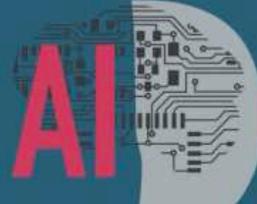




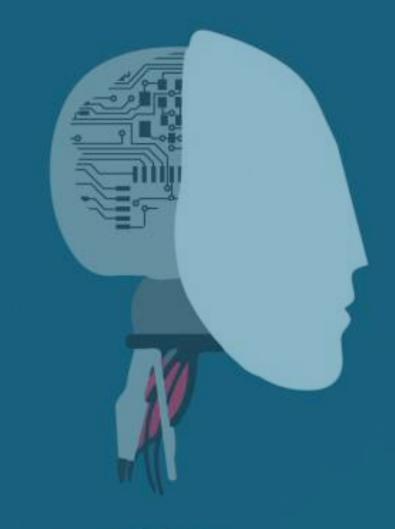


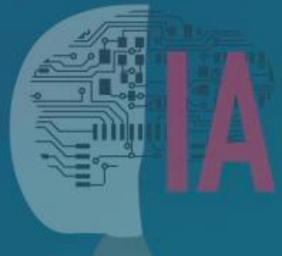
















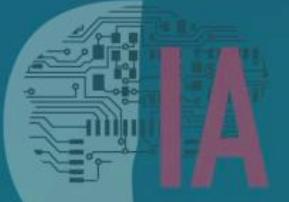








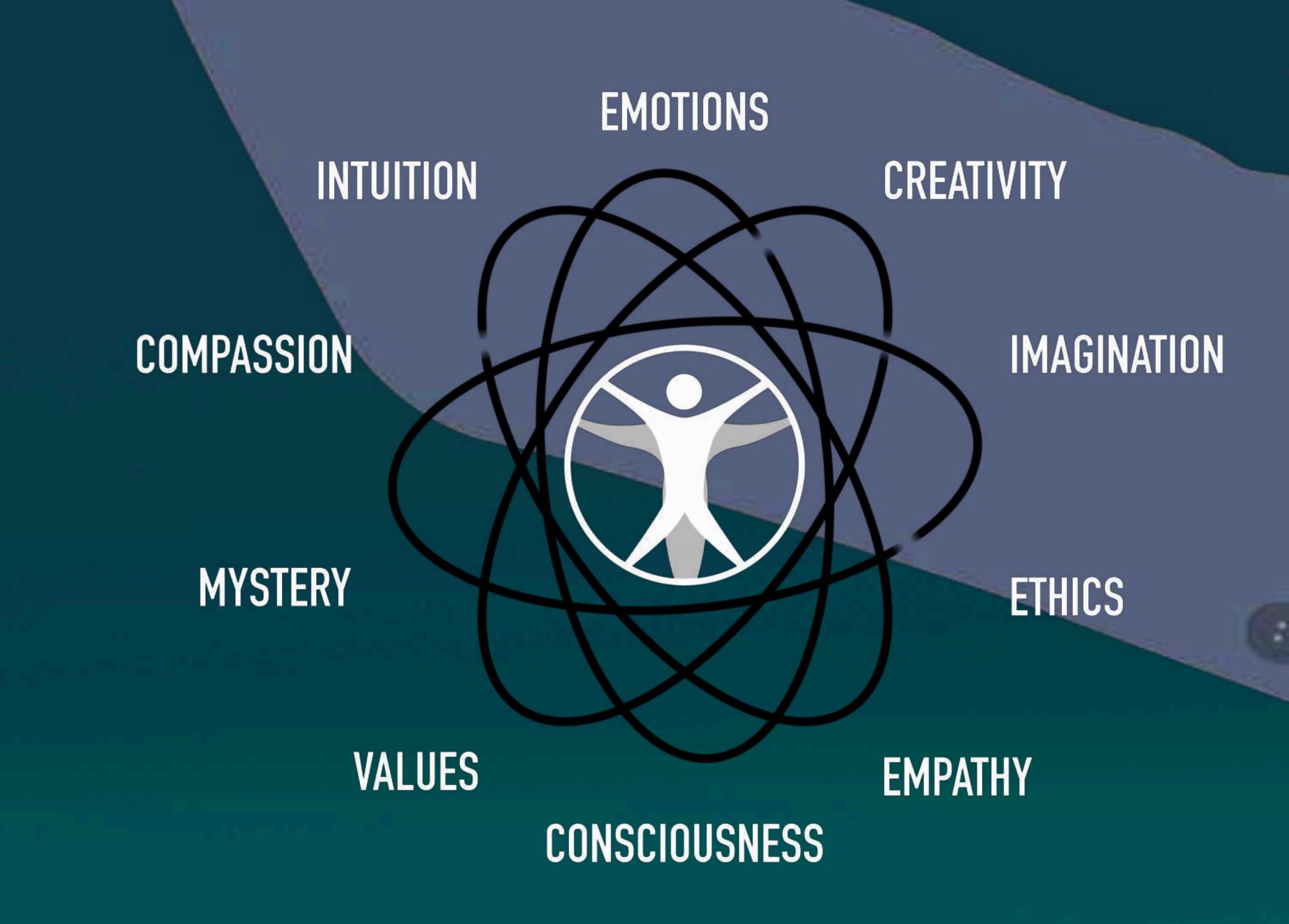








The question is not A when a when a weight of the second DO TO US' but A TO DO FOR US Gêrd



# Androrithms and Algorithms





"You need to get to the future ahead of your customers, and be ready to greet them when they arrive" (Marc Benioff, Salesforce)

# ENBRACE TECHNOLOGY - BUT DON'T BECOMET

-



techvshuman.com



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