



# 8 FACTS ABOUT THE FUTURE: INNOVATE **WISELY**., WHAT **REALLY** MATTERS





The purpose of looking at the future is not prediction – it is to be better prepared!

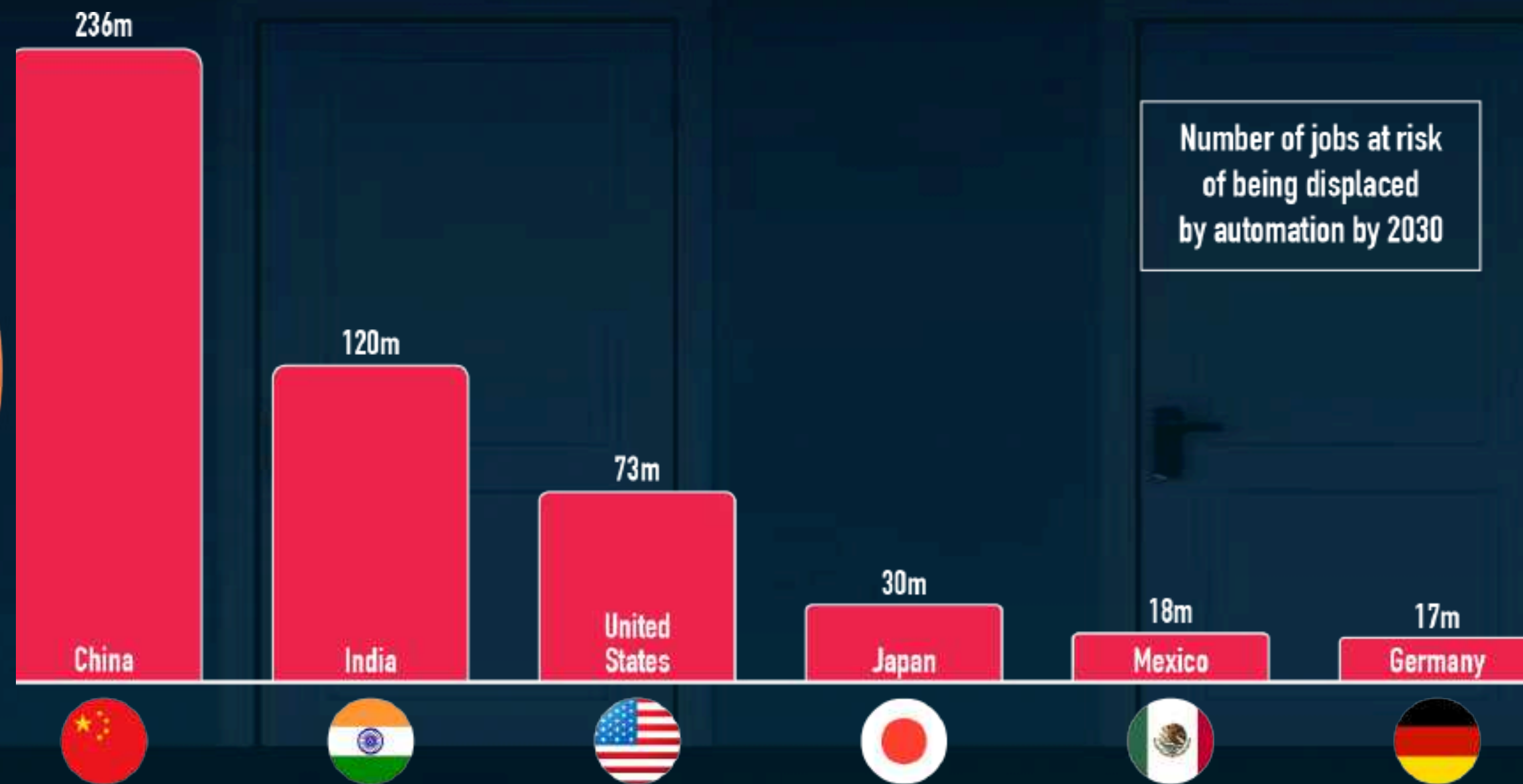




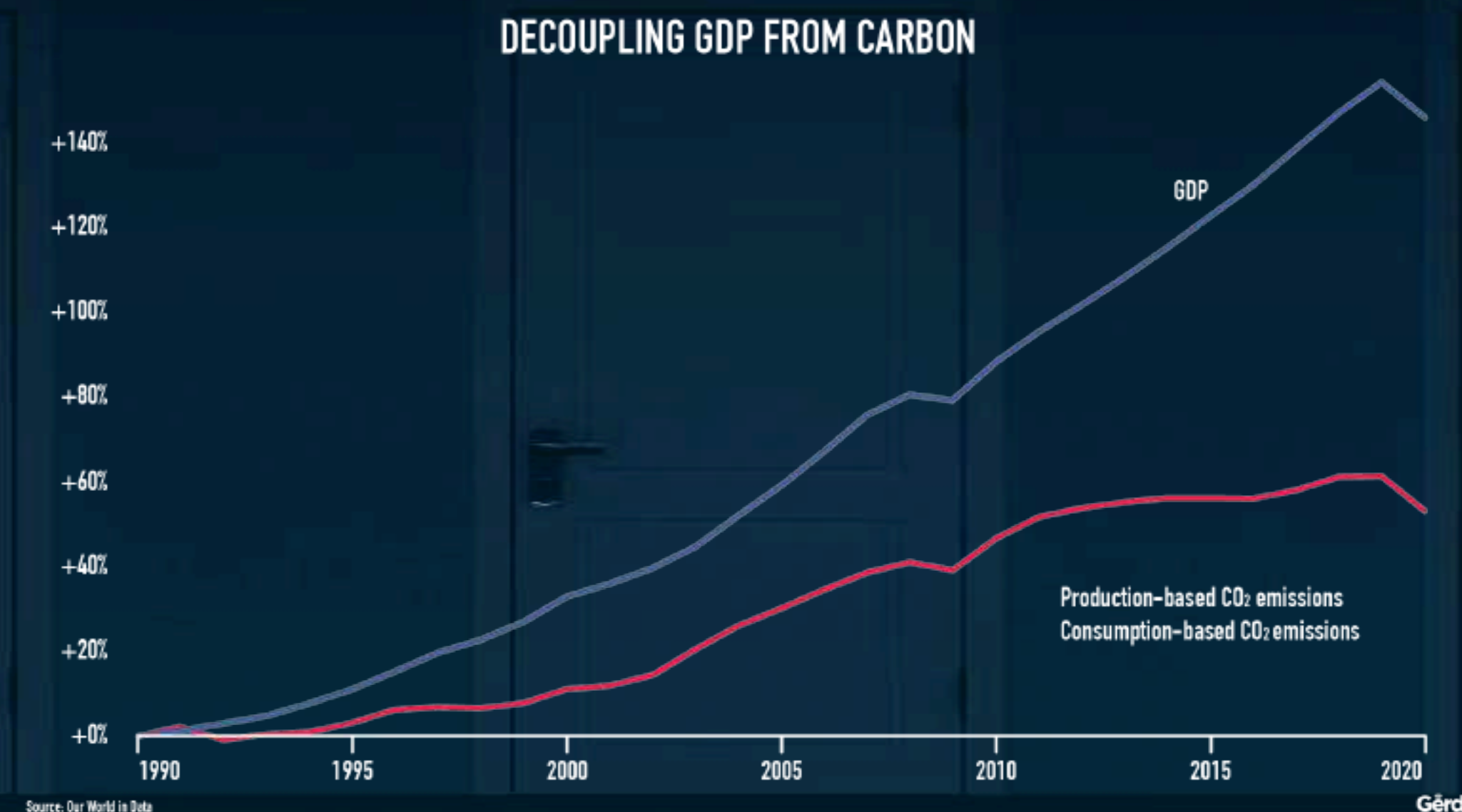
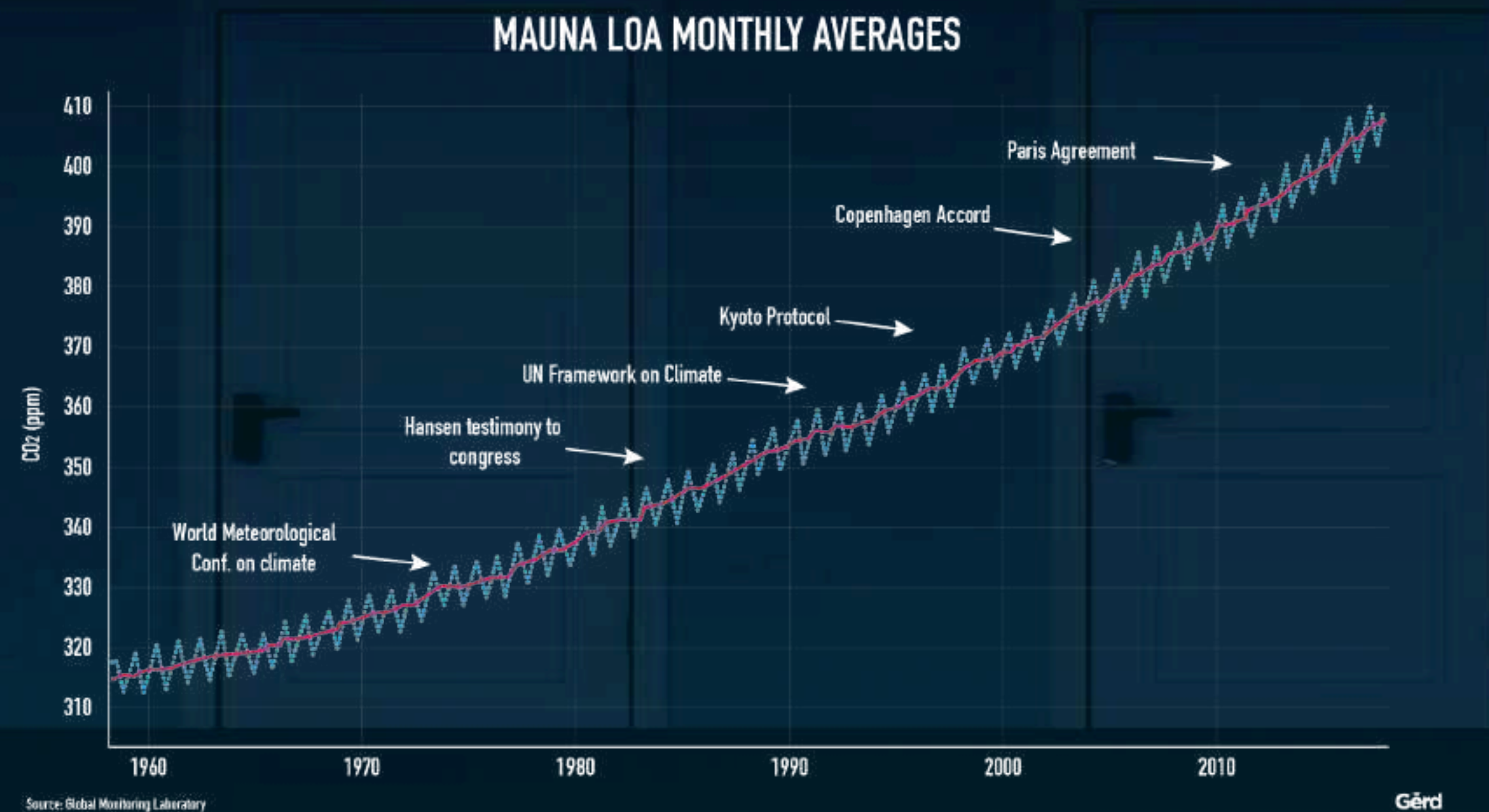
# #1: The Future is better than we think!

Note: some AI tools were used to create images and videos in this presentation

**“We should be optimistic not because our problems are smaller than we thought,  
but because our capacity to solve them is larger than we thought” Kevin Kelly**



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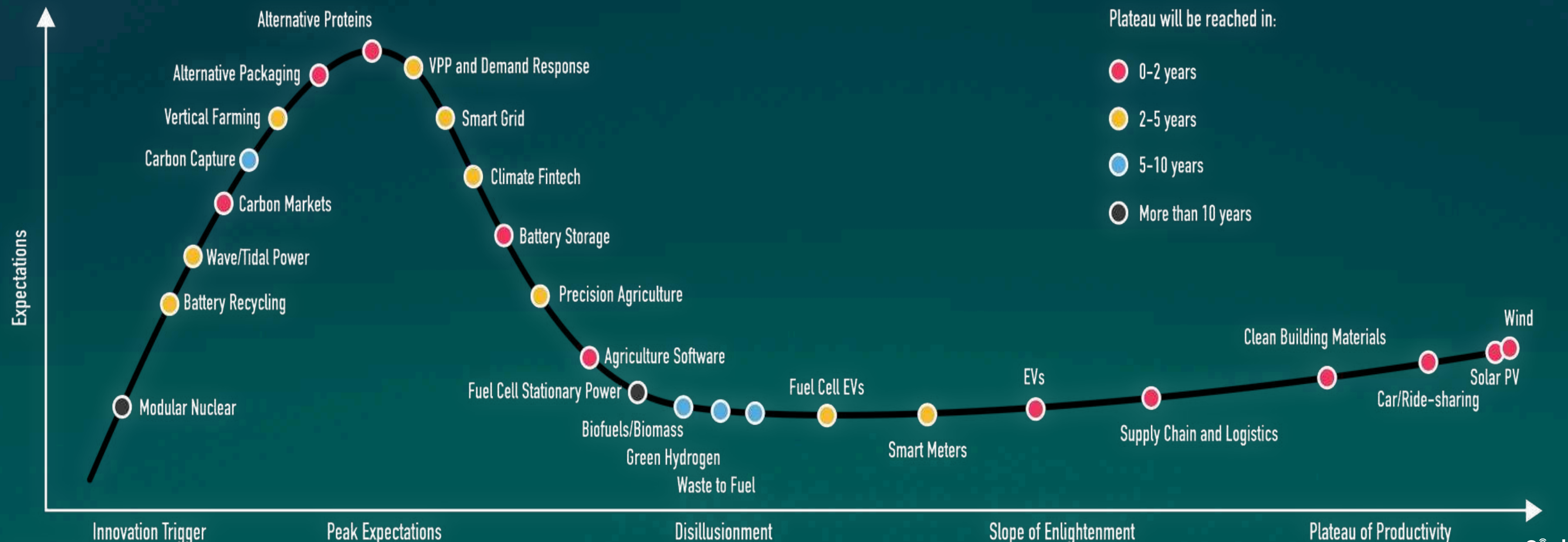
**YES WE CAN! BUT DO WE WANT TO?**



# GREEN IS THE NEW DIGITAL

our capacity to solve them is exponentially increasing

SELECT CLIMATE TECH INNOVATION HYPE CURVE



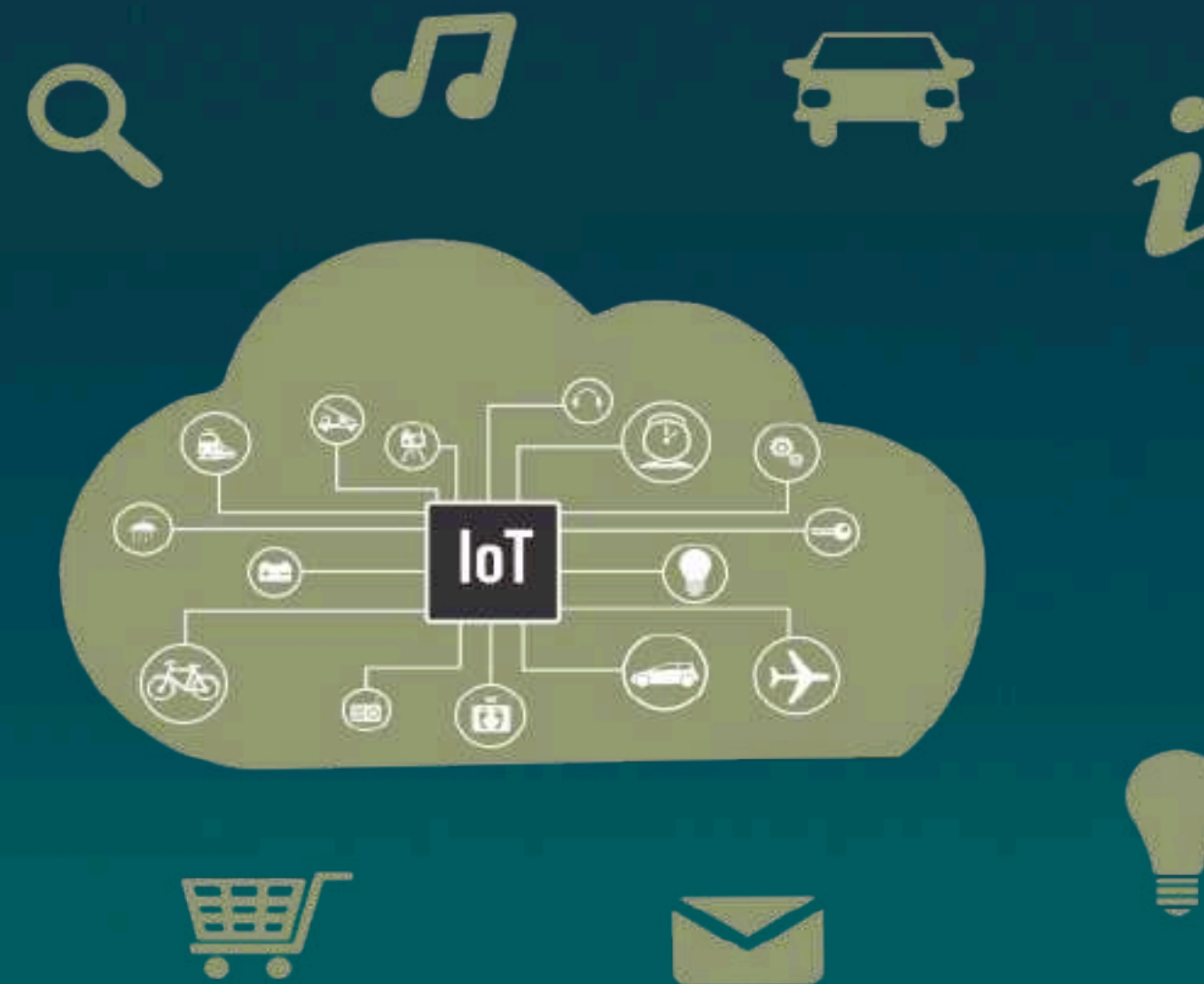


# We will have all the tech but will we have the **TELOS**?

SUSTAINABLE EVERYTHING



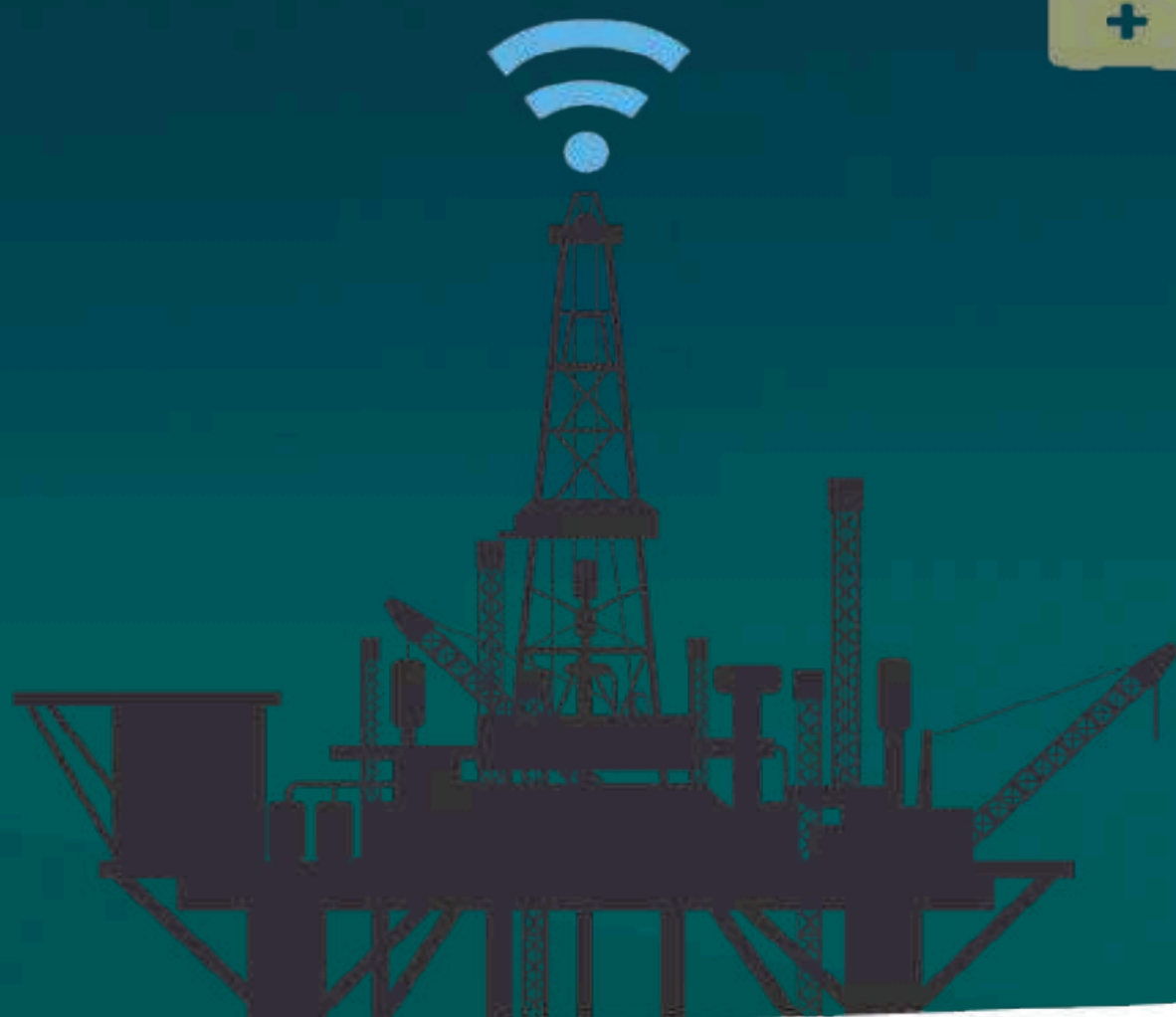
NETWORKED EVERYTHING  
CLOUD EVERYTHING



SMART EVERYTHING



DATA EVERYTHING

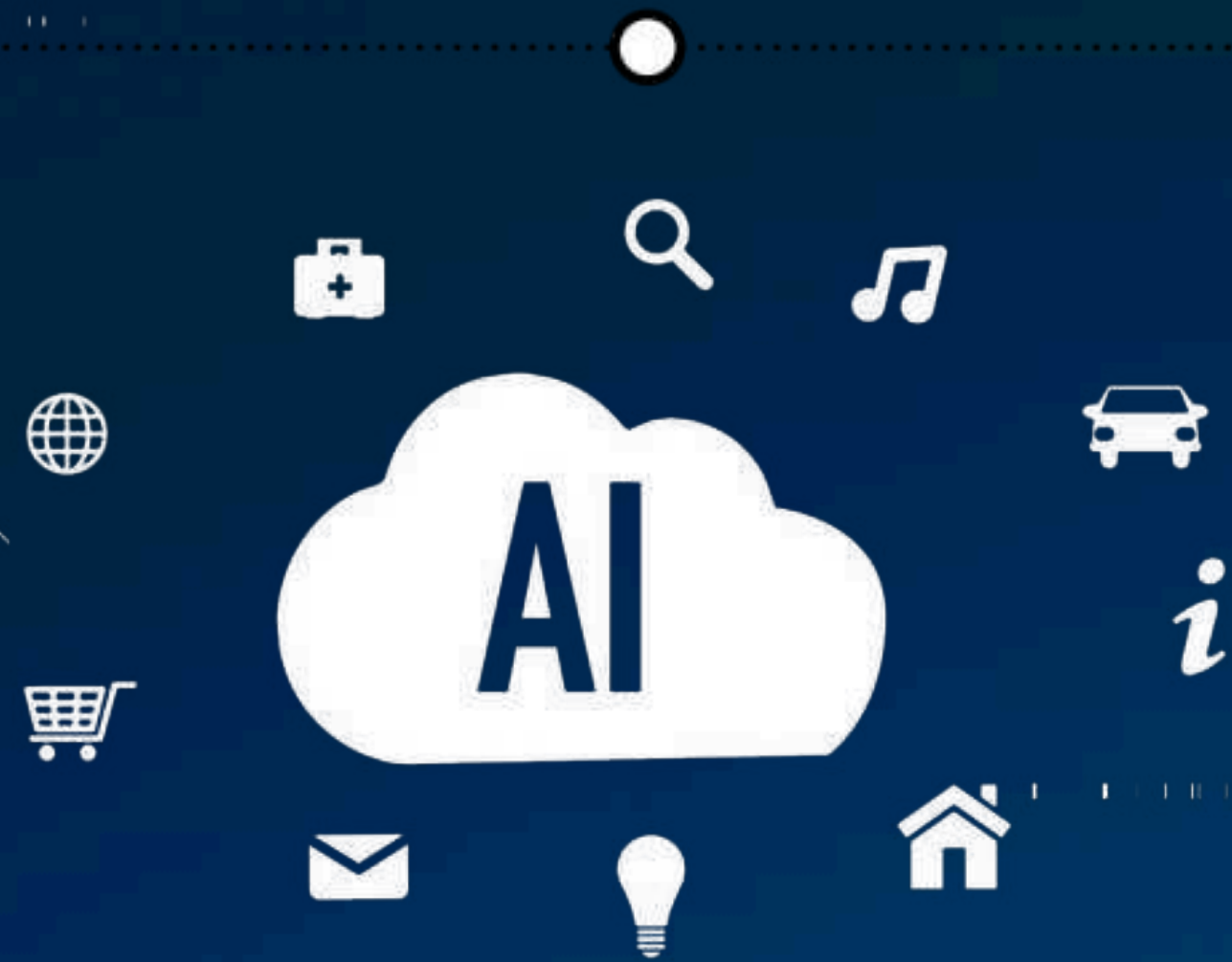


# #2: Big Blue, Big Green & Big Purple:

## EXPONENTIAL & COMBINATORIAL CHANGE



## DIGITAL REVOLUTION



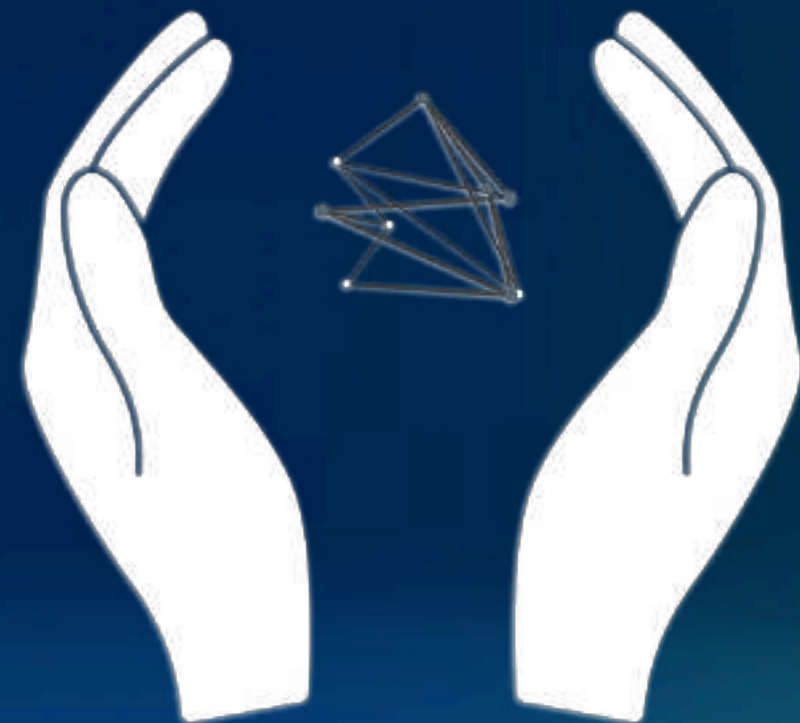
## SUSTAINABILITY REVOLUTION



## PURPOSE REVOLUTION



Big Blue



Big Green

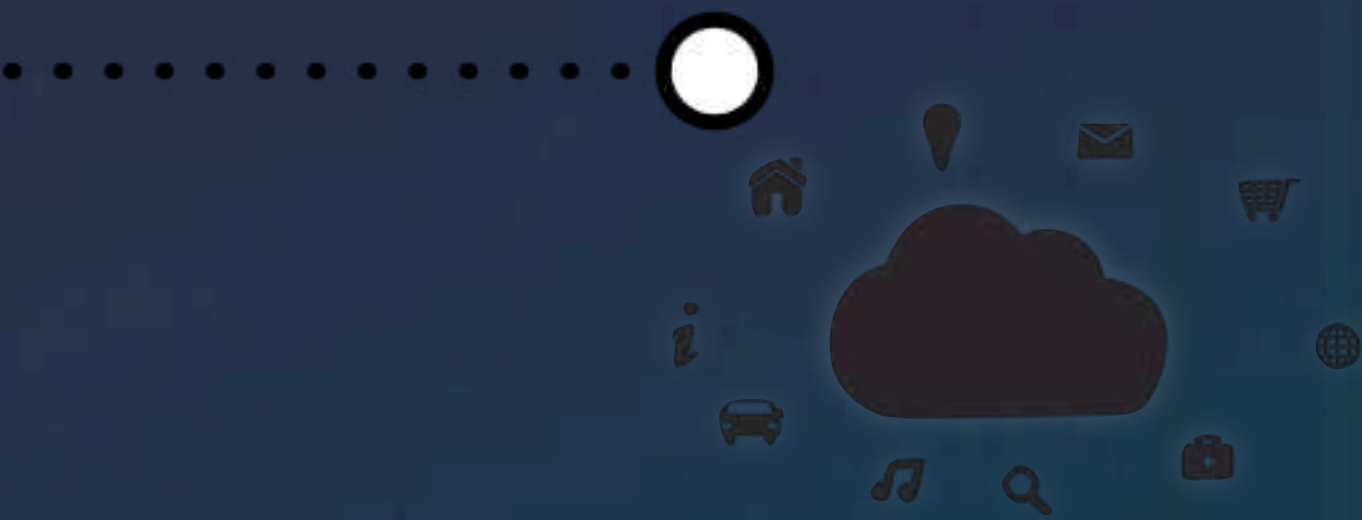


Big Purple





# DIGITAL REVOLUTION



# INFO TECH



# BIO TECH

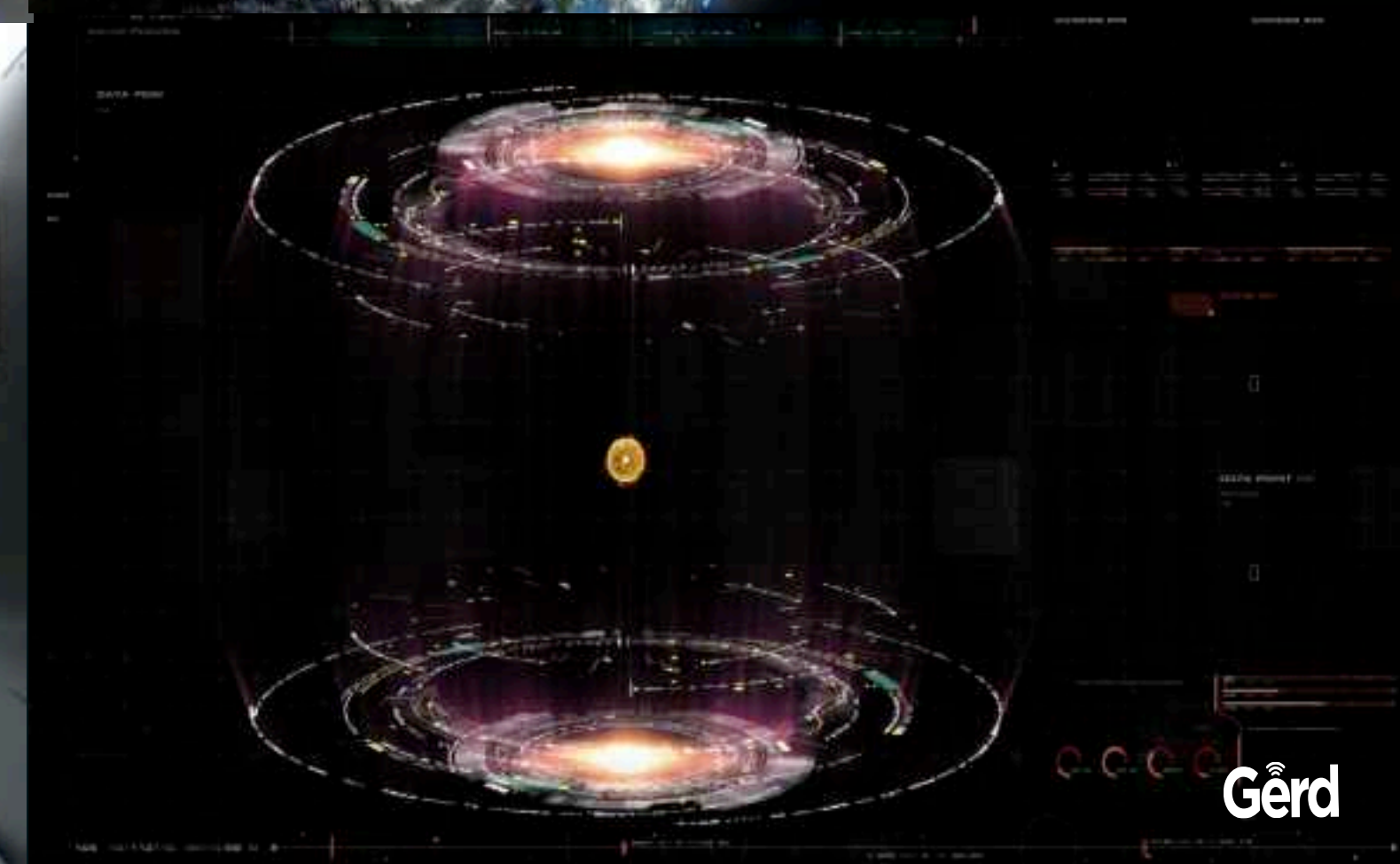
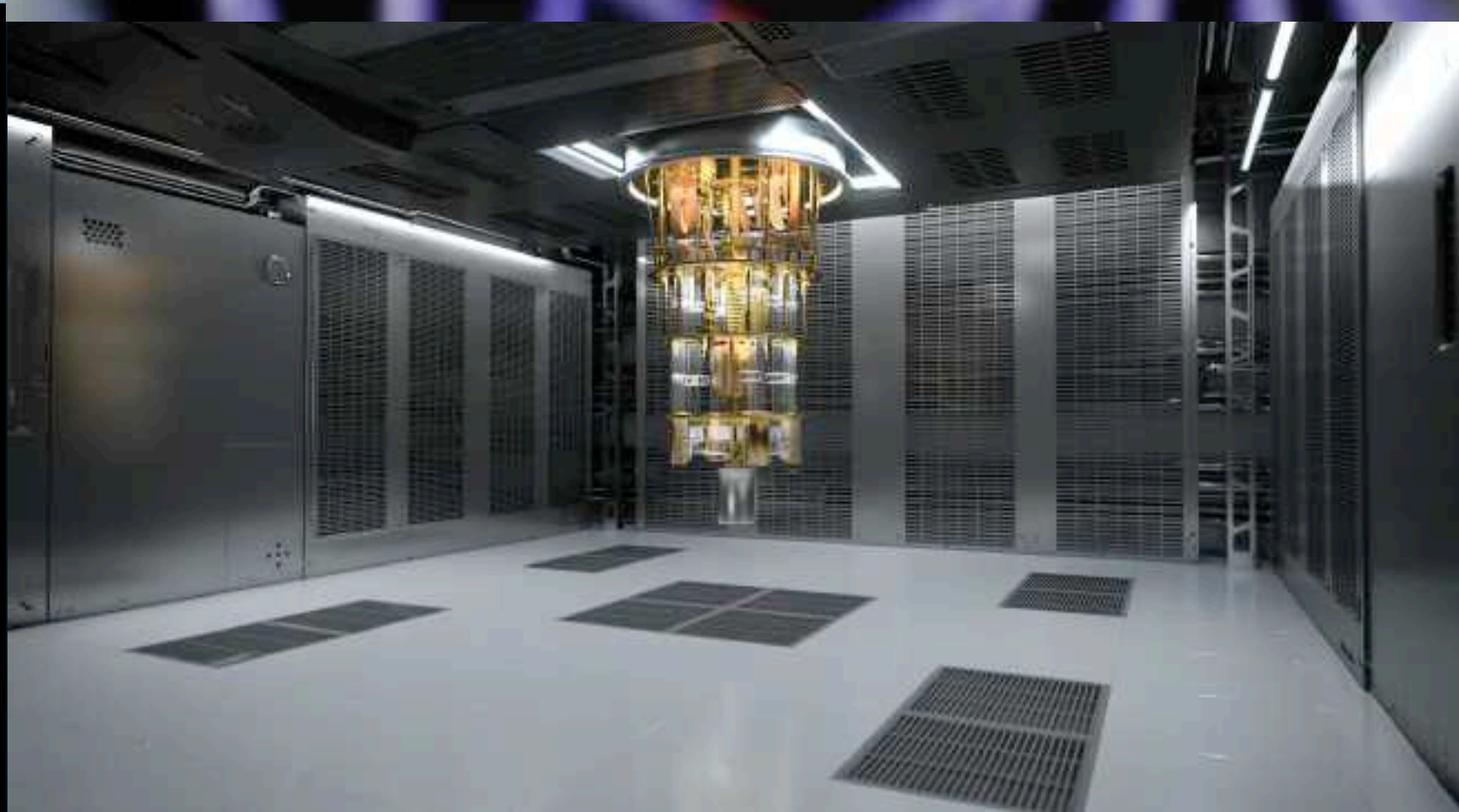
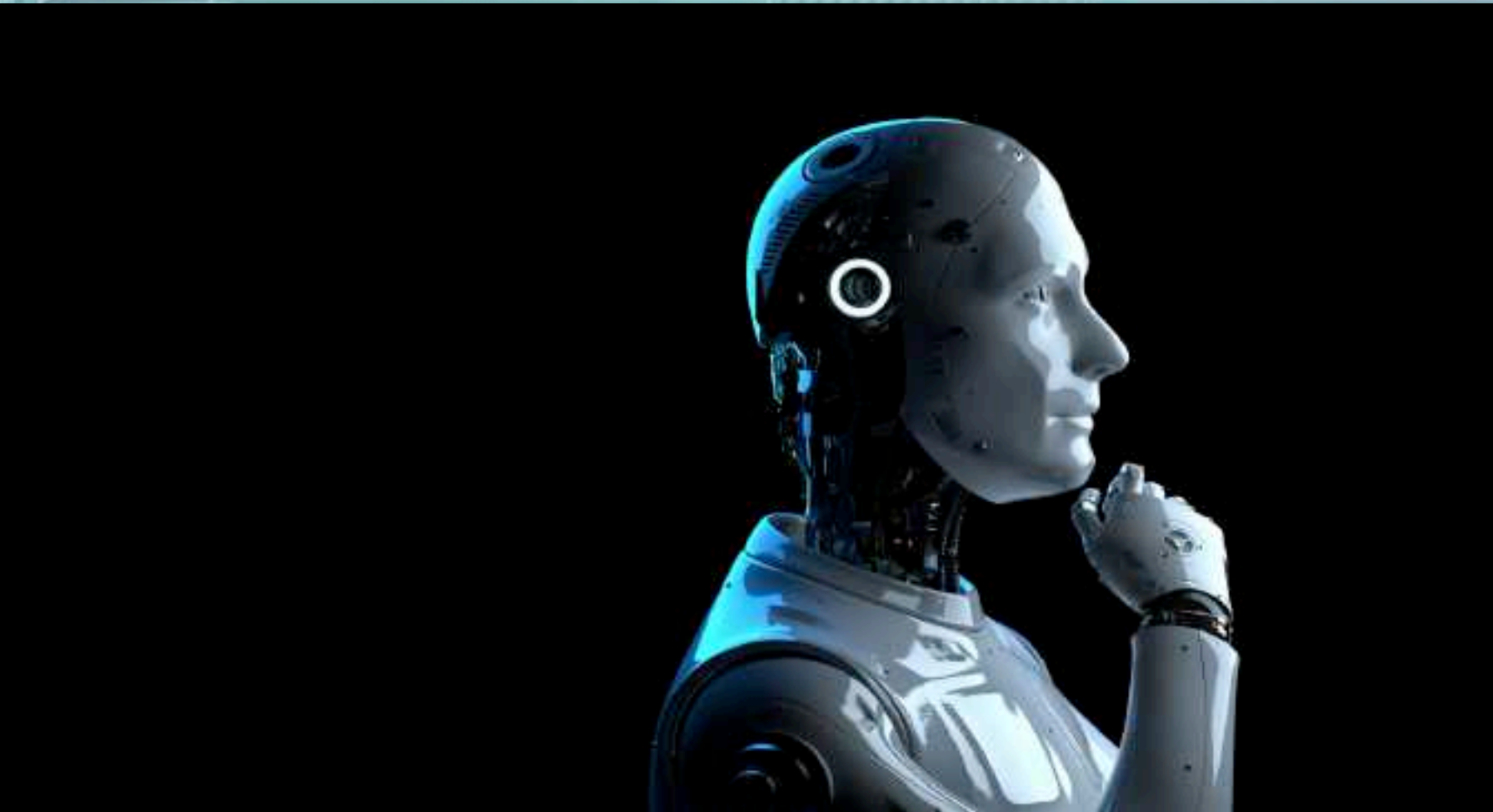
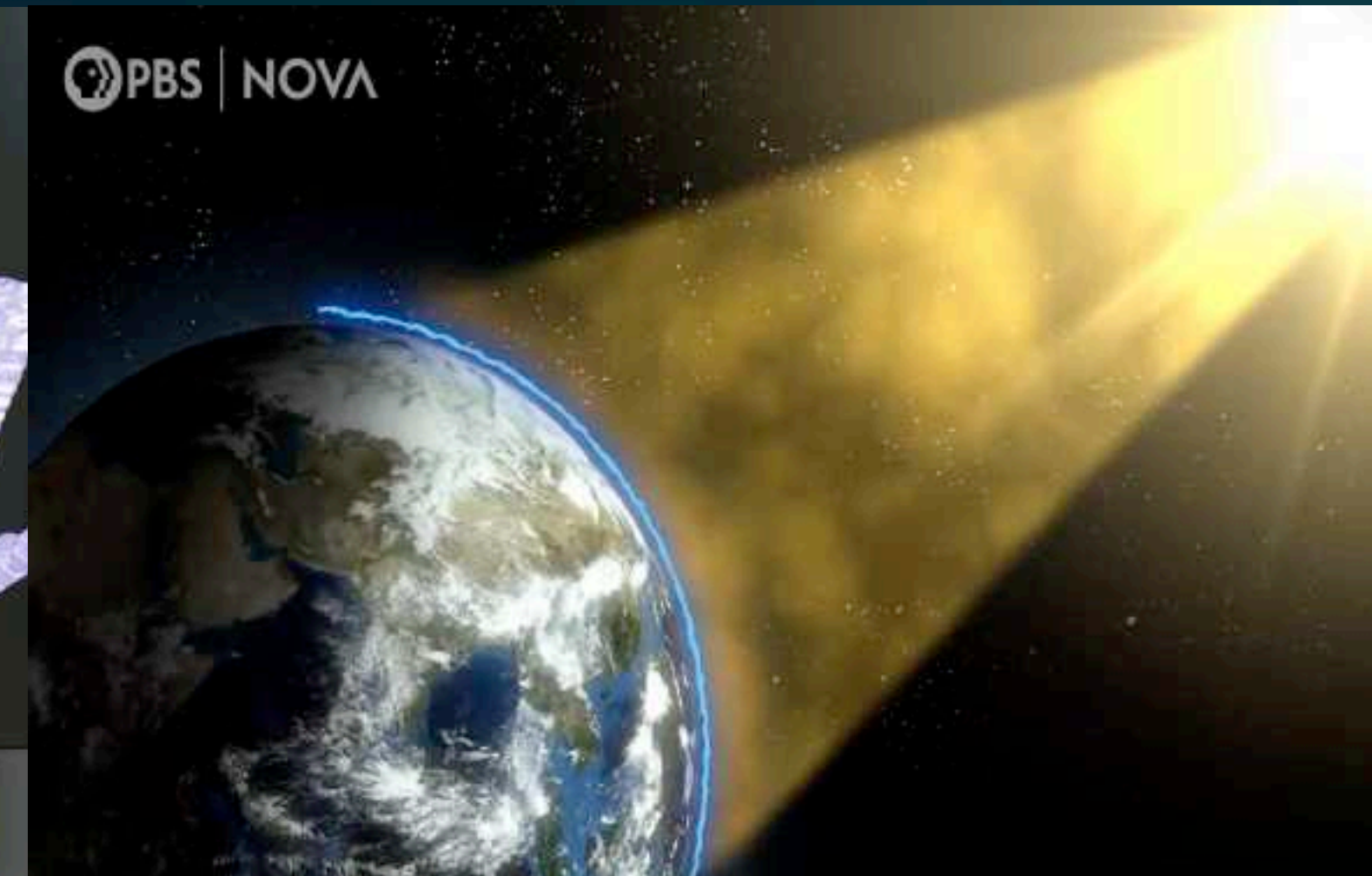


# ENERGY & CLIMATE TECH





The next 10 years will bring more change than the previous 100 years  
AI is just the first of **SIX** King/Queen-Making Technologies. Next is Quantum Computing, Fusion  
Energy, Nano-Tech & Synthetic Biology, Genome Editing and Geo-Engineering





“One’s destination is never a place, but a  
**NEW WAY OF SEEING THINGS**” (Henry Miller)

STAMFORD, Conn., Feburary 19, 2024

## **Gartner Predicts Search Engine Volume Will Drop 25% by 2026, Due to AI Chatbots and Other Virtual Agents**

**WIRED**

LAUREN GOODE BUSINESS FEB 8, 2024 8:00 AM

## **Google Prepares for a Future Where Search Isn’t King**

CEO Sundar Pichai tells WIRED that Google’s new, more powerful Gemini chatbot is an experiment in offering users a way to get things done without a search engine. It’s also a direct shot at ChatGPT.

STEVEN LEVY BUSINESS FEB 16, 2024 9:00 AM

## **This Company Says Conversational Apps and Websites**

Sierra hopes every company will use its empathetic AI chatbots for custom



Sierra cofounders Bret Taylor (left) and Clay Bavor. COURTESY OF CARLOS CHAVARRIA/SIERRA

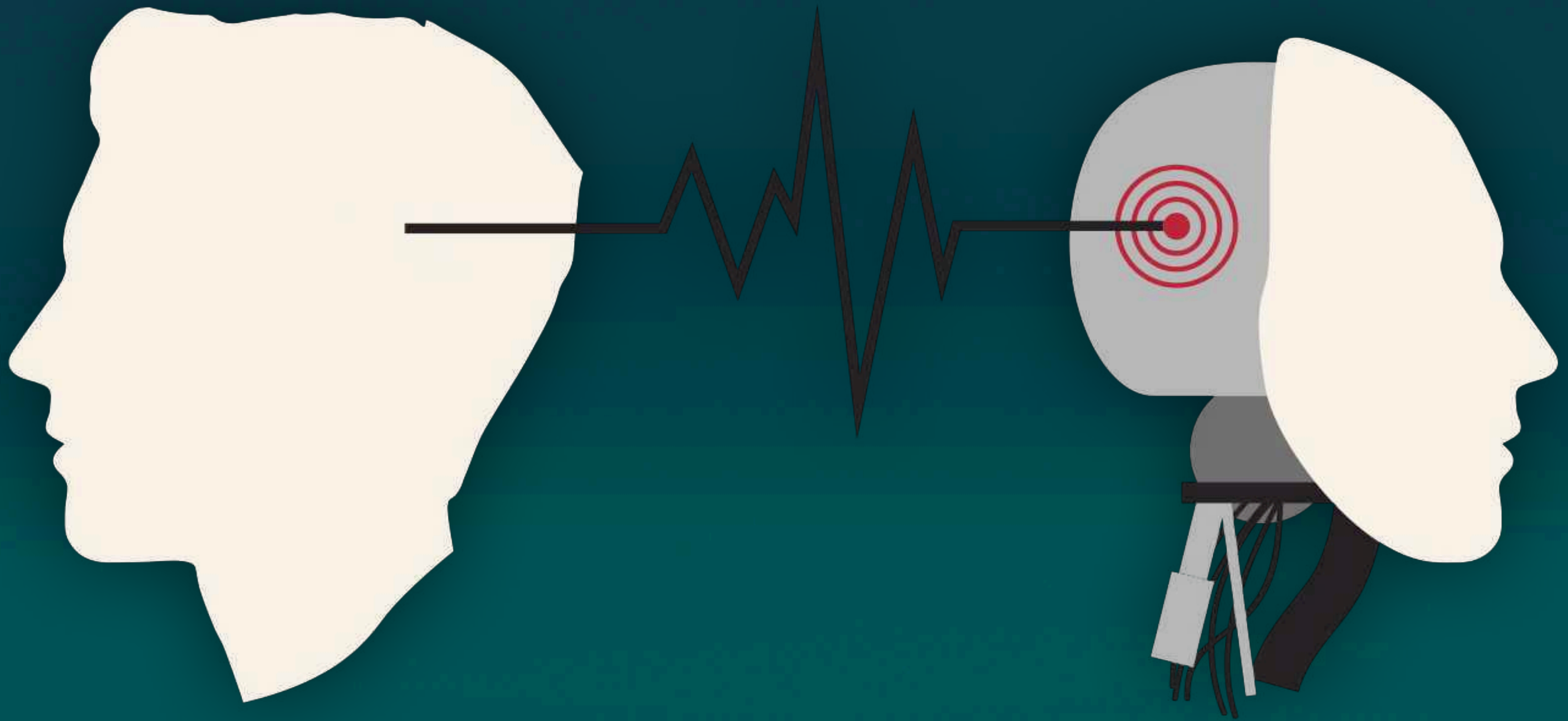
## **John Sculley agrees with Tim Cook, says the Vision Pro is as revolutionary as the iPhone**

Efe Udin • February 6, 2024

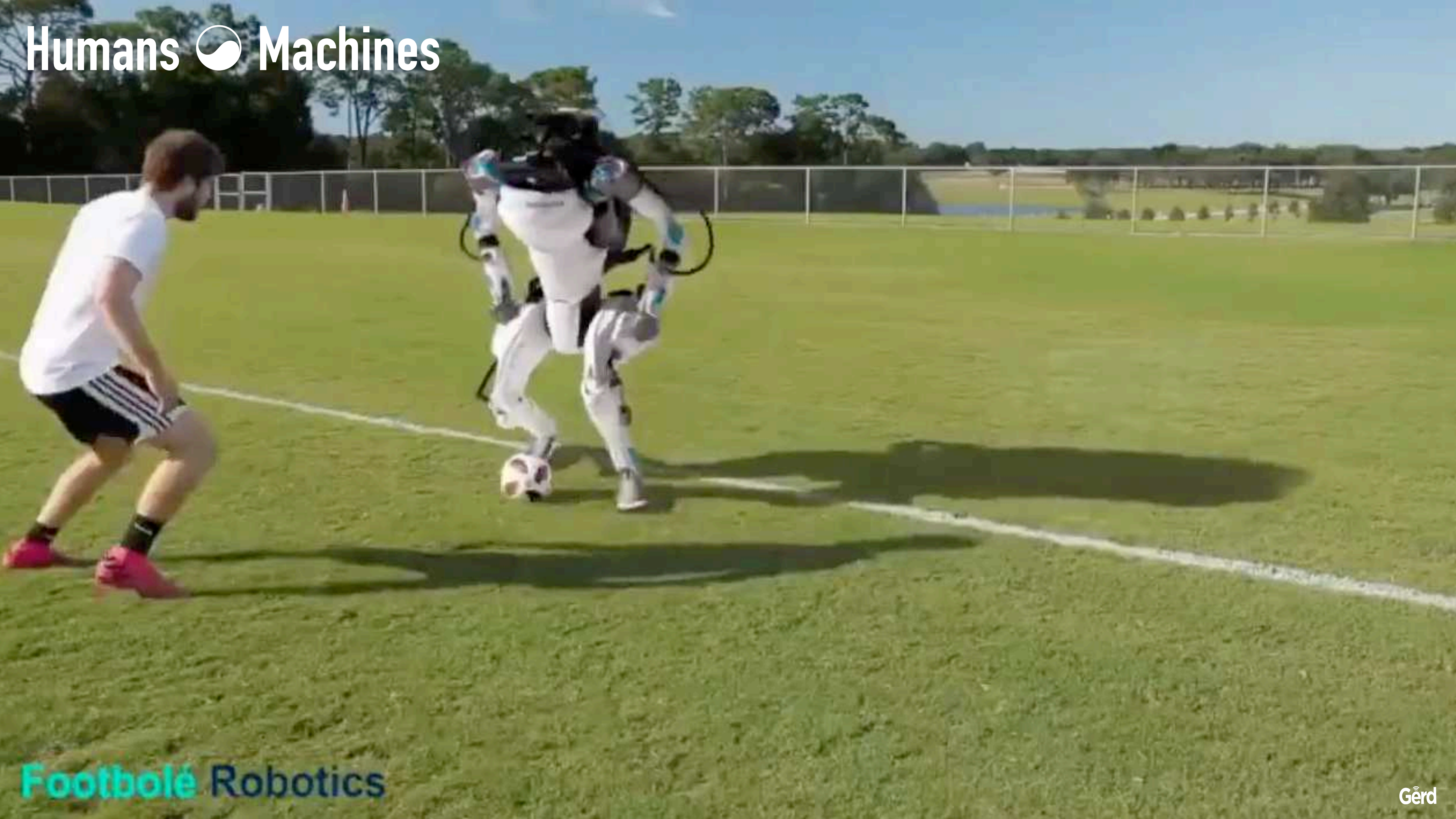




# #3: Humans Machines







Humans  Machines

Footbolé Robotics

Gerd







# ChatGPT and The Future of AI

# In Hindi

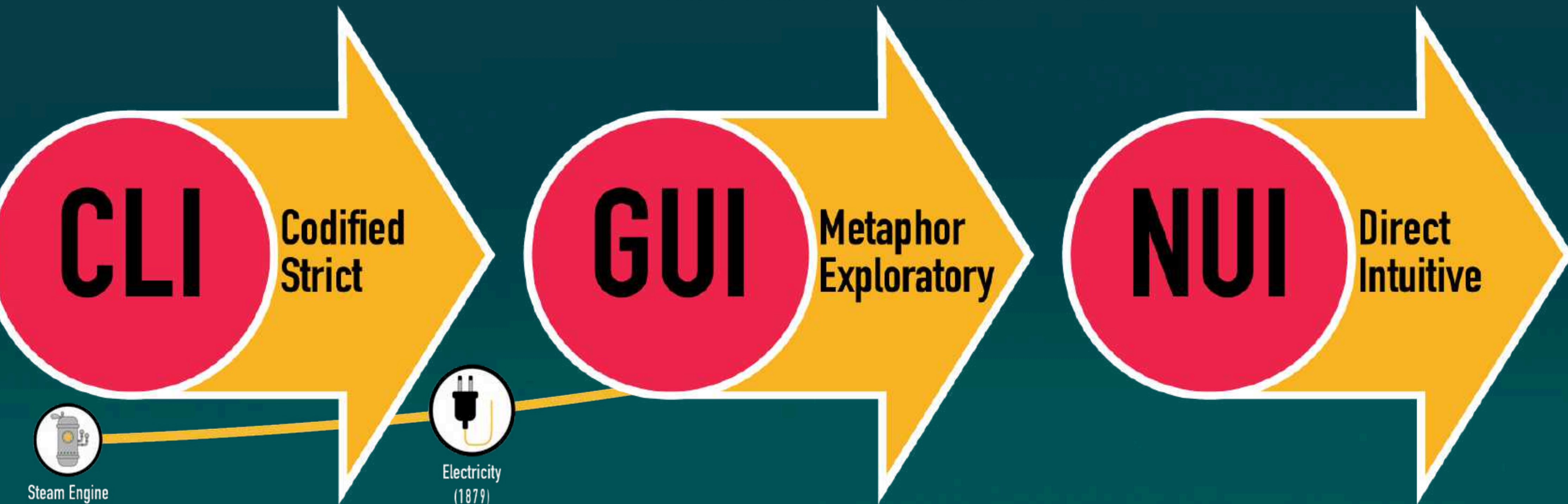




# “It is the FRAMEWORK which changes with each new technology and not just the picture within the frame”

Marshall Mc Luhan

AI IS A GENERAL PURPOSE TECHNOLOGY (GPT)



Steam Engine  
(1698)

Electricity  
(1879)



# From graphic interfaces to CONVERSATIONAL AI





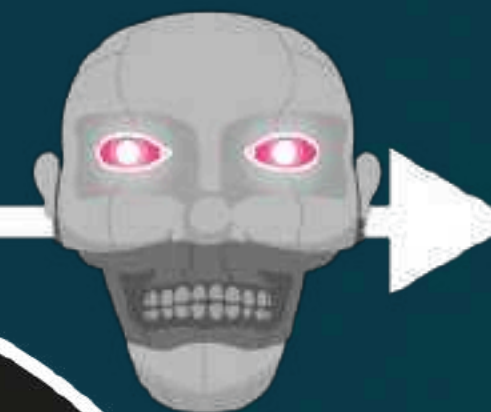
**#4: Too much of a good thing can be  
a very bad thing (technology<sup>x</sup>)**



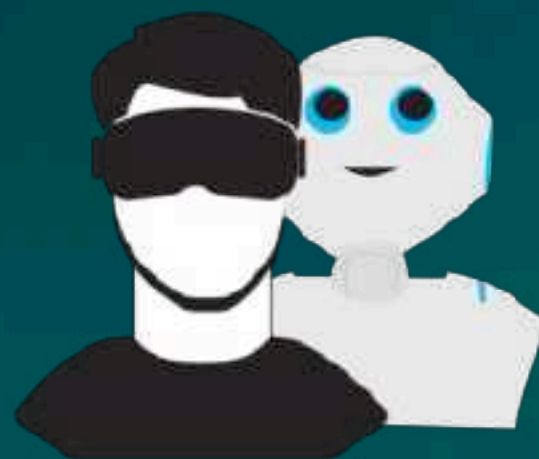
## ASSISTED INTELLIGENCE



## AUTOMATION

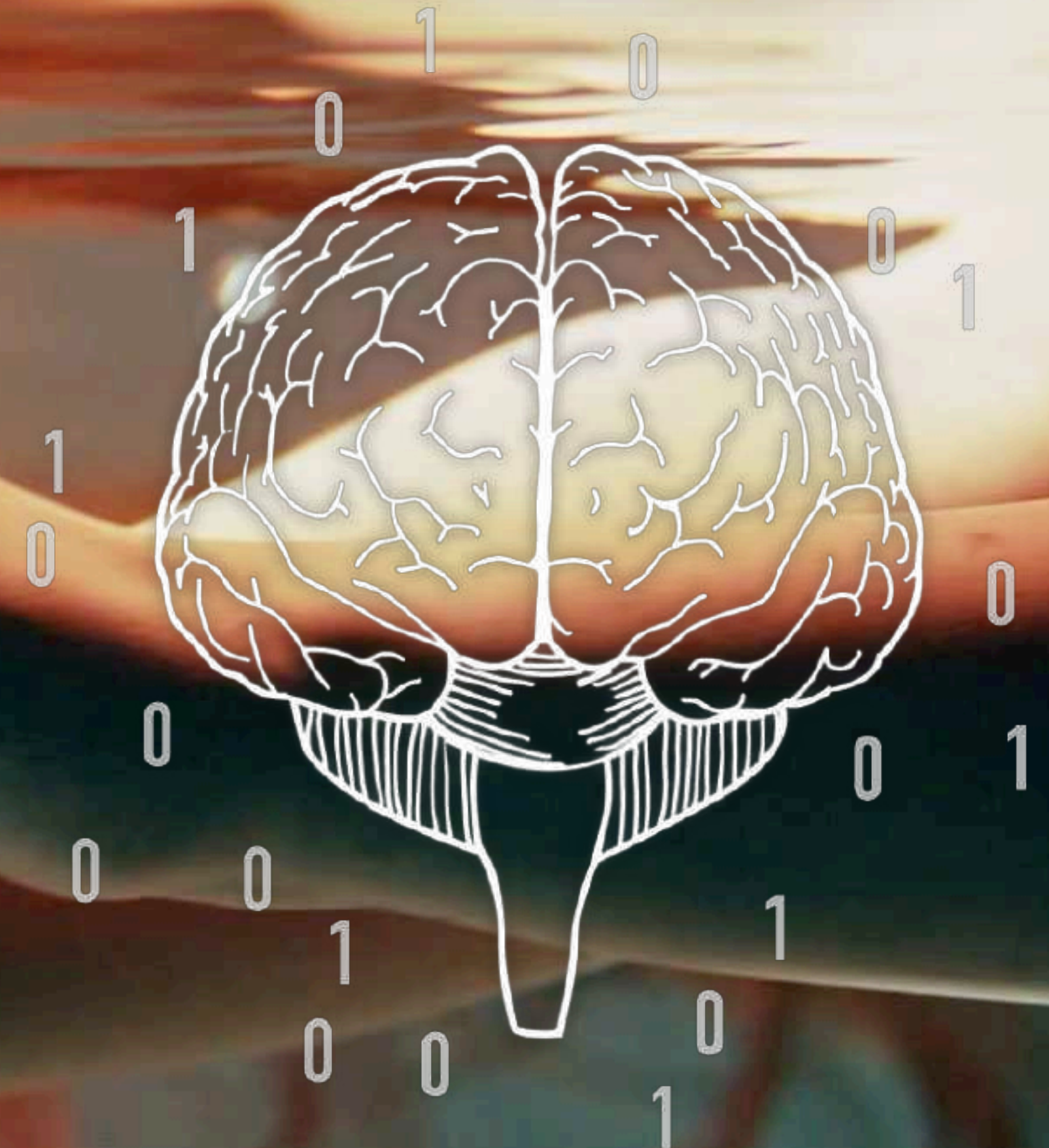
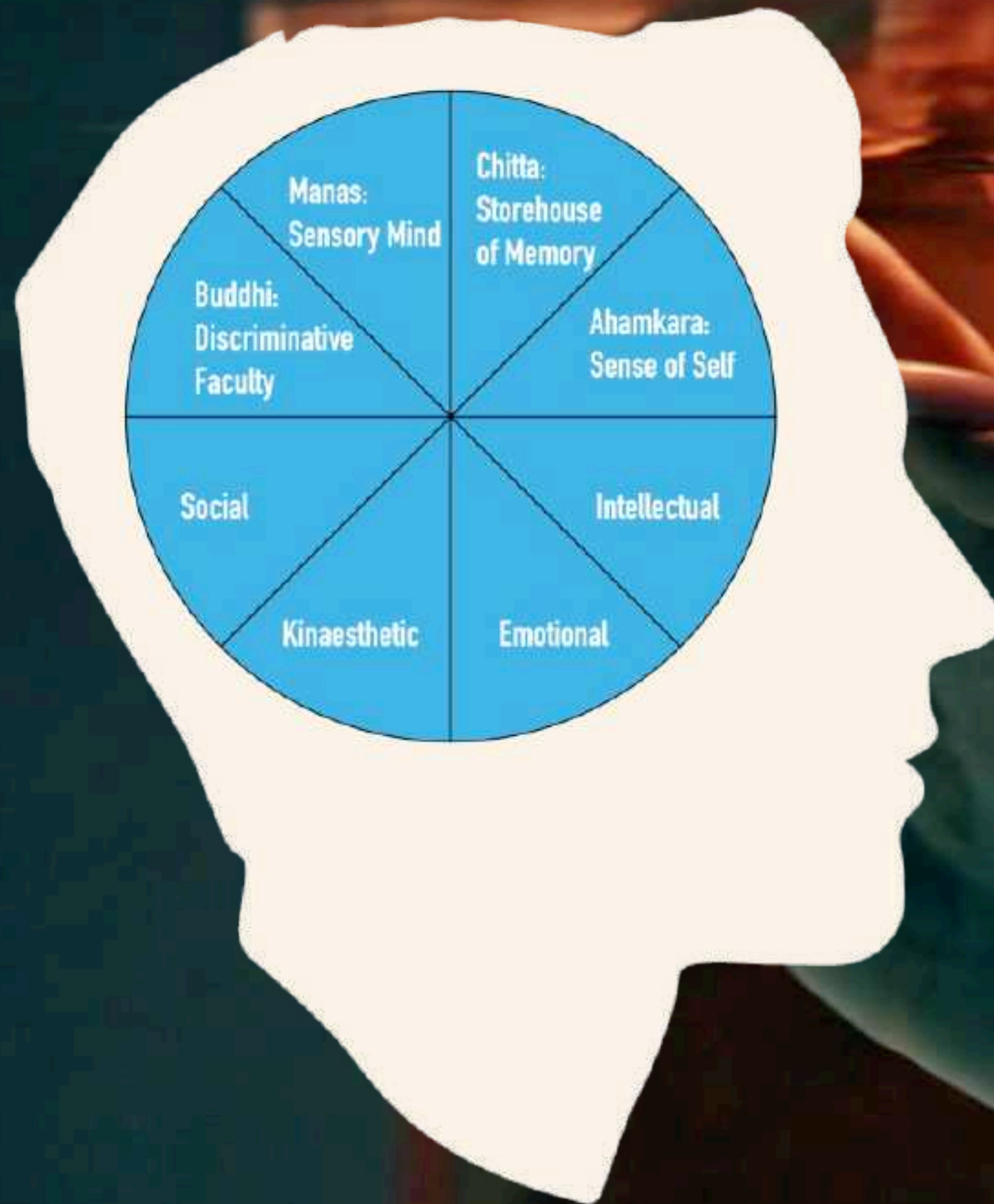


## AUGMENTED INTELLIGENCE





INTELLIGENCE: THE ABILITY TO SOLVE PROBLEMS  
CONSCIOUSNESS: THE ABILITY TO **FEEL THINGS**





# “Great technology should not aim to replace humans, rather amplify human capabilities”

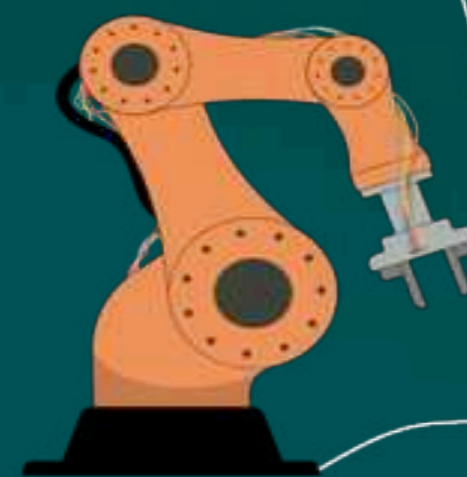
Doug Engelbart, 1955

## COGNIFICATION

## AUGMENTATION

## AUTOMATION

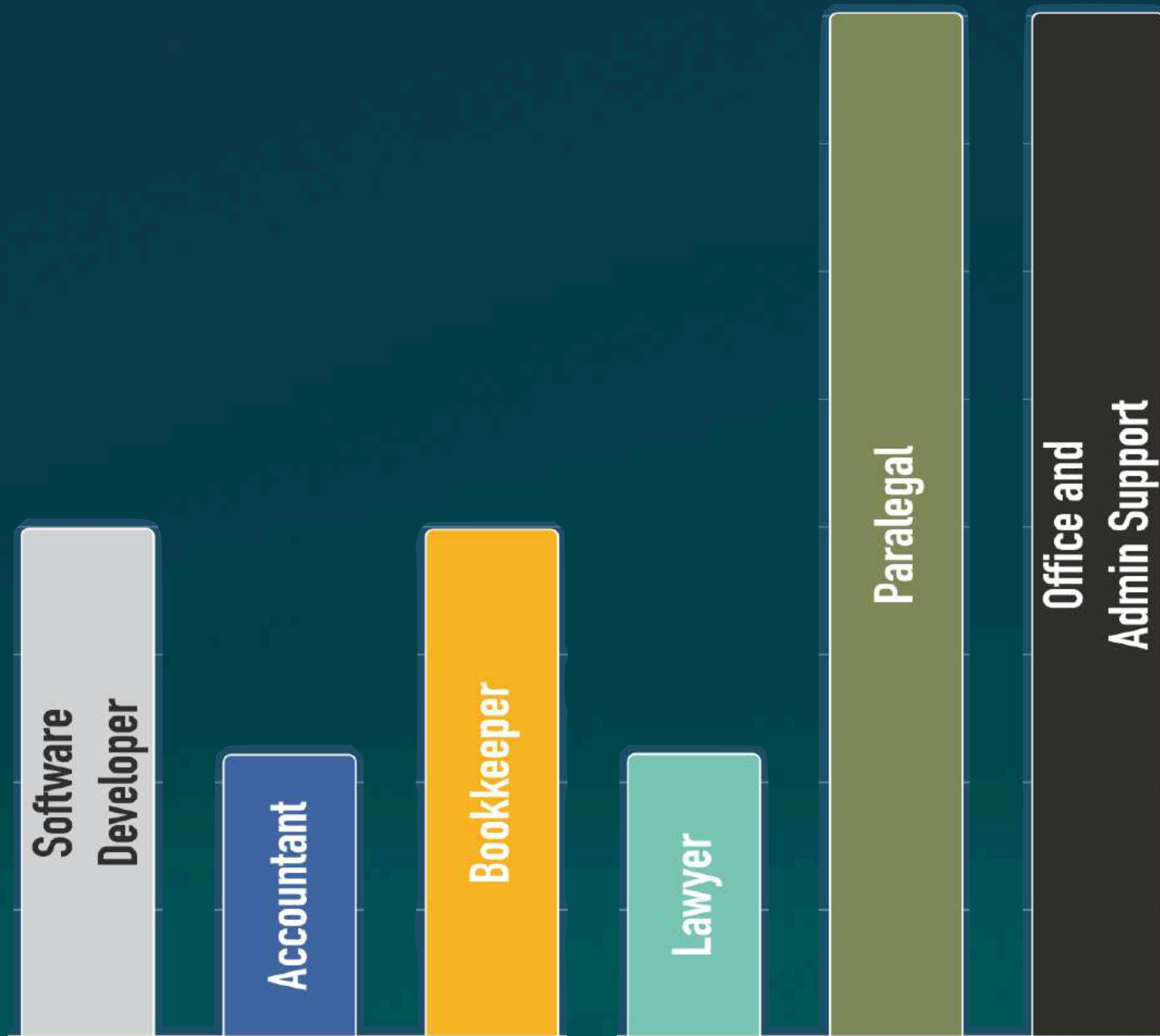
## DEHUMANISATION



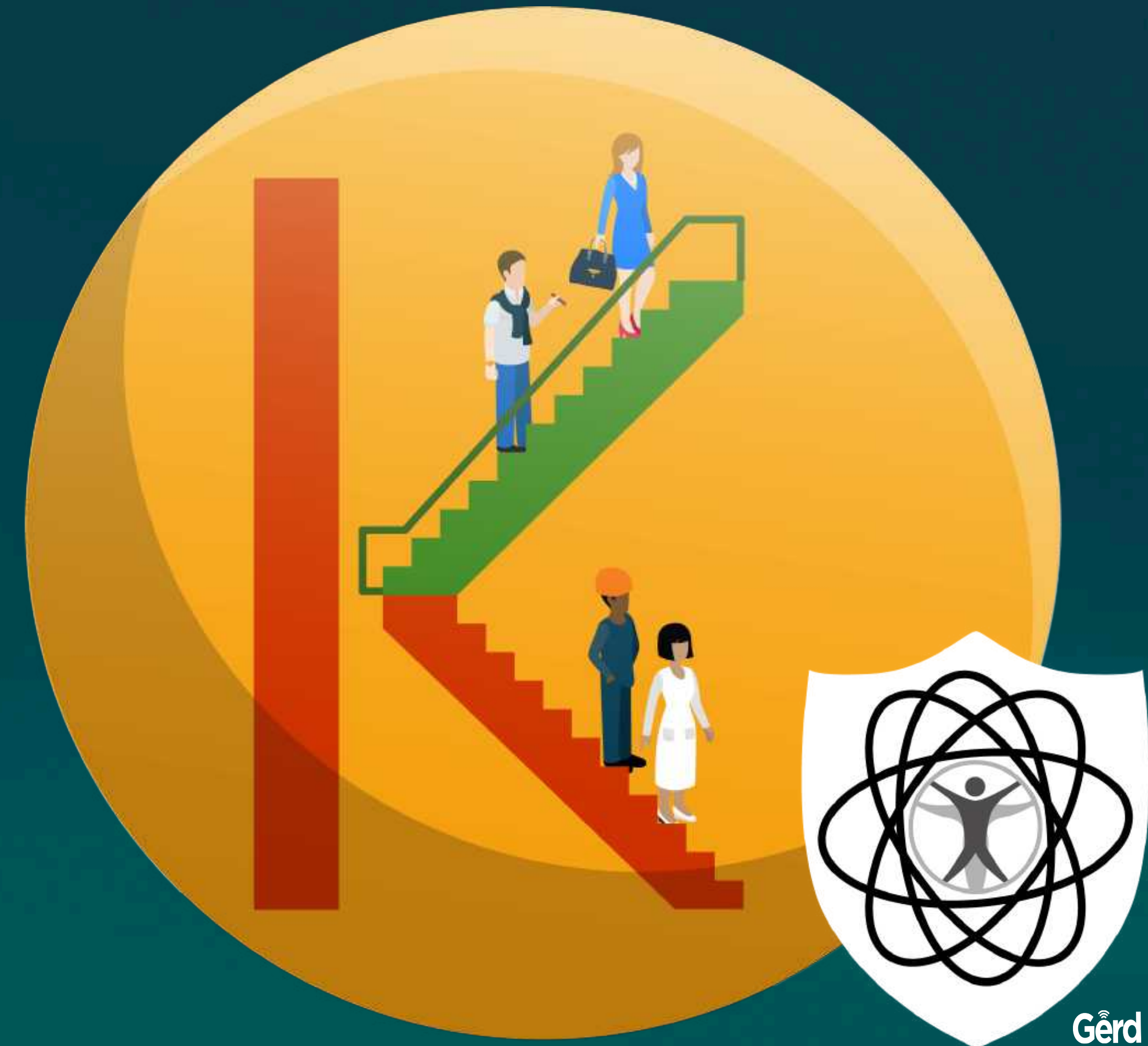


## OUTPUT OF AI-ASSISTED KNOWLEDGE WORKERS 2021 TO 2030

BY 2030 AI WILL INCREASE THE OUTPUT OF KNOWLEDGE WORKERS BY 140%

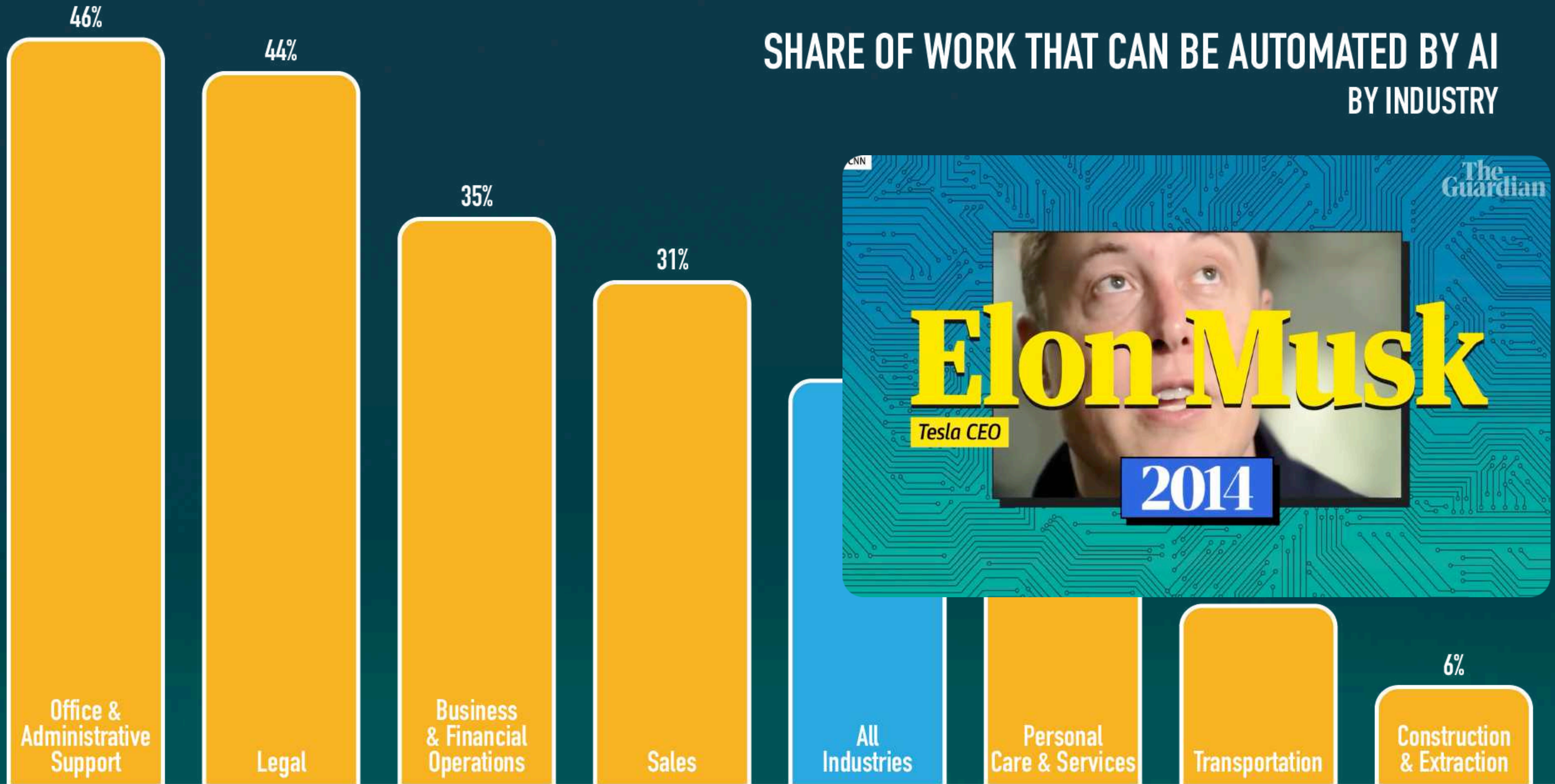


**“Automation is good for growth and bad for equality”**  
(Christine Lagarde, the IMF)





# SHARE OF WORK THAT CAN BE AUTOMATED BY AI BY INDUSTRY





# #5 Technology alone is not enough



**“No material problem – including those caused by technology – cannot be solved with more technology”** (Marc Andreessen, Techno Optimist Manifesto)





# Intelligence, Logic and Technology alone will **NOT** create “The Good Future”



sky news

## ZUCKERBERG APOLOGISES TO PARENTS OF SOCIAL MEDIA VICTIMS

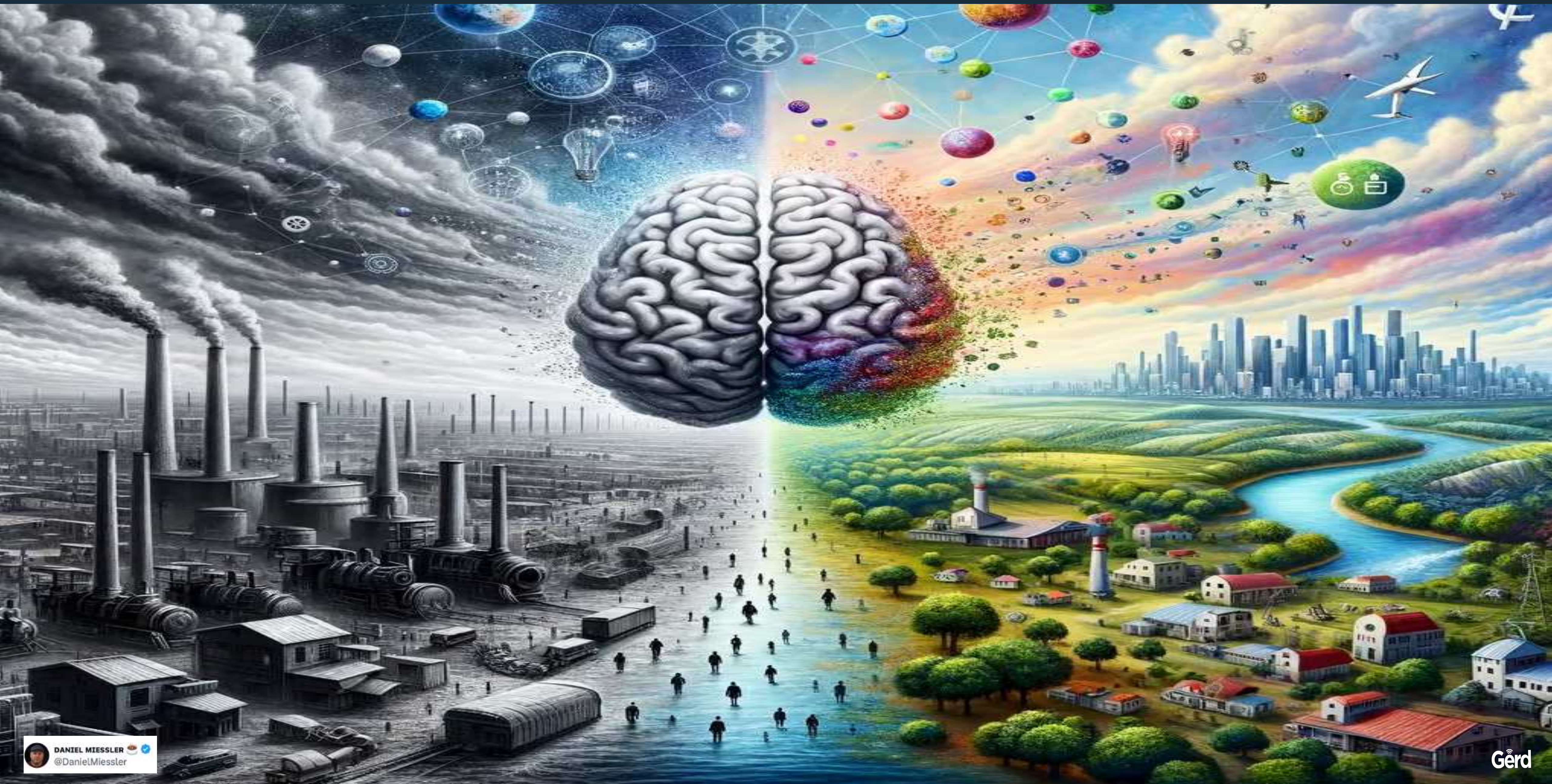
Mr. Mark Zuckerberg



Mark Zuckerberg is seated at a table with a microphone, looking directly at the camera with a serious expression. A nameplate in front of him reads "Mr. Mark Zuckerberg". A water bottle is on the table. The background is a blurred crowd of people.



# Intelligence, Logic and Technology alone will **NOT** create “The Good Future”

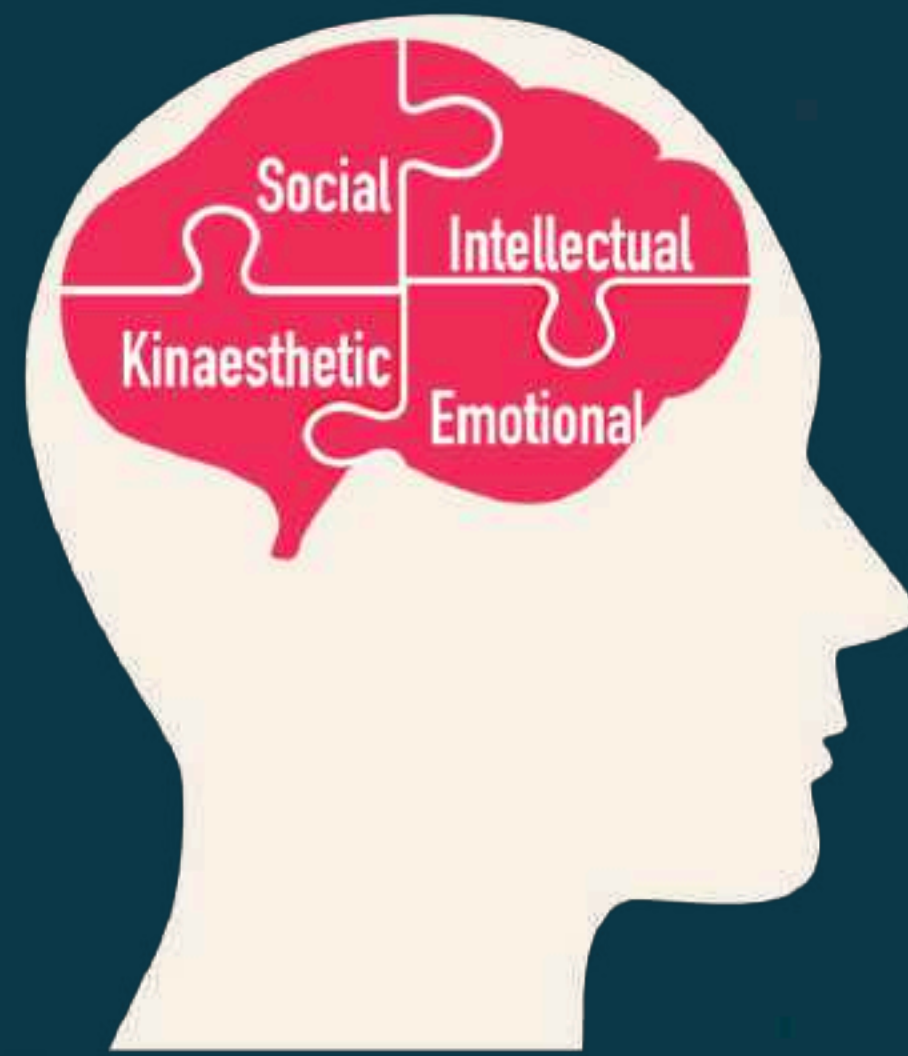




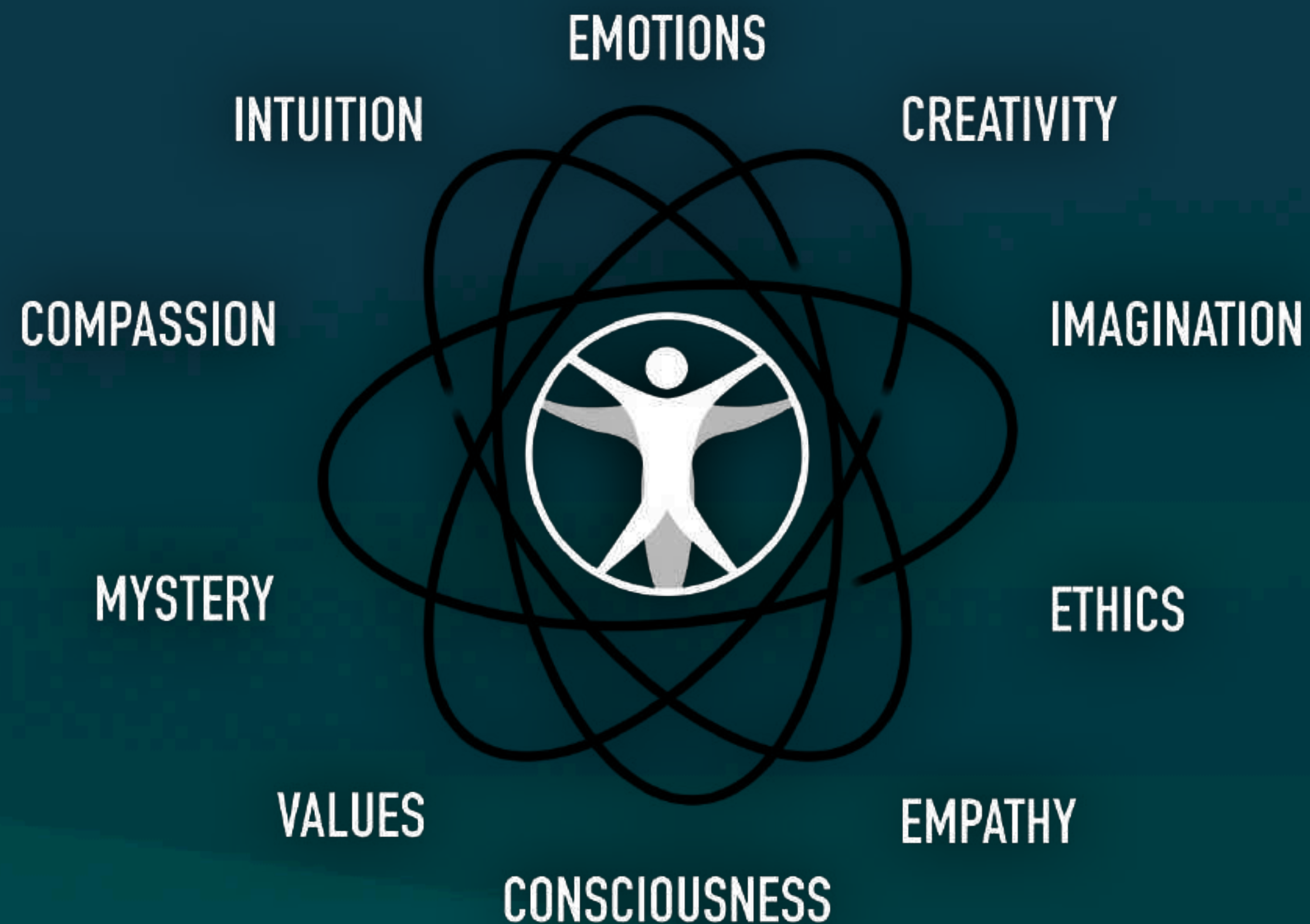
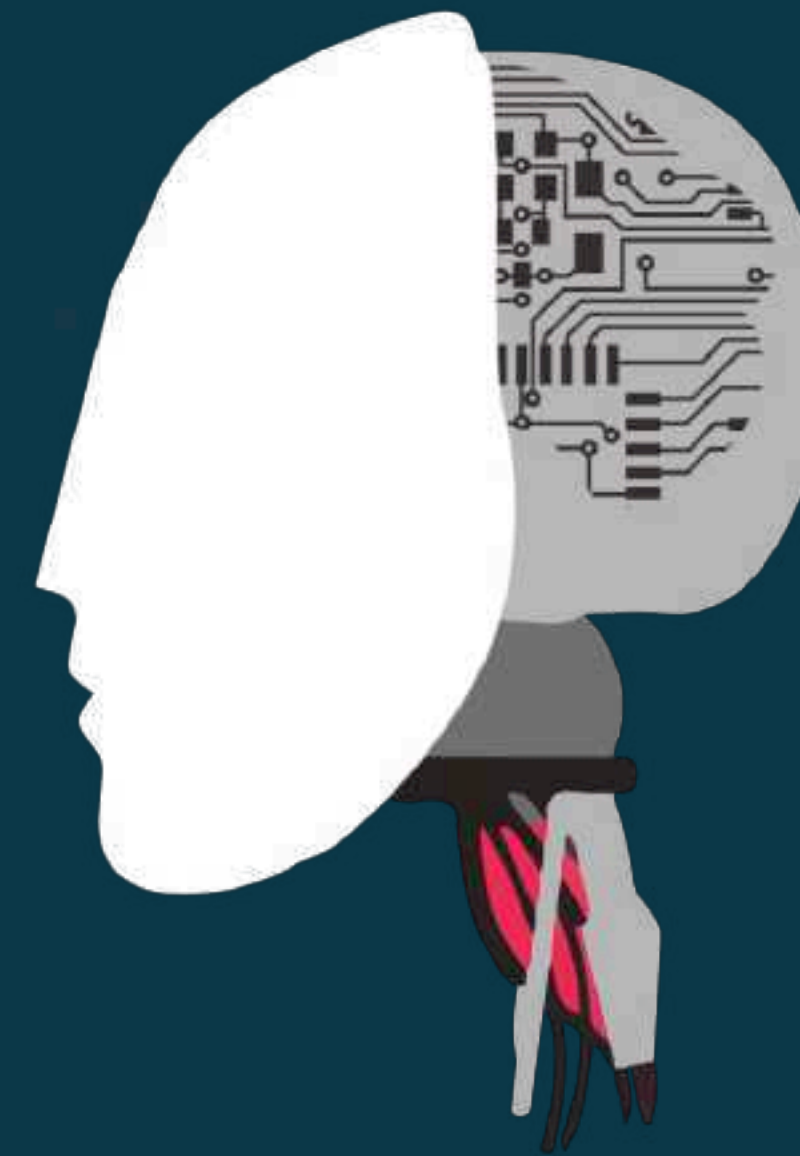
# #6: Humans $\neq$ Machines



# Biological Intelligence



# Digital Intelligence





Sora (OpenAI) text to video: **VERY COOL!** But for now, little  
Veracity, Context, Causality, Common Sense...

What the world LOOKS like, and how it WORKS, are two completely different things (RealWorld vs AI World)



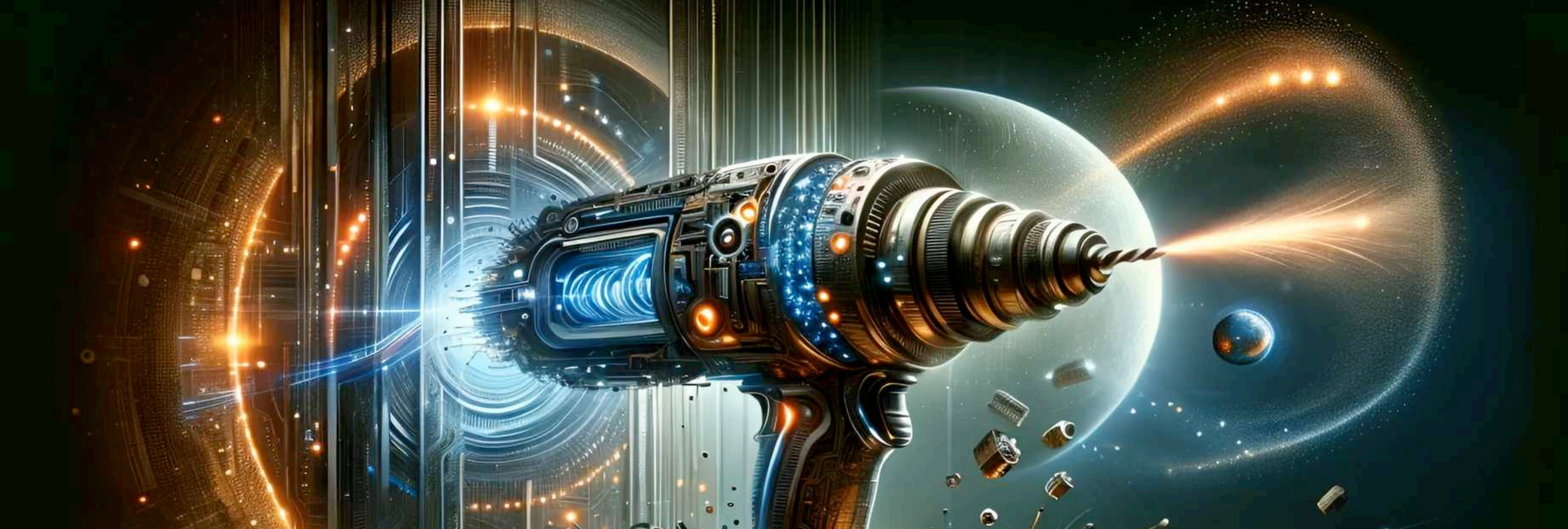


# LLMs: FREQUENTLY WRONG BUT NEVER IN DOUBT



Prompt: "Show left handed writers creating poetry"  
Gerd



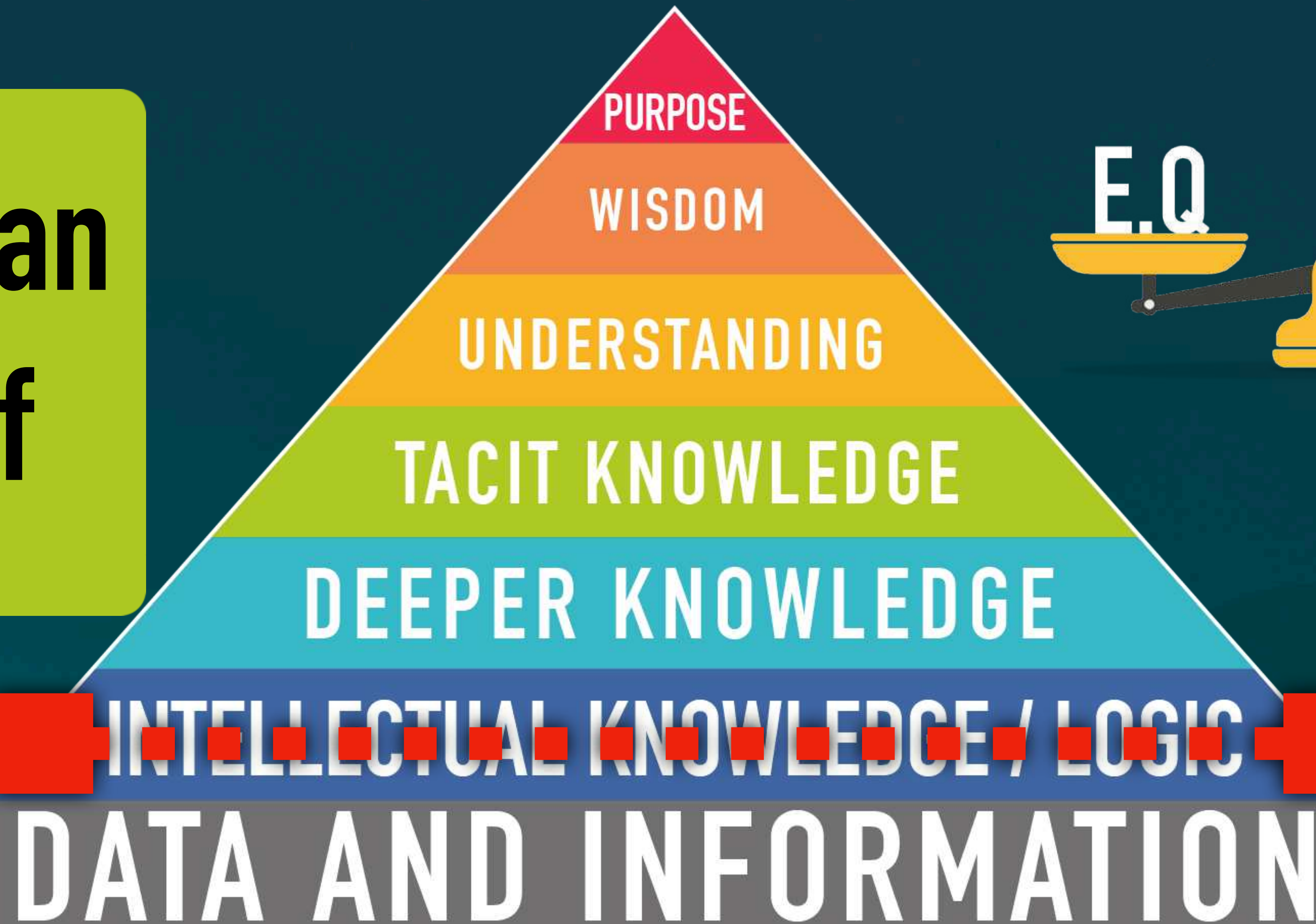


**With Generative and Conversational AI, maybe the less accomplished can do a lot more – and the REALLY ACCOMPLISHED can make exponential leaps?**



# The Future of Human Work: Beyond Data, Information and \*Knowledge

**Human  
Turf**



**? Machine  
Turf !**



#7: Ethics  Technology:  
**Everything** a technology company  
does is about Ethics, now!



# 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

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  <h1> "TECHNOCRATIC OATH" </h1>  
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      <h3> "I will place human decency  
        over technological potential in all cases" </h3>  
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### A Tech Accord to Combat Deceptive Use of AI in 2024 Elections

This accord seeks to set expectations for how signatories will manage the risks arising from deceptive AI election content created through their publicly accessible, large-scale platforms or open foundational models, or distributed on their large-scale social or publishing platforms in line with their own policies and practices as relevant to the commitments in the accord.

[Read the Press Release](#) [Read the full accord](#) [Watch the Webcast](#)

Adobe amazon ANTHROPIC arm IIElevenLabs Google

IBM Inflection LG AI Research LinkedIn McAfee Microsoft

Meta NetApp NOTA OpenAI stability.ai

TikTok TRENDI truepic



Inherent Challenges of Generative AI:

Speed not Depth

Bias in – Bias out

Coherence not Truth

Patterns not Meaning

Simulations not Reality

Statistics not Causality

Digital World  $\neq$  Real World

(the list goes on...)





#8: The key question is no longer if  
and how we can do something but  
**WHY** we should do it (and **WHO**)



10 years ago...

If?

How?



# AI: COMPETENCE NOT CONSCIOUSNESS!

# Why?

... today





TECHNOLOGY HAS NO ETHICS









PEOPLE  
PLANET  
PURPOSE  
PROSPERITY







People



Prosperity

GLOBAL  
CONSCIOUSNESS



Planet



Purpose

PRODUCTIVITY/  
EFFICIENCY

HUMANITY



**#9: “Single Purpose Economics”  
are not fit for the Future**



Source: Hoover Institution (via Youtube)



**"There is one and only one social responsibility  
in business, to use its resources and engage in  
activities that will increase its profits"**

**Milton Friedman**



# "1P Economics"

## GLOBAL CAPITAL STOCKS PER CAPITA

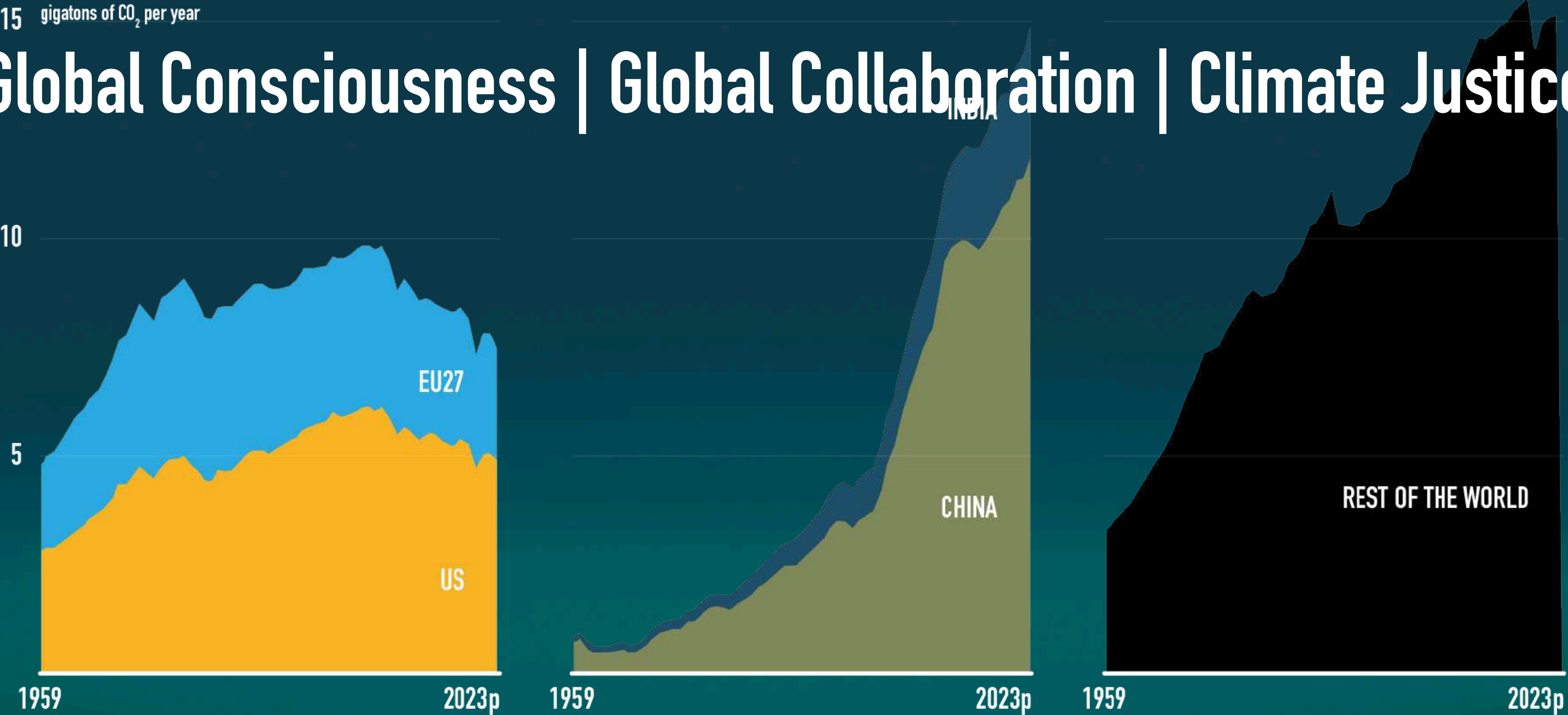




US AND EU EMISSIONS HAVE DECLINED THIS CENTURY;  
EMISSIONS ELSEWHERE HAVE NOT

15 gigatons of CO<sub>2</sub> per year

Global Consciousness | Global Collaboration | Climate Justice



Sources: NAT BULLARD



# So what now?



The doors aren't closing – they are OPENING!

**Telos**

**GREEN  
IS THE NEW  
DIGITAL**

ARTIFICIAL  
INTELLIGENCE

CLIMATE  
CHANGE



# **“We are to be architects of the future, not its victims”**

**(Buckminster Fuller)**

**With AI, the key question is not what it will do  
TO US – but what we WANT it to do FOR US**

**AI: Pursue Competence not Consciousness**

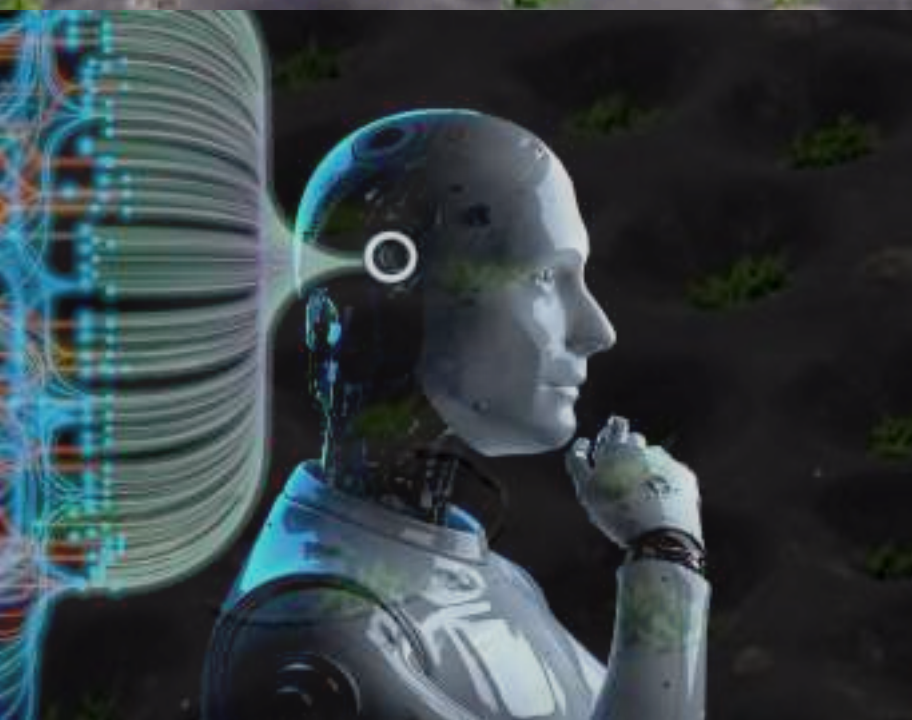
**Ask WHY / WHO not IF / HOW: Purpose not Feasibility**

**Take the Technocratic Oath: ALL must bring The Good Future**

**Switch to ‘Full Stack’ Economics: People Planet Purpose Prosperity**



# AWESOME HUMANS **WITH** AMAZING TECHNOLOGY!





# Thanks for your time and kind attention!

Gerd Leonhard, Futurist **More at: [www.gerdtube.com](http://www.gerdtube.com)**

THE FUTURE IS BETTER  
THAN YOU THINK



futuristgerd.com



gerdtube.com



lookunnow.tv  
Gerd