Digital ethics and the future of business
Humanity will change more in the next 20 years than in the previous 300 years.
Humanity will change more in the next 20 years than in the previous 300 years.
The key theme for the foreseeable future: technology & humanity
Technology is not what we seek but how we seek.

Positive Emotions  Engagement  Positive Relationships  Meaning  Accomplishment

“It’s not the technology that changes the world, but the dreams behind that technology” Jack Ma (Alibaba)
Humanness will become even more essential because relationships, trust, customer happiness, values and ethics cannot be automated.
The future of business: from products to services to experiences
We are at the pivot point of exponential change

Wait and see

Just do it
Data is the new oil – but intelligence is the new gas!
Data is the new oil – but intelligence is the new gas!

### The Age of Tech

Market capitalization of the world’s most valuable public companies

<table>
<thead>
<tr>
<th>Year</th>
<th>Tech</th>
<th>Oil/Energy</th>
<th>Financial Services</th>
<th>Conglomerate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>ExxonMobil</td>
<td>$362.5b</td>
<td>General Electric</td>
<td>$348.5b</td>
</tr>
<tr>
<td>2016*</td>
<td>Apple</td>
<td>$571.4b</td>
<td>Alphabet</td>
<td>$530.6b</td>
</tr>
</tbody>
</table>

* as of August 1, 2016

Source: Yahoo! Finance, Forbes

@StatistaCharts
Exponential connectivity, data, intelligence, man-machine symbiosis
Exponential connectivity, data, intelligence, man-machine symbiosis
Is this where we are going?

Year | Price
--- |---
2014 | 39€
2016 | 179€
2018 | 349€
2020 | 1299€
We may well be the last generation of un-augmented humans.
ASI (Artificial Super Intelligence)

AGI (Artificial General Intelligence)
“One way of thinking of Artificial General Intelligence is as a process that will automatically convert unstructured information into actionable knowledge. What we’re working on is potentially a meta-solution to any problem.”

Welcome to the Cognitive Era.
A new era of technology.
A new era of business.
A new era of thinking.
Nothing and no-one will be left untouched once truly intelligent machines are as normal as smart phones.
Responsible automation will deploy technology for humans (not despite of them)
Technology is morally neutral until we apply it (W.Gibson)
The megashifts: huge impact on our future

- Digitization
- Mobilisation
- Personalisation
- Datafication
- Intelligization
- Automation
- Anticipation
- Augmentation
- Disintermediation
- Platformization
- Virtualization
- Robotization

Smart everything

opportunity n. (plural -ties)
- a situation or condition favorable for attainment of a goal.
- a good position, chance or prospect.
- as for advancement, or success.
- an appropriate or favorable time or occasion.
“Tech companies are rapidly creating a man-machine interface: Devices and pills with microchips can gather blood chemistry, record sleep patterns, heart rate, activity levels and other biometric measure.”

Recode.net Michelle Longmire, M.D., CEO, Medable

Gerd
Gradually then suddenly... automation, virtualisation, robotization...
Exponential technological progress will create Abundance in almost all industries.
‘Tesla Moments’ for the services industries: yes, they can!
Used to be

Technology

Humanity (Culture)

Organization (Business)

- Physiological needs
- Safety & security
- Love & belonging
- Self-esteem
- Self-actualize
Are you indispensable?

Technology

Humanity

Organization
Employment Share

Percent

60
55
50
45
40

Routine occupations
Nonroutine occupations


Note: The bands indicate recessions as defined by the National Bureau of Economic Research.

YOUR LAWYER MAY SOON ASK THIS AI-POWERED APP FOR LEGAL HELP

Another indication that the app shows promise: A subsidiary of global law firm Dentons, NextLaw Labs, has signed ROSS Intelligence as its first portfolio company.
Man-machine convergence: where would you draw the line?
Technology has no ethics
... yet societies without ethics are doomed
The real danger is not that machines will overthrow us . . .

. . . but that we give them too much unwarranted authority, or that we become too much like them!
Could ‘too much’ software end up cheating the world?
Unintended consequences: we’re only at 5 on a scale of 100!
Silicon Valley (or China) as ‘Mission Control for Humanity’?
The future of work and jobs: the end of routine

Top 10 skills

**in 2020**

1. Complex Problem Solving
2. Critical Thinking
3. Creativity
4. People Management
5. Coordinating with Others
6. Emotional Intelligence
7. Judgment and Decision Making
8. Service Orientation
9. Negotiation
10. Cognitive Flexibility

**in 2015**

1. Complex Problem Solving
2. Coordinating with Others
3. People Management
4. Critical Thinking
5. Negotiation
6. Quality Control
7. Service Orientation
8. Judgment and Decision Making
9. Active Listening
10. Creativity

Source: Future of Jobs Report, World Economic Forum
Strong algorithms + strong androgynous
Humanity on-top of technology

- Digitization
- Mobilisation
- Personalisation
- Datafication
- Intelligization
- Automation
- Anticipation
- Augmentation
- Disintermediation
- Platformization
- Virtualization
- Robotization
“The future belongs to those who can unlearn and relearn” (Alvin Toffler)
Thanks for your time and attention!