The Future is now:
9 Future Principles
Striking the right balance between technology and humanity is critical to our future.
Future Principle 1: Embrace technology but don’t become it
Future Principle 2: The future is a mindset not a timeframe
Take a broader view: business as usual is dead, or dying
Future Principle 3: Data is the new oil
We’ll need to regulate the data platforms just like we regulated the oil industry.
2017 Global Market Capitalization Leaderboard = Tech = 40% of Top 20 Companies...100% of Top 5...

<table>
<thead>
<tr>
<th>Rank</th>
<th>Company</th>
<th>Region</th>
<th>Industry Segment</th>
<th>Current Market Value ($B)</th>
<th>2016 Revenue ($B)</th>
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<tbody>
<tr>
<td>1</td>
<td>Apple</td>
<td>USA</td>
<td>Tech – Hardware</td>
<td>$801</td>
<td>$218</td>
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<td>Tech – Internet</td>
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Total $7,207 $2,497

Source: CapIQ. Market value data as of 5/28/17.
Note: For public companies, colors denote current market value relative to YY market value. Green = higher, red = lower.
Future Principle 4: Artificial Intelligence will have more impact on humanity than the industrial revolution
First we electrified, then we digitised, now we cognify

(riffing off Kevin Kelly)
First we electrified, then we digitised, now we cognify

(riffing off Kevin Kelly)
The global brain: a €60 Trillion temptation
So, tell me more about your fear of AI...
Social intelligence (human)
Emotional intelligence (human)
Intellectual intelligence (human)
Artificial intelligence (machines)
Uninstall the fear, but keep the caution!
For now, the biggest danger is not that machines will take over but that we become too much like them.
Future Principle 5: All technological progress must result in **human flourishing**
Technology is exponential but humans are not

How will we leave room for inefficiency, imperfection, mystery, mistakes…?
Humanity will change more in the next 20 years than the previous 300 years
The 2017 Asilomar AI principle: great overall guidance for the future of technology

- Human values: all systems should be designed and operated to be compatible with ideals of human dignity, rights, freedoms and cultural diversity
- Shared benefit and prosperity: to benefit & empower as many people as possible
- Ecosystem thinking: ethical, economical and societal issues need to be included
- Responsibility: those that design/build/run these systems are moral stakeholders
Future Principle 6: Not including externalities in all business models is becoming unsustainable.
Facebook 2012: “Move fast and break things”
Facebook 2018: Broken!

We Can’t Trust Facebook to Regulate Itself
By SANDY PARAKILAS • NOV. 19, 2017

“This Is Serious”: Facebook Begins Its Downward Spiral
Facebook was always famous for the sign that hung in its offices, written in big red type on a white background, that said “Move Fast and Break Things.” Every time I think about the company, I realize it has done just that—to itself.
Nick Bilton • January 23, 2018 6:21 pm

Facebook
Software... cheating the world?
Future Principle 7: Leadership in Digital Ethics will be a key competitive advantage.
Everything-in-the-intelligent-cloud: who will be accountable, beyond ‘making it work’?
Would you agree that we have an ethical imperative to harness the power of the IoT, AI, Robotics and Bio-Technology for the collective good of mankind?
Future Principle 8:
Goodbye routine, hello human-only work
Anything that can be digitized, automated or virtualized, will be...
But anything that cannot be digitized or automated will become much more valuable
2015
1. Complex Problem Solving
2. Coordinating with Others
3. People Management
4. Critical Thinking
5. Negotiation
6. Quality Control
7. Service Orientation
8. Judgement and Decision Making
9. Active Listening
10. Creativity

2020
1. Complex Problem Solving
2. Critical Thinking
3. Creativity
4. People Management
5. Coordinating with Others
6. Emotional Intelligence
7. Judgement and Decision Making
8. Service Orientation
9. Negotiation
10. Cognitive Flexibility
Future Principle 9: In this digital future, it is **our humanity** that will make all the difference.
Conclusions and key take-aways
Key takeaways:

1. Develop a future-mindset: exponential, combinatorial, holistic...

2. The end of routine: the future of work is humanity on-top of technology (EQ/IQ)

3. Data is the new oil; AI is bigger than the industrial revolution: time to regulate

4. Thought-leadership in digital ethics and ‘digital humanity’ is a big opportunity

5. Embrace technology but don’t become it: all tech should bring human flourishing
Heaven or Hell: our choice!
We must invest as much in humanity as we invest in technology.
Thanks for your time!