



In association with

MASON
HAYES &
CURRAN

IMI Masterclass with Gerd Leonhard

The next 10 years: Sustainable growth and what you need to know about the future

imi.ie Shaping and inspiring business leaders

Gerd

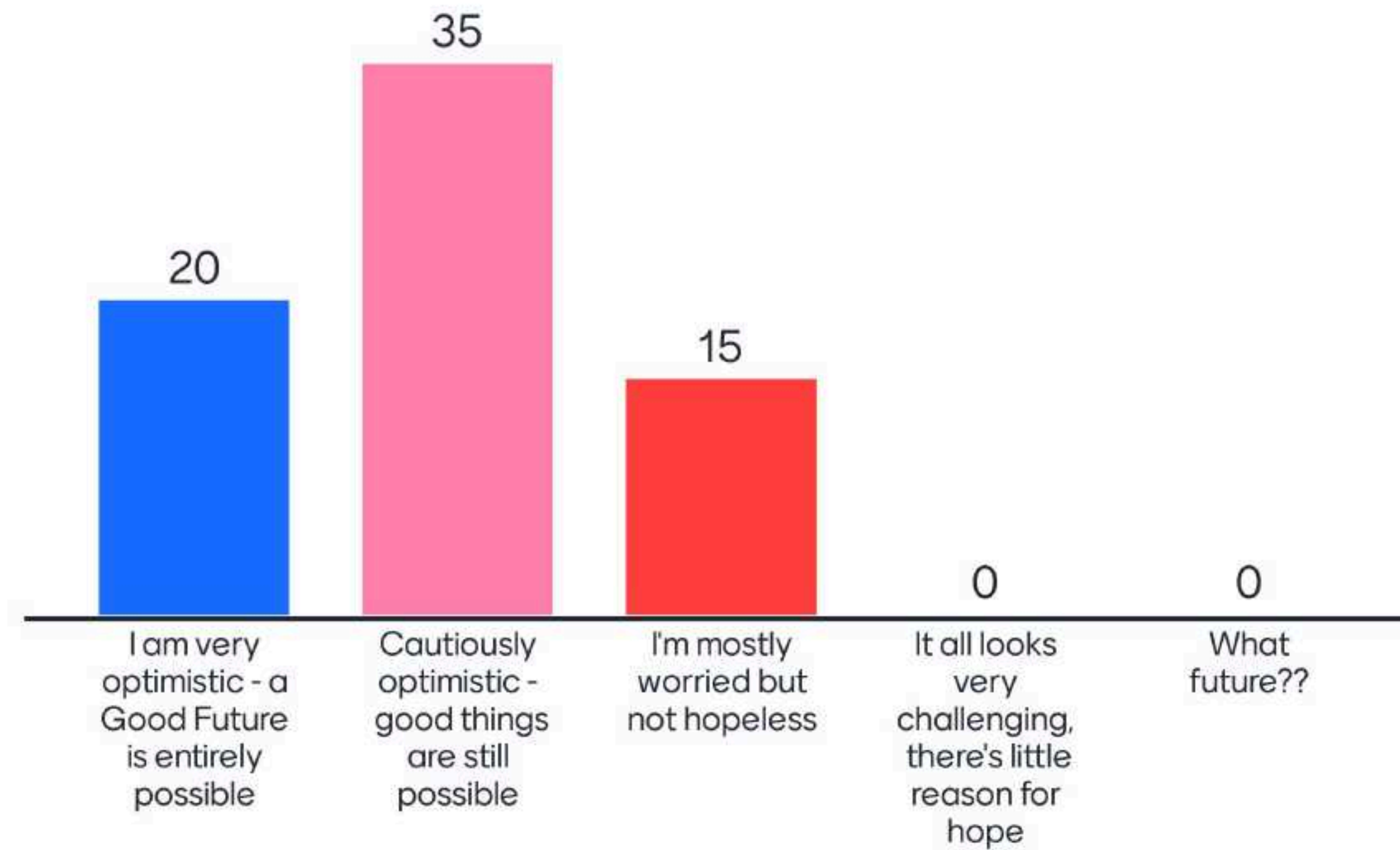
The next 10 years: Observe, understand, imagine and then, **CREATE** the Future



Gerd Leonhard, Futurist & CEO The Futures Agency



How do you feel about the Future (by 2030)?





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



Plans for €100bn wealth fund announced in budget to 'future-proof' public finances

Up to €4.3 billion from excess corporate tax receipts to be diverted to new sovereign fund called the Future Ireland Fund

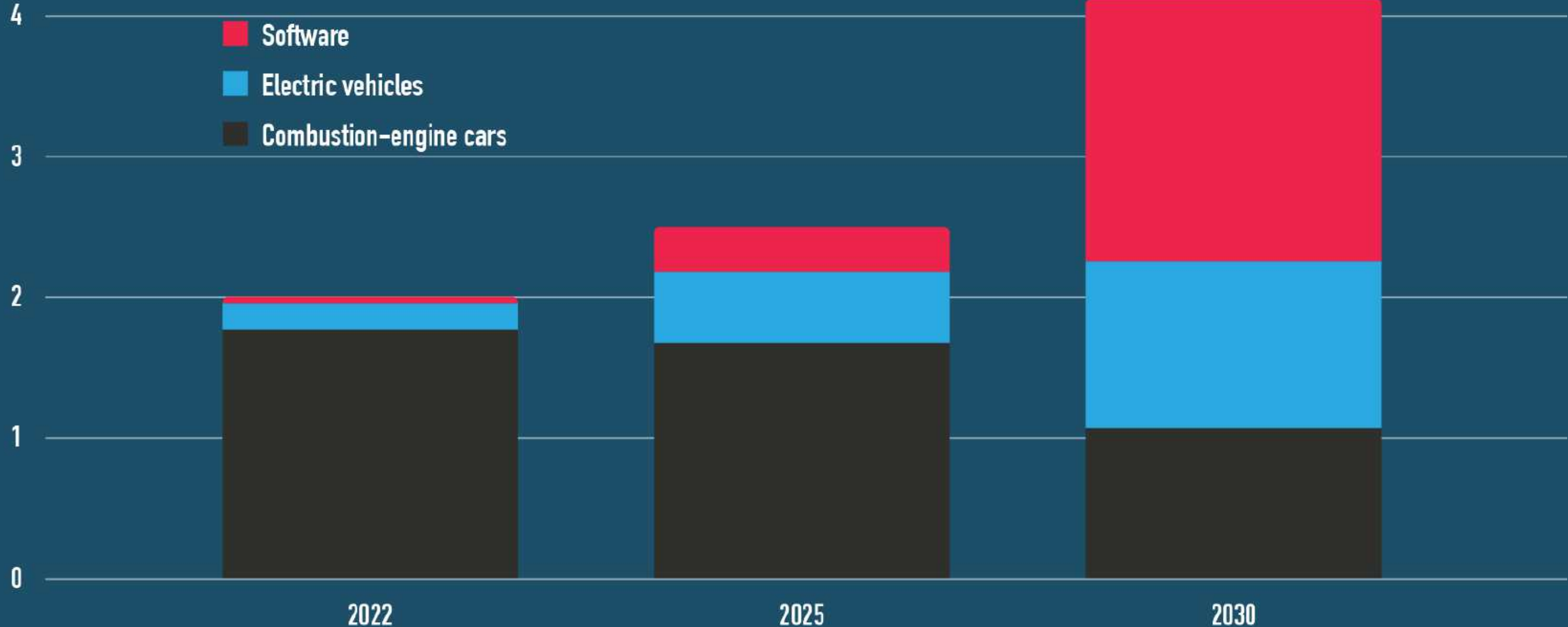


DÁIL ÉIREANN

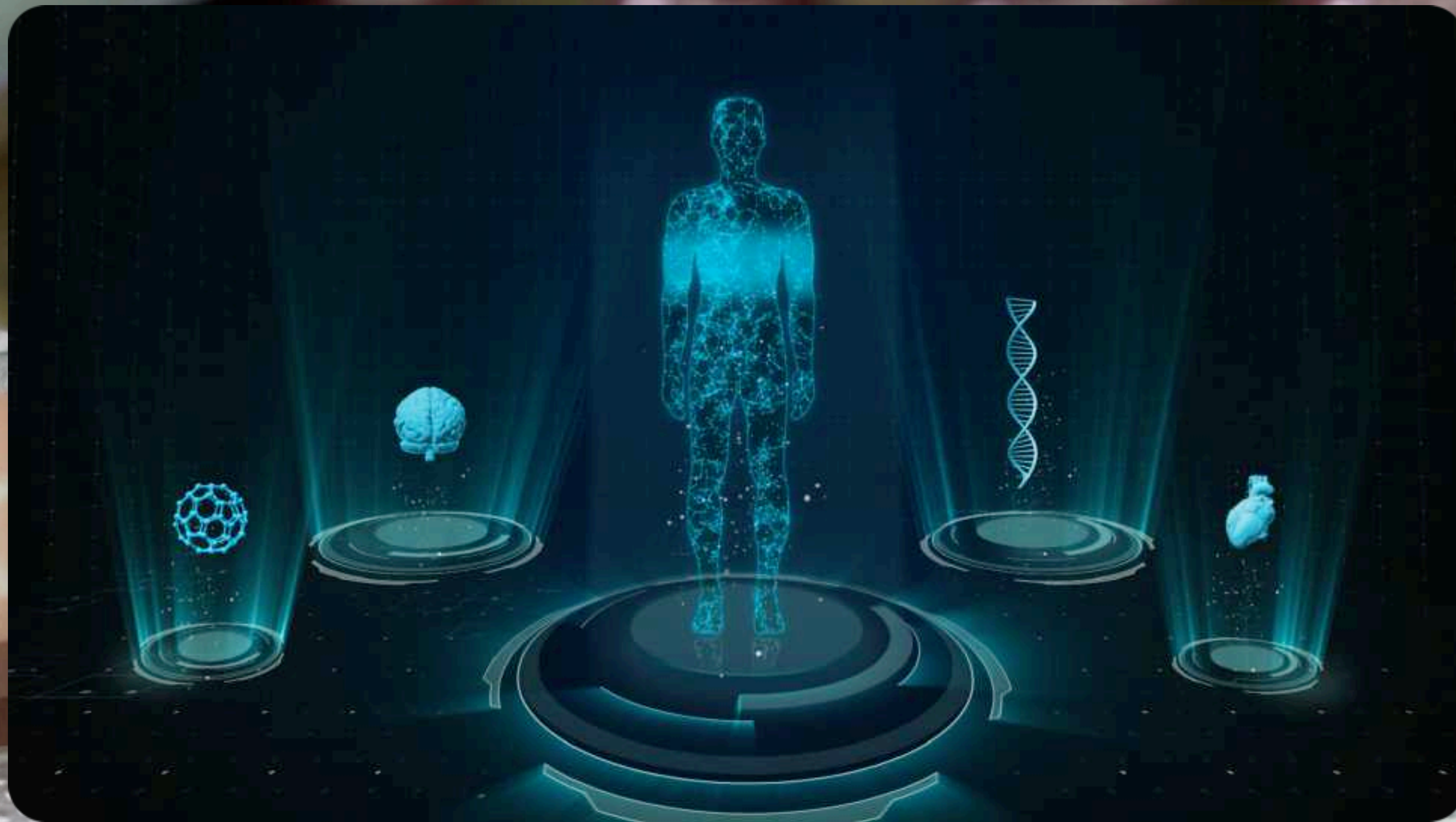
Statements on Budget 2024

“One’s destination is never a place, but a **new way of seeing things**”
(Henry Miller)

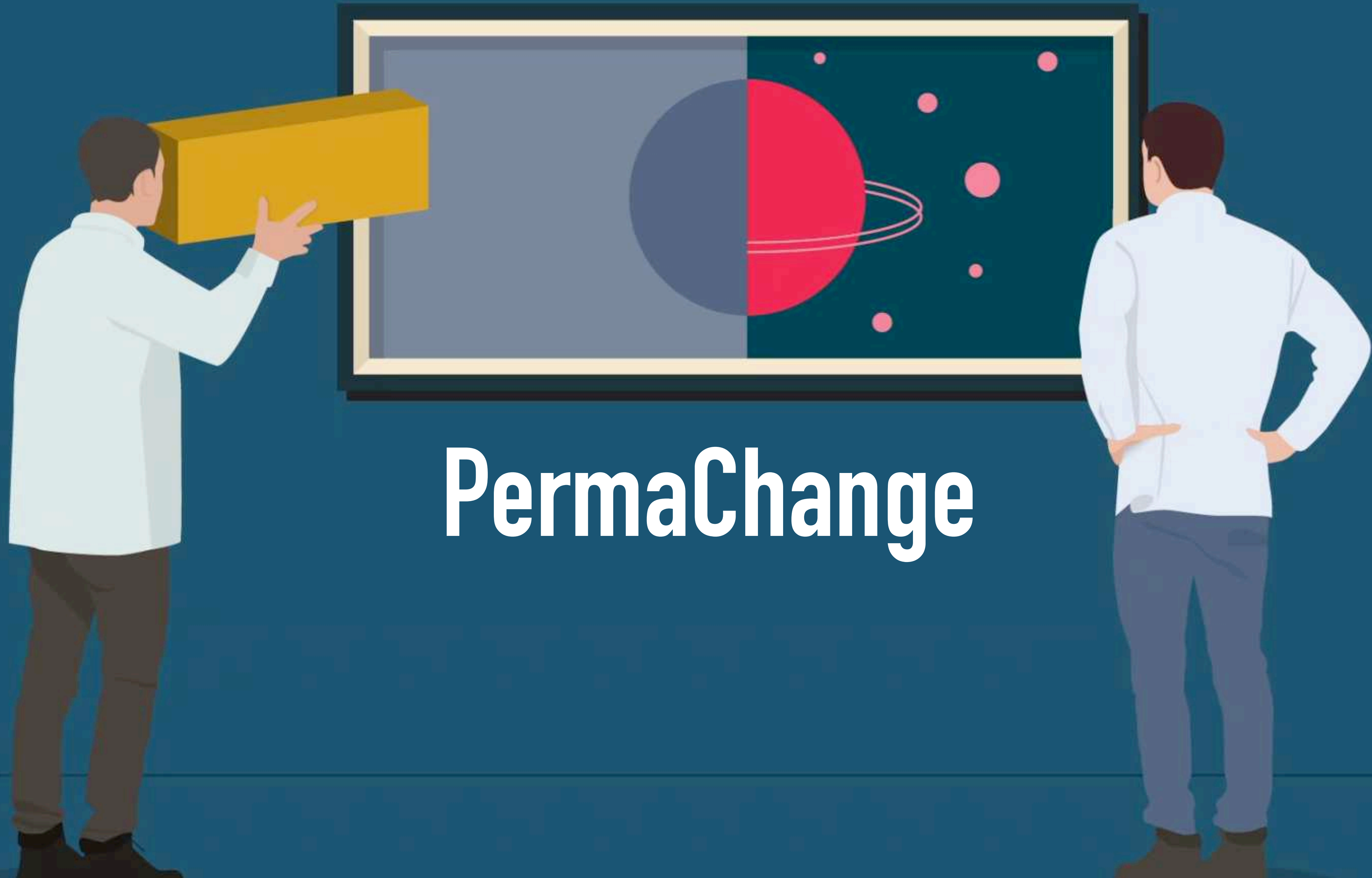
GLOBAL CAR INDUSTRY, REVENUE BY SECTOR, \$TRN FORECAST



PermaChange



Take a wider view: Beyond efficiency towards resilience, agility, creativity!



PermaChange

At this very moment, how can we talk about Optimism and The Good Future?

THE BAD FUTURE

7 in 10 young people are worried about the climate crisis - but they also want to make a difference

Published on 24/11/2022 - 08:00 • Updated 12:05

Between Israel and Gaza, a deep history of trauma and violence

Ishaan Tharoor

'Terrified for my future': climate crisis takes heavy toll on young people's mental health

Young people in the UK tell how the emergency is affecting their psychological wellbeing and how they are coping

New survey shows Gen Z and Millennials AI jobs fear – as 61% say it will take much of their role

Posted on Aug 31, 2023

Almost two thirds of young people fear for their generation's future

Youngsters are concerned their careers and wellbeing are not going to recover from the pandemic.

Americans take a dim view of the nation's future, look more positively at the past

By Andrew Daniller

3/4 of Young People Fear for the Future, 4 in 10 Fear Having Children, Global Survey Finds

Looking ahead to 2050, Americans are pessimistic about many aspects of life in U.S.



THE GOOD
FUTURE

MAPS OF TEMPERATURE
Days above 32°C (90°F)



WARMING SCENARIOS:

0.5°C

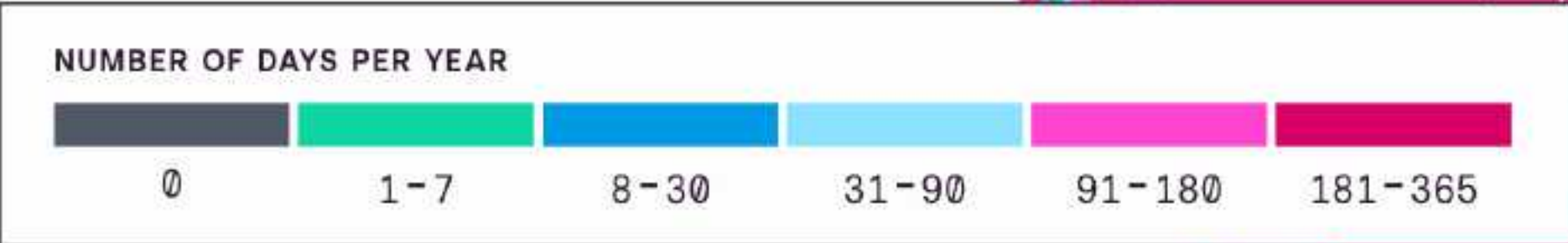
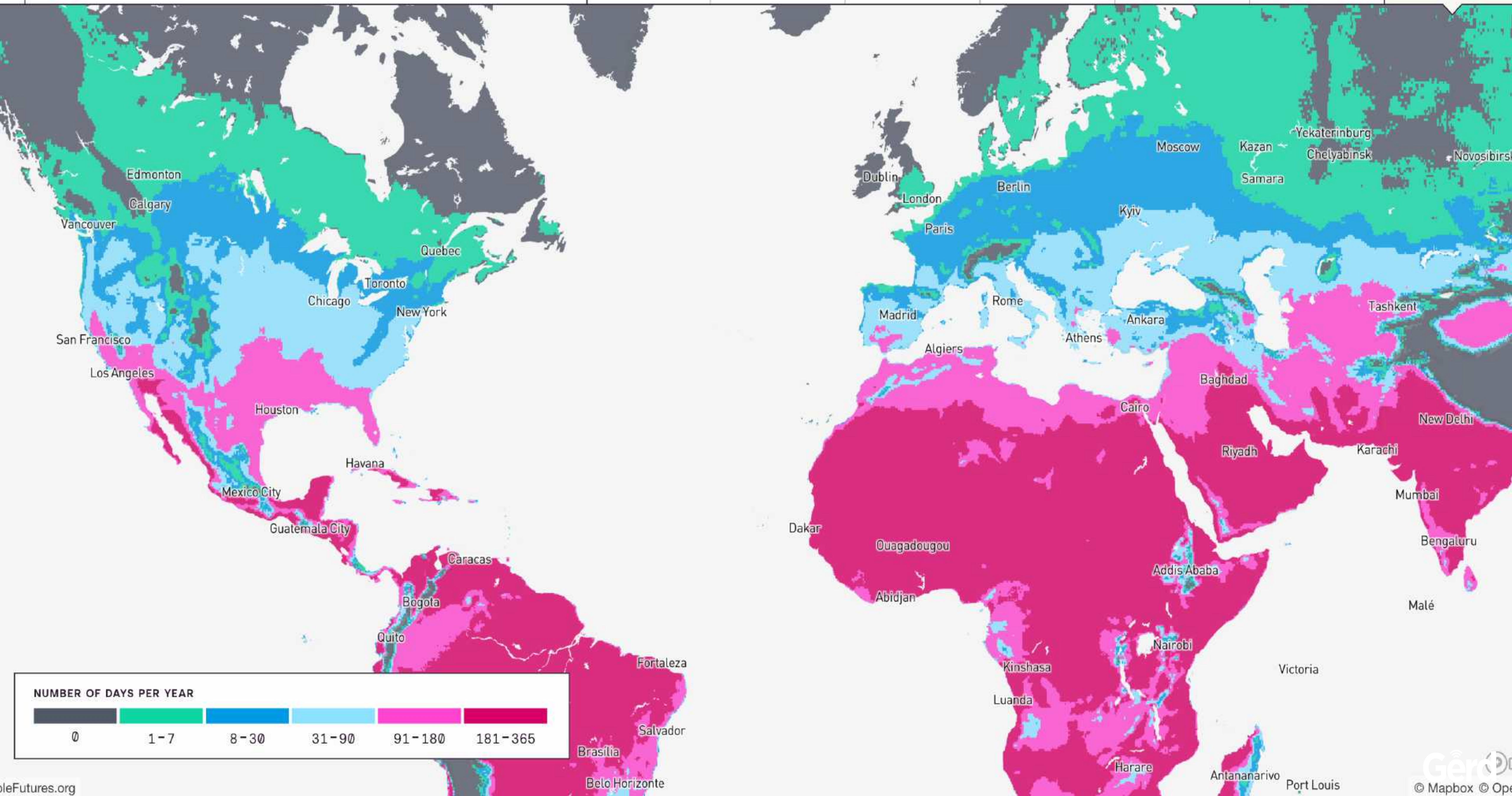
1°C

1.5°C

2°C

2.5°C

3°C
Potential



“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)



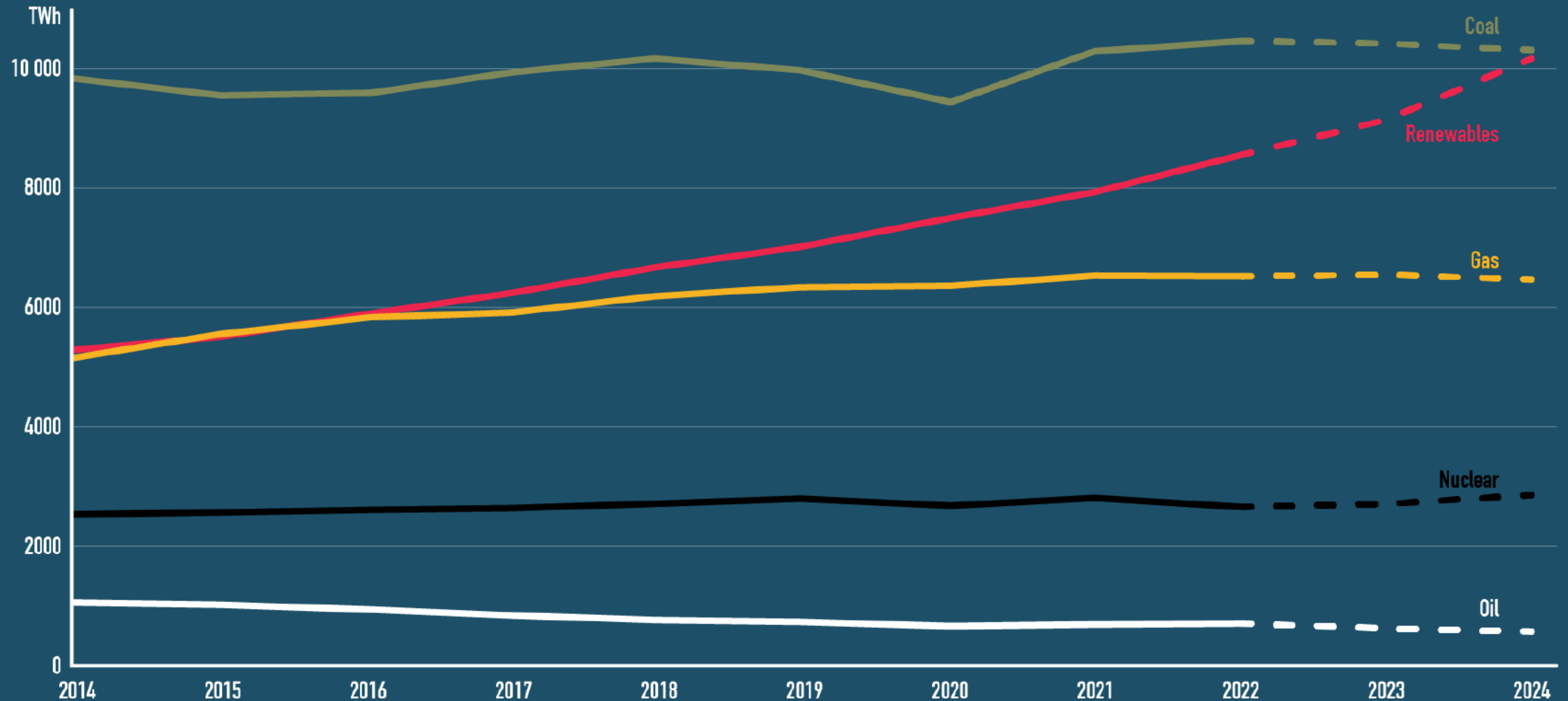
BIO-TECHNOLOGY

**ARTIFICIAL
INTELLIGENCE**

**CLIMATE
CHANGE**

OUR TECH/SCIENCE CAPACITY TO SOLVE OUR PROBLEMS IS **INCREASING EXPONENTIALLY**

RENEWABLES COULD OVERTAKE COAL AS THE LARGEST SOURCE OF ELECTRICITY GENERATION AS EARLY AS 2024

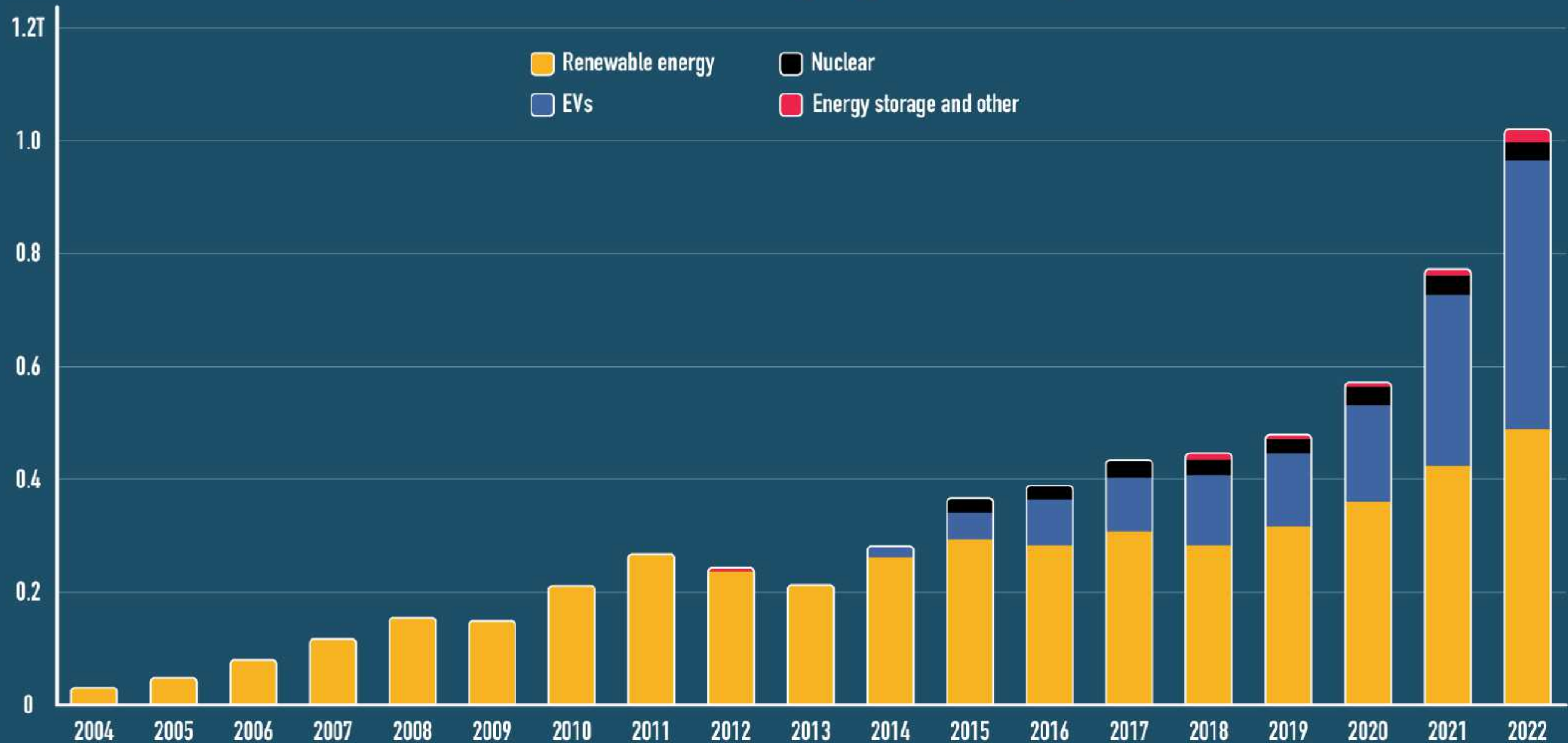


Source: International Energy Agency

OUR TECH/SCIENCE CAPACITY TO SOLVE OUR PROBLEMS IS INCREASING EXPONENTIALLY

ENERGY TRANSITION INVESTMENTS TOP \$1 TRILLION

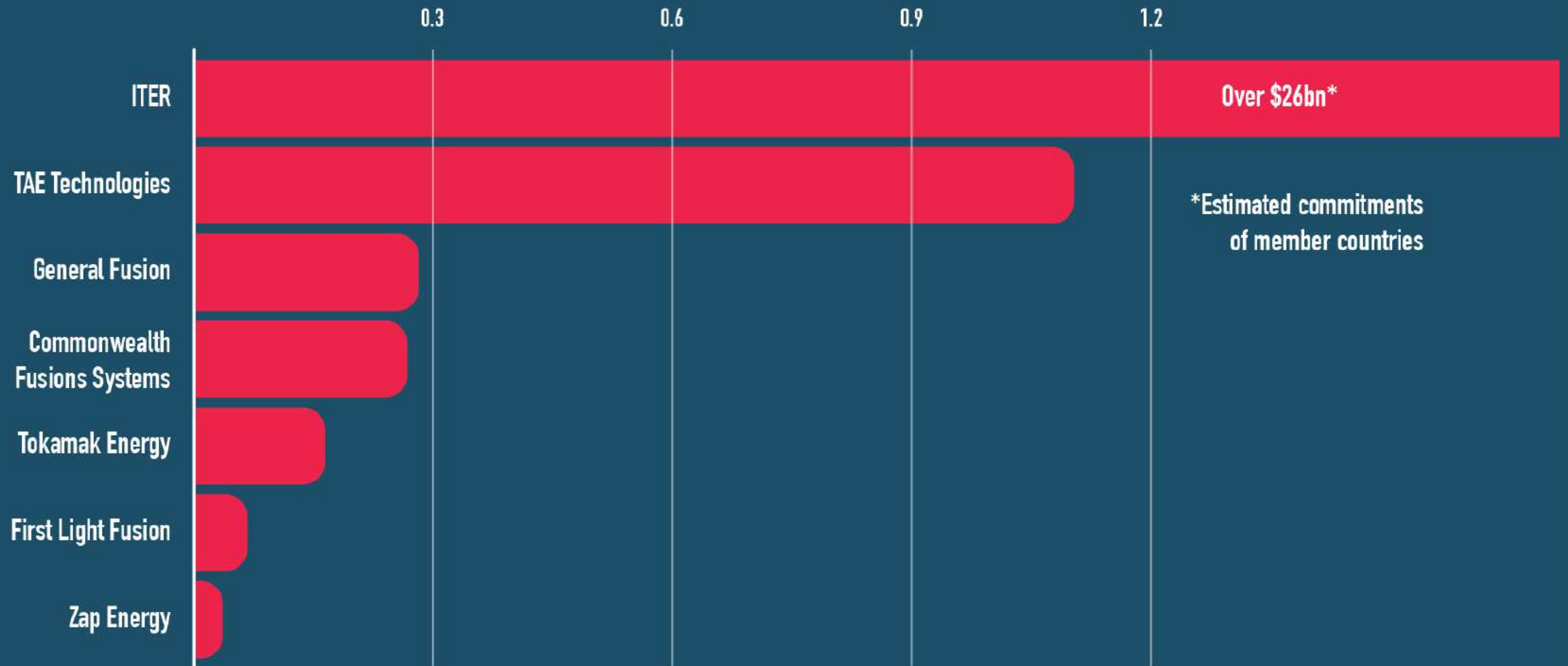
Global electric vehicle spending surges in last three years



OUR TECH/SCIENCE CAPACITY TO SOLVE OUR PROBLEMS IS **INCREASING EXPONENTIALLY**

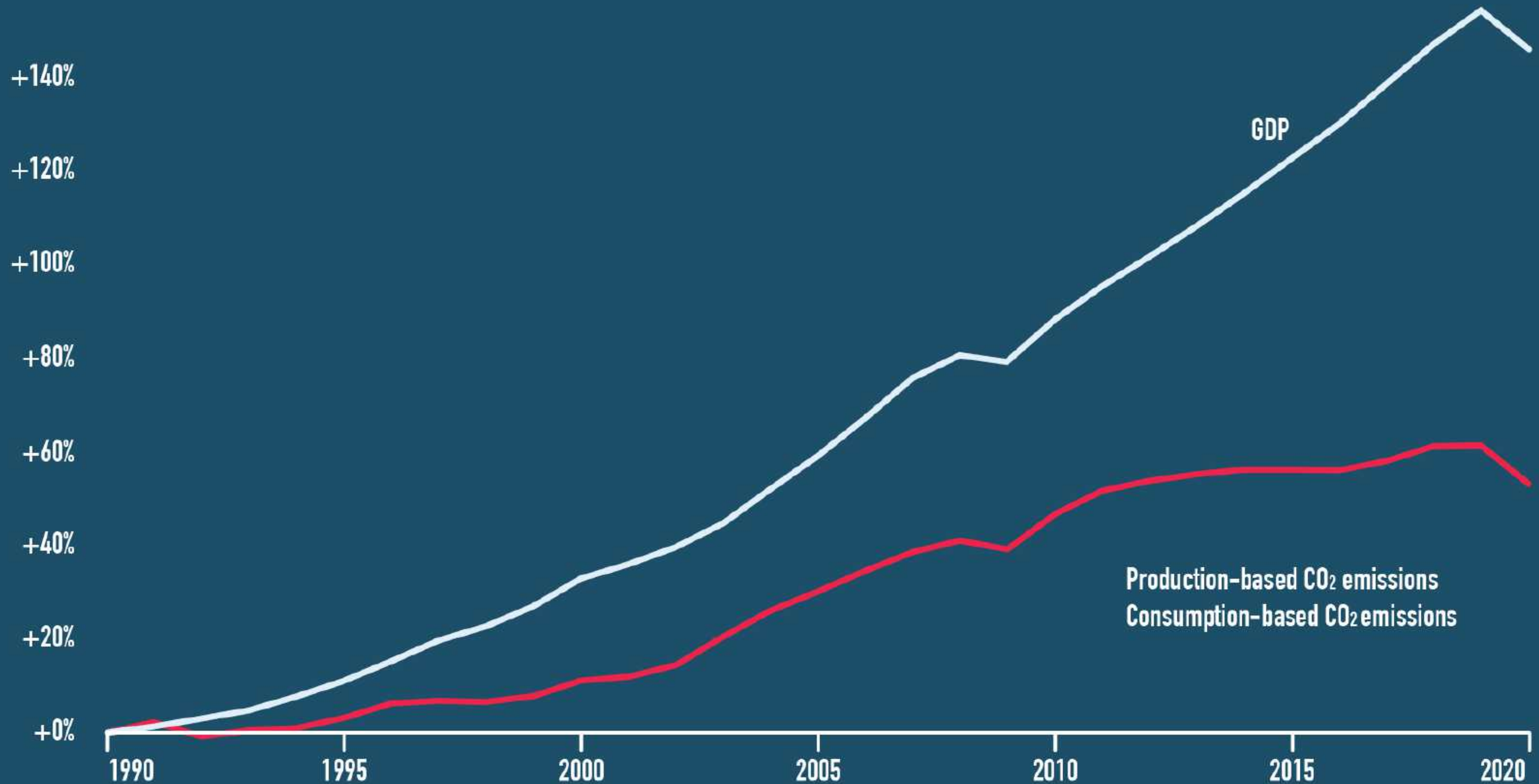
THE RACE TO BUILD A COMMERCIAL FUSION REACTOR HOTS UP

Fusion-energy companies, investment, \$bn (2021 or latest available)



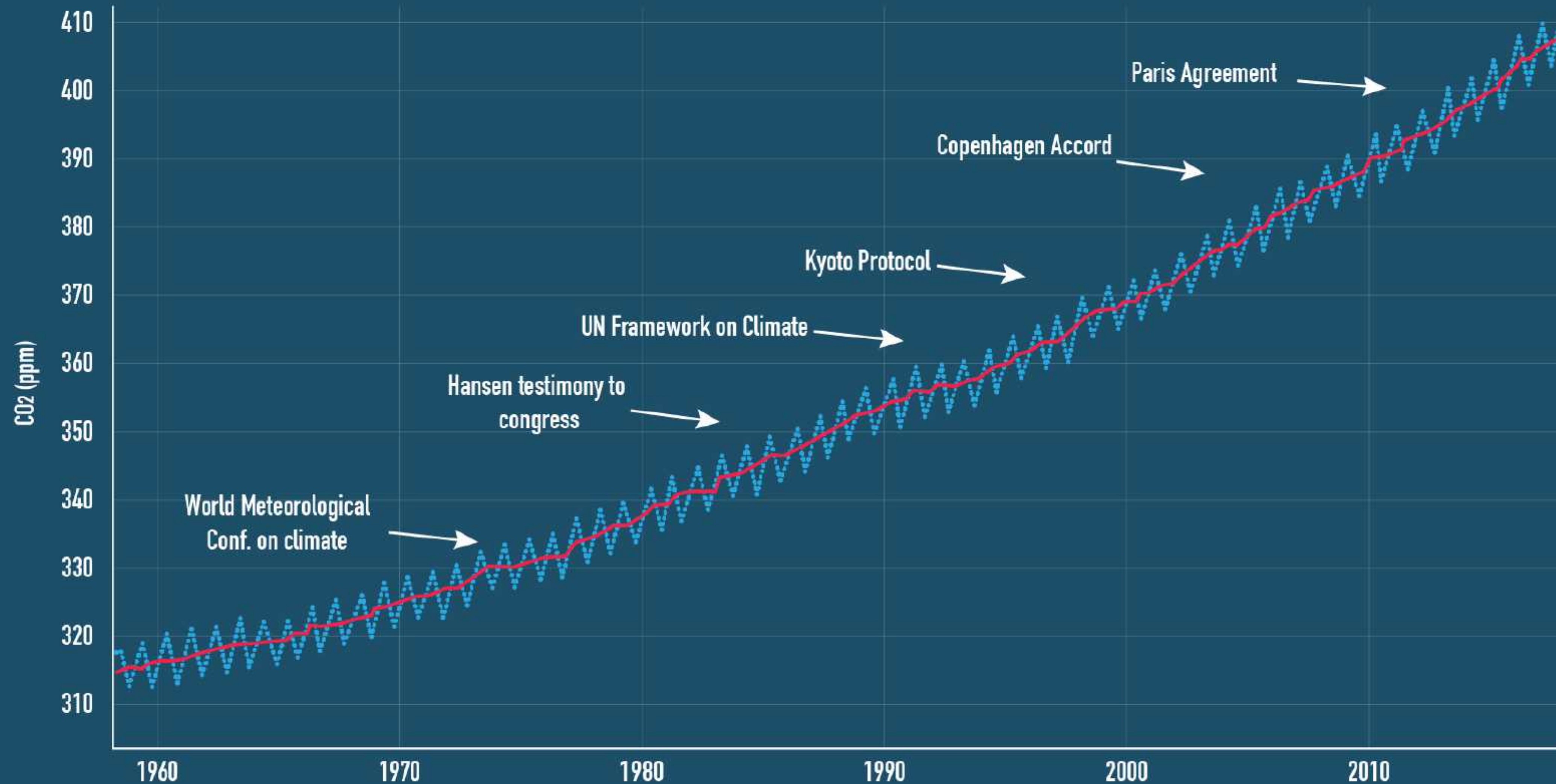
OUR TECH/SCIENCE CAPACITY TO SOLVE OUR PROBLEMS IS **INCREASING EXPONENTIALLY**

DECOUPLING GDP FROM CARBON



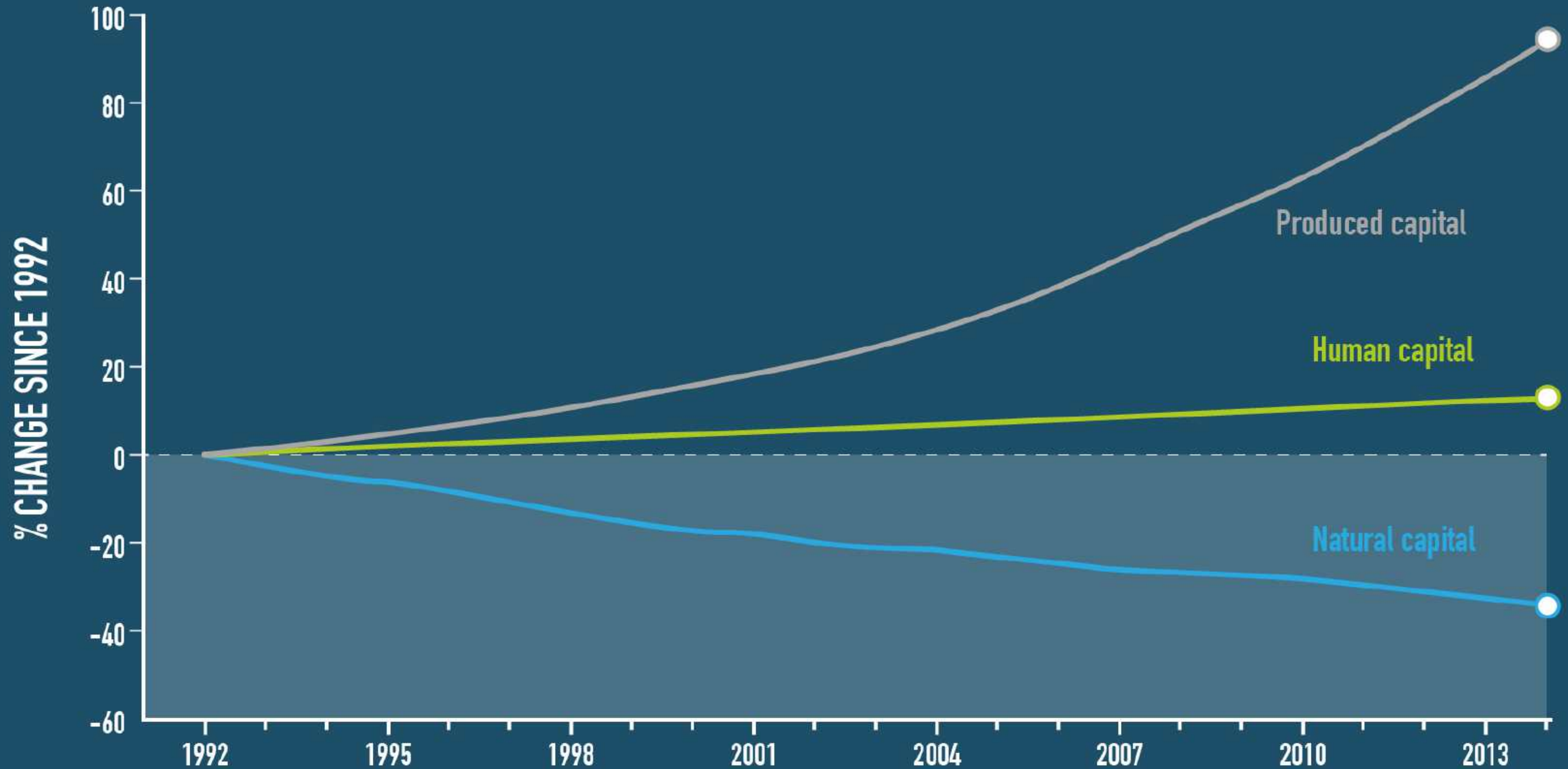
BUT our capacity to COLLABORATE and to AGREE has **not** kept up

MAUNA LOA MONTHLY AVERAGES

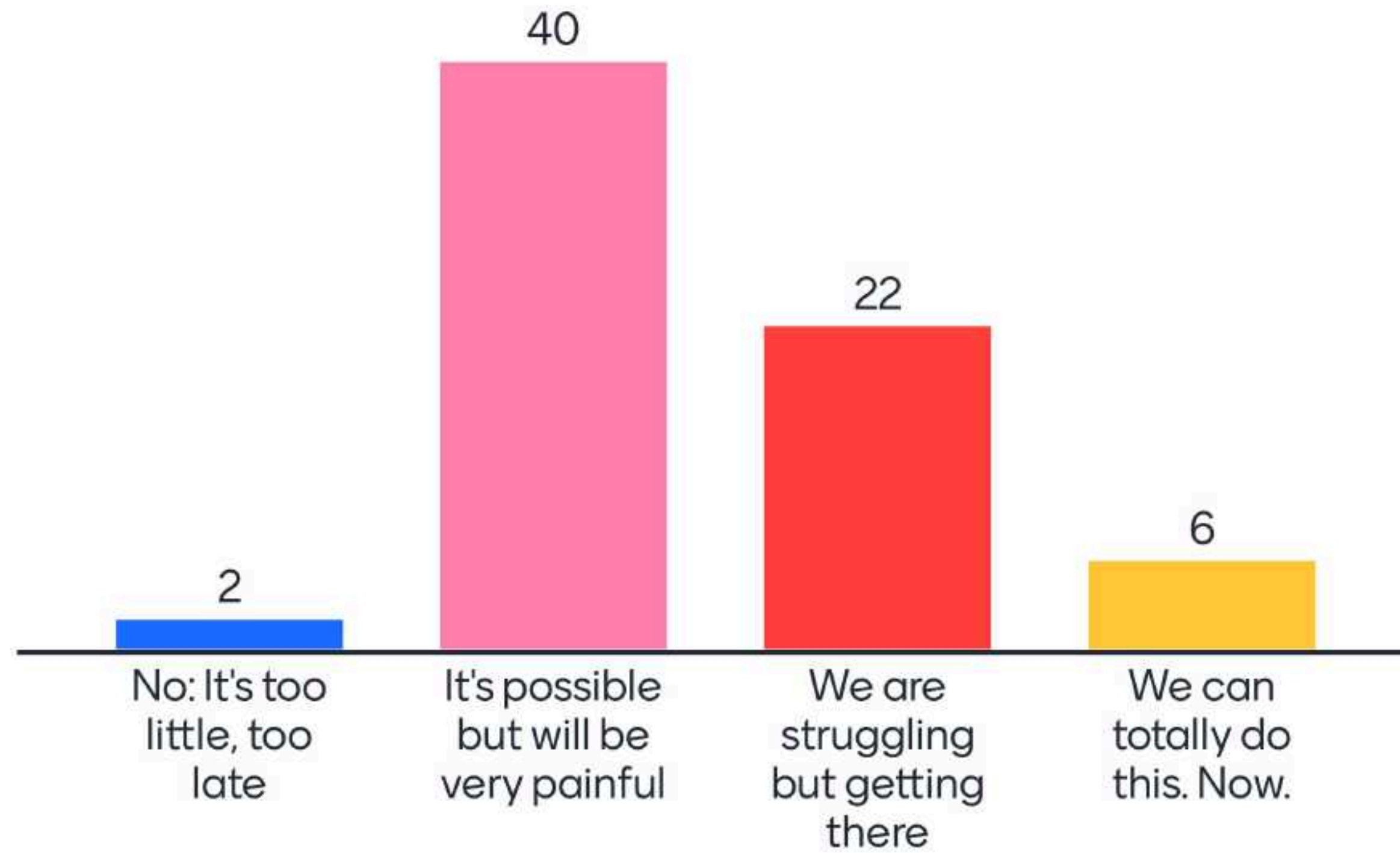


BUT our capacity to COLLABORATE and to AGREE has **not** kept up

GLOBAL CAPITAL STOCKS PER CAPITA



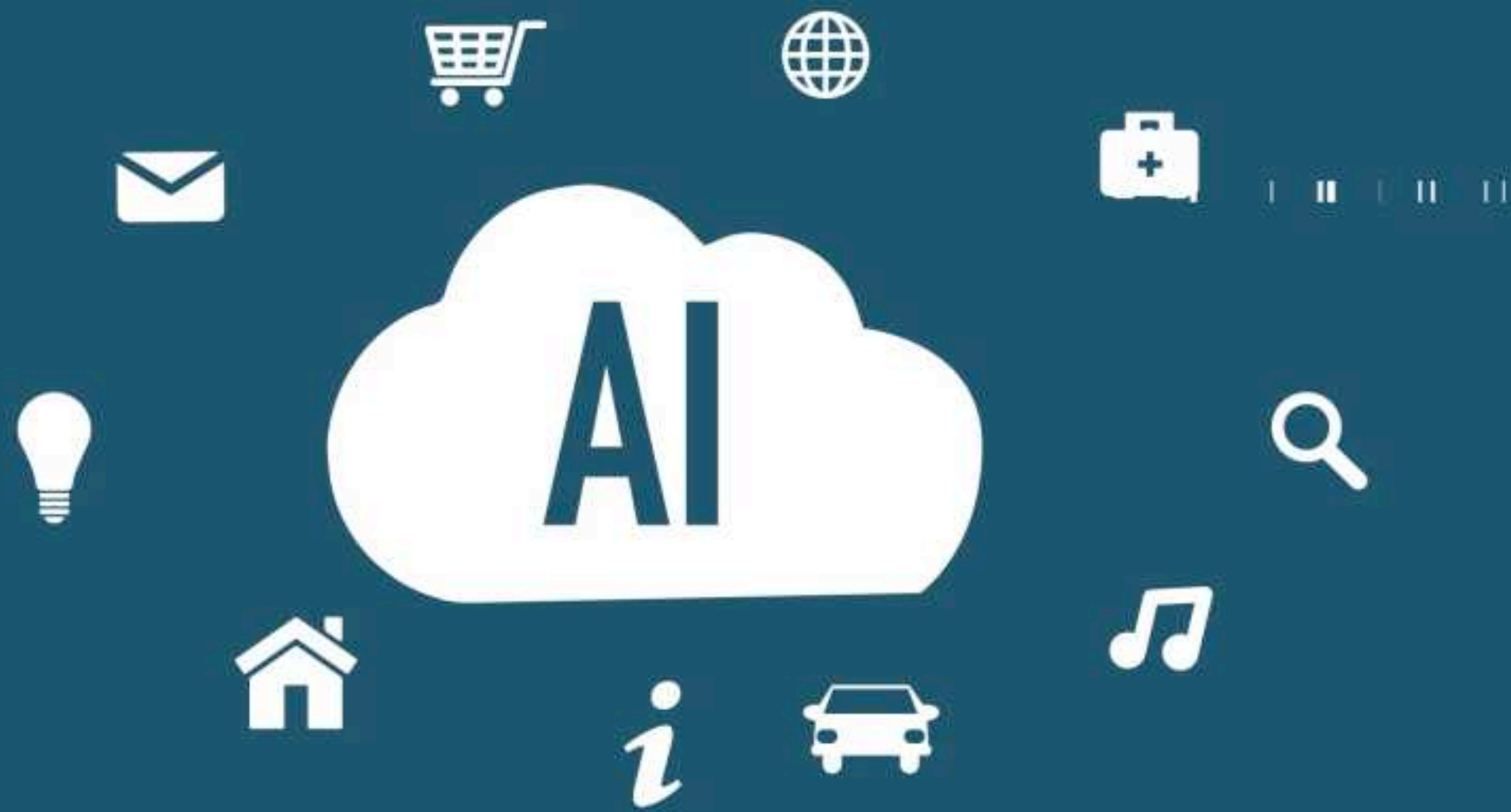
Do you think humanity will succeed in creating a green, sustainable future?



DIGITAL REVOLUTION

SUSTAINABILITY REVOLUTION

PURPOSE REVOLUTION



DIGITAL REVOLUTION

INFO TECH



BIO TECH

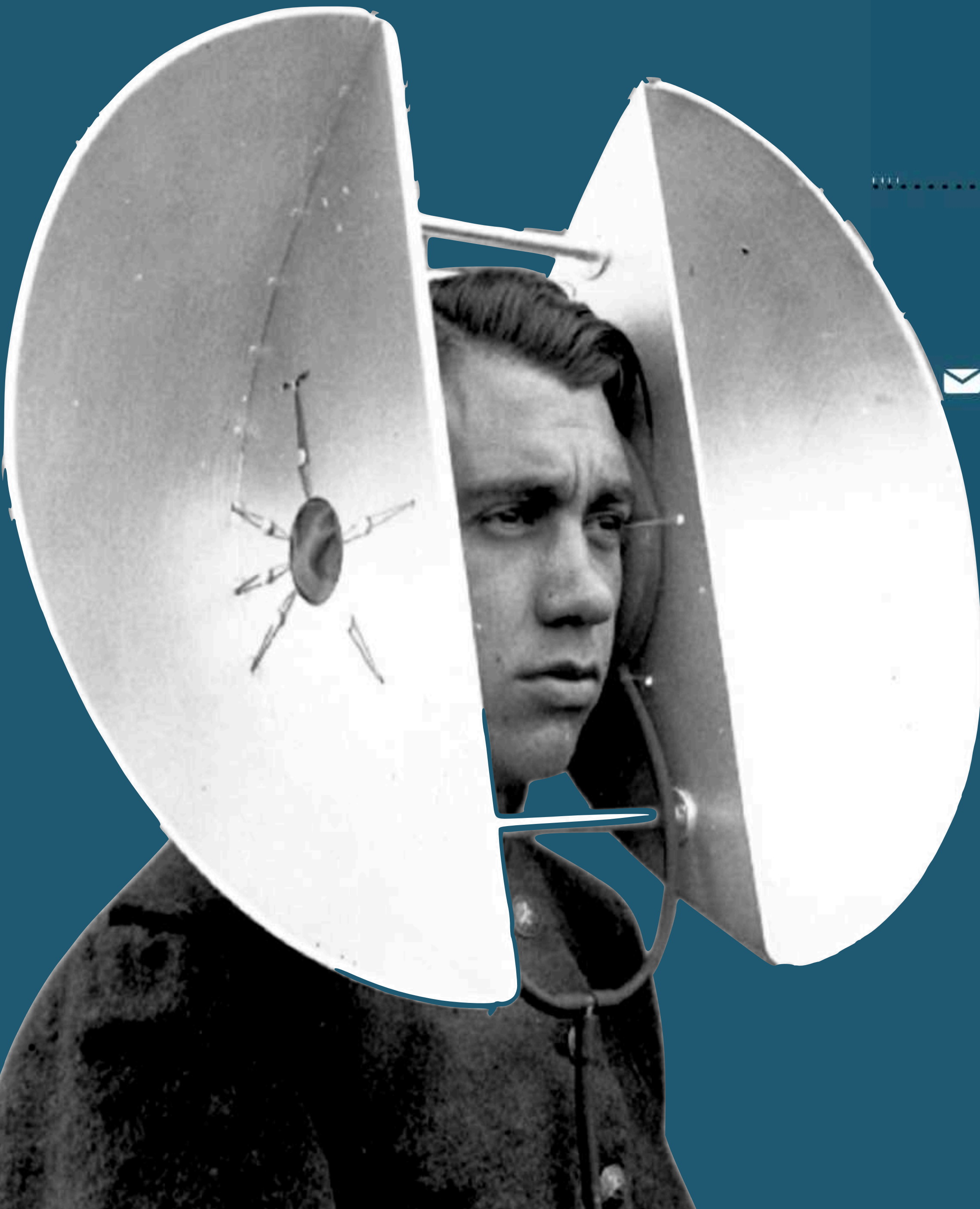


ENERGY & CLIMATE TECH



AI TECH

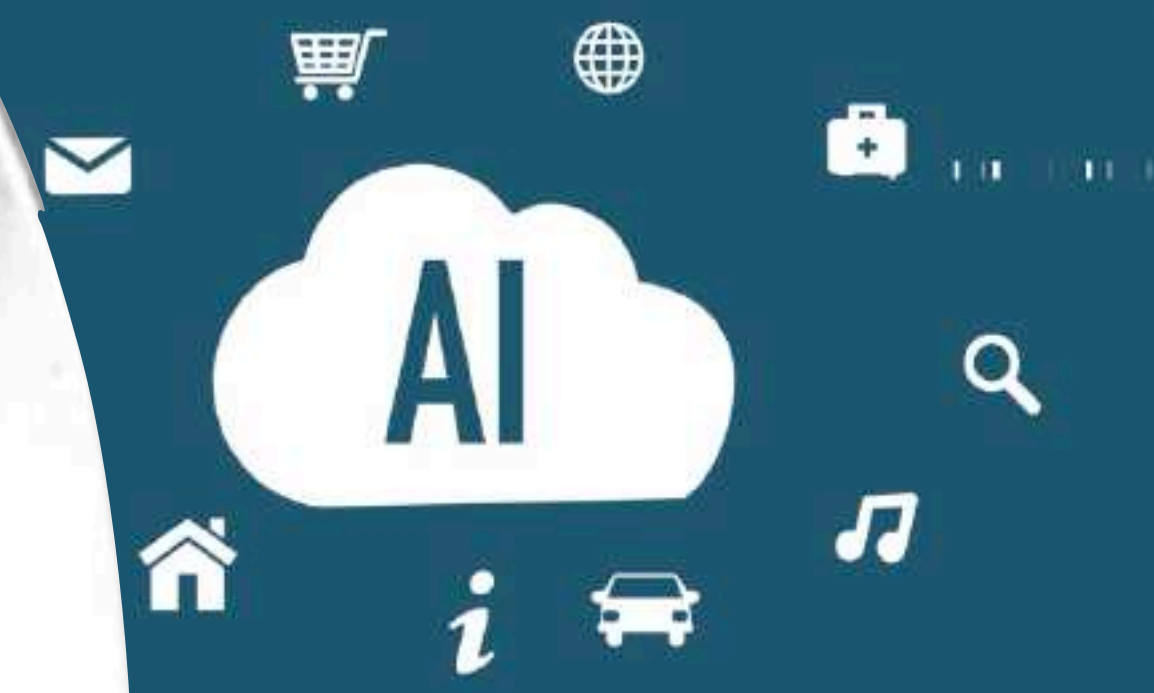




DIGITAL REVOLUTION

SUSTAINABILITY REVOLUTION

PURPOSE REVOLUTION



INFO TECH

BIO TECH

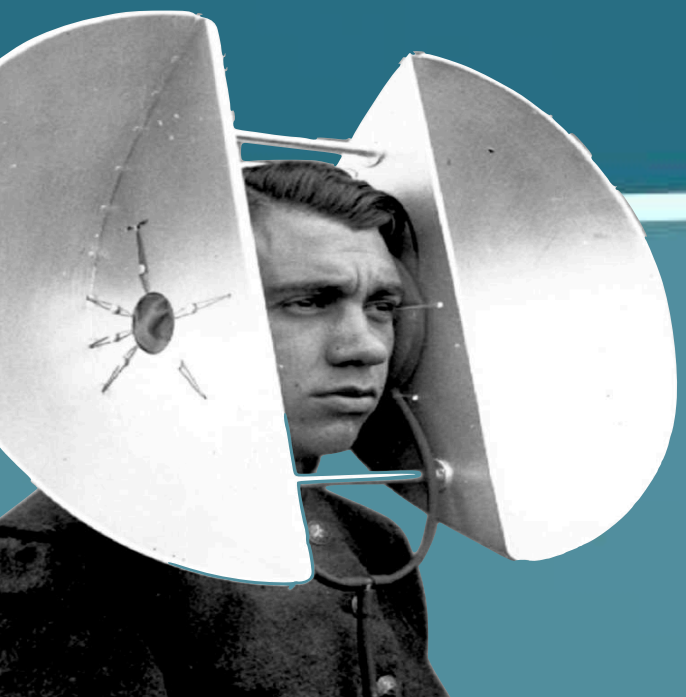
ENERGY & CLIMATE TECH

AI TECH

The next 10 years will bring more change than the previous 100 years

$$e^x$$

EXPONENTIAL





Mick Jagger & Spot Robot (Boston Dynamics on Youtube)

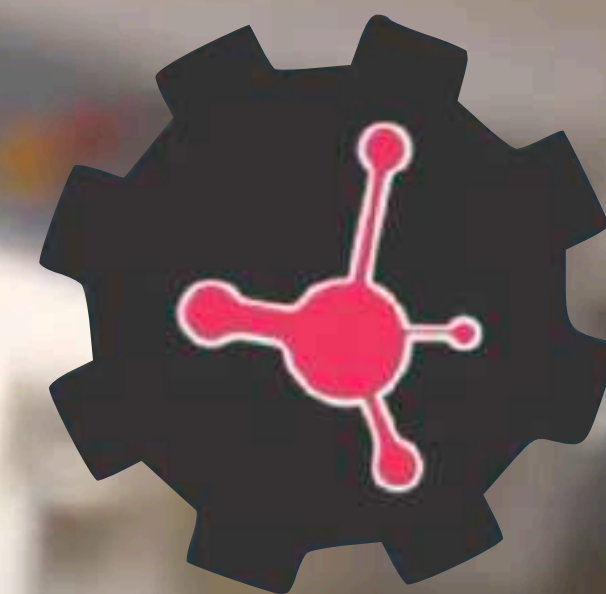


A home like this
can be built in
less than 24 hours...

“If at first the idea is not absurd, then there is no hope for it” Albert Einstein



but we believe that this product
is a better way to the market.



This is a normal cut of veal, while the other meat came from a 3D printer.

PIVOTING



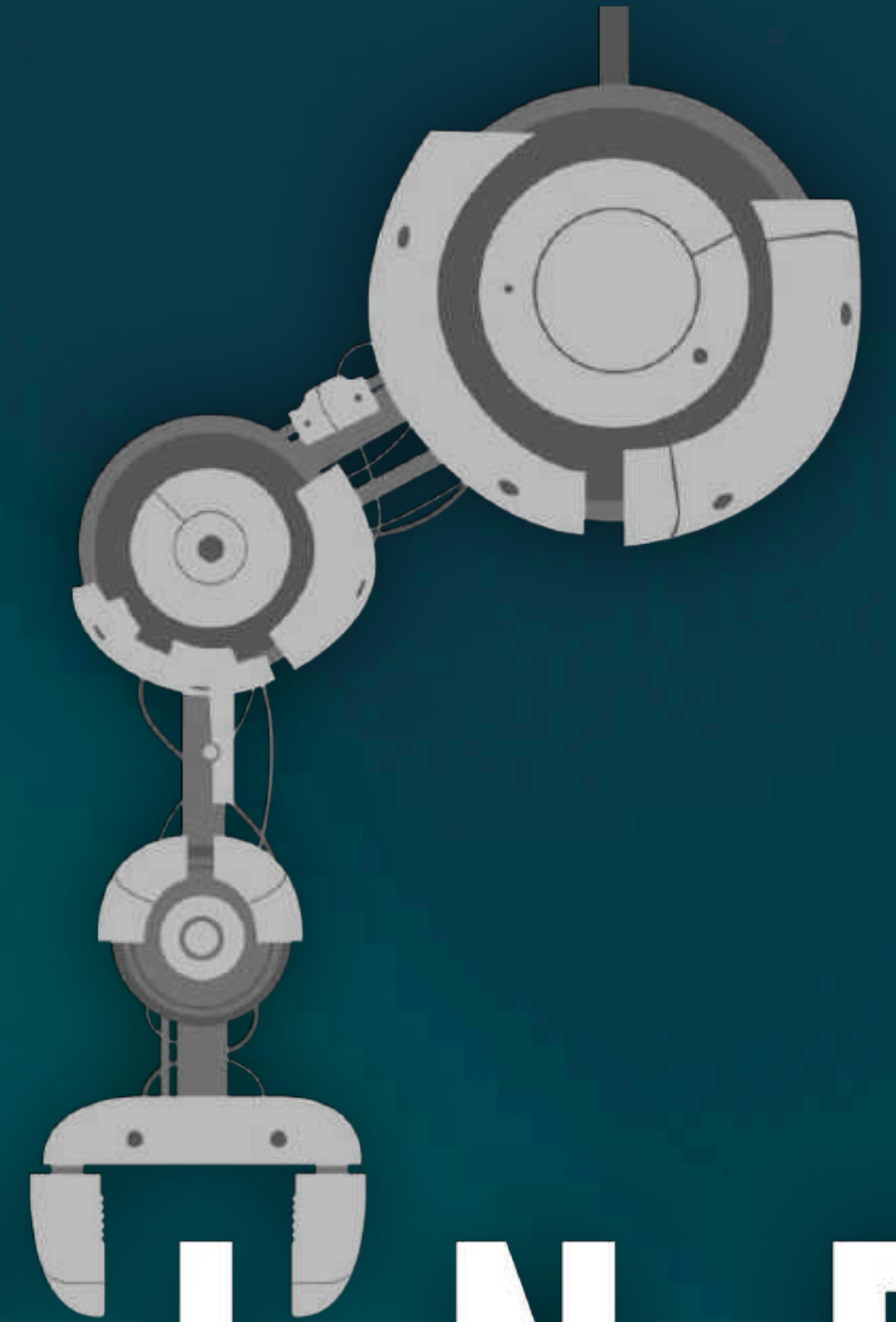
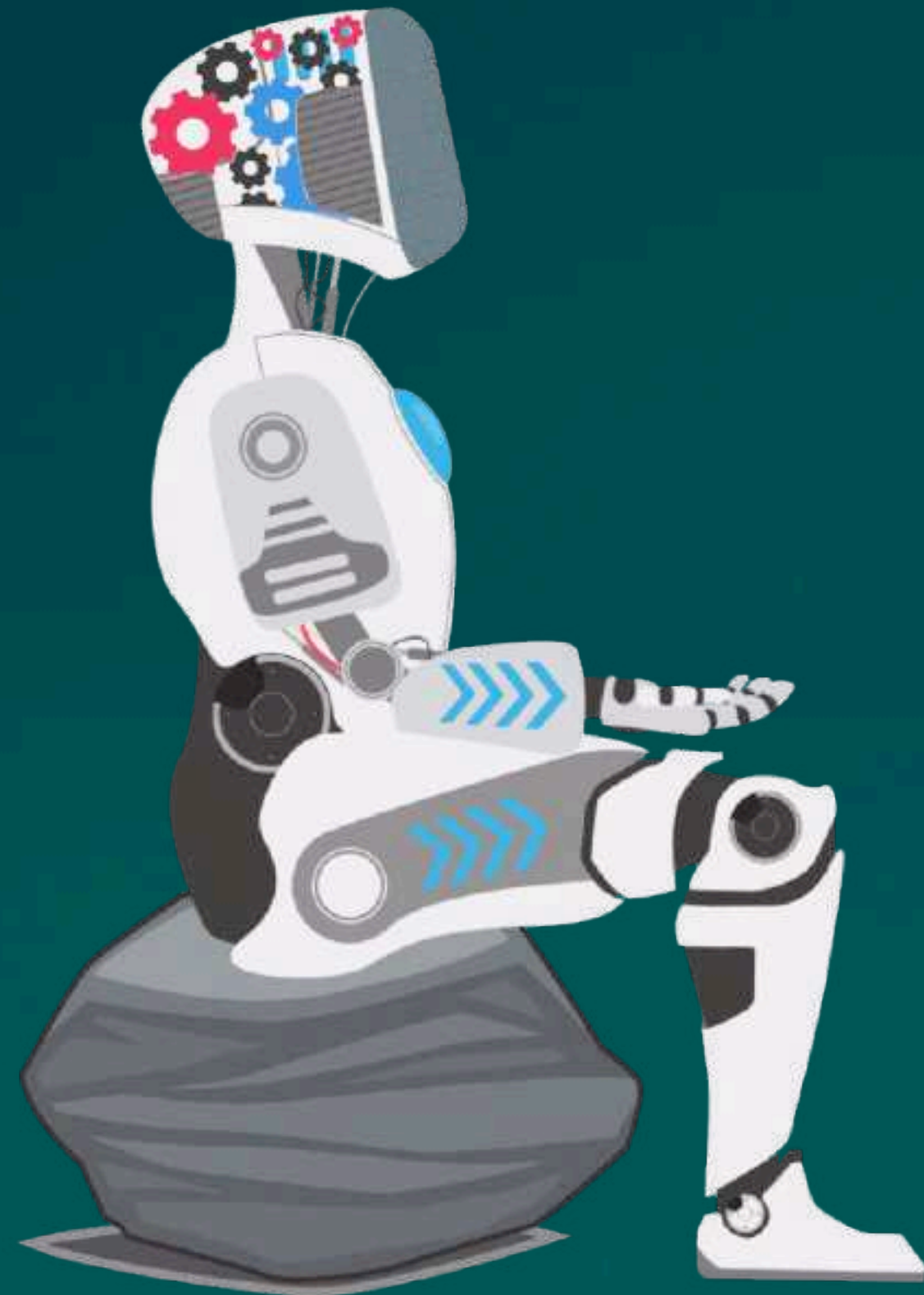
The Digital Revolution:

Humans  Machines

Artificial Intelligence

AI: “Computer systems that turn information and data into **KNOWLEDGE**”

(Demis Hassabis, CEO, DeepMind)



R O U T I N E

NatWest creates new AI-powered chatbot capable of 'human-like' conversations

THE IRISH NEWS



ROUTINE

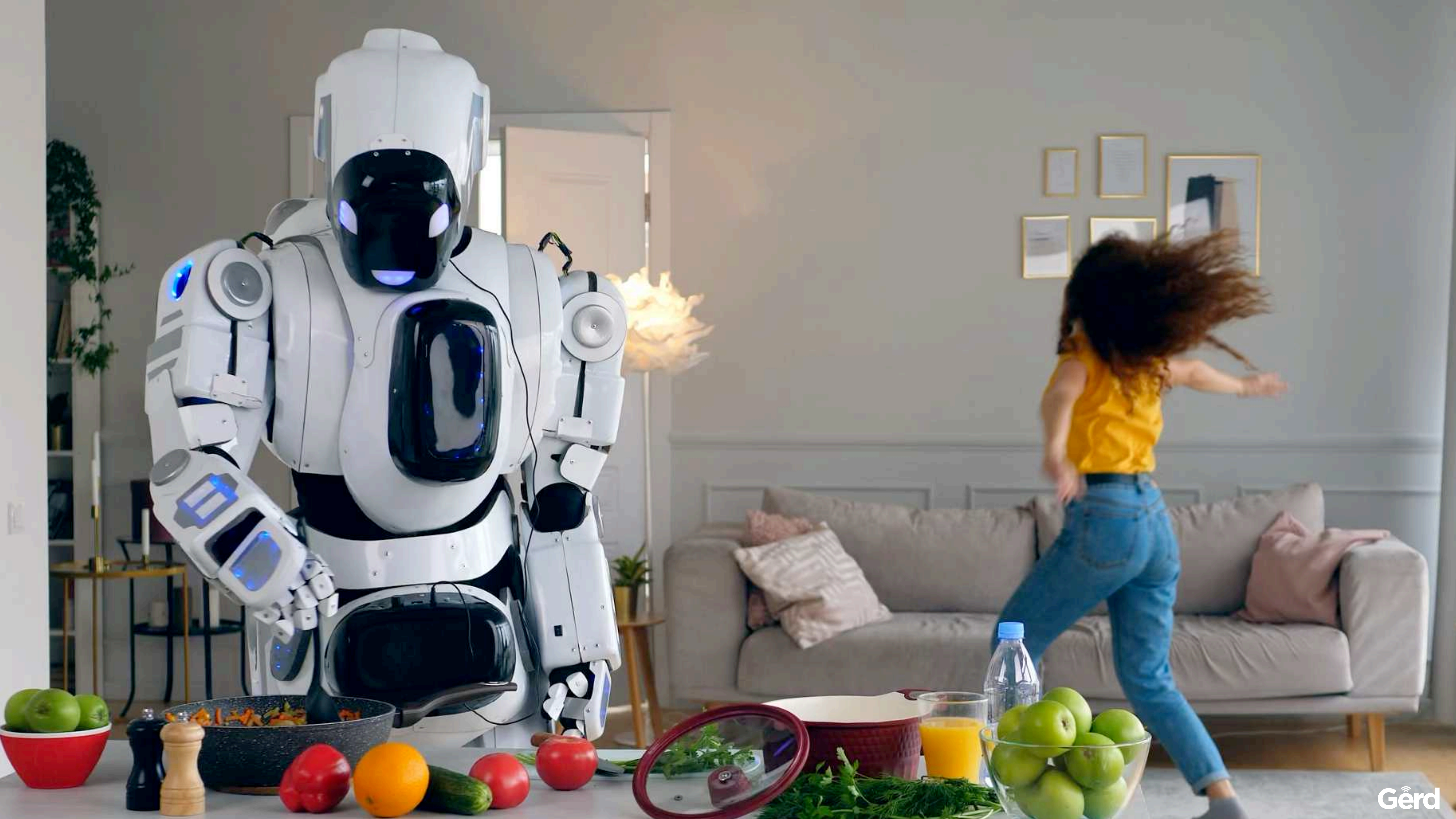
The End of (some) Routine is not the end of Human Work*



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

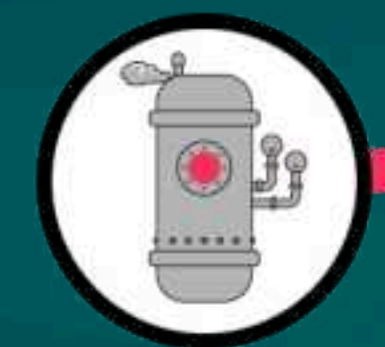
Douglas Engelbart 1955





AI is a GENERAL PURPOSE TECHNOLOGY

BUSINESS AS USUAL
IS DEAD
OR DYING



Steam Engine
(1698)



Electricity
(1879)



Computer
(1946)



Semi-Conductors
(1947)

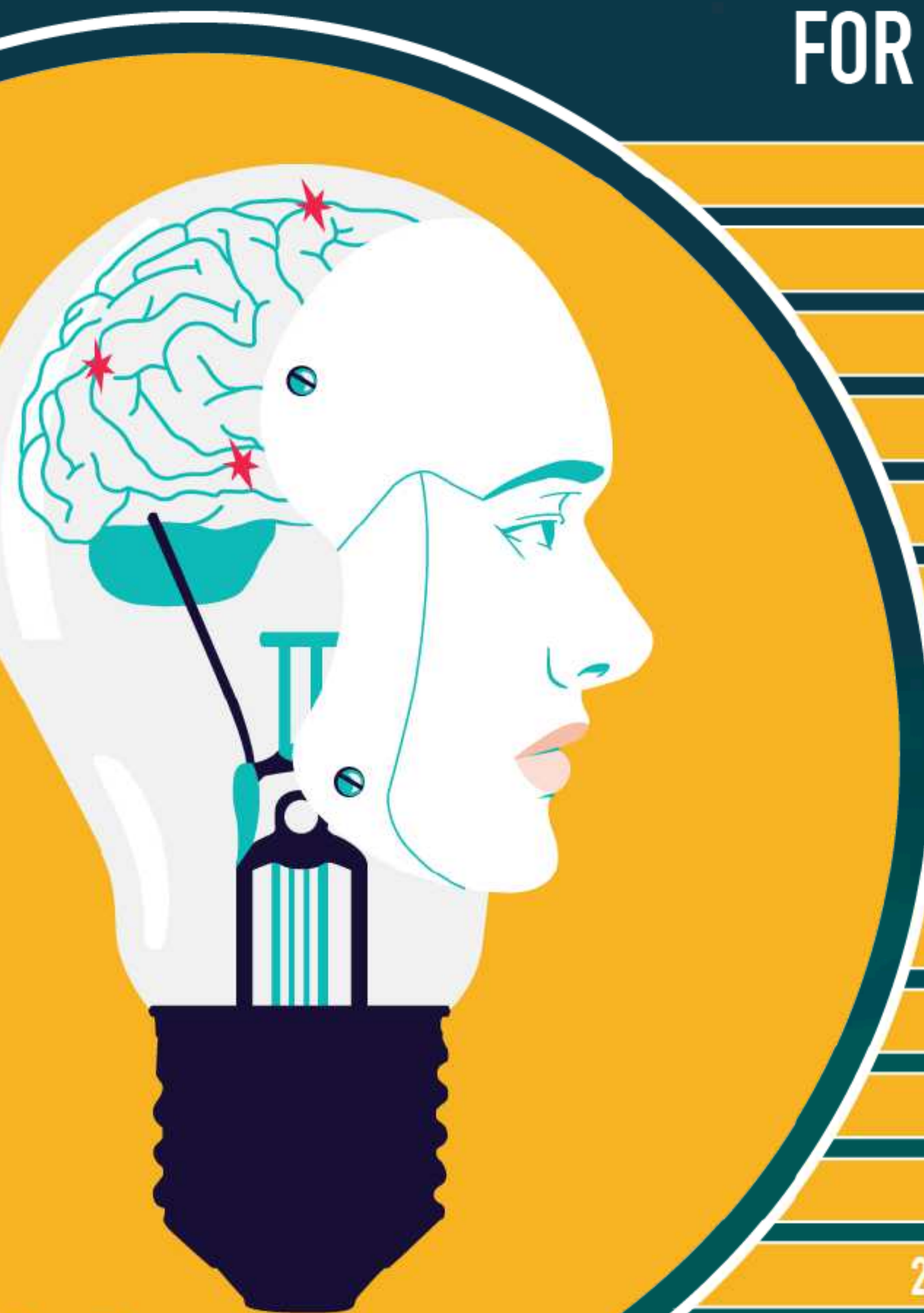


Internet
(1983)



Artificial Intelligence
(Today)

WHAT ARE THE PRIMARY BUSINESS OBJECTIVES FOR USING AI FOR YOUR PROJECTS/INITIATIVES?





JOBS WITH THE HIGHEST POTENTIAL FOR AUTOMATION

JOBS WITH THE HIGHEST AMOUNT OF WORK TIME THAT CAN POTENTIALLY BE PERFORMED BY LLMs

Automation Augmentation Lower potential Non-language tasks

Credit Authorizers,
Checkers and Clerks



Statistical Assistants



Forensic Science Technicians



Receptionists and
Information Clerks



Production, Planning
and Expediting Clerks



Bookkeeping, Accounting
and Auditing Clerks



Legal Secretaries and
Administrative Assistants



Bill and Account Collectors



9:41



Hi, how can I help you travel?

I'm going to Hawaii for my honeymoon. Should we stay on Maui or Kauai?

ChatGPT

Congratulations on your upcoming honeymoon!

Both Maui and Kauai are beautiful destinations, but they offer different experiences. Maui is known for its beaches, nightlife, and tourist attractions, while Kauai is more secluded and offers a more natural and peaceful environment.

If you're looking for a more active and lively honeymoon, Maui might be the better choice. However, if you're looking for a more romantic and intimate experience, Kauai might be the better option.

Ultimately, it depends on your preferences and what you're looking for in a honeymoon destination.

[Report a problem](#)

Is April a good month for surfing on Maui?

ChatGPT



Type or speak your message



 Einstein GPT

Dear Mr. Smith,

Could we arrange a meeting to discuss your growth plans?

Best regards,
Michele

Send

Edit

▼ Network & Layers

Photo:

Recent...

Latent:

▼ Drag

Drag:

Mask: Steps:

▼ Captions

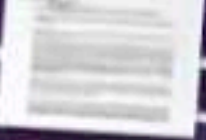
Captions:



Contracts Management

Legal Intake

Plus-circle
Launch New Legal Application

LeAh  Drop

Statement_of_Work.pdf

CLOUD-ARROW-UP Upload/drag and drop contract to create a new record

OR

Plus Start New Record With No Document

Generative AI (Dalle, ChatGPT)



Generative AI (Dalle, ChatGPT)



Generative AI (Dalle, ChatGPT)





TryItOnAi.com

Gerd

**Very useful if the task is not utterly mission-critical...
... or if the AI is used in stable, defined, limited situations**

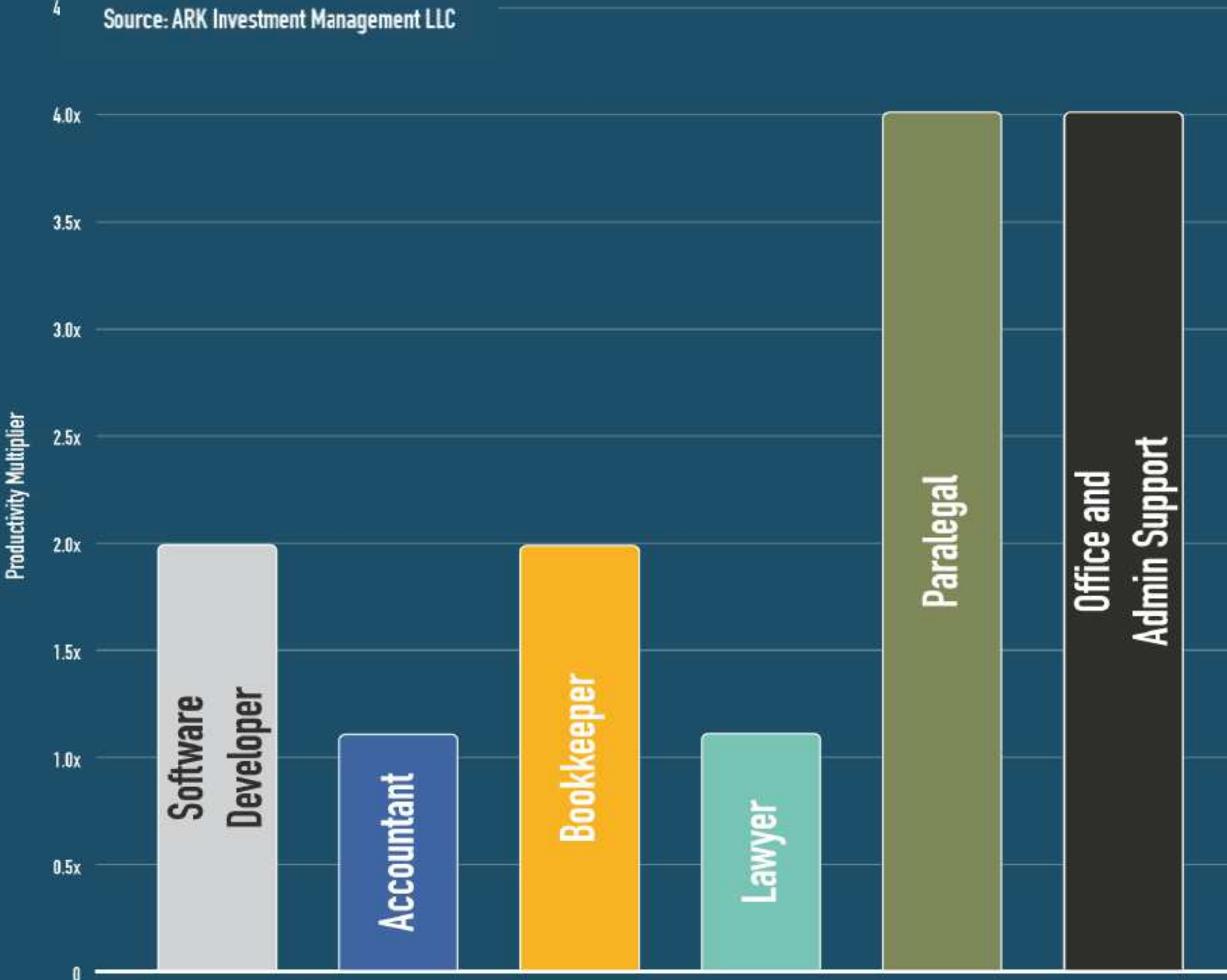


Dubbed in SPANISH with Rask.ai

Gerd

AI is promising dramatically increased productivity for knowledge workers*

OUTPUT OF AI-ASSISTED KNOWLEDGE WORKERS 2021 TO 2030
BY 2030 AI WILL INCREASE THE OUTPUT OF KNOWLEDGE WORKERS BY 140%



Too much of a good thing (technology) can be a very bad thing

**SQUAWK
BOX**

"THE COMING WAVE"
AI PIONEER ON TECH REVOLUTION

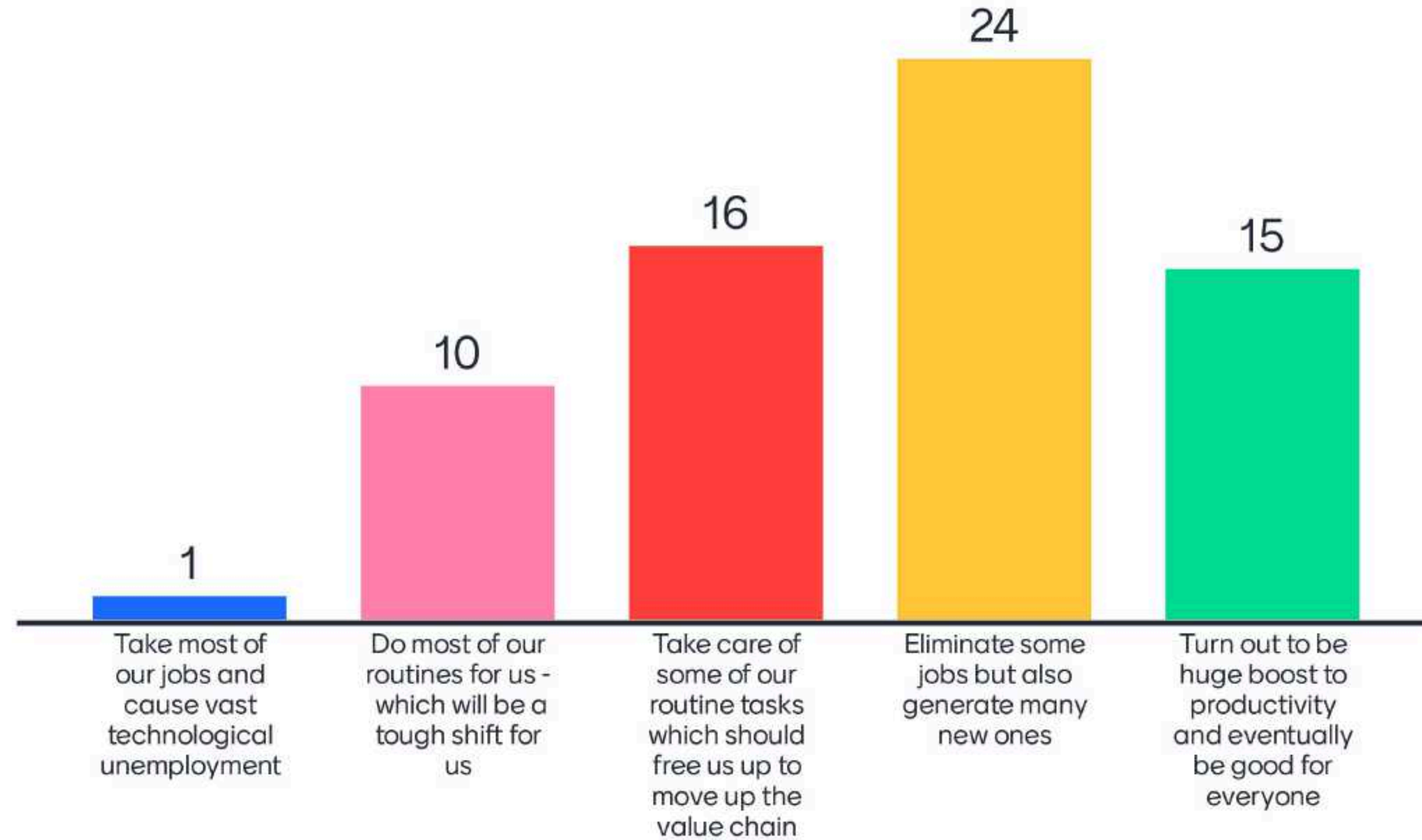
like having an intelligence as a commodity,



MUSTAFA SULEYMAN
Inflection

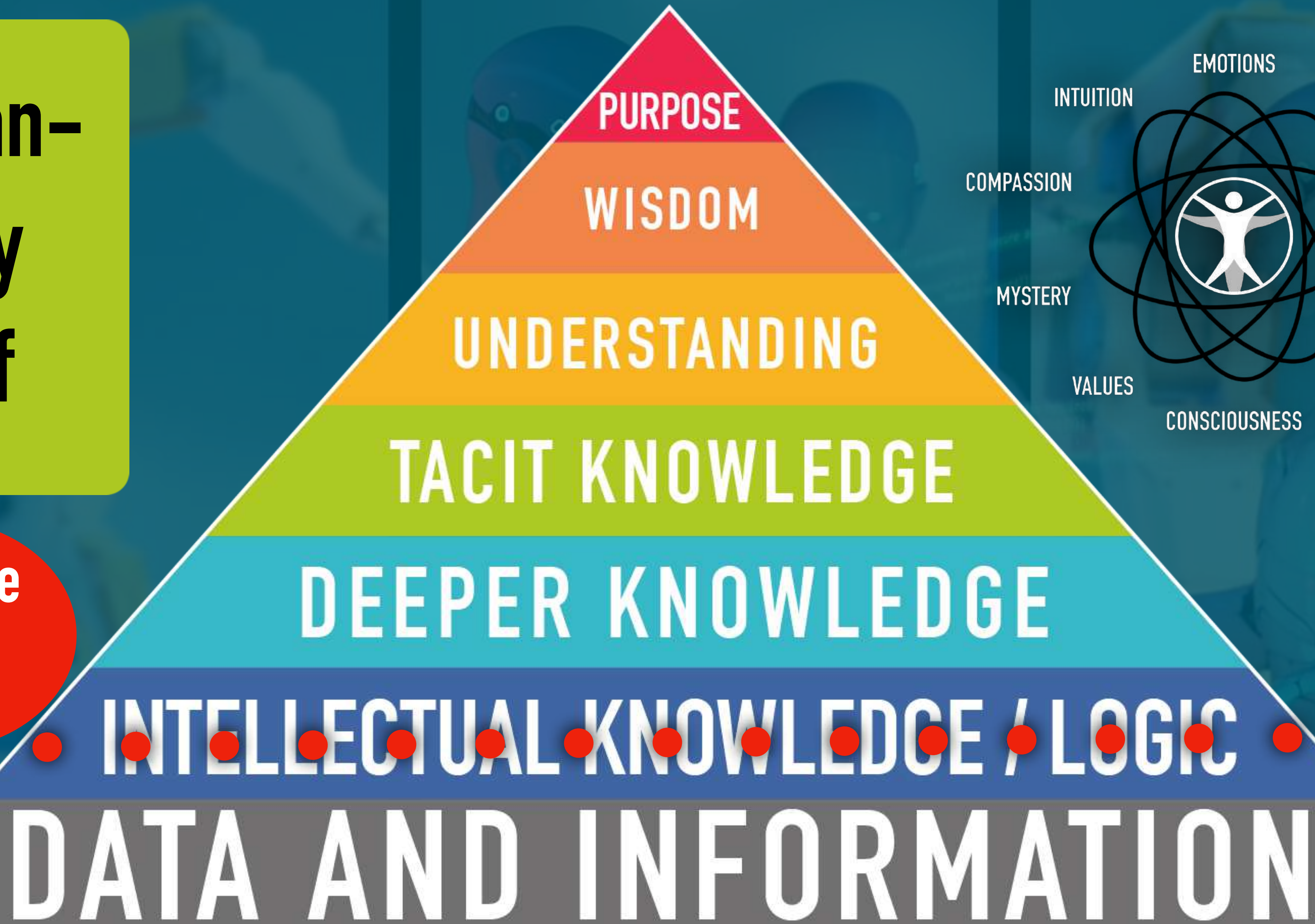
Gerd

Automation, Robots & Intelligent Machines will:

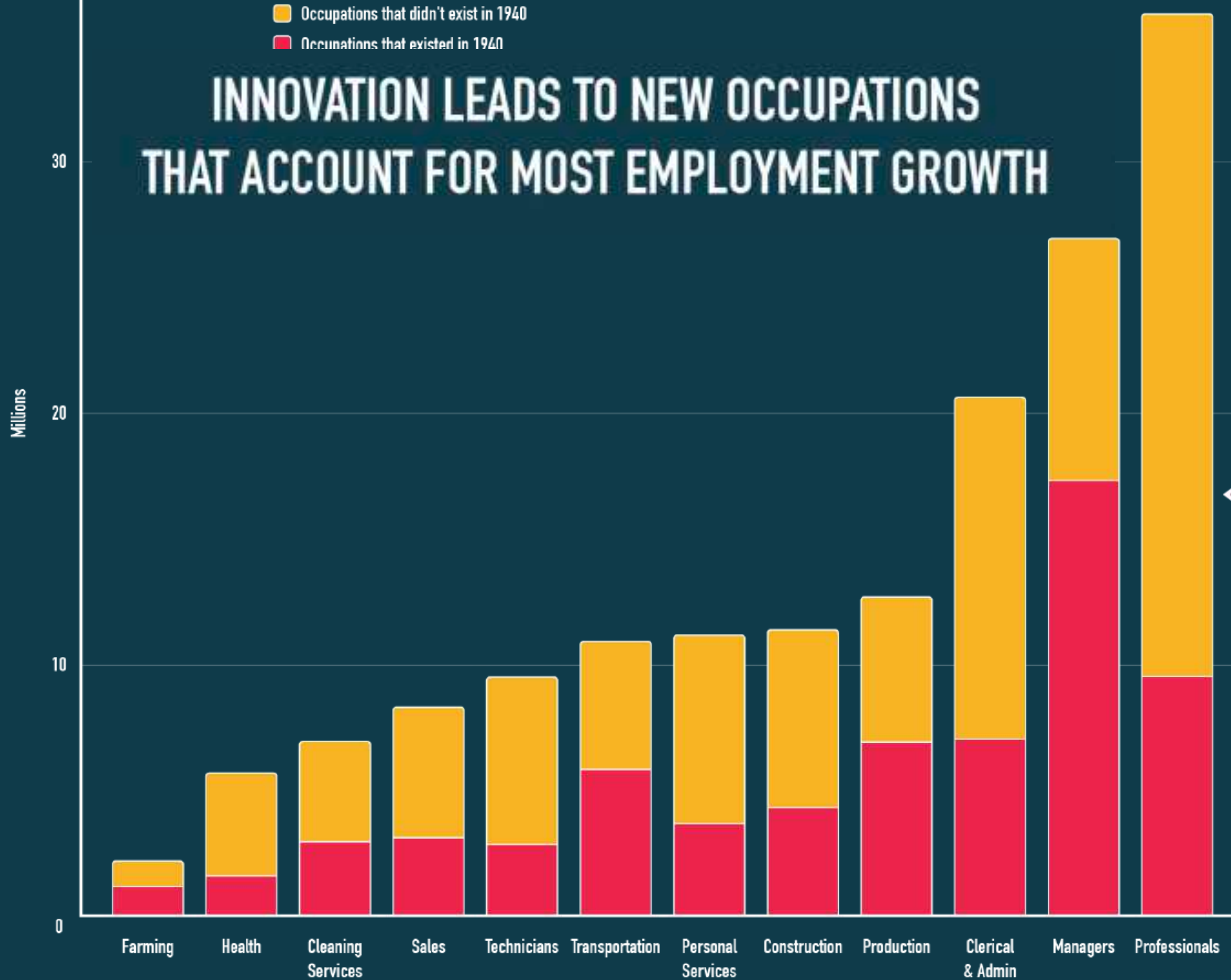


**Human-
Only
Turf**

**Machine
Turf!?**

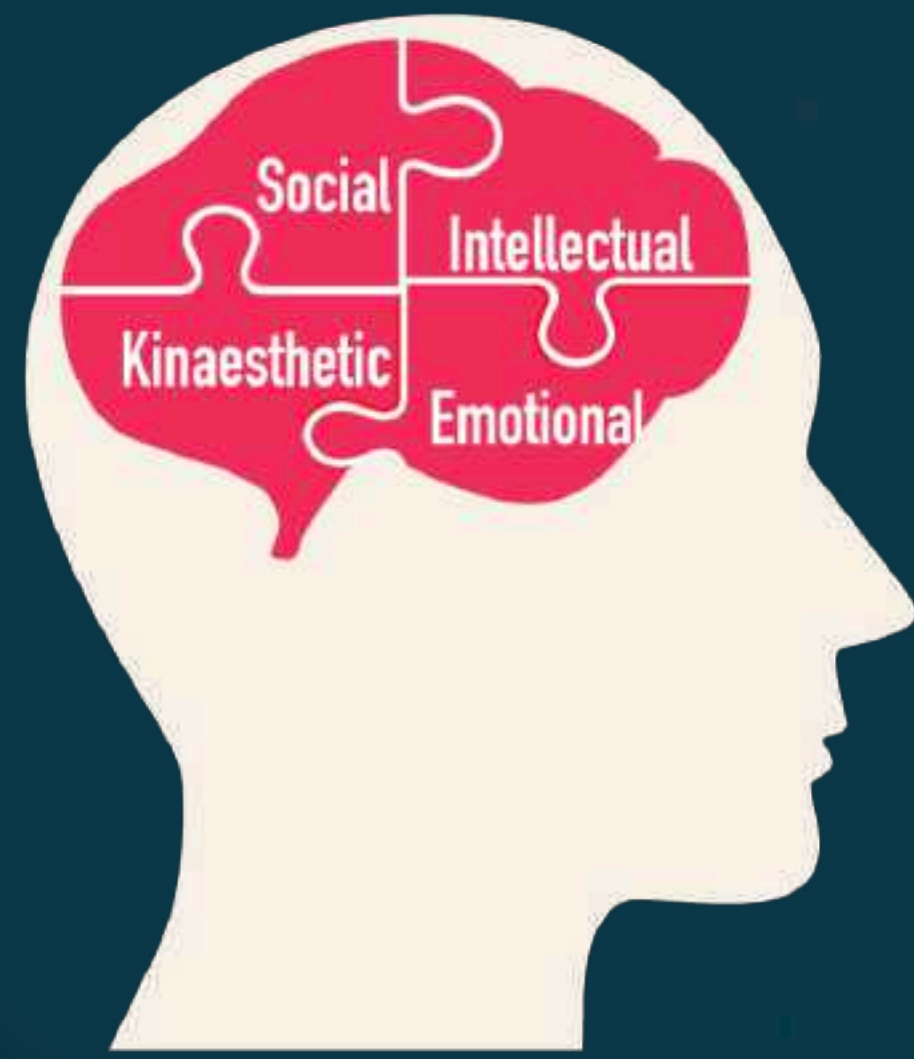


INNOVATION LEADS TO NEW OCCUPATIONS THAT ACCOUNT FOR MOST EMPLOYMENT GROWTH

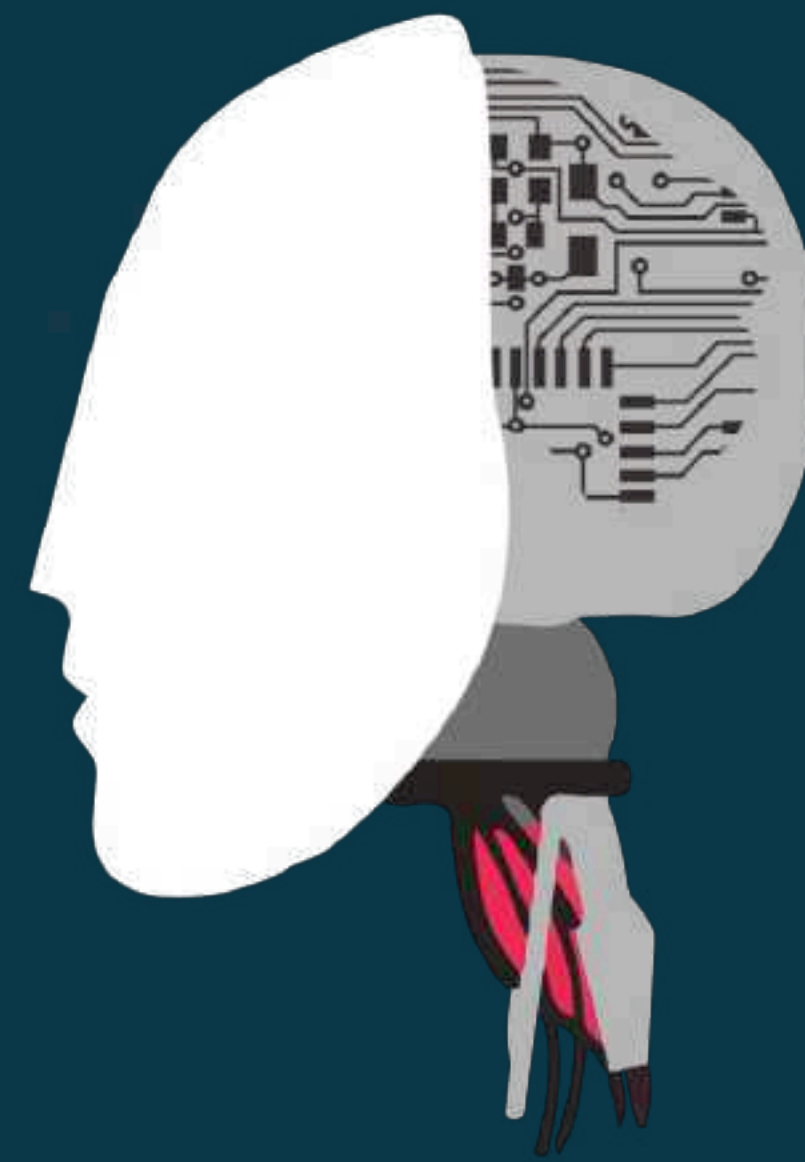


Source: Autor et al. (2022), Goldman Sachs Research

Biological Intelligence



Digital Intelligence



INTUITION

EMOTIONS

CREATIVITY

COMPASSION

IMAGINATION

MYSTERY

ETHICS

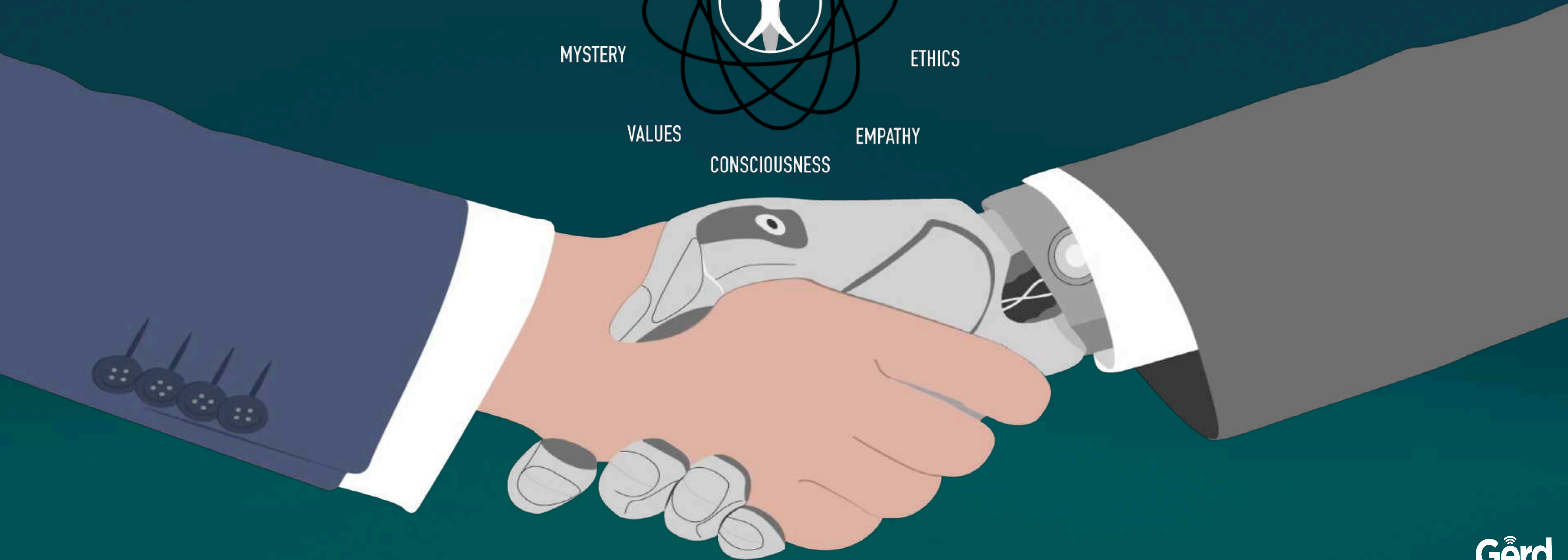
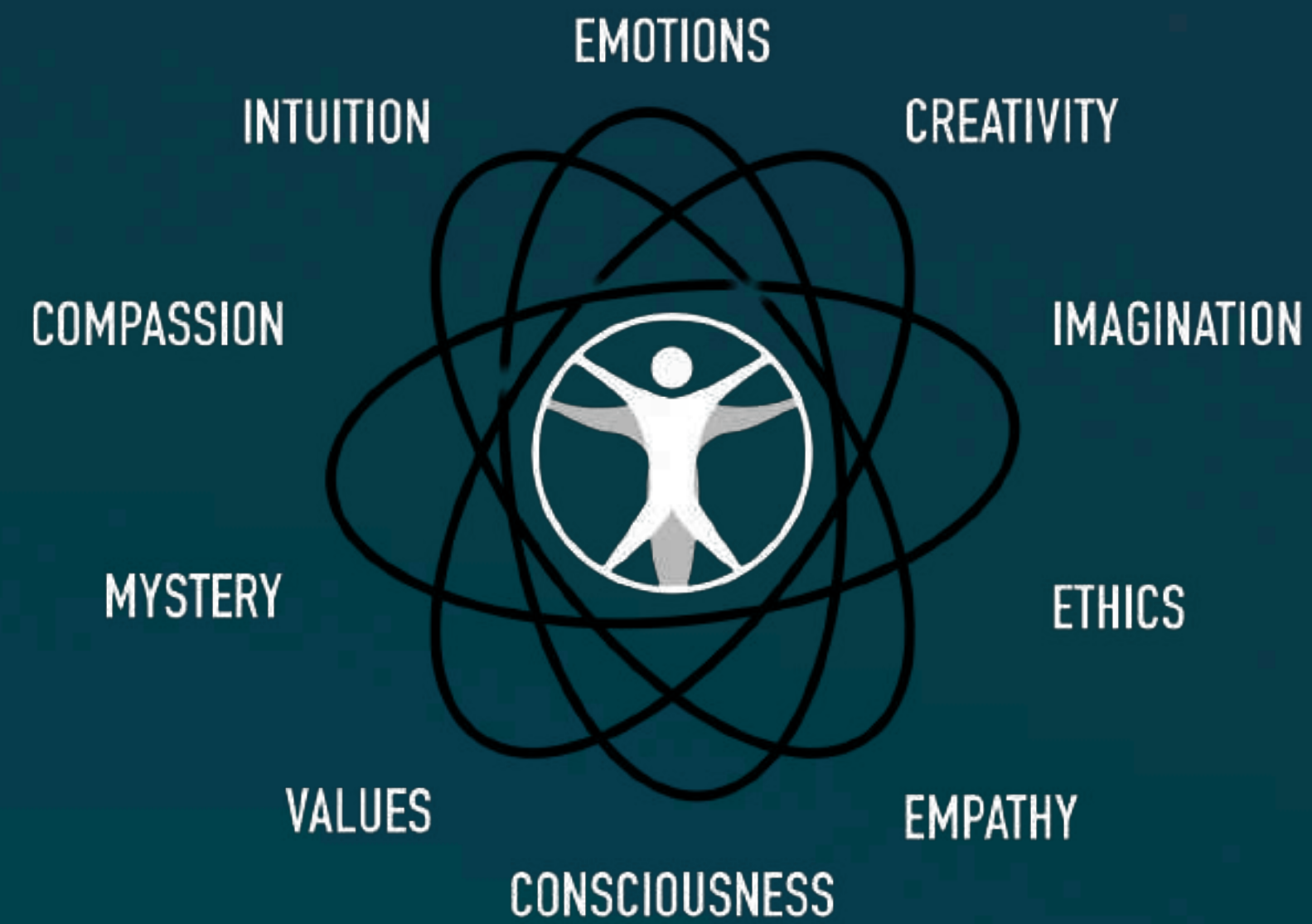
VALUES

EMPATHY

CONSCIOUSNESS



Invest as much in humanity as you invest in technology!



PERMA-CHANGE



VOLATILITY

DIGITAL
REVOLUTION



UNCERTAINTY

SUSTAINABILITY
REVOLUTION



COMPLEXITY



AMBIGUITY

PURPOSE
REVOLUTION

PermaChange: Opportunity^X ☯ Risk^X



VELOCITY



UNORTHODOXY



CO-CREATION



AWESOMENESS

BUSINESS AS USUAL
**IS DEAD
OR DYING**

FUTURE



THE FUTURE MINDSET:

Questions*

Creativity

Imagination

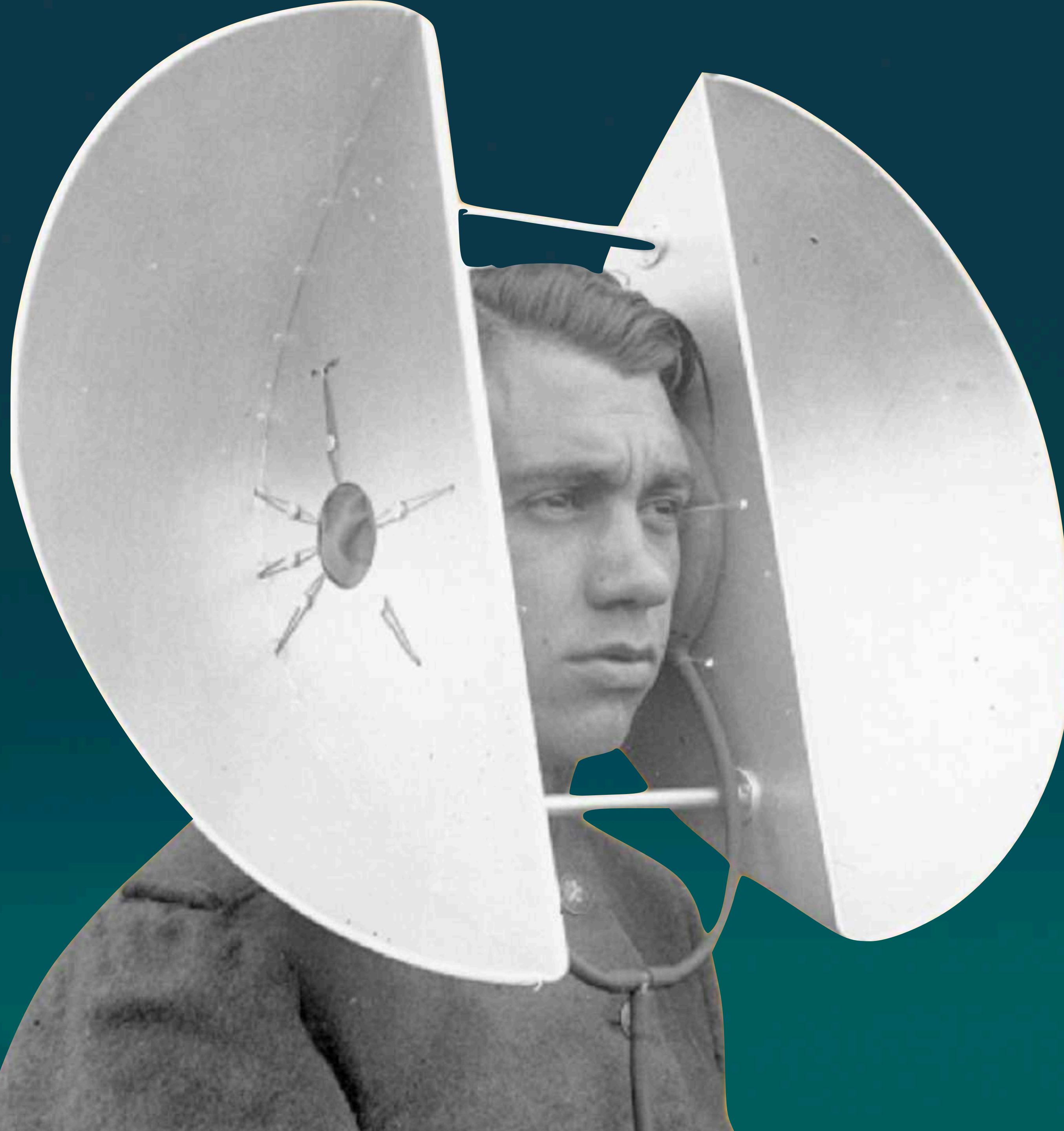
Intuition

Resilience

Optimism

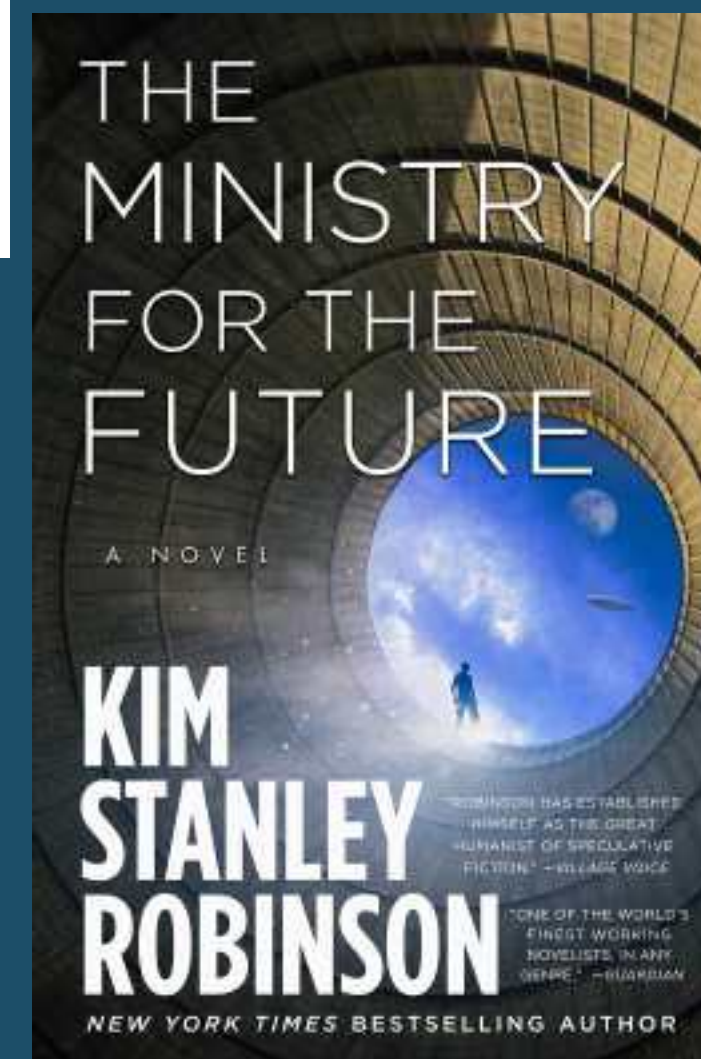
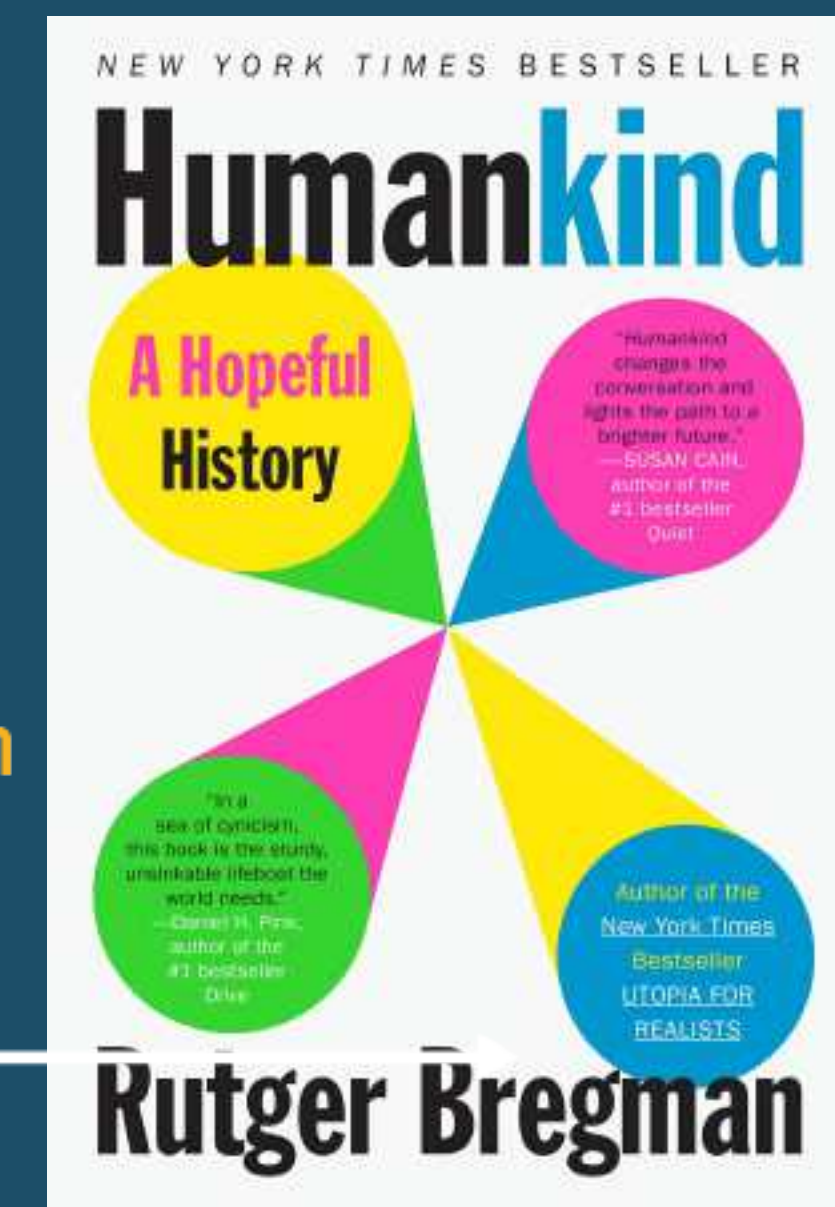
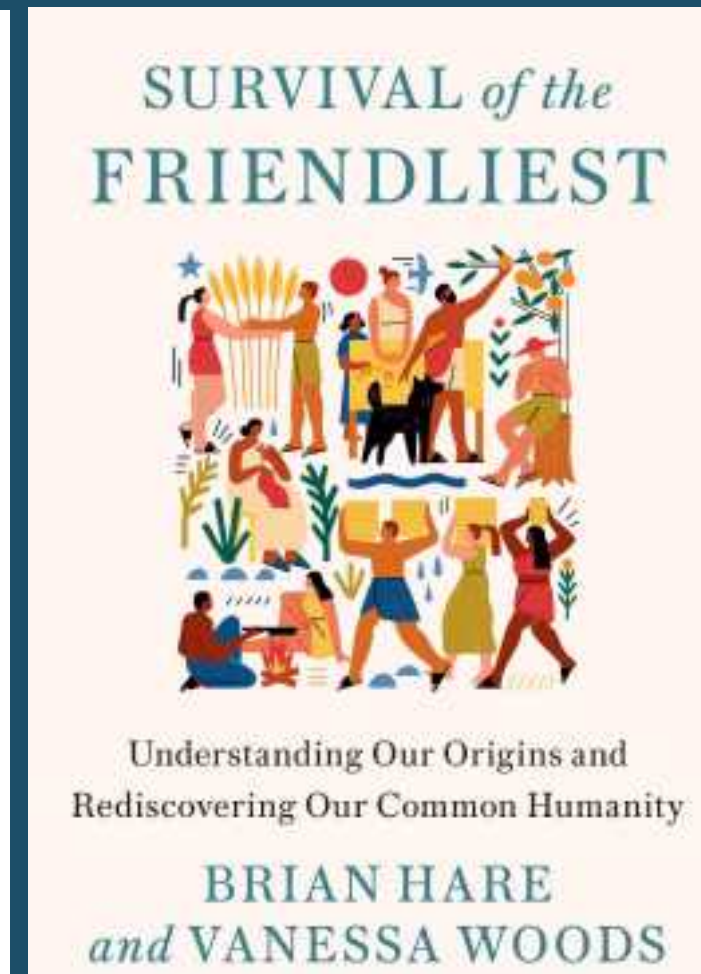
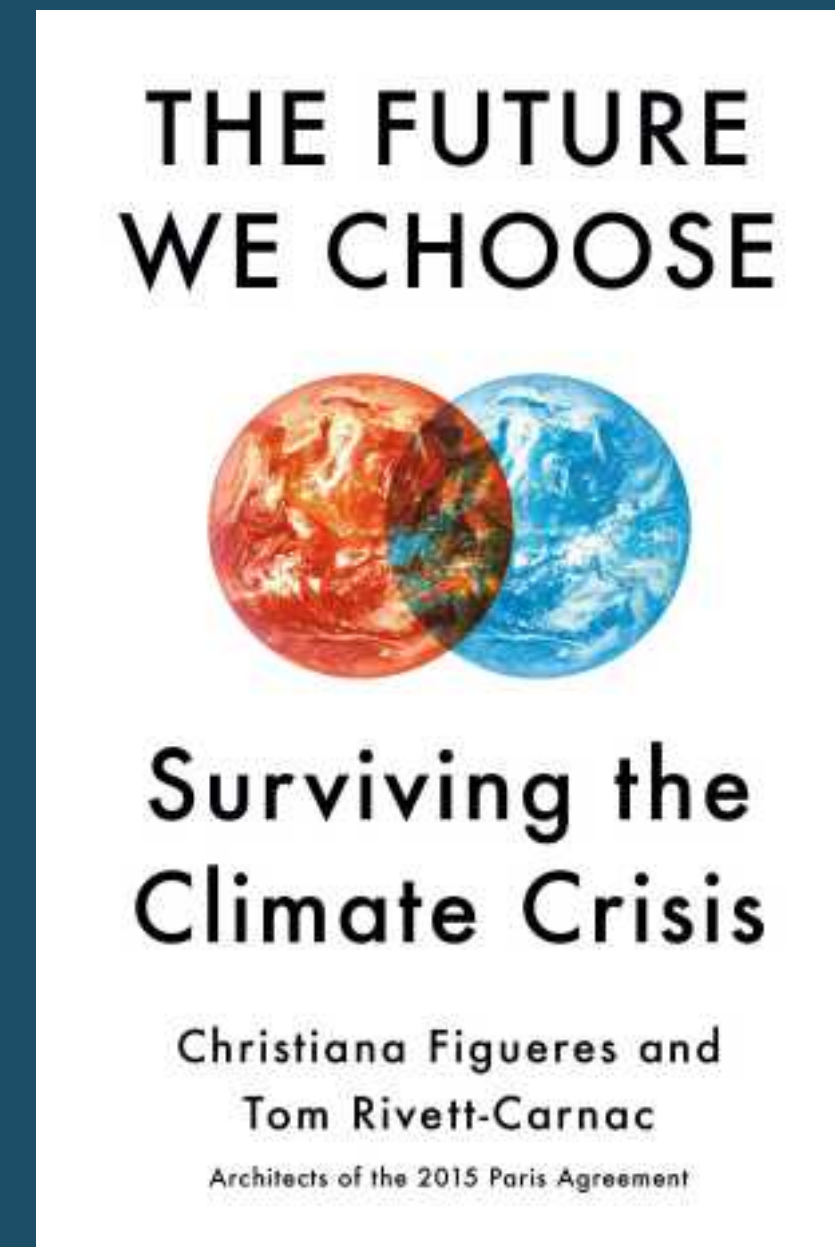
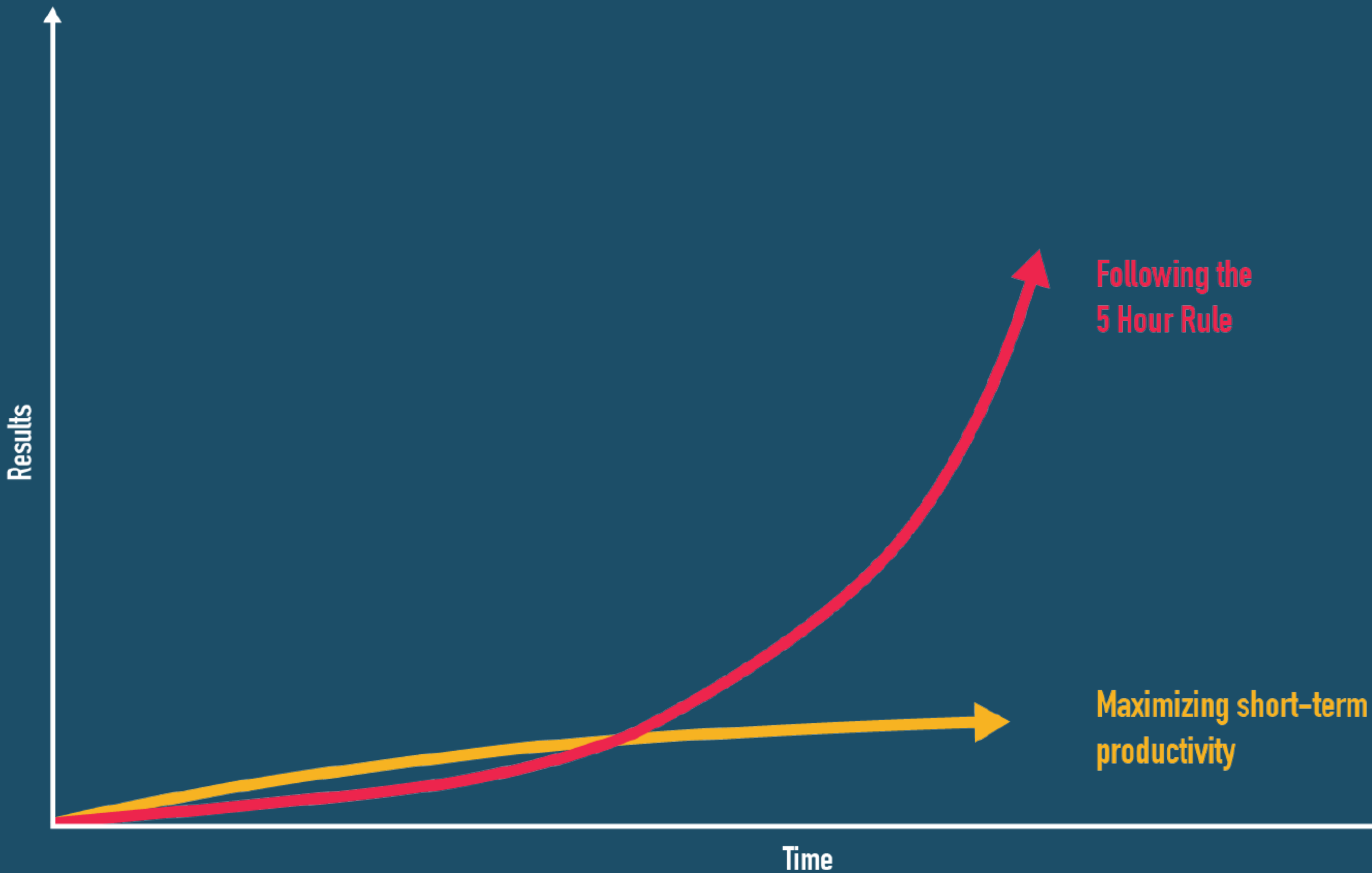
Courage

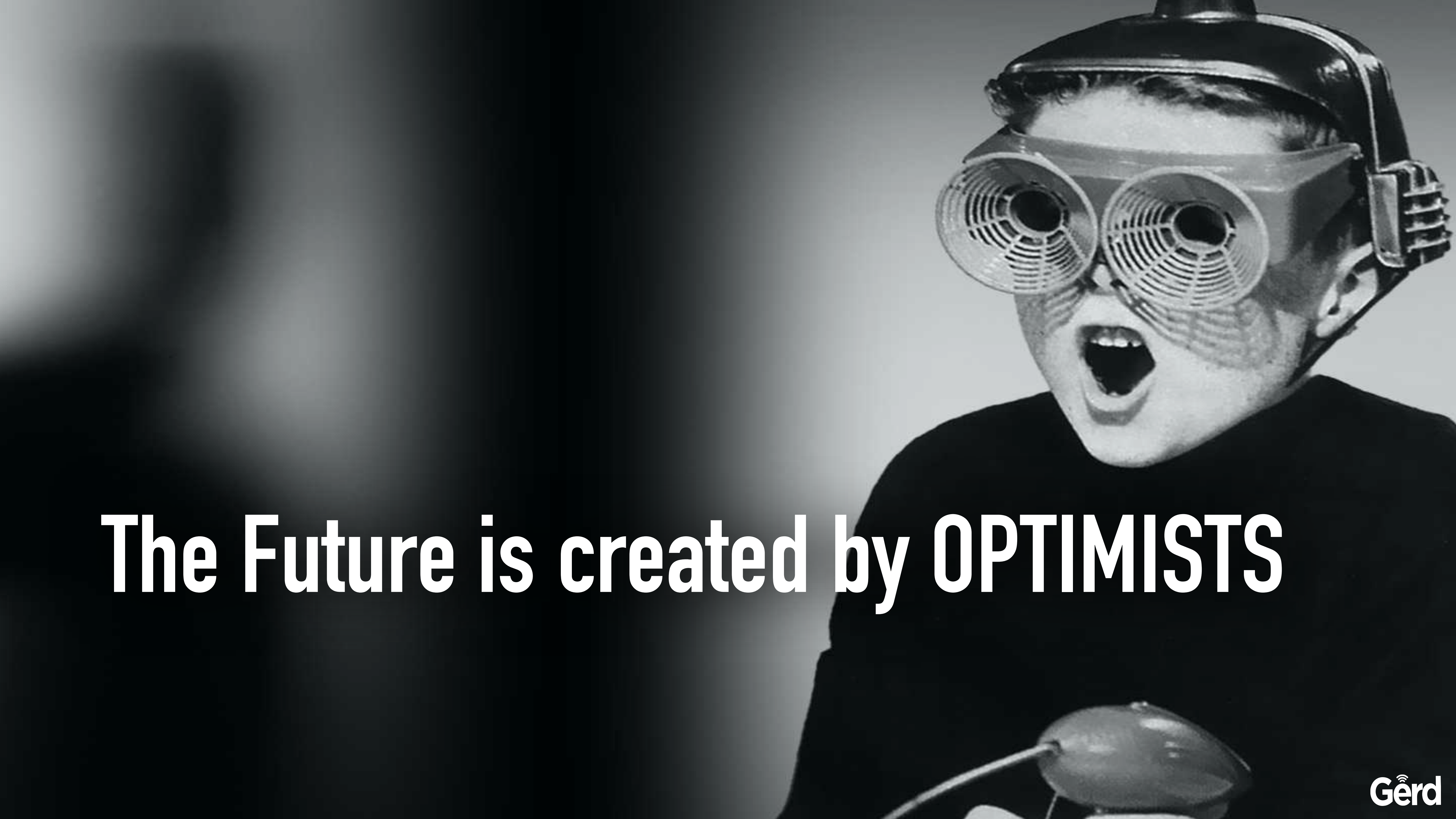
FORESIGHT



Spend 45 minutes per day on/in THE FUTURE!

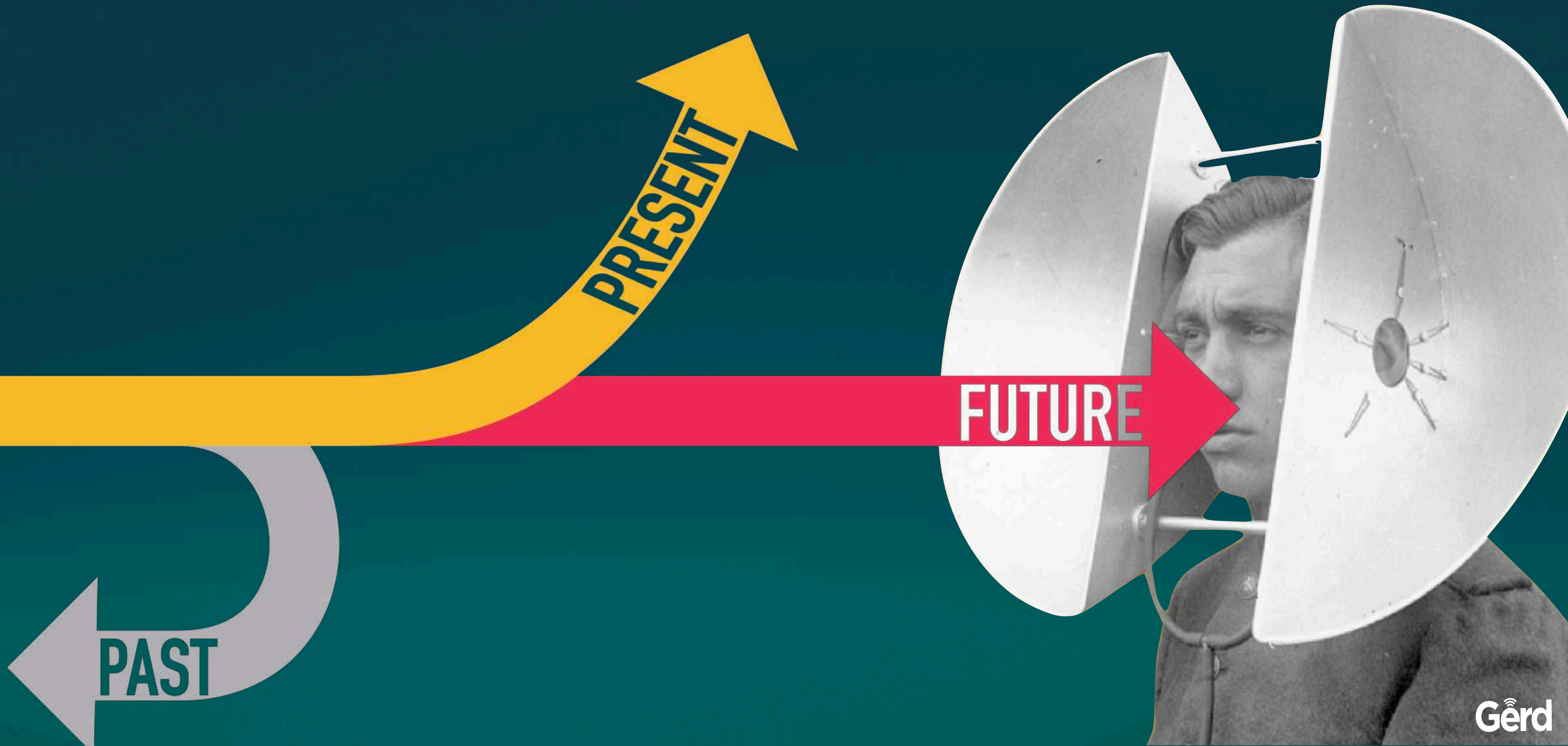
THE 5 HOUR RULE





The Future is created by OPTIMISTS

The Future is NO LONGER an extension of the present

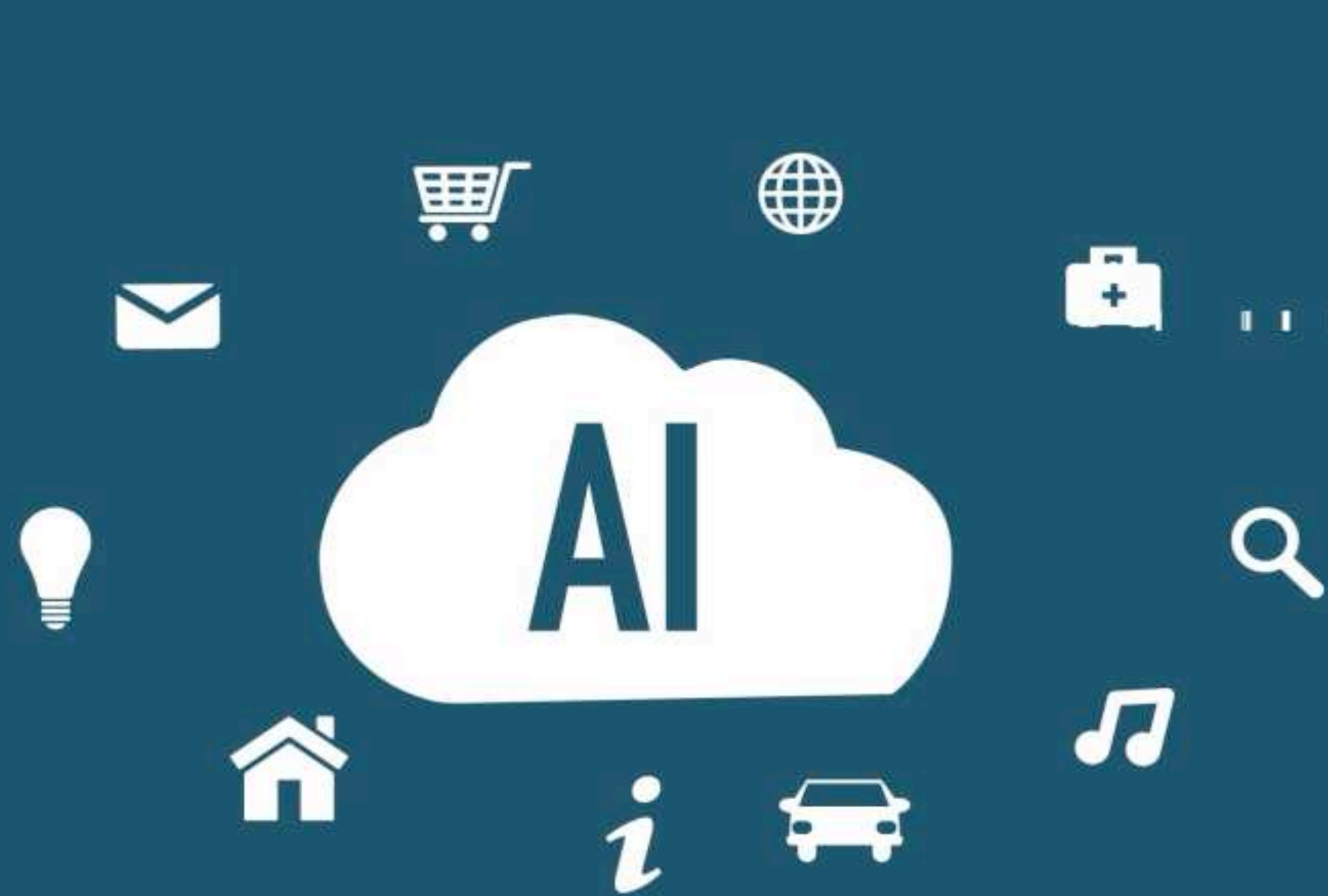


“You need to get to the future ahead of your customers, and be ready to greet them when they arrive” (Marc Benioff, CEO of Salesforce)

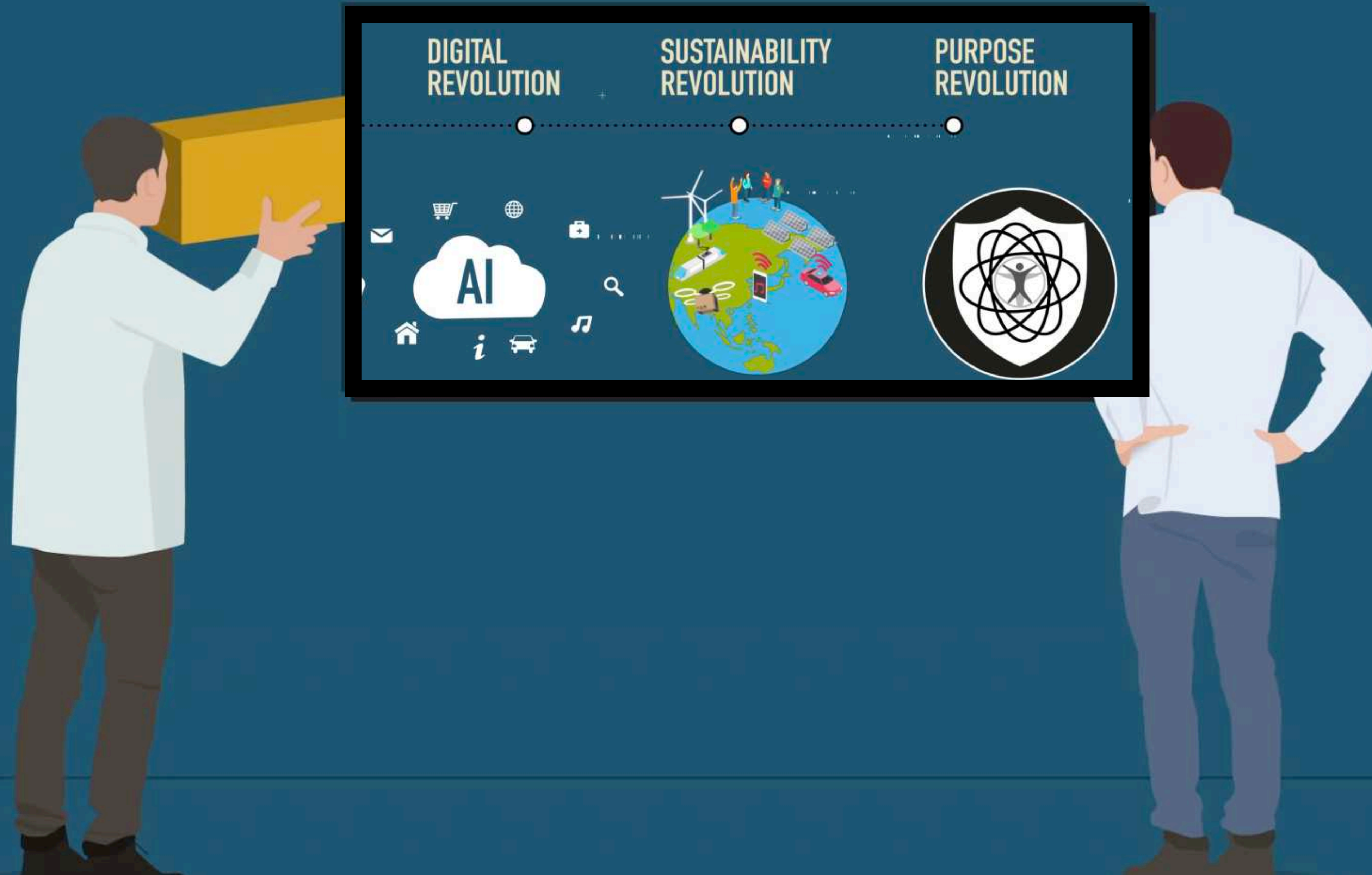
DIGITAL REVOLUTION

SUSTAINABILITY REVOLUTION

PURPOSE REVOLUTION



Take a wider view: What is now possible **BECAUSE** of the 3 Revolutions?

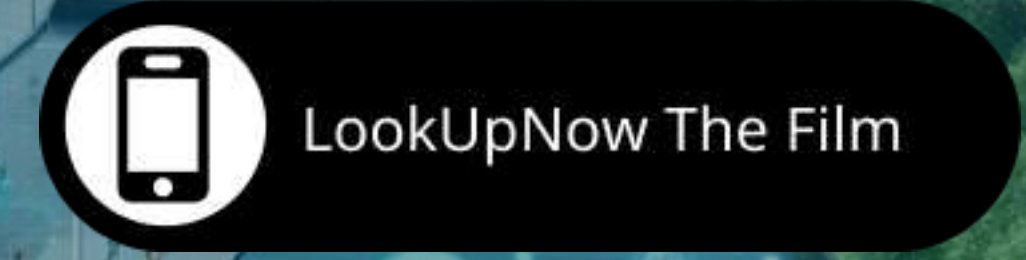


Imagination is more important than knowledge (Einstein)



**The Future exists first in imagination, then in will,
then in REALITY (Barbara Marx-Hubbard)**

Live long and prosper!



Gerd Leonhard, Futurist & CEO The Futures Agency



@gleonhard



gerdtube.com



futuristgerd.com



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