



An Artificial Intelligence studio

London | Hanoi | Tokyo

***The biggest challenge to come: How can we
manage both humans and machines in future
of business***

Dr Terence Tse

Some ideas come from my book ...



WITH A FOREWORD BY XAVIER ROLET, CEO, LONDON STOCK EXCHANGE GROUP

Your business's success depends on how you prepare for the future. While business leaders of the past looked in the sideview mirror to predict the road ahead, we must now look at the greater forces affecting the social, business and economic world today—megatrends.

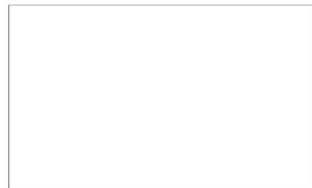
Fortunately, world-renowned scholars and professors Terence Tse and Mark Esposito are here with a fresh, holistic way to think about tomorrow by preparing for it today: DRIVE. The DRIVE framework examines five interrelated megatrends:

- Demographic and social changes
- Resource scarcity
- Inequalities
- Volatility, complexity, and scale
- Enterprising dynamics

By observing today through the lens of DRIVE and understanding how megatrends influence one another, business owners, entrepreneurs, executives, policy makers and individuals can prepare for tomorrow. In this book, they will learn how to simplify the complexities around them, make better-informed decisions, and identify new business opportunities now. They will also discover how to prepare for uncertainty, own the global conversation, and illuminate the blind spots on the journey ahead.

With real-world examples from today's top executives and policy advisors and in-depth analysis of each megatrend, DRIVE the Future As It Unfolds is the GPS system for the new global economy. So buckle up, set the destination, and let's hit the road.

Long-term academic partners, **TERENCE TSE** and **MARK ESPOSITO**, are megatrend Strategists who coach executives to find new business opportunities and markets using the DRIVE framework. This dynamic duo also teaches, writes, advises and speaks internationally about the latest business, economic and social developments on a regular basis. Esposito and Tse's theories and ideas have been published in *The Economist*, *Harvard Business Review*, *World Economic Forum*, the *Guardian* and the *Financial Times*.



UNDERSTANDING HOW THE FUTURE UNFOLDS TSE & ESPOSITO



UNDERSTANDING HOW THE FUTURE UNFOLDS

Using **DRIVE** to Harness
the Power of
Today's Megatrends



TERENCE TSE PHD
& MARK ESPOSITO PHD

... and some from my work with Cotrugli and its clients



COTRUGLI

BUSINESS SCHOOL



What are they talking about?



Beware: self aware since August 29, 1997



OK, they are not killing us. But they are killing our jobs



LAWYERS



MARKETERS



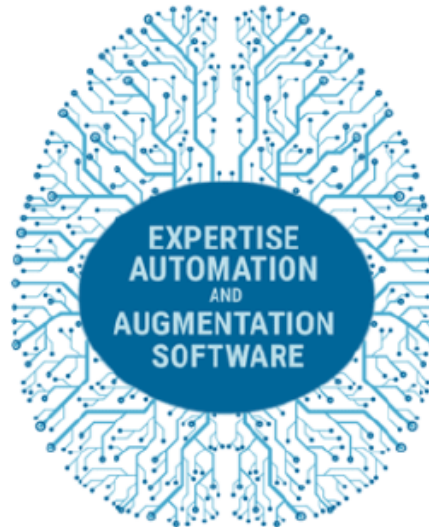
TEACHING ASSISTANTS



REPORTERS & EDITORS



TRADERS



CRM & SALES CLERKS



RESEARCHERS & CONSULTANTS



ACCOUNTANTS & AUDITORS



COMPLIANCE OFFICERS



INVESTMENT MANAGERS



SOFTWARE DEVELOPERS



OK, they are not killing us. But they are killing our jobs



LAWYERS



HR MANAGERS



MARKETERS



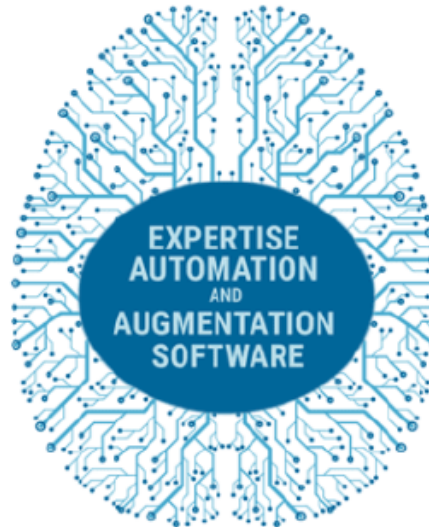
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And a lot of jobs



WORKING PAPER

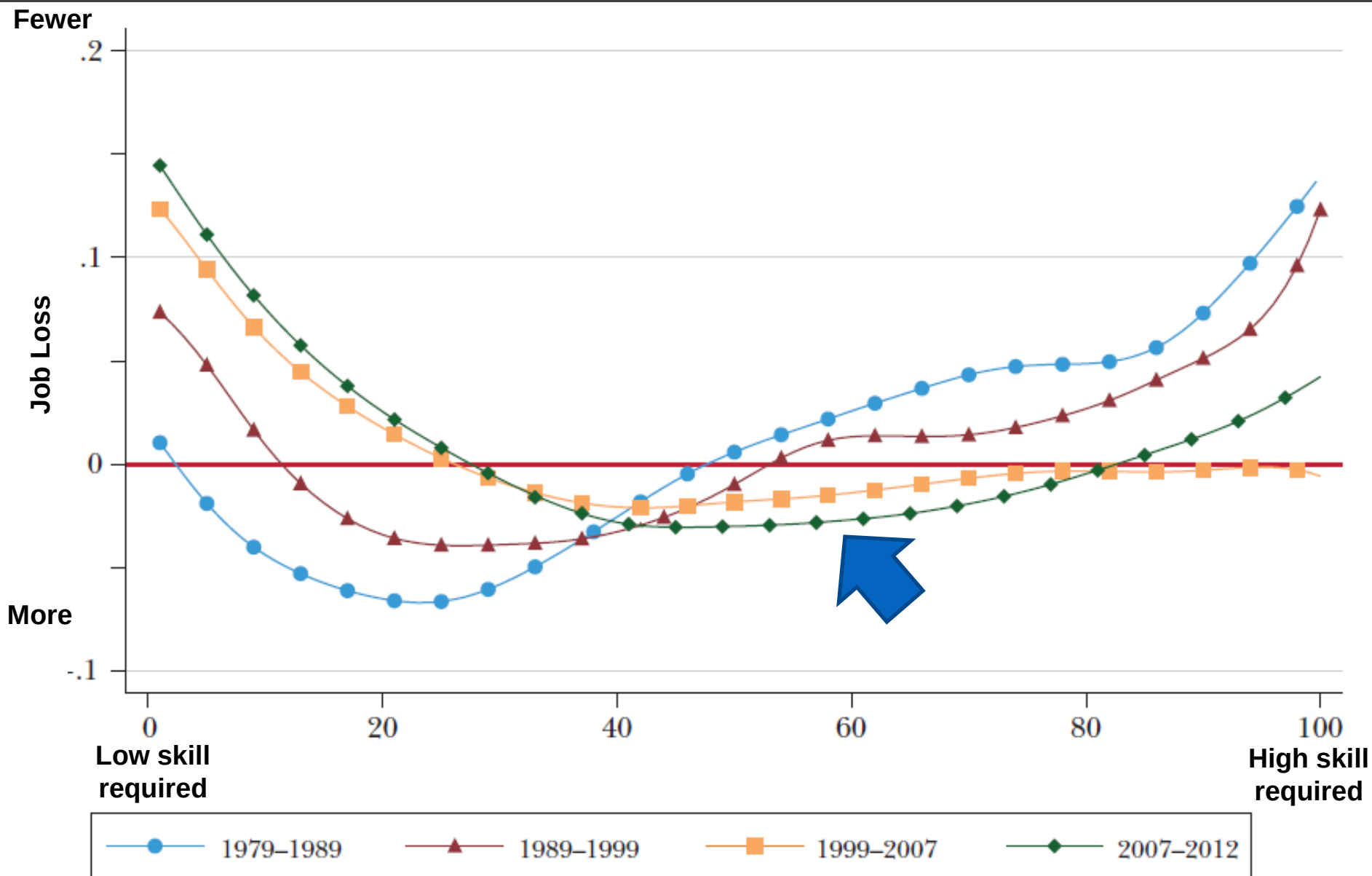


The Future of Employment
Carl Benedikt Frey & Michael Osborne



- 47% of all the jobs in the US will be replaced by machines “over the next decade or two”
- 165 million jobs x 47%
= 76 million

It is not as black and white as that



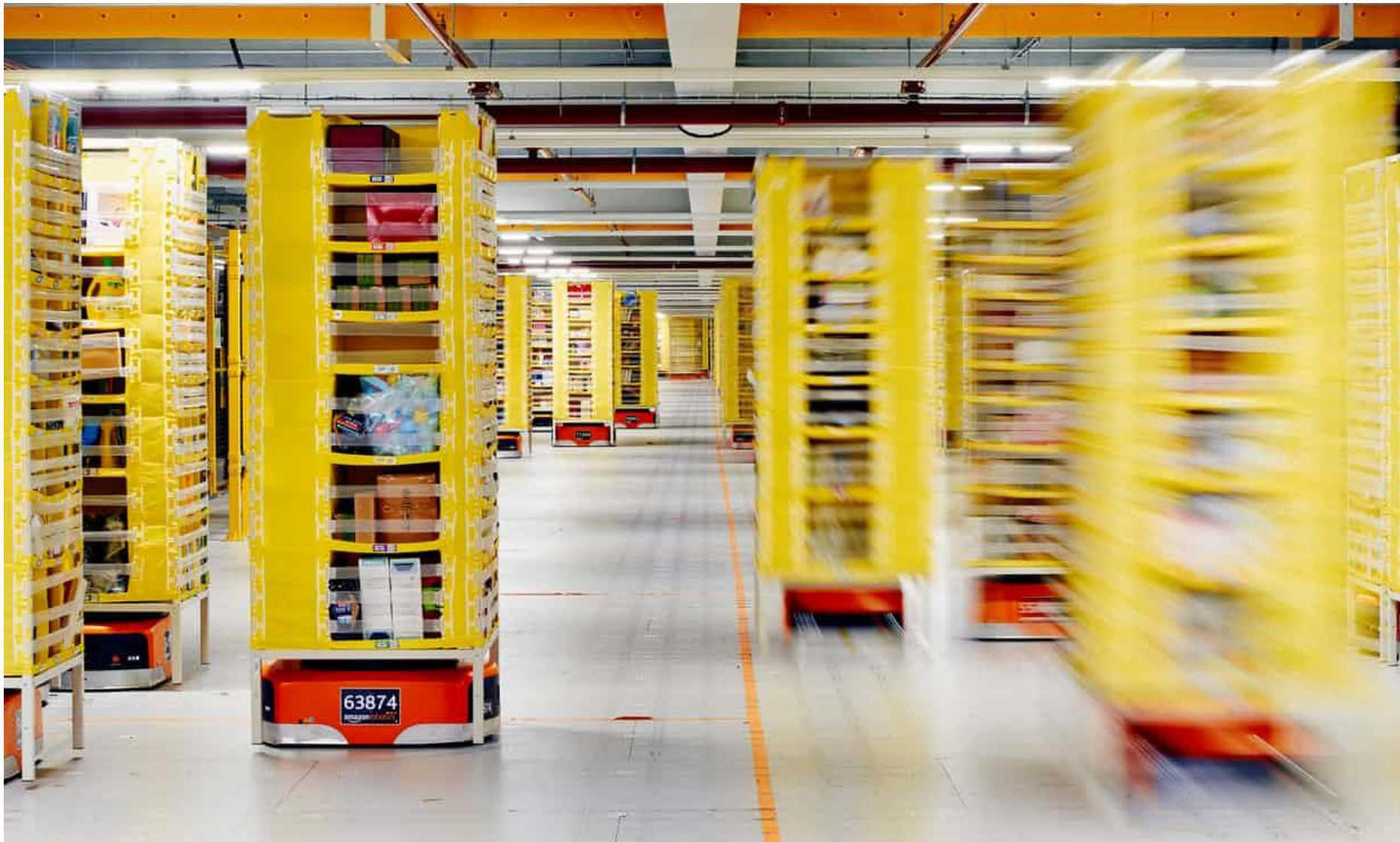
What is it?



Amazon's "pods"



Machines and humans work together to max out gains



Frankly just how intelligent are machines?



Intelligence =

- Logic
- Understanding
- Self-awareness
- Emotional knowledge
- Planning
- Creativity
- Problem-solving
- **Learning**



- Intelligence would still lie with human beings for a long-time to come

All “businesses” are mainly doing 2 high level activities



1. Making predictions

2. Solving problems



1, 2, 3, 5, _, 13

$(1 + 2 = 3); (2 + 3 = 5); (3 + 5 = 8).....$

or

$(13 - 8 = 5); (5 - 3 = 2).....$

Humans are much better at problem solving



>> 10%

Best Model = 6.8%
107 Models ~ 8.4%



BellKor (AT&T)
10.06%



>> 10%

THE ENSEMBLE

23 Teams from 30 Countries

48 Models = **10.06%**

My recommendations (from our upcoming book)



1. Don't broaden your horizon - tech can only serve a very specific purpose
2. Cross the bridge - only works when humans relinquish control
3. Get the "golden mile" right – need to cover the last stretch with humans
4. Consider less data is more
5. Do your homework – get to know tech, workflows and processes



Think about new (partial) positions such as *trainers*, *explainers* and *sustainers*

The challenges to come



Siloed work generally aligned by business function (engineering, sales, marketing, design, etc.).

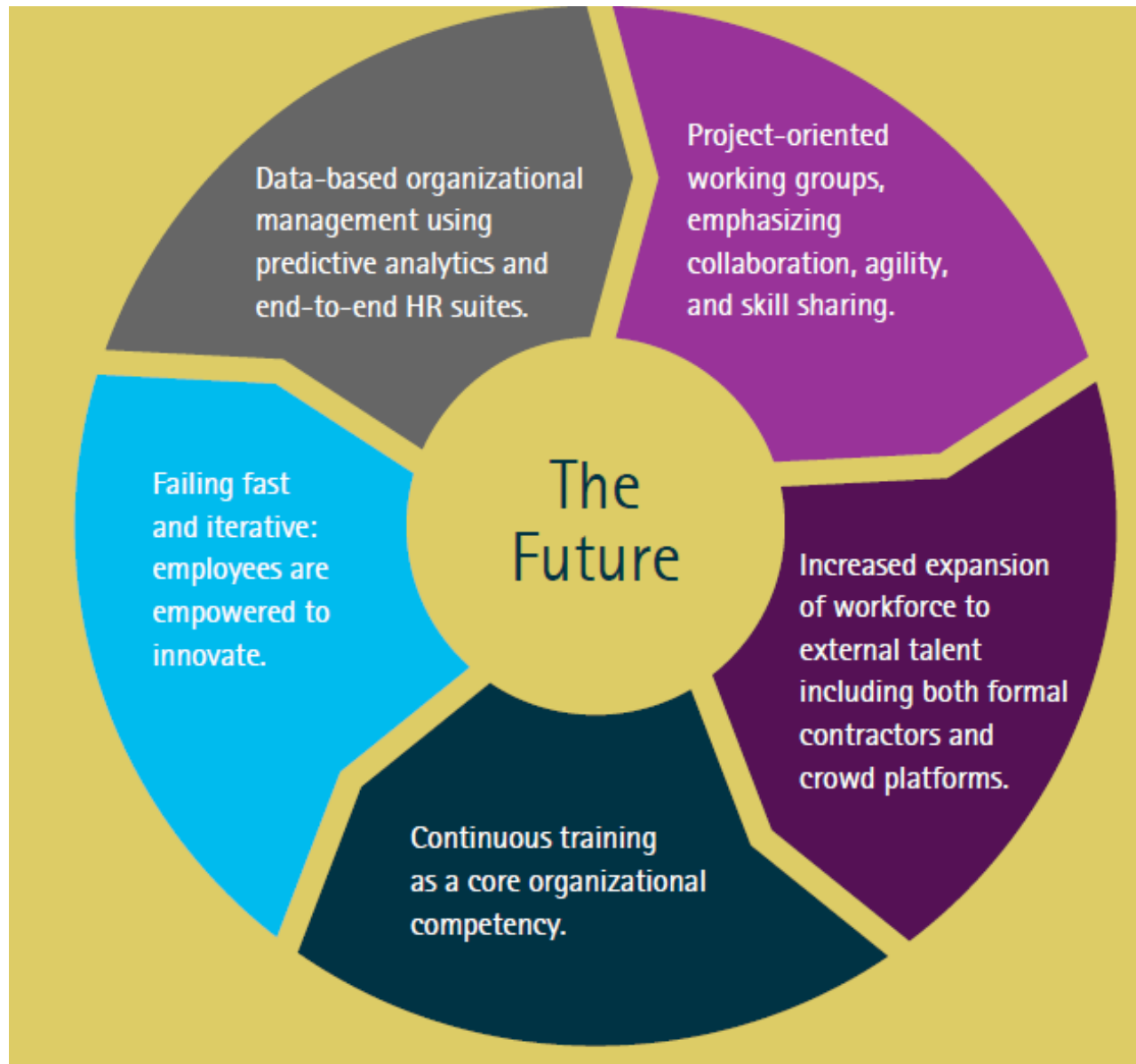
Training is ad-hoc, as needed for a particular tool or technology (in which the company has generally already invested).

Fragmented workforce management tools.

Innovation generally practiced by specific non-official groups or 'lone wolves' in the organization.

Low levels of collaboration.

The challenges to come (cont'd)





Not just HR or HRM

HMR or HMRRM



Dr Terence Tse



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