

The Future of Work

What Will Knowledge Work Look Like In 2030?

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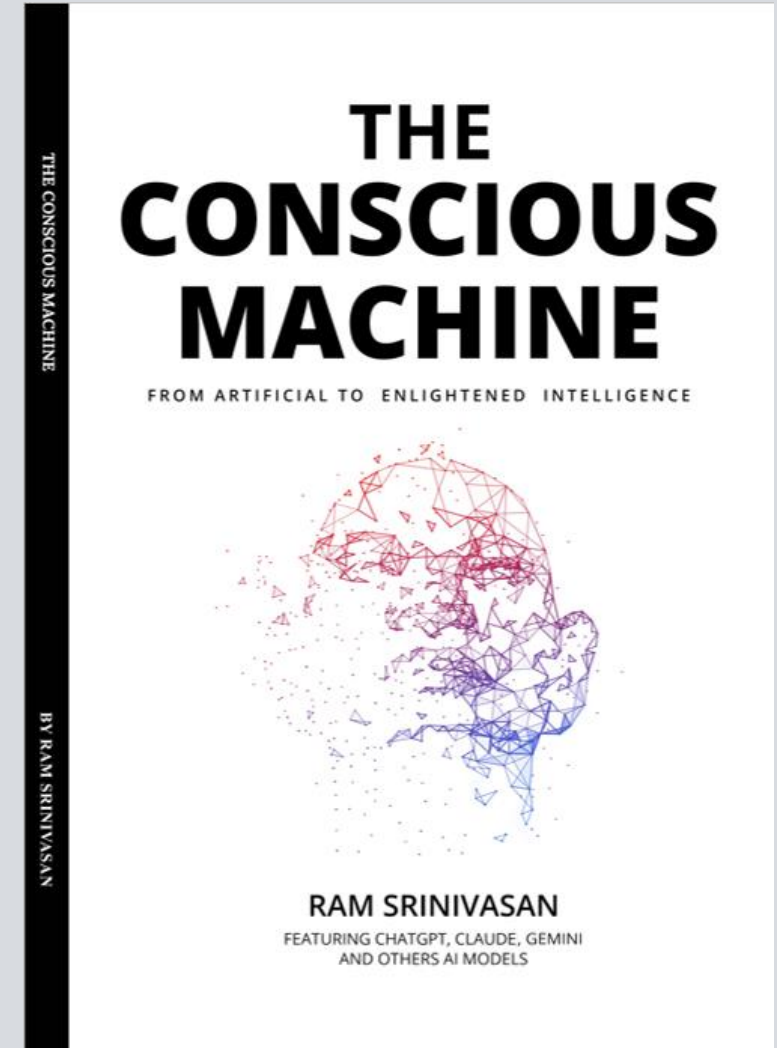
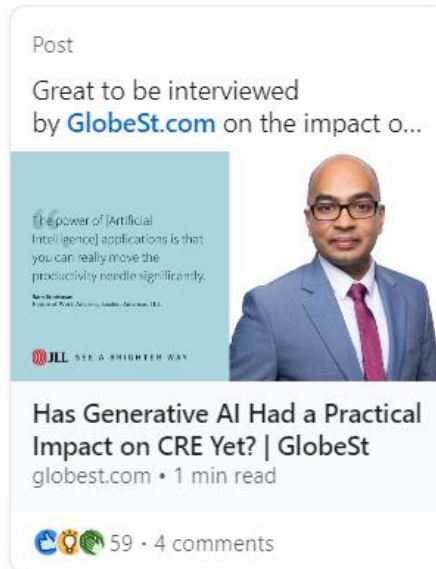
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Enabling the Future of Work

= Integrated Workforce + Workplace + Portfolio Transformation

Digital Business Transformation

AI + ML + RPA + Cloud + Edge Computing + Micro-services...

Digital Workforce Transformation

Digital Talent + Liquid Workforce + Work Process Automation...

Digital Workplace Transformation

Agile + Flexible + Liquid Workplace Networks +
Flex Space (Coworking) + Smart Workplace IoT Integration +
Dynamic Real Estate

Any Device – Any App – Any Data
Work Anywhere and Work Everywhere



“Every few hundred years throughout Western history,
a sharp transformation has occurred.”

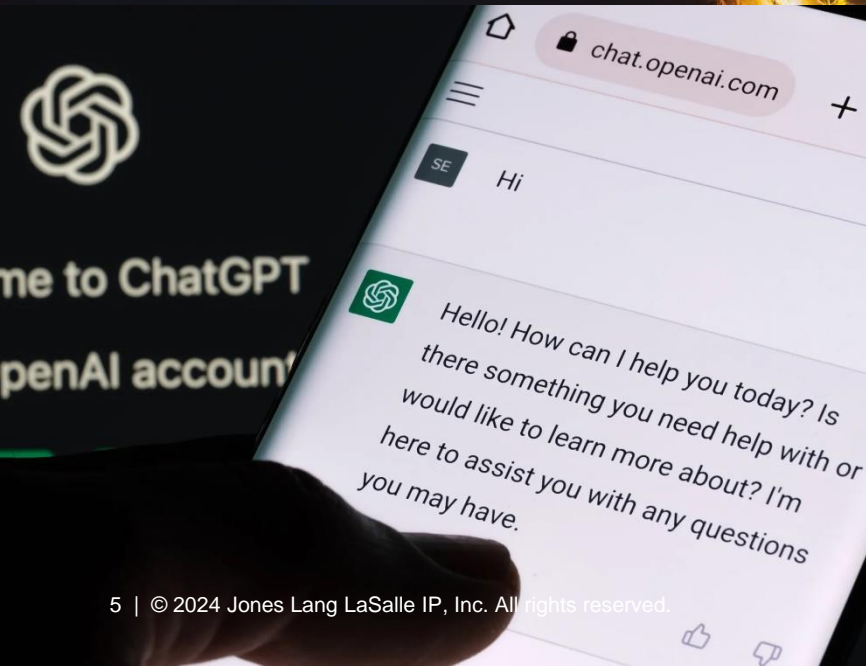
Peter Drucker, Harvard Business Review, 1992

“Civilization-defining technologies: the steam engine,
electricity, and now, AI.”

The Neuron <AI Newsletter>, 2023



Innovation and our digital future



The Age of AI = The Age of Possibility

THINK:

- A. Human + Machine (= Superminds) NOT Human vs. Machine
- B. Abundance (= Explore, Experiment, Expand)
- C. Convergence (= AI + XR + Robotics + BCI)
- D. Risks are Real, Rules Under Construction (= Test → Learn → Scale)
- E. Exponential NOT Linear (= Think Half or Quarter)
- F. Transform (= Fundamental Shift) NOT Automate (= Digitization)
- G. “Transformative” AI NOT just AI / Gen AI (= Real vs. Hype)
- H. Have a framework in mind (= What can AI do today → What do I need it to do to be useful?)

Enabling the Future of Work

Integrated Workforce + Workplace + Portfolio Transformation

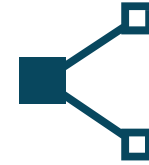
TODAY'S FOCUS



**AI + Exponential
Technologies**



**Workforce
Transformation**



**Workplace
Ecosystems**



**Empathy-based
Management**



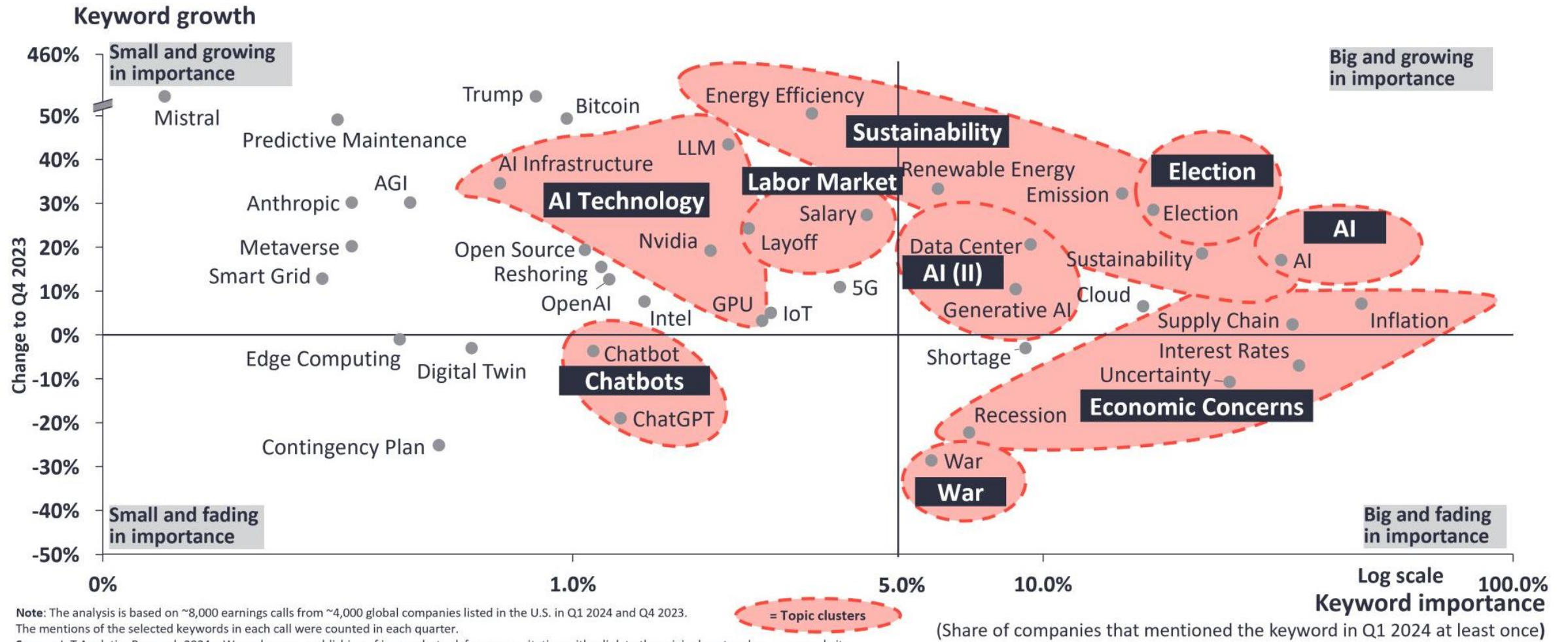
**Hybrid Work
Experimentation**



**Real Estate
Optimization**

What CEOs Talked About in Q1 2024 (vs. Q4 2023) – IoT Analytics

Based on keyword analysis of ~8,000 calls from ~4,000 companies listed in the US

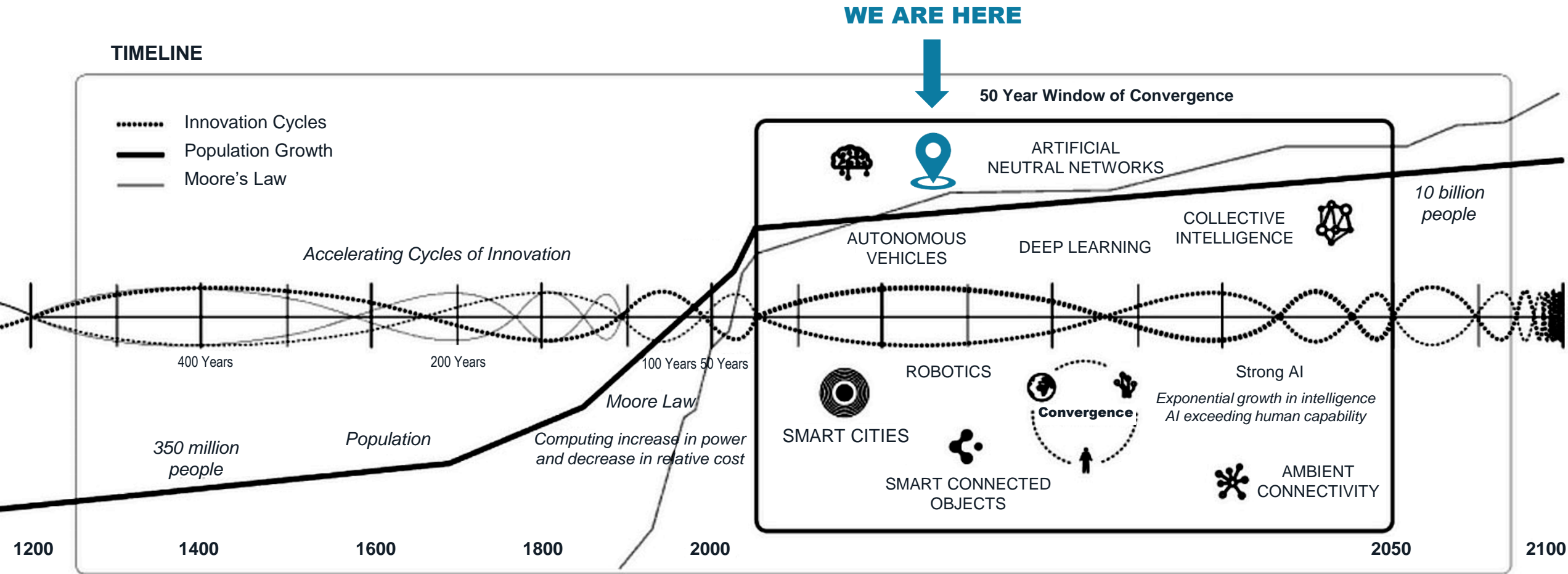


“A knowledge worker is a professional who generates value for the organization with their expertise, critical thinking and interpersonal skills.”

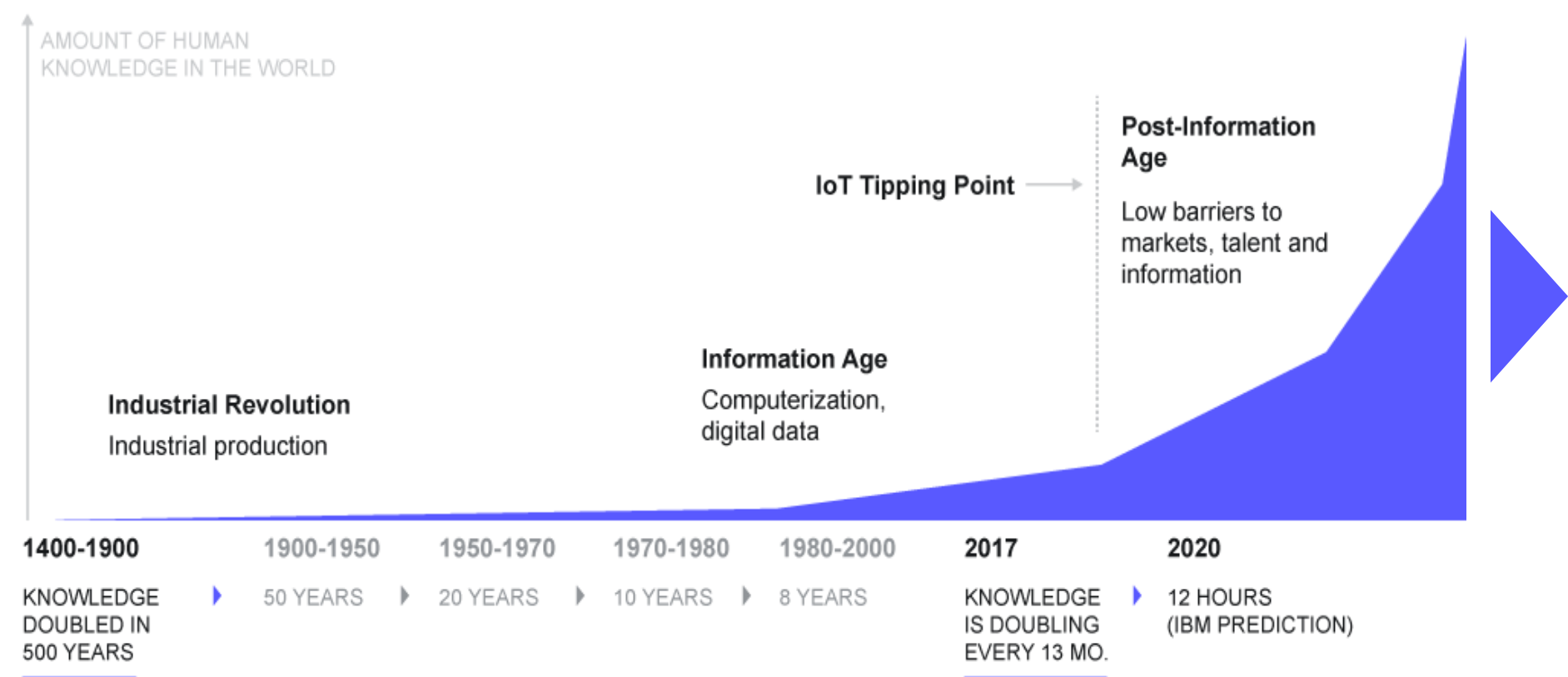
What is a knowledge worker and what do they do? IBM, 2023

The term “knowledge worker” was coined by business consultant Peter Drucker in 1959 as a new iteration of the white-collar worker in his book, *The Landmarks of Tomorrow*.


We Live In A Very Unique Moment = Combinatorial Convergence + Advanced Tech Adoption



The amount of knowledge is growing exponentially – doubling every 12 hours (IBM Research, 2013 – Before GenAI Explosion)



Source: Knowledge Doubling Curve by Buckminster Fuller



Peter H. Diamandis, MD

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There are 7,000 Medical Journal articles published worldwide everyday. How many of them did your physician read this morning? [#AIpoweredMedicine](#)

6:25 PM · Jul 25, 2023 · 16.8K Views

McCarthy Tétrault experiments with AI tools expected to reshape how law firms operate



The Rise of Knowledge Workers Continues To Accelerate

The Rise of the Knowledge Worker

Workers are classified by whether their occupation is primarily cognitive or manual work, and whether or not the tasks are routine. Knowledge work is nonroutine cognitive work.



By 2033, AI solutions, introduced to augment or autonomously deliver tasks, activities or jobs, will result in **over half a billion net new human jobs.**

Source: Gartner Research, 2024

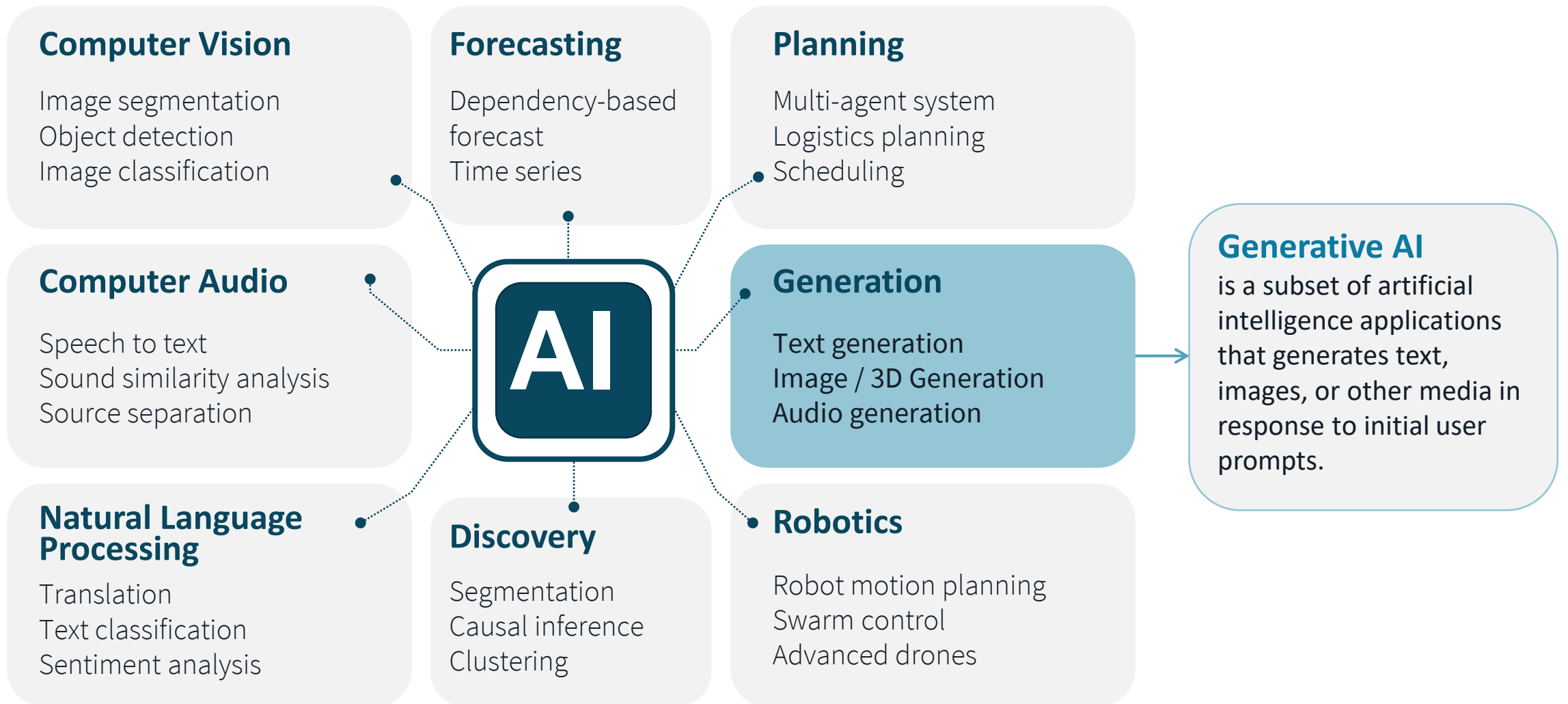
“A knowledge worker’s productivity is influenced across physical, technical, social, cultural, contextual, temporal.”

Boosting the productivity of knowledge workers, McKinsey & Co. 2010

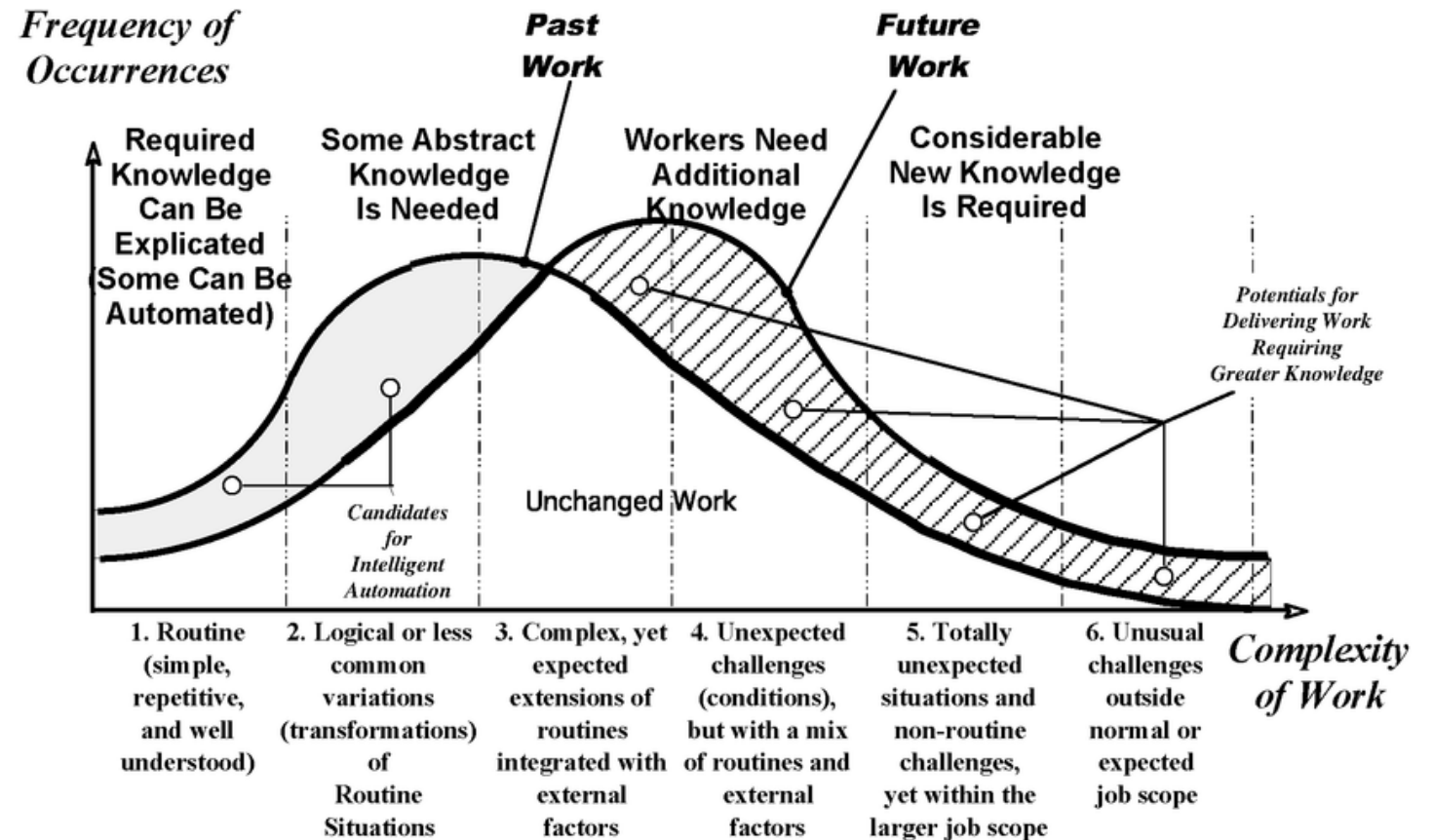
Artificial Intelligence Business Innovation



Artificial Intelligence and Generative AI Defined



Future of Work Increases Complexity



Source:

Societal knowledge management in the globalised economy, Jan. 2006,
International Journal of Advanced Media and Communication

“Virtually all human achievements have been made by groups of people, not lone individuals. As we incorporate smart technologies further into traditionally human processes, an even more powerful form of collaboration is emerging”

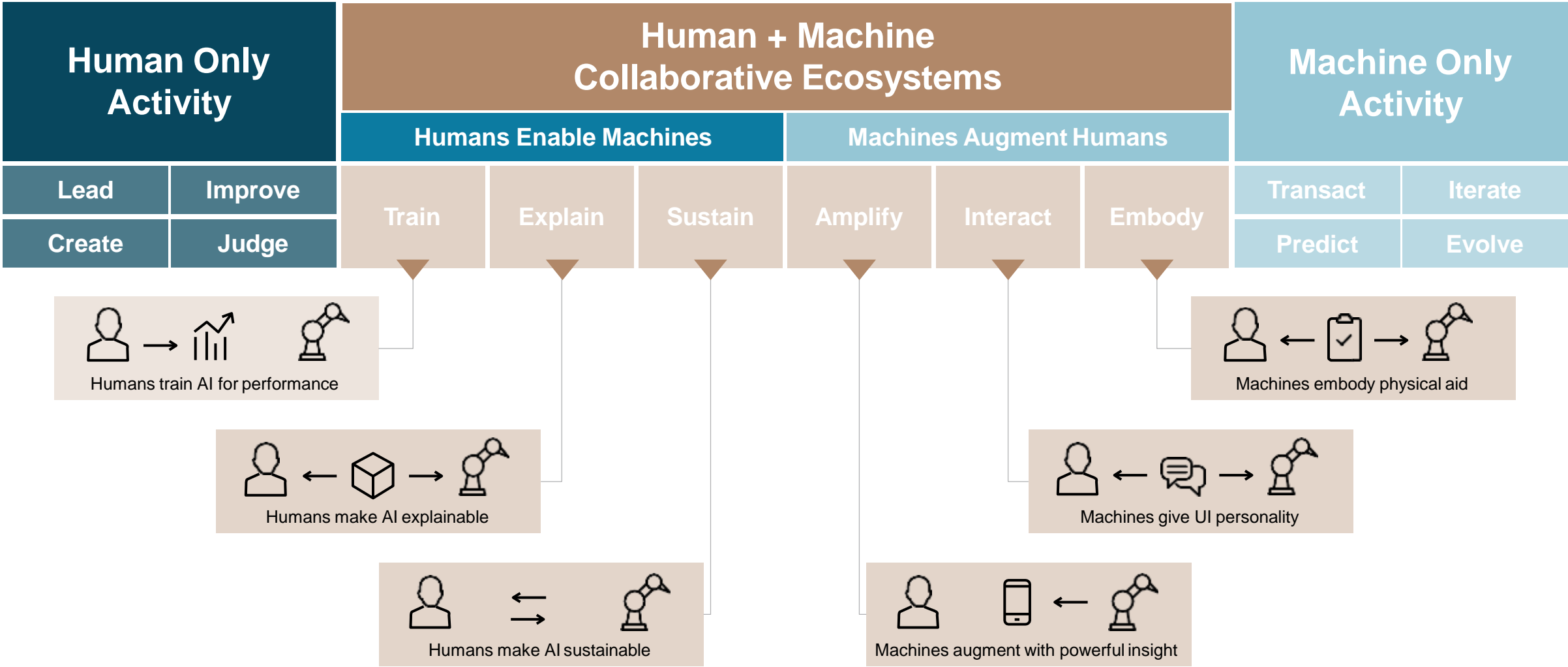
Thomas Malone, Human + Machine “Superminds”
Human-Computer Superminds Will Reshape the Future of Work, MIT SMR

How much more would you get done if you had Ironman's JARVIS?

- Peter Diamandis



Humans + Machine = Collaborative Ecosystems will Grow

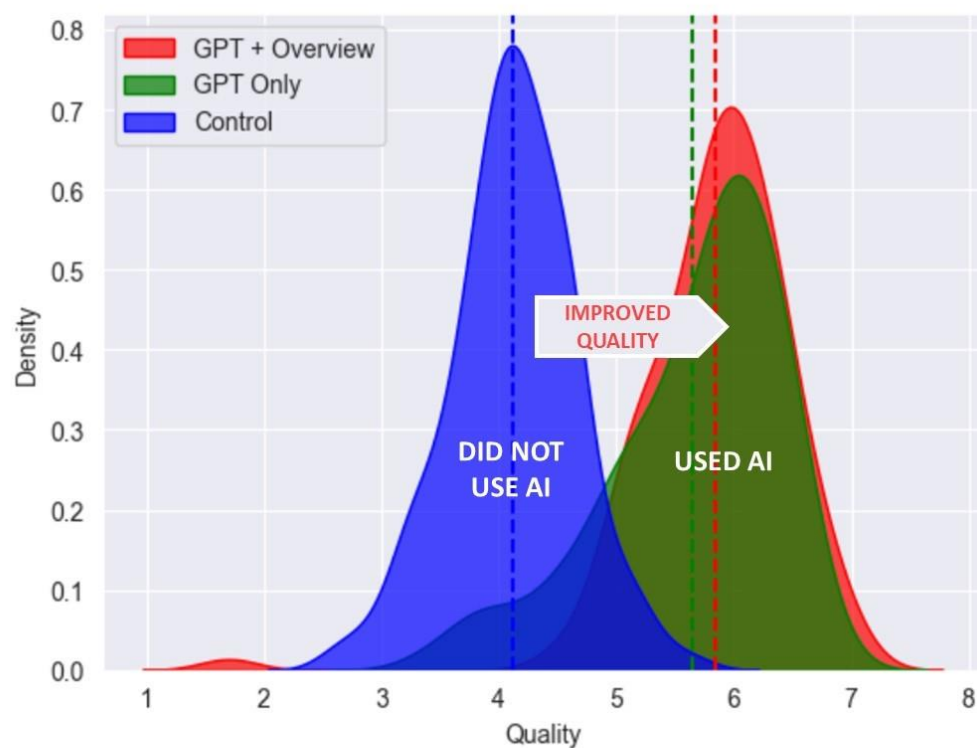


Source: Accenture

Human + Machine Integration: Centaurs and Cyborgs

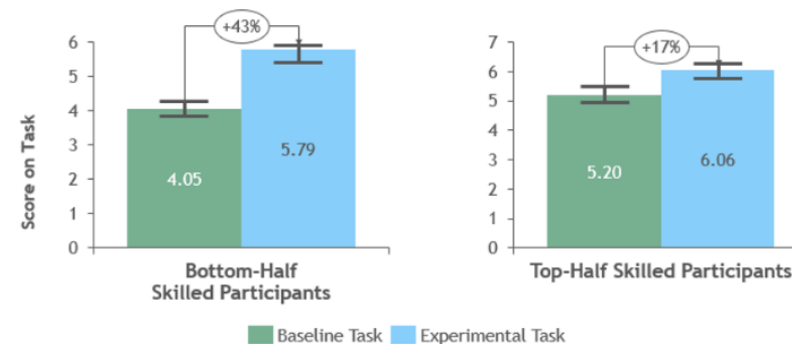
Navigating the Jagged Technological Frontier – Harvard

Consultants using AI were significantly more productive

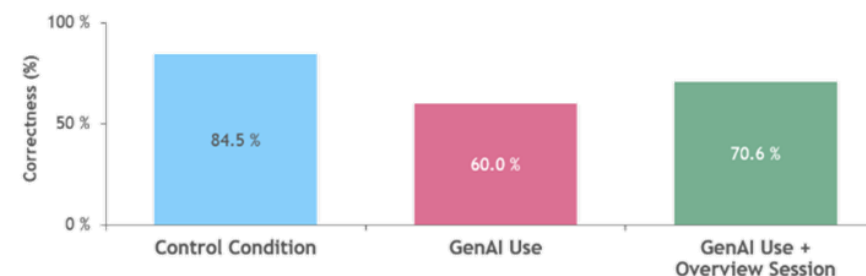


Notes: This figure displays the full distribution of performance in the experimental task inside the frontier for subjects in the three experimental groups (red for subjects in the GPT+Overview condition; green for subjects in the GPT Only condition; blue for subjects in the control condition).

Consultants across skill groups benefitted from AI augmentation



Consultants less likely to produce correct solutions = tasks outside tech frontier



Automation & Robotics

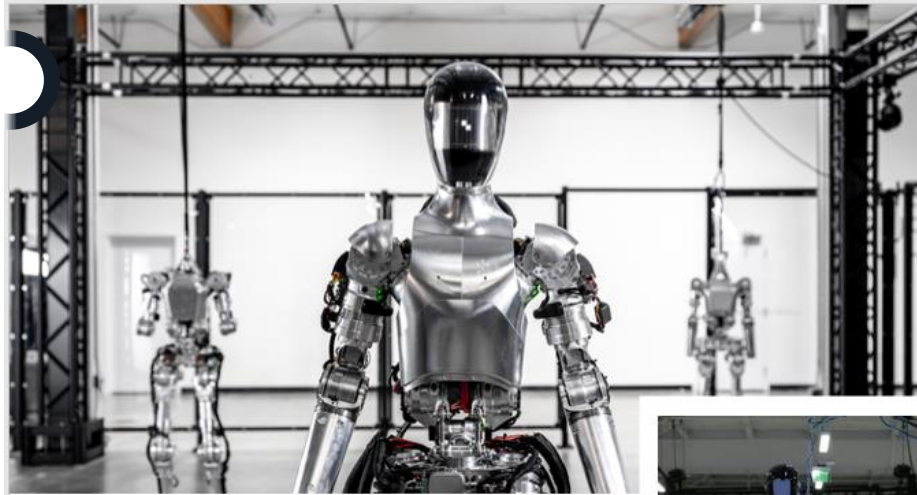
Human by Design Technology



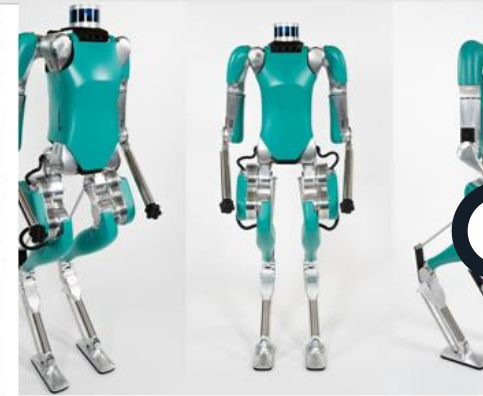
2024 Is The Year of Robotics

Humanoid robot startup Figure AI valued at \$2.6 billion as Bezos, OpenAI, Nvidia join funding

A. Figure AI



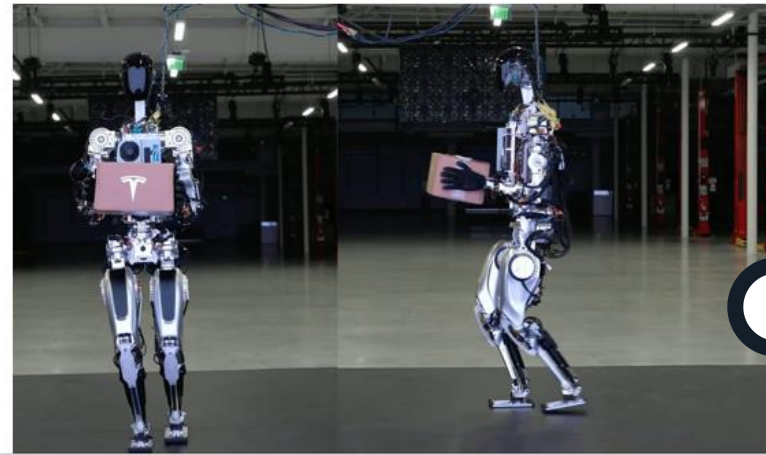
B. Agility Robotics



D. Kepler



C. Tesla Bot



Apple Vision Pro Digital + Physical Blur



First Gen Products



“Is it any wonder that leaders are overwhelmed?

It’s not just the pace of change, extreme events, or challenges to existing mental models. It is the sheer number of building blocks that currently exist, and those that are emerging”

Frank Diana,
Managing Partner and Principal Futurist at Tata Consultancy Services

Global Digital Workplace Migration Model

Current State



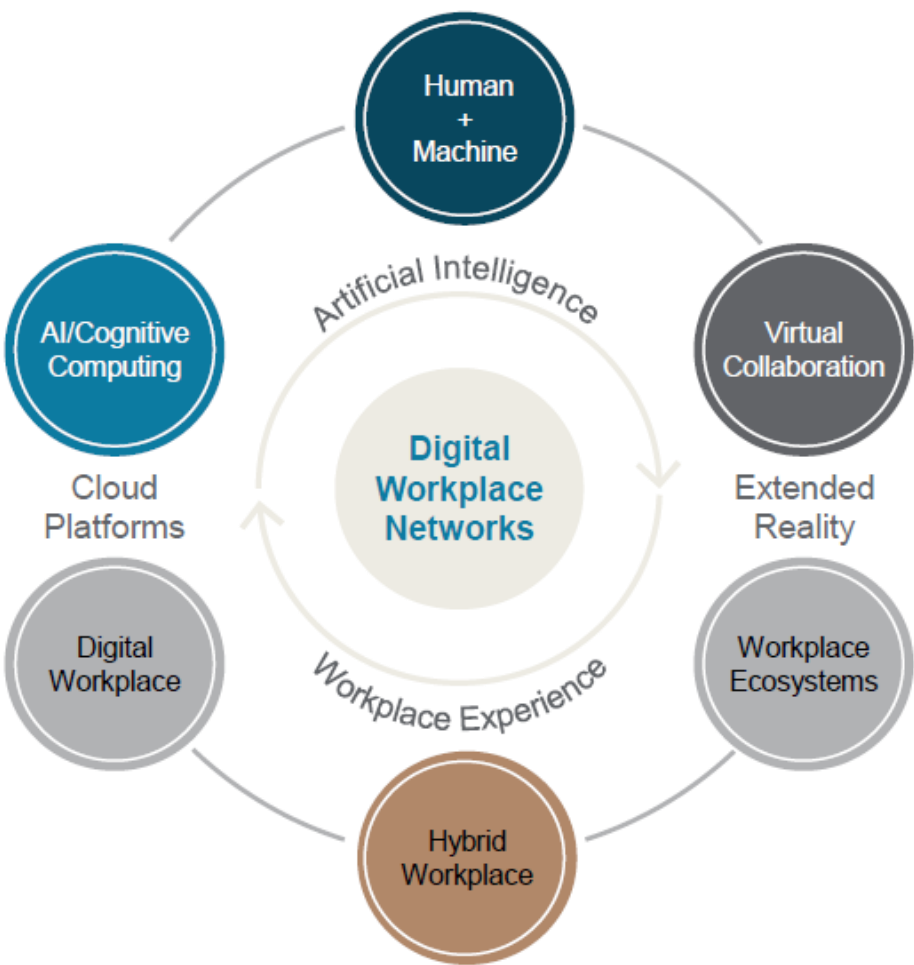
Hybrid/Flexible
Workplace
Integration

Digital
Employee
Experience

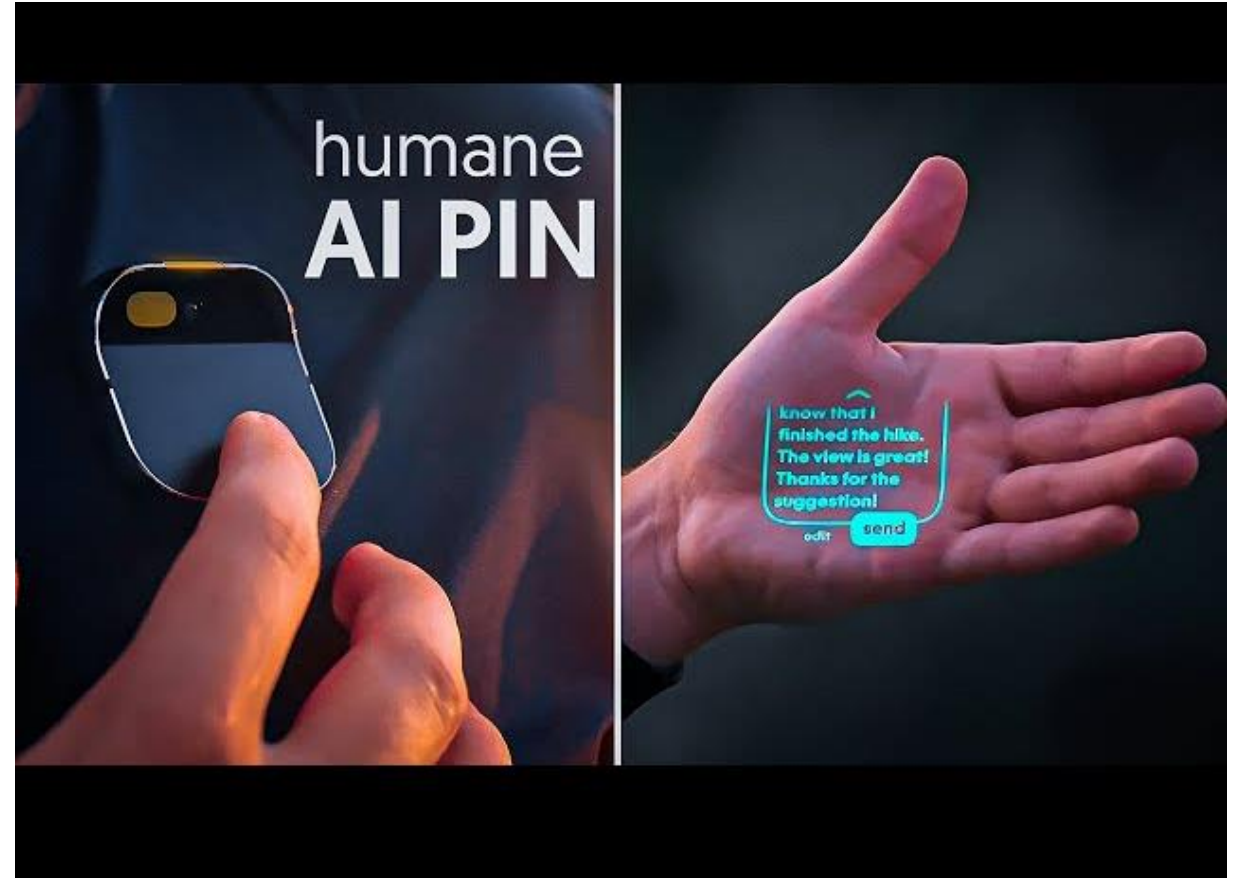
Human +
AI/Machine
Ecosystem(s)



Future State



The AI Operating System



Quantum is Coming



WEF top skills for 2028

1. Creative Thinking
2. Analytical Thinking
3. Technological Literacy
4. Curiosity and Lifelong Learning
5. Resilience, Flexibility, and Agility
6. Systems Thinking
7. A.I./Big Data Augmentation
8. Motivation and Self-awareness
9. Talent Management
10. Customer Service Orientation



The World Economic Forum "Future of Jobs Research Report" May 2023

<https://www.weforum.org/reports/the-future-of-jobs-report-2023/#:~:text=The%20Future%20of%20Jobs%20Report%202023%20explores%20how%20jobs%20and,the%20workplace%20of%20the%20future>

“

The future of work is not technology-led.

The future of work is human-led.

It is purpose driven.

It is AI and technology augmented.

Ram Srinivasan