# THE RISE OF THE HUMANS

How to outsmart the digital deluge

Dave Coplin
Chief Envisioning Officer
@dcoplin



## BOLDLY GO...



#### PREVIOUSLY...

"Why work isn't working and what you can do about it."

Why work isn't working and what you can do about it



Dave Coplin





## PERSONAL COMPUTER (c1984)





## PERSONAL COMPUTER (c2015)





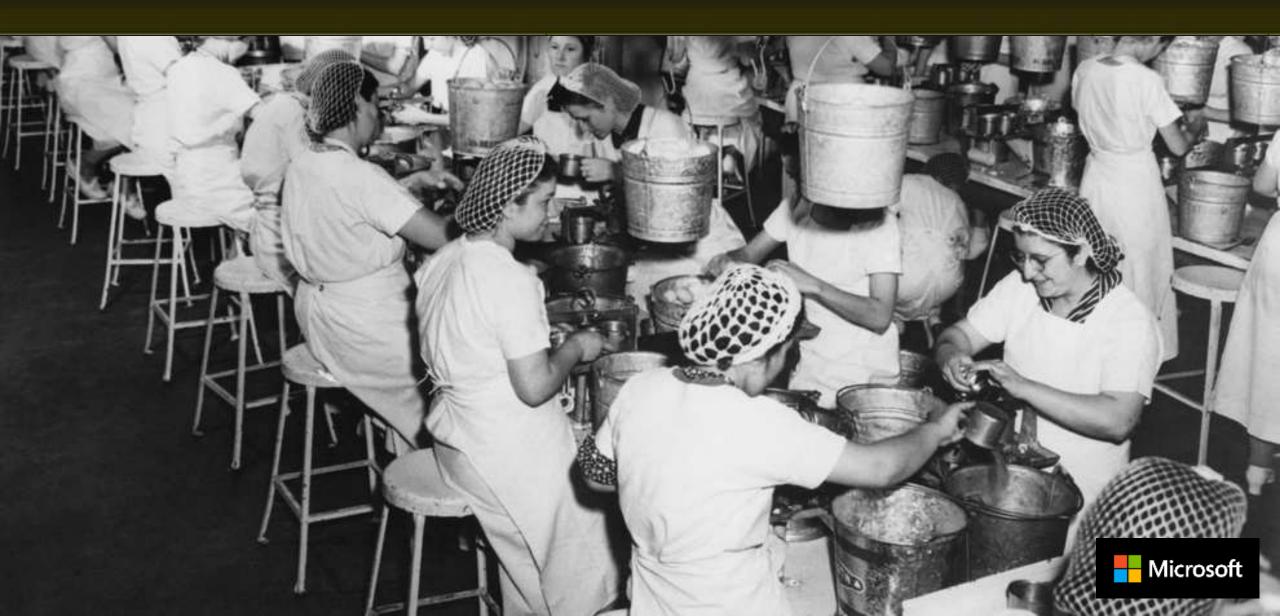
## THE OFFICE (c1950)



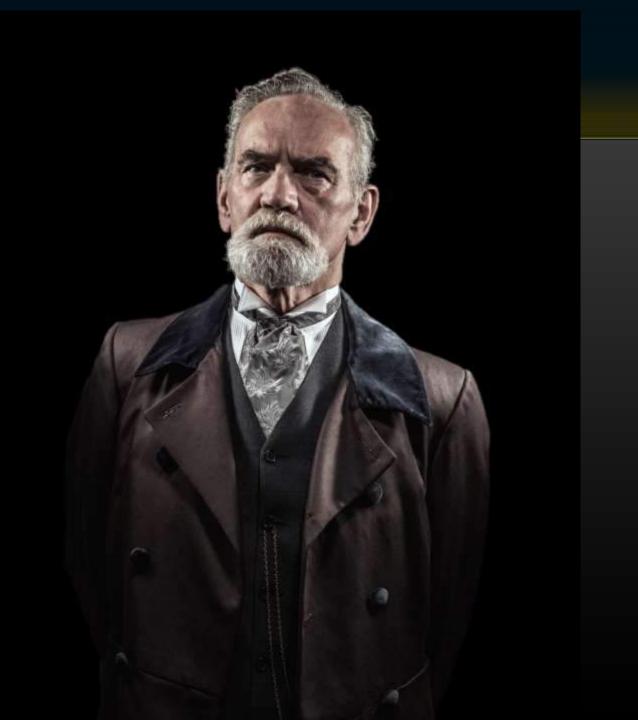
## THE OFFICE (c2015)



### THE PROBLEM OF PRODUCTIVITY



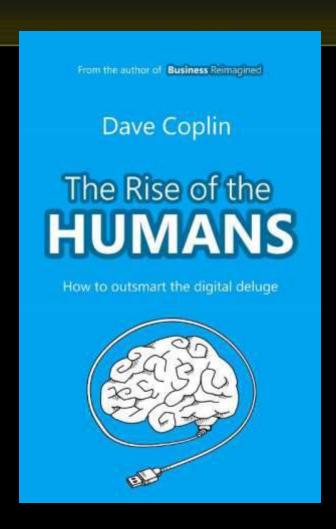
## WORKING





#### OUT NOW....

"How to outsmart the digital deluge"

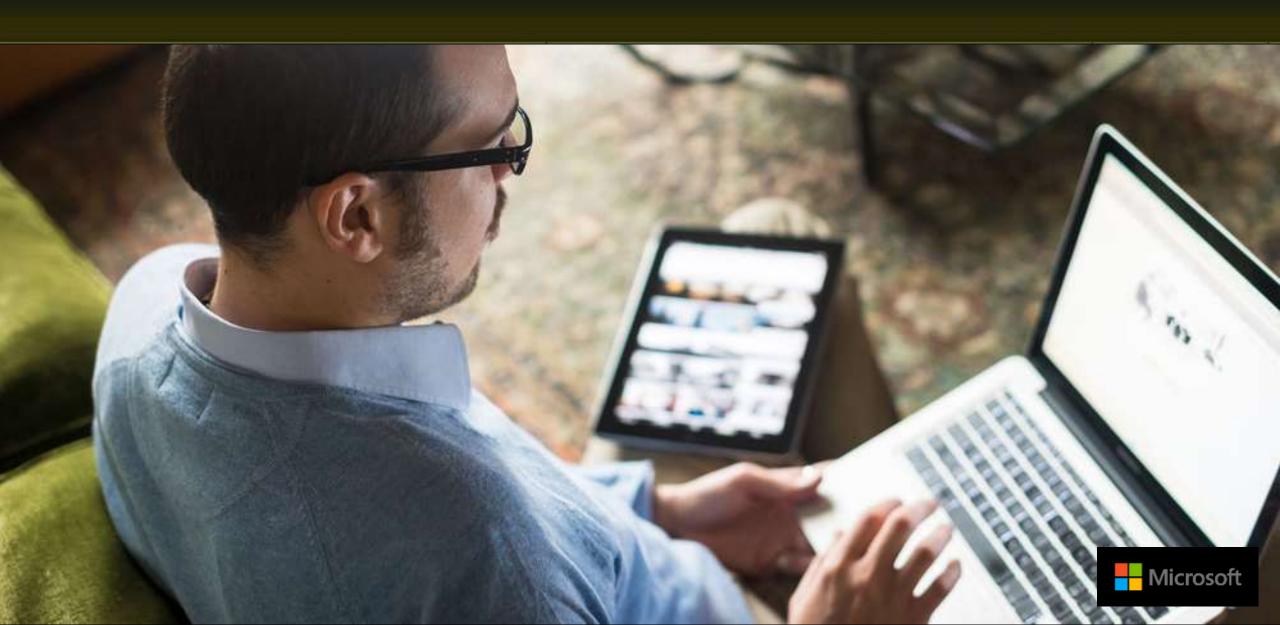




## THE DIGITAL DELUGE



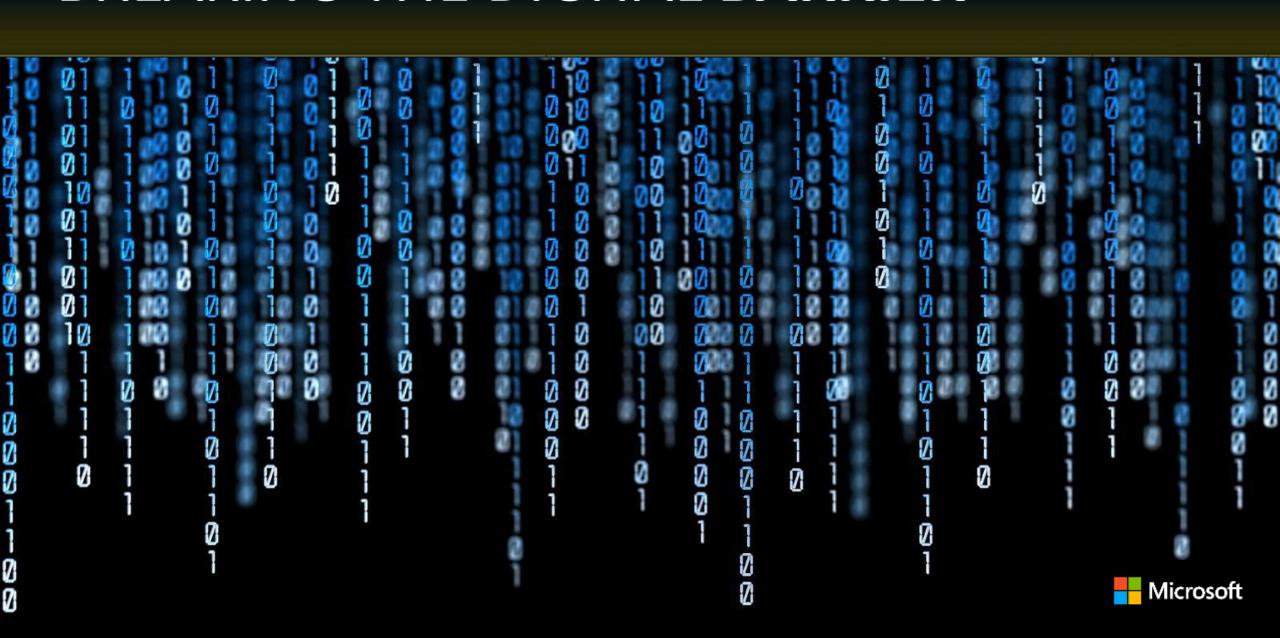
## MOBILE DISRUPTION



## AND YET?



#### BREAKING THE DIGITAL BARRIER



#### THE RISE OF THE CONNECTED CUSTOMER



## MOBILE DISRUPTION



## UNLOCKING THE DATA DIVIDEND



#### TAKING THE SYSTEMIC VIEW

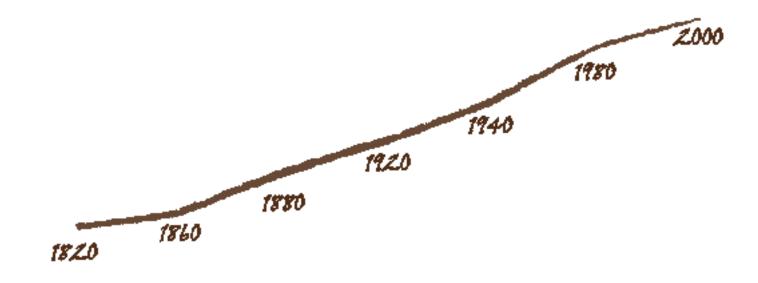




WHICH IS GREENER?

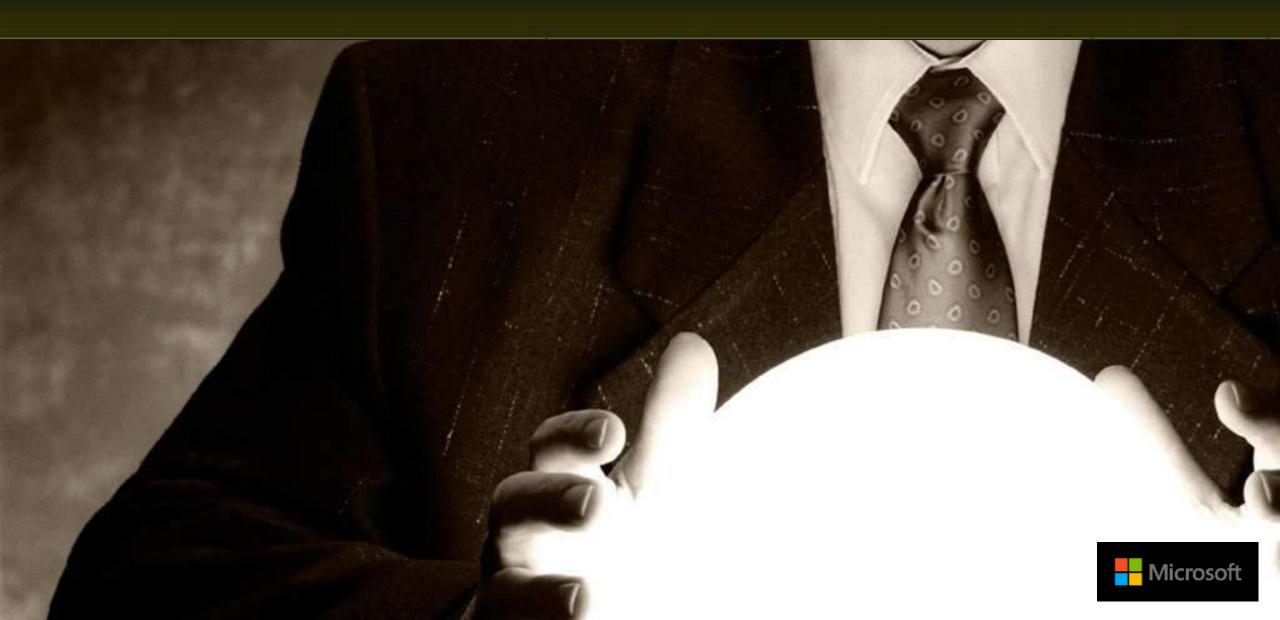


#### HERE BE MONSTERS...





## PREDICTING THE FUTURE



## TECHNOLOGY'S COPERNICAN SHIFT

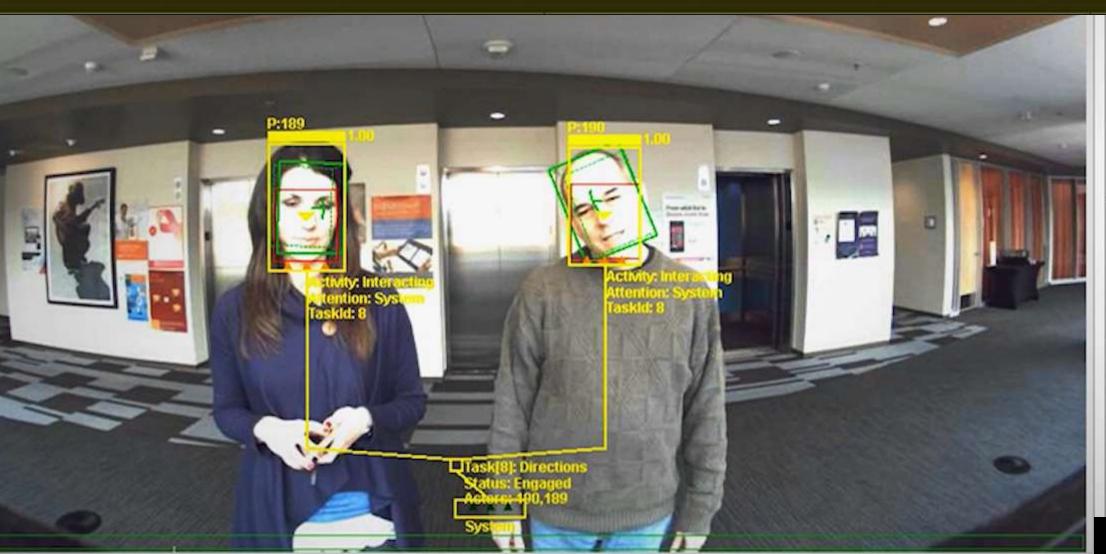


## AMBIENT INTELLIGENCE





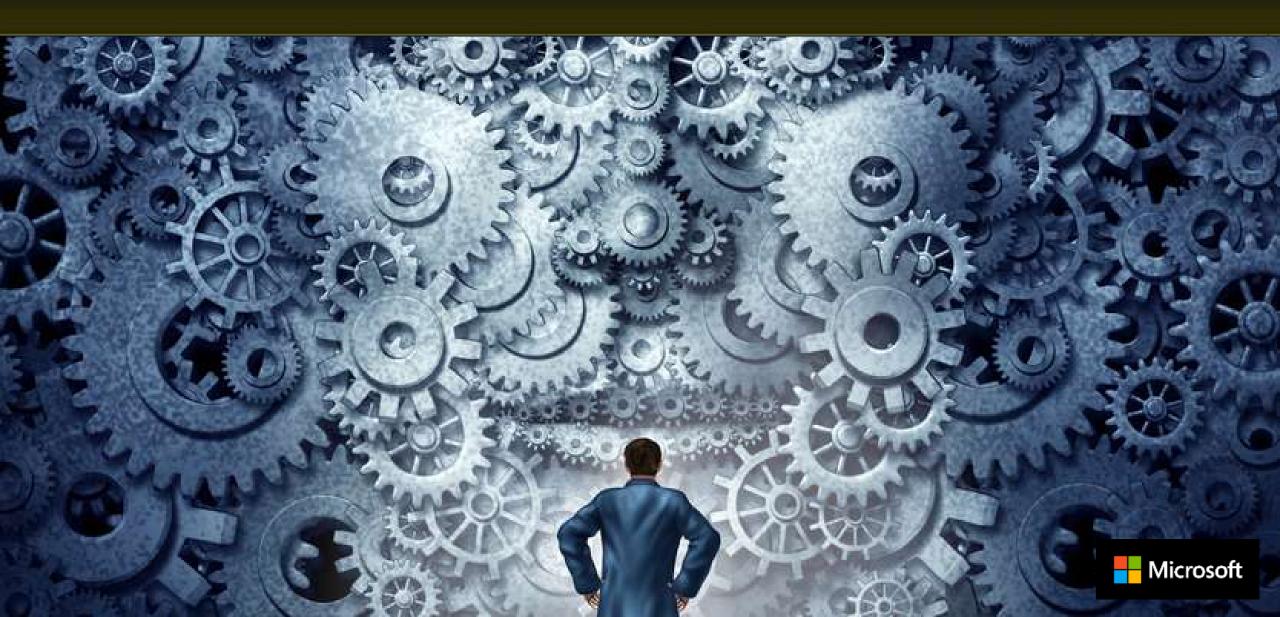
#### SITUATIONAL INTERACTION



NoAction I Engaging Maintaining Disengaging | Engagement goal Engaged | NotEngaged Attention direction System Other Actor ID: 190 [face id Engagement state Engaged | NotEngaged Engagement action NoAction Engaging Maintaining | Disengaging Engagement goal Engaged | NotEngaged Attention direction System



## THE RISE OF THE MACHINES



#### THE POWER OF MACHINE LEARNING



#### PATTERNS AND DEEP LEARNING

"Aoccdrnig to a rseecharer at Cmabrigde Uinervtisy, it deosn't mttaer in waht oredr the Itteers in a wrod are, the olny iprmoatnt tihng is taht the frist and Isat Itteers be at the rghit pclae. The rset can be a toatl mses and you can sitll raed it wouthit porbelm. Tihs is bcuseae the huamn mnid deos not raed ervey Iteter by istlef, but the wrod as a wlohe."



## MOVING FORWARD



#### **ENSNARED** BY TECHNOLOGY



#### REINVENTING PRODUCTIVITY





"We Will Empower
Every Person and
Every Organization
on the Planet
to Achieve More."





#### TRANSFORMATIONAL EXPERIENCES



#### THINK OUTSIDE:IN



#### TRANSFORMATIVE THINKING











#### REMEMBER, COMPUTERS ARE USELESS...



#### THE RISE OF THE MACHINES?



#### THE RISE OF THE HUMANS



## Microsoft