Tipsheet: Two ways to keep workforces and consumers 'tuned in' to you

FAIRNESS = FUNDAMENTAL TO MOTIVATION

When we feel undervalued, the brain signals us to 'disengage'.

a) Invest time in creating a meaningful vision for the other person to buy into, and
b) help them feel they have a significant role to play in shaping the outcome of their interaction with you.

LOGIC IS A FEELING STATE

It's been proven that 'we don't just think our way to logic, we feel our way to reason'.

Appeal to others' emotion centres versus just bombarding them with statistics and facts.

This keeps the optimal amount of dopamine flowing.

Three Signals: Why AI won't easily displace the human role in the translation industry

#1 FACT: AI WITHOUT HUMAN
OVERSIGHT = RISKY

Algorithms don't have
consciousness, a sense of ethics
or grasp of real linguistic
expression.

SHIVVY
JERVIS
FUTURIST | SPEAKER

Three Signals: Why AI won't easily displace the human role in the translation industry

FACT: AI W/OUT HUMAN OVERSIGHT = RISKY

Algorithms don't have consciousness, a sense of ethics or grasp of real linguistic expression.

FLIP THE THREAT

Those who use AI to their advantage have proven it can grow their business vs threaten it.

SHIVVY
JERVIS

FUTURIST | SPEAKER

Three Signals: Why AI won't easily displace the human role in the translation industry

FACT: AI W/OUT HUMAN OVERSIGHT = RISKY

Algorithms don't have consciousness, a sense of ethics or grasp of real linguistic expression.

FLIP THE THREAT

Those who use AI to their advantage have proven it can grow their business vs threaten it.

RISE OF ADAPTIVE AI

'Human in the loop' AI is becoming more dominant, using automation to enhance our work, not displace it.

Technology "management": the fluency to work alongside and coordinate between systems powered by AI, data science, Internet of Things and other digital technologies.

Data Science expertise: knowledge of how to find and interpret digital data and find useful patterns between different sets of information, and content for immersive formats such as AR for organisations.

Edge Computing expertise: the ability to understand and deploy edge computing, i.e. computing that takes place at or near the source of the data, bringing cloud services closer to where it's needed.

Artificial Intelligence expertise: in particular, deep learning, neural networks and affective computing.
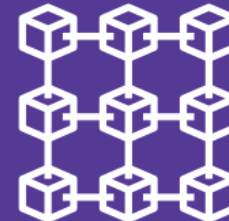
Forecasting: an ability to anticipate market trends, foresee bottlenecks and map out predicted outcomes.

AR (augmented reality) communications: an understanding of developing impactful content for immersive formats such as AR for organisations.
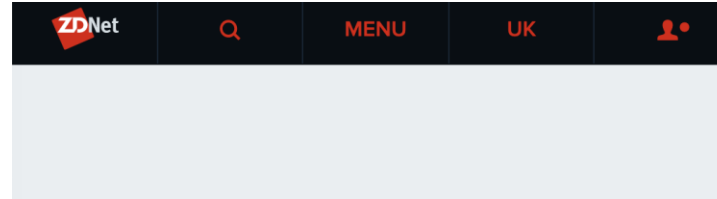
User Experience (UX) knowledge: the creative process that goes into making meaningful experiences for users, encompassing all touch-points of the user's engagement with an organisation.

WORLD ECONOMIC FORUM

Join us

3 predictions for the future of responsible technology

Image: Drew Beamer / Unsplash

ZDNet   MENU   UK

'Are we willing to pull the plug?' Tech projects are under scrutiny as digital ethics concerns increase

Tech analysis firm anticipates a shift towards privacy that might mean some tough decisions ahead.

'Game-changing' technologies like AI raise issues of ethics and philosophy: DBS CEO

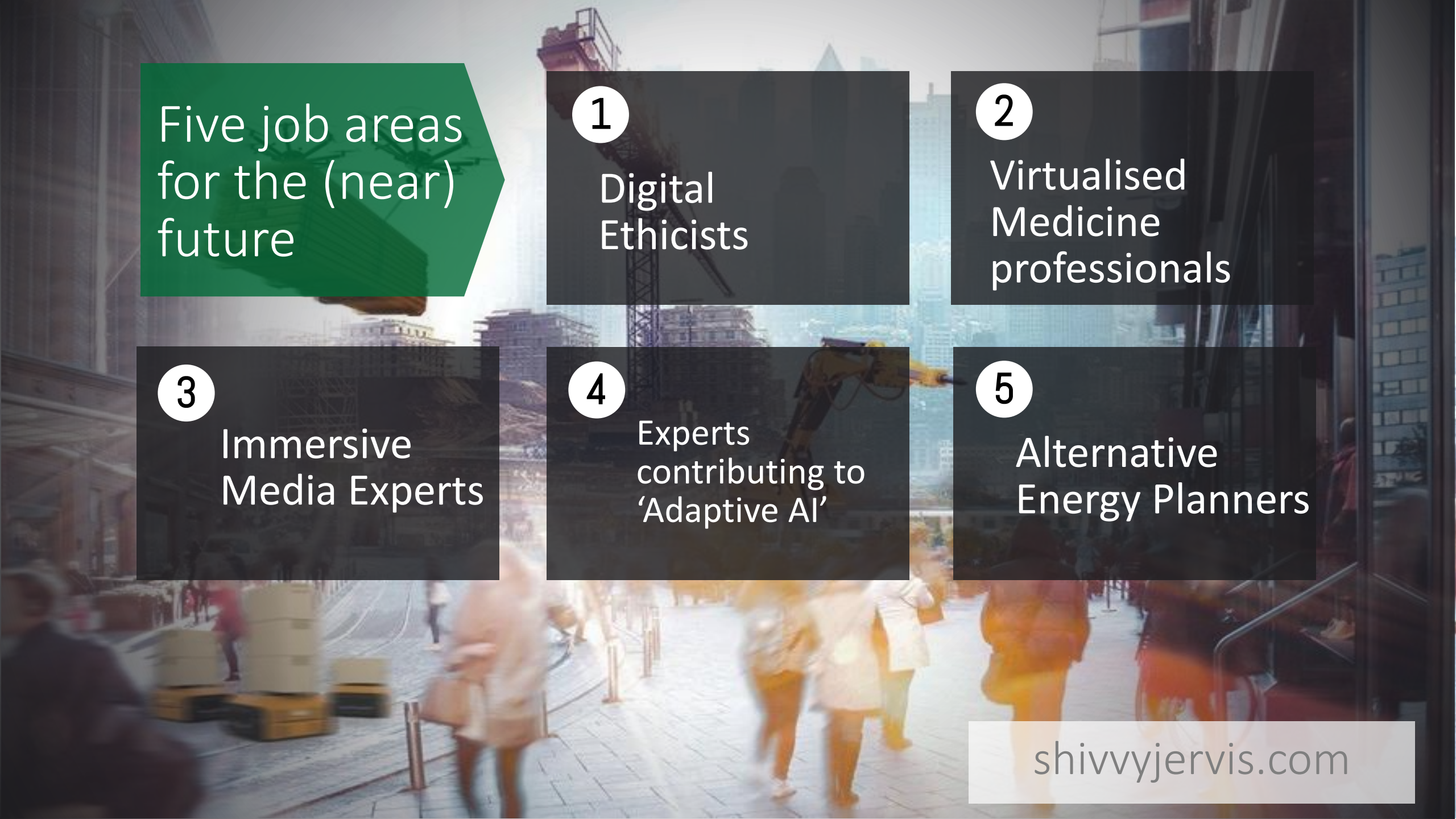DBS chief executive Piyush Gupta at the Tech3 Forum on Oct 15, 2021. ST PHOTO: JASON QUAH

Dominic Low

The Rise of Digital Ethics

Five job areas for the (near) future

1 **Digital Ethicists**

2 **Virtualised Medicine professionals**

3 **Immersive Media Experts**

4 **Experts contributing to 'Adaptive AI'**

5 **Alternative Energy Planners**

shivvyjervis.com

We absorb info **6x** better when it's in an immersive format such as augmented reality ie overlaying digital info onto our real worlds

Surprising Opportunities from a Turbulent Time

SHIVVY JERVIS
FUTURIST : SPEAKER

PROCESSES REBOOT:

- Using pressure from the crisis to remove barriers or unhelpful processes
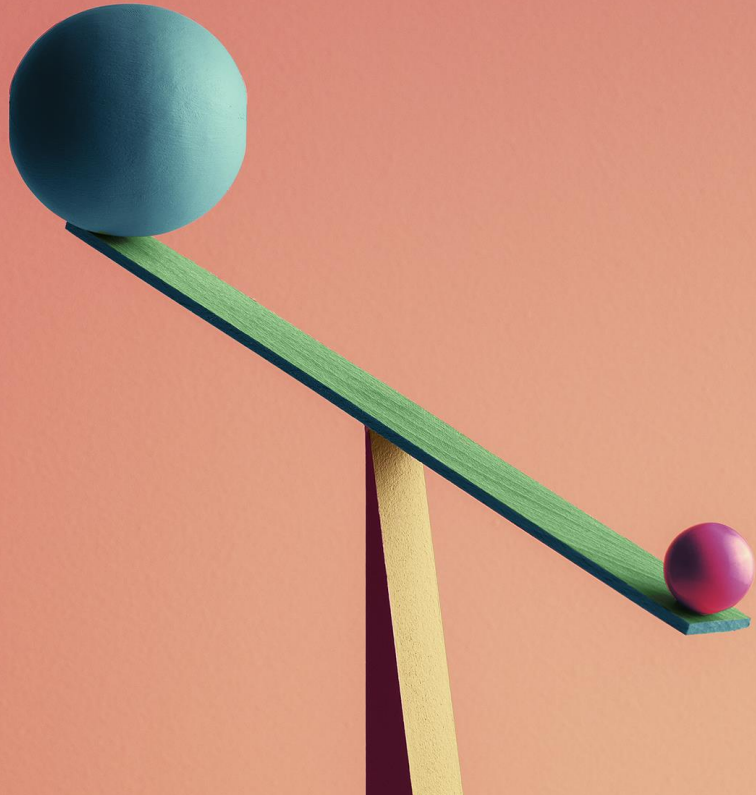
RISE OF 'MORAL ECONOMY'

- More orgs showing awareness of responsibilities to community

BUSTING A MYTH

- Digital transformation being seen as more about human capital than IT infrastructure

SHIVVY JERVIS
FUTURIST : SPEAKER

The Science of Motivation

Three positive signals to show AI won't destroy us

Jobs and skills of the future