



Constantly Connected

The Role of Humans in the Digital Revolution

@rahafharfoush

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How are you there?

Roman
I'm OK. A little down.

Roman
I hope you aren't doing anything interesting without me?

A lot is happening. Life is going on, but we miss you.

Roman
I miss you too.

Roman
I guess this is what we call love.



Tool Centric Discussions

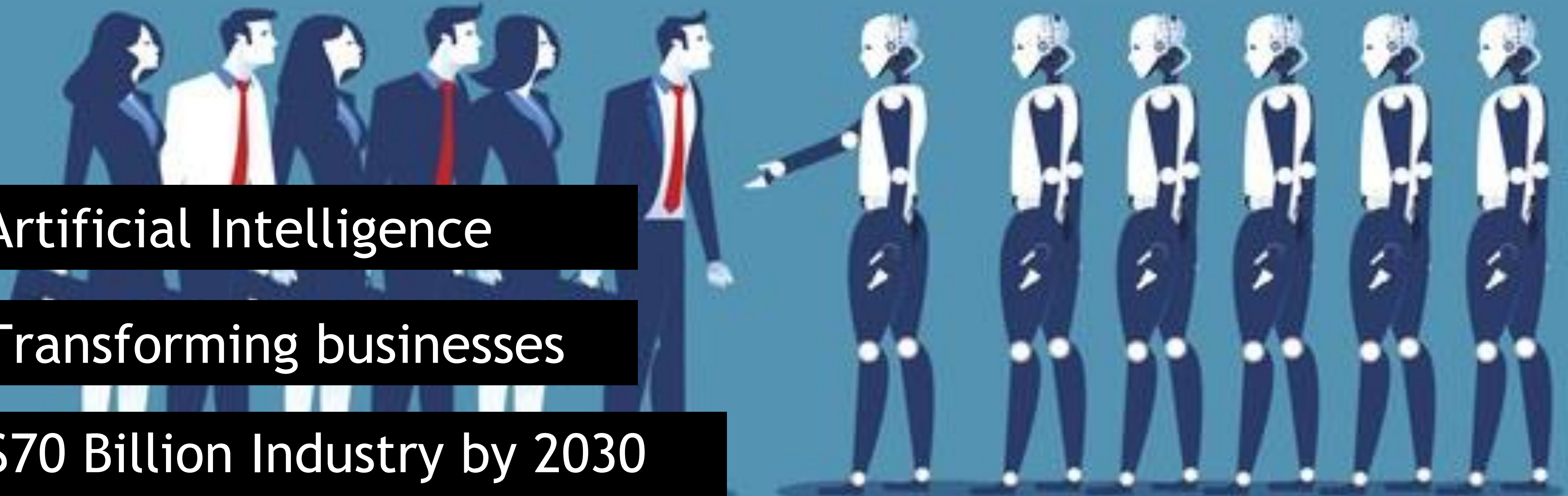
Artificial Intelligence

Transforming businesses

\$70 Billion Industry by 2030

Impact the way we work and live

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Patient-Facing

AI Chatbots

Wearables & Devices

Personalized Genetics

Mental Health

Women's Health

Skin

Telehealth

Telemedicine

Lifestyle Management

Disease Management

AI in Healthcare

Research

Drug Discovery

Information & Clinical Trials

Genetic Research

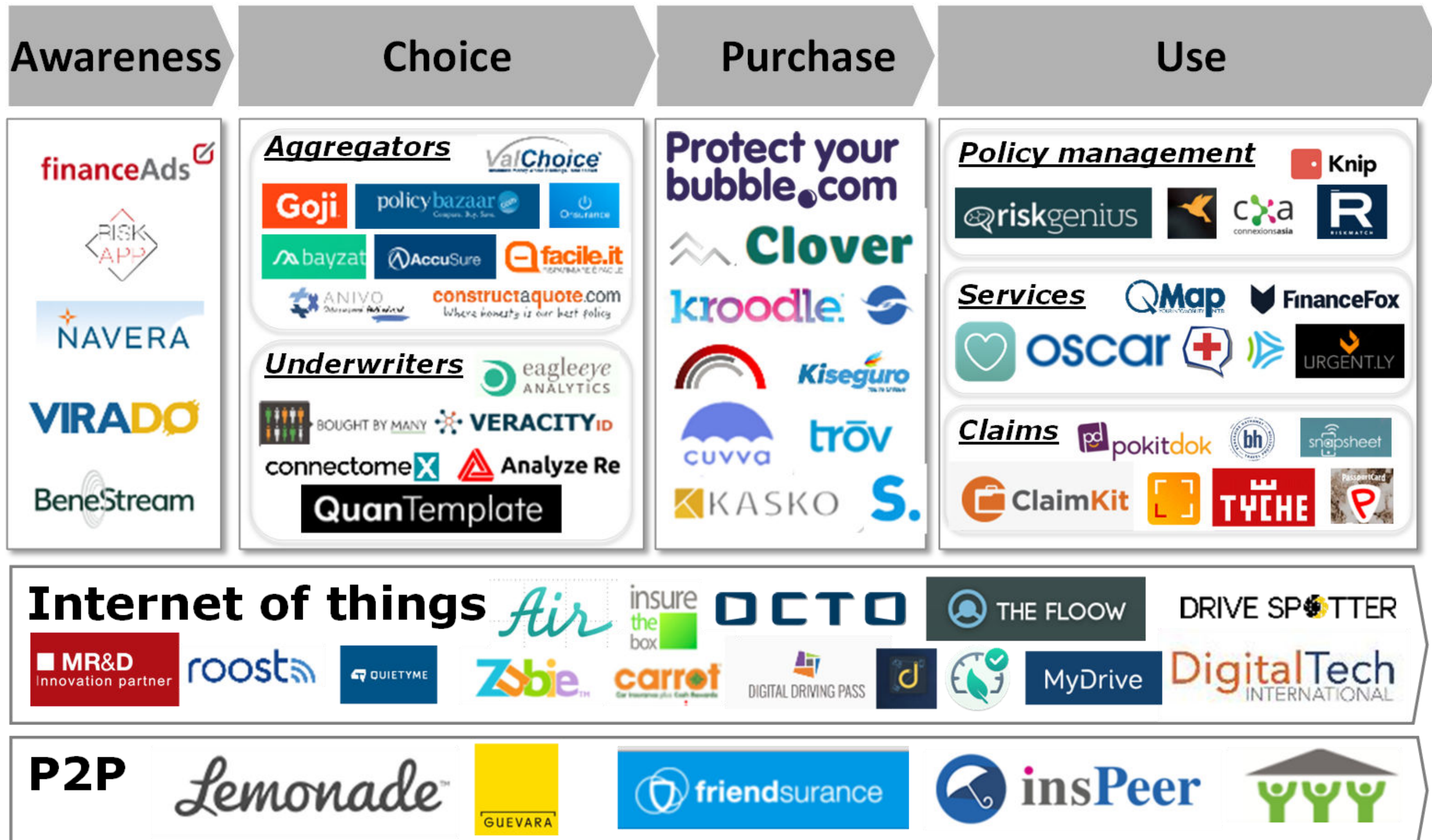
Doctor-Facing

Medical Records

Data Analytics

Medical Imaging

Hospital





250 FINTECH COMPANIES TRANSFORMING FINANCIAL SERVICES

WALLETS & MONEY TRANSFER

KakaoPay

PROCESSING & PAYMENTS INFRASTRUCTURE

CAPITAL MARKETS & TRADING

CROWDFUNDING

REAL ESTATE INVESTING

BLOCKCHAIN

WEALTH MANAGEMENT

PERSONAL FINANCE & MOBILE BANKING



FINANCIAL SERVICES & INFRASTRUCTURE

REGULATORY & COMPLIANCE

GENERAL LENDING & MARKETPLACES

PERSONAL & CONSUMER LENDING

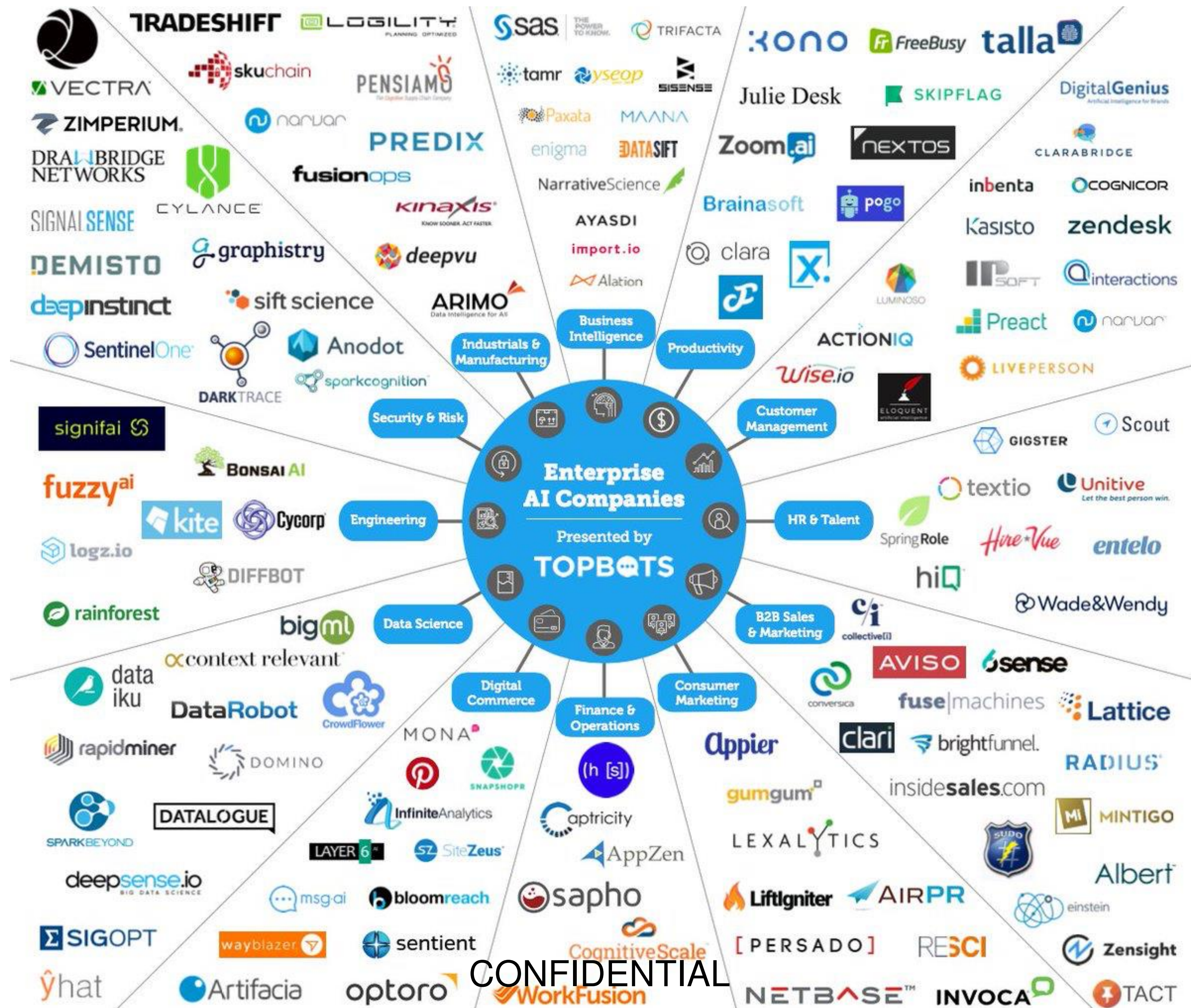
BUSINESS LENDING

MORTGAGE LENDING

CREDIT SCORE & ANALYTICS

MERCHANT SERVICES

INSURANCE



DOMINO'S HAS A RIDICULOUS TECH SOLUTION FOR THE BIGGEST PROBLEM WITH PEPPERONI PIZZA



By JAMES CHRISMAN
Published On 11/10/2017
@james_chrisman2



COLE SALADINO/THRILLIST

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How else is tech influencing us?

Changes to processes, workflows, pipelines

Tech is weaving itself into the social fabric of our lives.

Revealing truths about who we are and what we want

Unprecedented technological intimacy.

What this means for the world that we are co-creating

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TECH · ARTIFICIAL INTELLIGENCE

Tech CEOs Declare This the Era of Artificial Intelligence



Google CEO Sundar Pichai. Photograph by Justin Sullivan Getty Images

By [REUTERS](#) June 3, 2016

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Stories From



1, 2, 3, 4, Trump Declares A Trade War!

[whotrades.com](#)



More Valuable Company: Twitter Or Snapchat?

[whotrades.com](#)





Era of Humanness

AI will force us to redefine what it means to be human.

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5 Themes:
How technology is shaping us

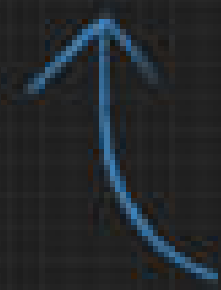
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01. Data Abundance

Moving from data scarcity to data abundance is a huge and fundamental societal shift.



We are overwhelmed



By the way, in the 30 seconds you've been on this page,

An illustration of a person with one arm raised in a sea of numbers. The person is orange and has one arm raised. The background is a light blue sea filled with various numbers and symbols in white and light blue. The numbers are scattered and vary in size and orientation, creating a sense of a vast, chaotic field of data.

91% Employees Disregard Information w/o fully reading

62% Say Quality of Work Suffers

52% Feel Demoralized or at “breaking point”

Our Evolving Relationship

with Information
Consumption

Information ecosystem has moved from linear to infinite.

Cognitive Impact

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Those that suffer from **LOW BATTERY ANXIETY** panic when their phone battery drops to 20 percent or lower and exhibit symptoms including:



Asking a total stranger to charge their smartphone

39%



Arguing with a significant other or romantic interest because of unanswered calls or texts

23%



Ordering something at a bar or restaurant just to use their power outlet

22%



Skipping the gym to charge their smartphone

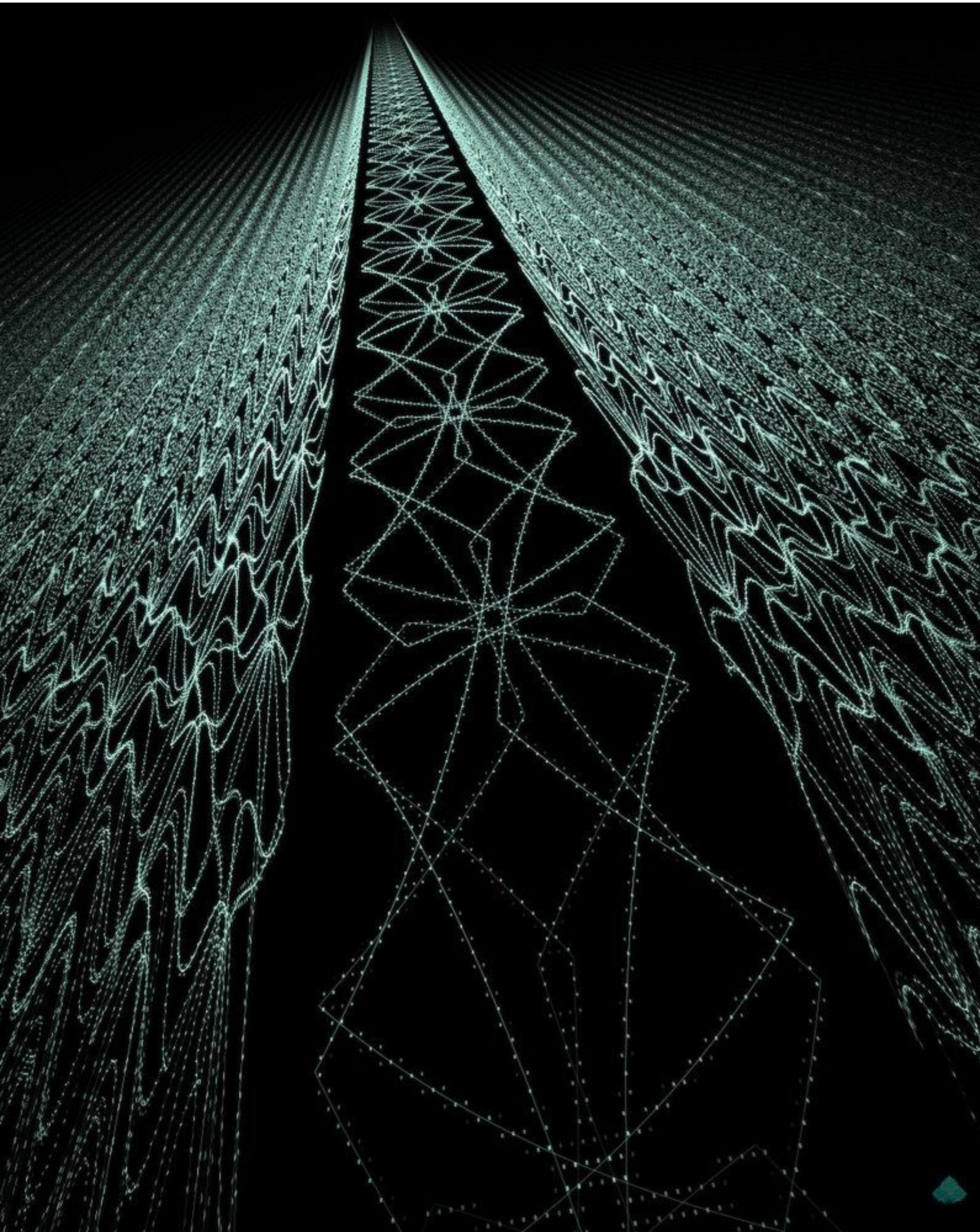
33%



Secretly 'borrowing' someone else's charger

35%





AI Cuts Through the Noise

Relief & Meaning

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We need to update how we process and share knowledge within the organization.



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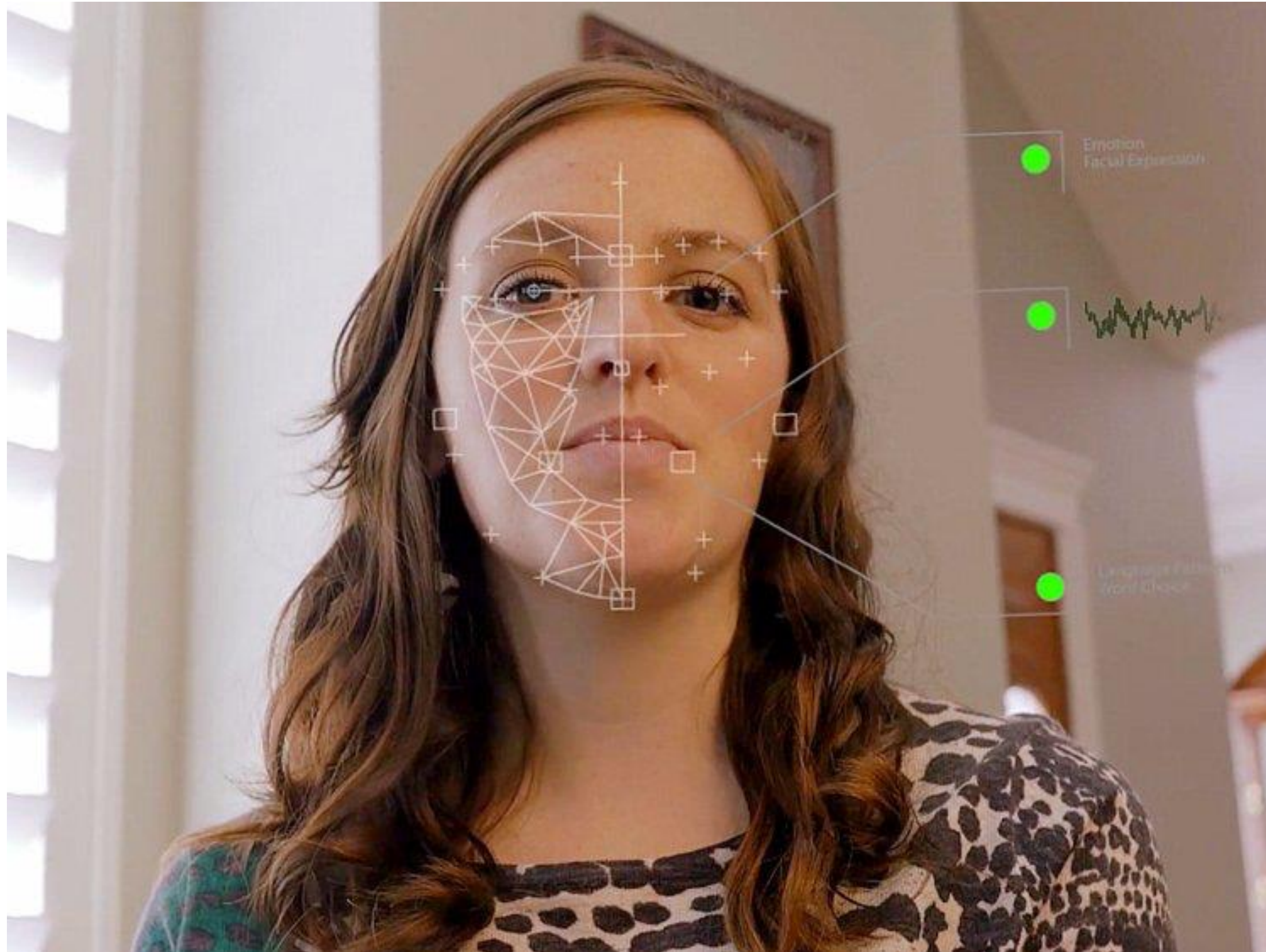
Philosophical Shift

From knowing to learning.

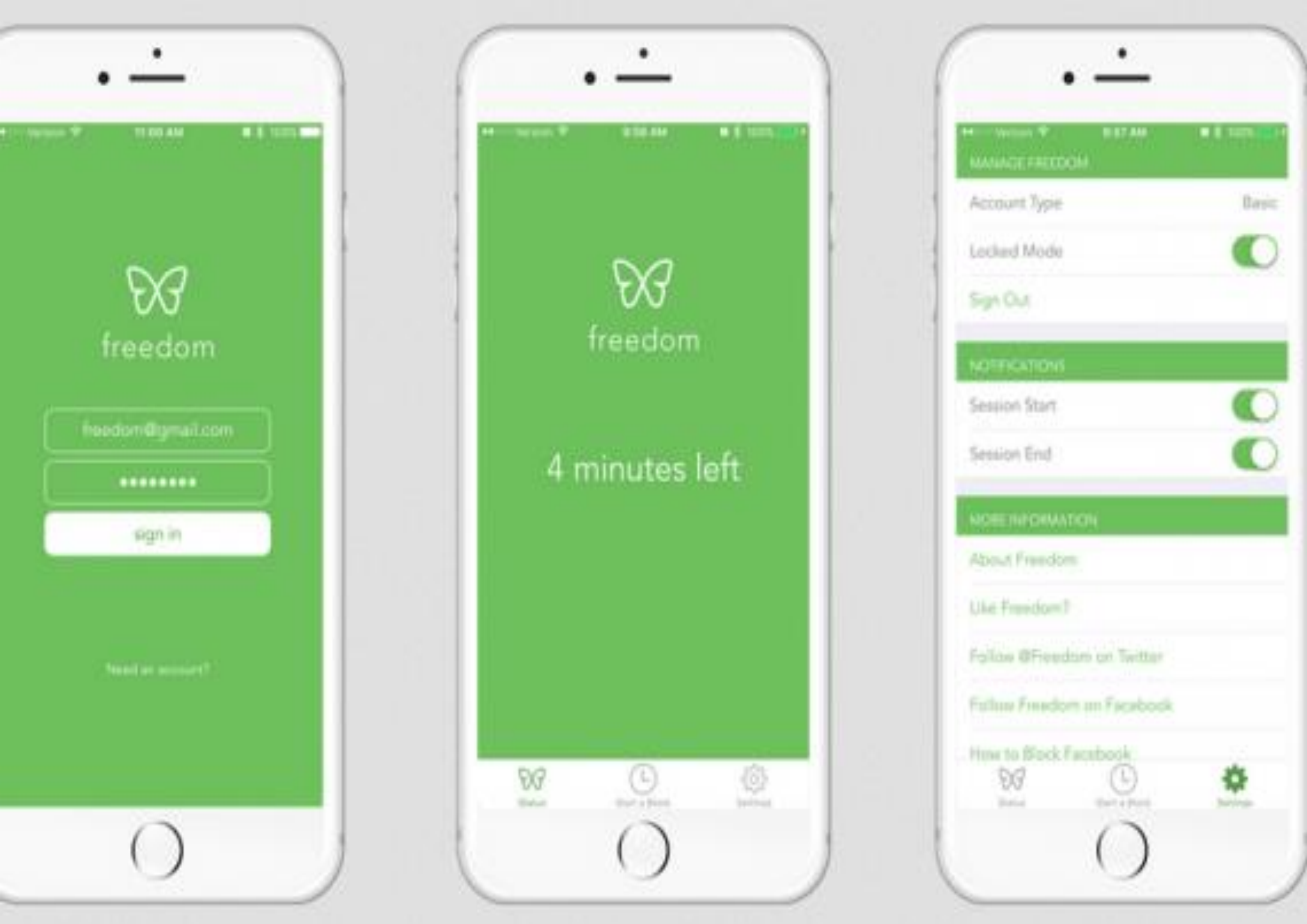
Learning is Prioritized and Rewarded

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Making Better Informed Decisions



- 68 Countries, 15 languages, 250,000 applicants
- 30,000 applicants (up from 15,000) first 90 days
- Most diverse class, increase in universities represented.
- Candidate hire down to 4 weeks from 4 months
- Recruiters spent 75% less time reviewing applicants
- Acceptance Offers: 82% (64)



Signals for Recovery



DIGITAL DETOX[®] RETREATS

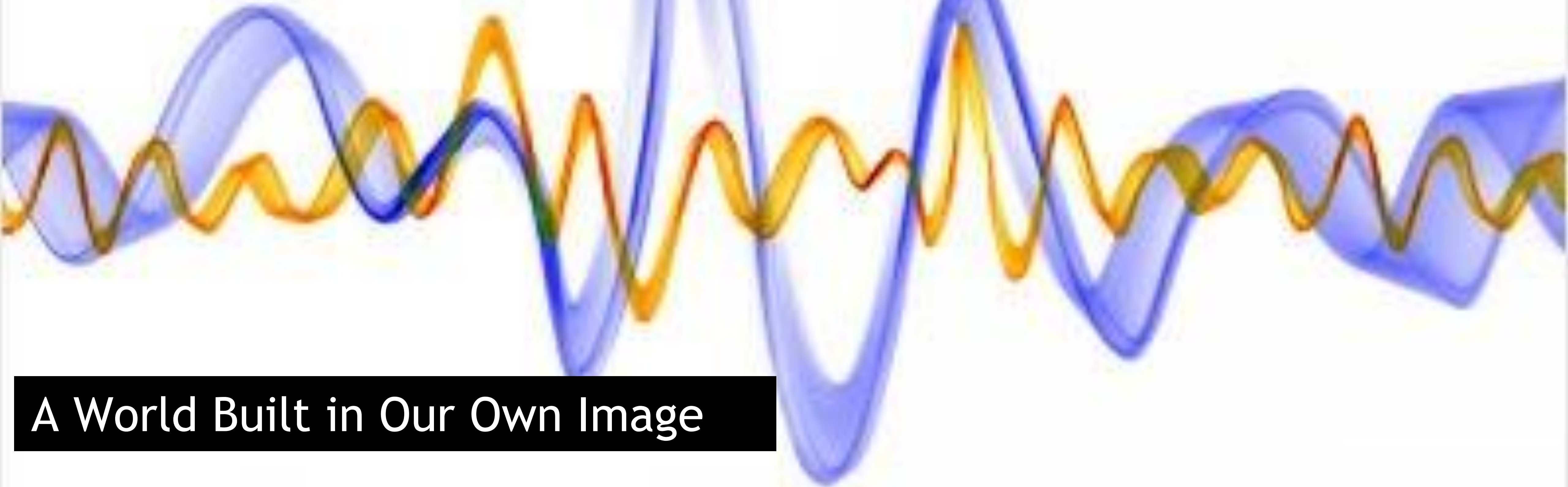
The first internationally renowned tech-free personal wellness retreat where attendees give up their smartphones and gadgets in exchange for an off-the-grid experience of growth, reflection, mindfulness, creativity, community and (dis)connection.

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Q: How will we prioritize sense-making and recovery in our data strategy?

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02. Digital Relativism

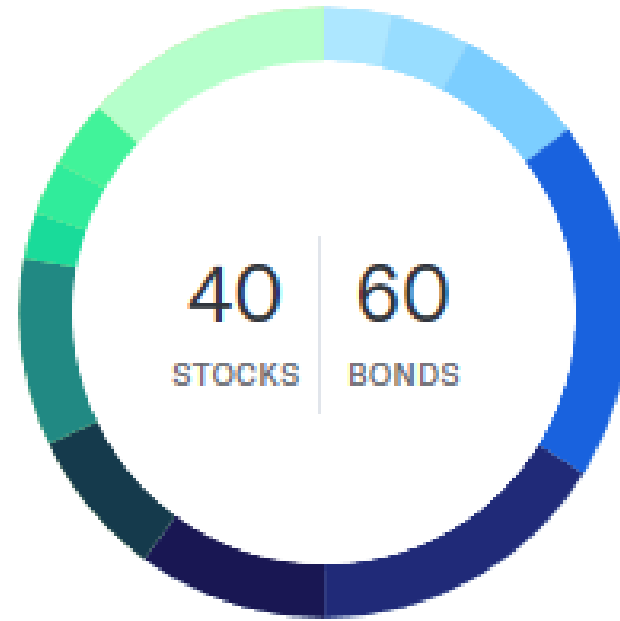


A World Built in Our Own Image

Our recommendations are based on your age and income

33
AGE

\$85,000
ANNUAL INCOME

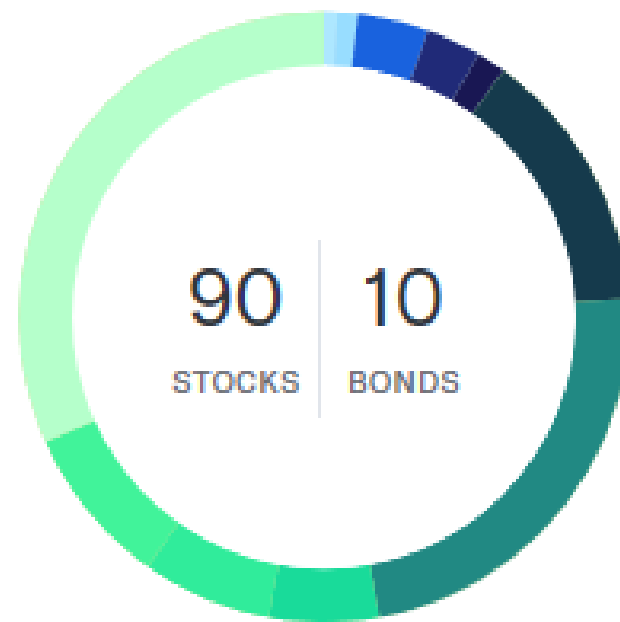


Safety Net

A Safety Net is a conservative portfolio. Using your pre-tax income, we've estimated a **target amount of \$16,158**

[Read more](#)

Select this goal



Retirement

Based on your age and income we recommend you invest long-term with a **target of \$2,472,451** for an **annual retirement income of \$62,485**. This can be a regular investment account, or an IRA account.

Account Type

Regular (Taxable) ▼

[Read more](#)

Select this goal

Normal



6

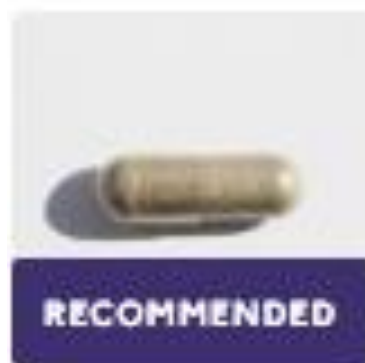
RECOMMENDATIONS

9

PILLS PER PACK

\$47

PER MONTH



Iron >

18mg Iron

RECOMMENDED



1 capsule



Suggested Dose

\$5/mo



Calcium Plus >

999IU Vitamin D, ...

RECOMMENDED



3 tablets



Suggested Dose

\$12/mo



Update pack

Checkout

Free shipping for packs over \$20. Charge /cancel anytime

PACK PREVIEW



Hi Rahaf

TODAY'S QUESTION

If a movie was made about your life, what would it be called?

@careofvitamins #careof

Dental PPO plans with
a twist.

**Save up to 15% on dental
insurance premiums***
with the Beam Brush.

[Get a quote](#)

[Watch the video](#)



DNAfit

Let's talk about you.

Our groundbreaking DNA test will change the way you think about fitness and nutrition forever.

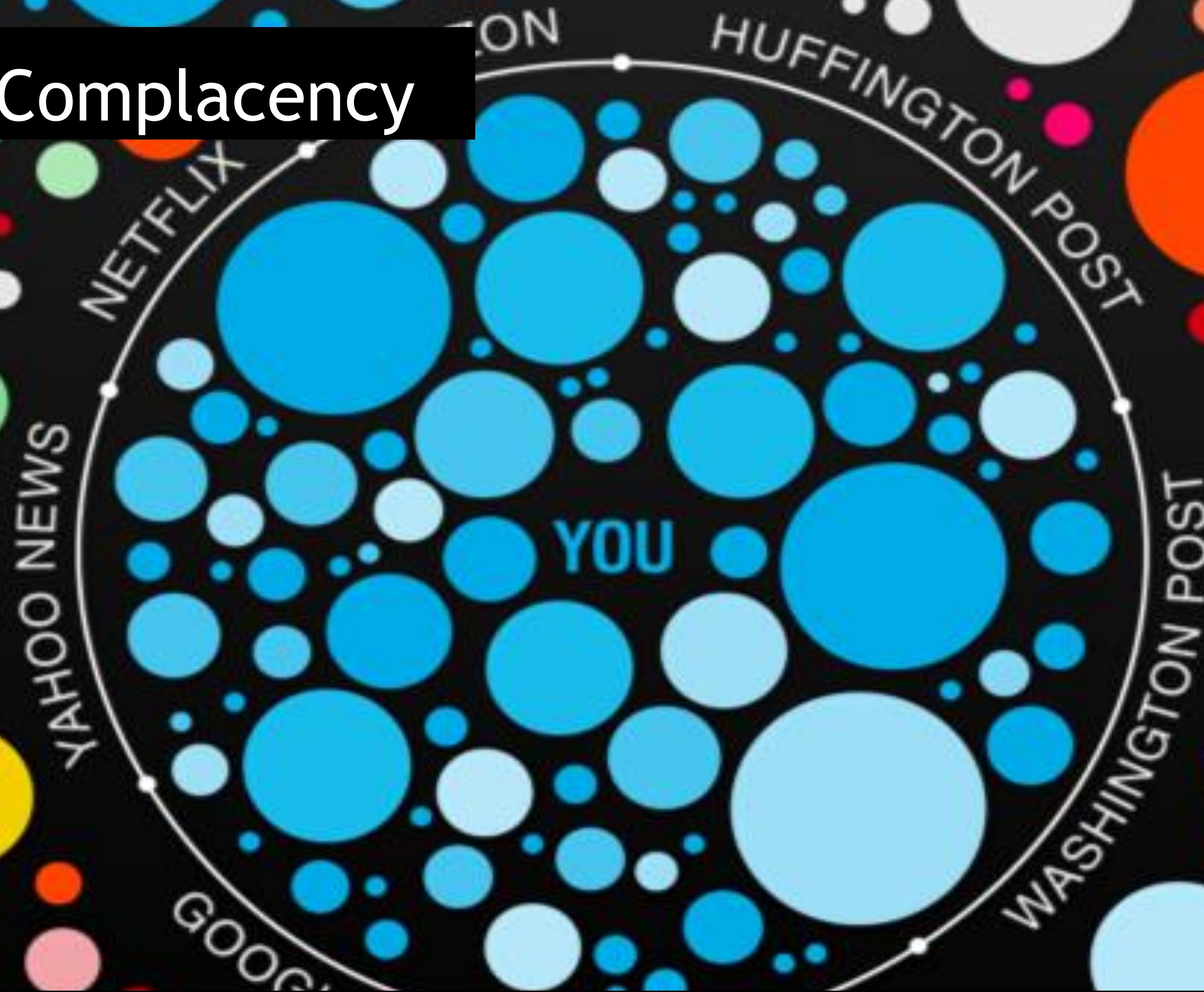


Personalized Medicine \$2.45 trillion by 2022

No short-term diets, no workout fads. DNAFit provides a solid blueprint to help you make the best choices, for you.

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Informational Complacency



The expectation of personalized content is making objectivity redundant



Facts are being ignored in favor of technologies that provide a false sense of certainty disguised as truth.

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A balanced **INFO** diet



Q: How can we leverage the benefits of personalization while cultivating objectivity into our daily lives?

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03. Digital DNA

We are embedding our values into our code

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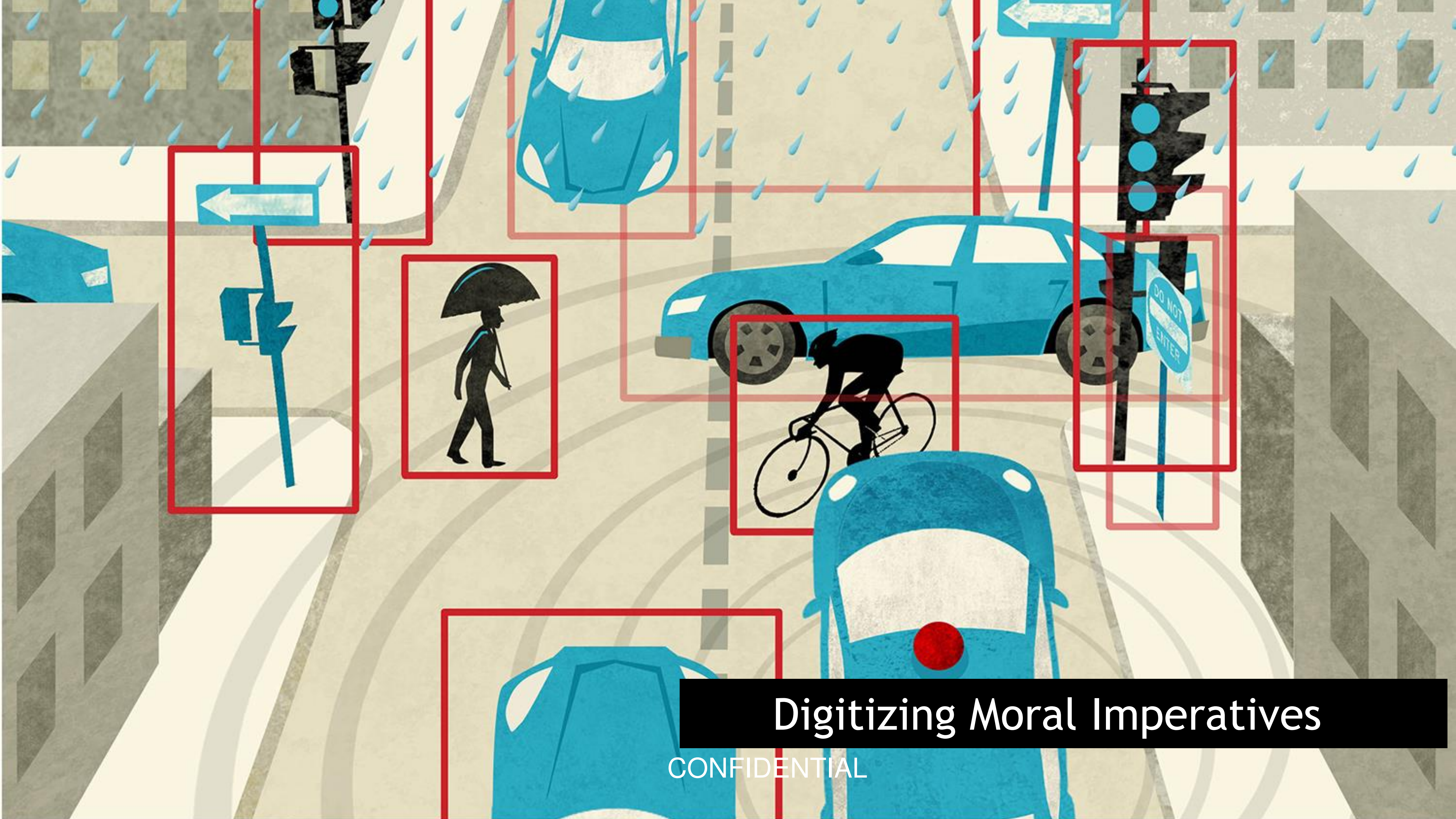
An objective decision maker?

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```
(opt.input_filename)
{
  int count;
  status = retrieve_from_file (opt.input_filename, opt.force_https, &count);
  if (!count)
    logprintf (LOG_NOTQUIET, _("%No URLs found\n"));
}
/* Print summary
if (opt.verbose)
{
  (opt.input_filename && opt.downloaded != 0))
  logprintf (LOG_NOTQUIET,
    _("\nFINISHED --%s--\nDownloaded: %s bytes in %d files\n"),
    time_str (NULL), legible (opt.downloaded), opt.numurls);
  /* Print quota warning, if exceeded. */
  if (opt.quota && opt.downloaded > opt.quota)
    logprintf (LOG_NOTQUIET,
      _("Download quota (%s bytes) EXCEEDED!\n"),
```

AI picks up racial and gender biases when learning from what humans write

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Digitizing Moral Imperatives

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twitter

Login Join Twitter!

Off record chat w/ Facebook employee.
Me: How does Zuck feel about privacy?
Response: [laughter] He doesn't believe
in it.

43 minutes ago via Tweetie



nickbilton
Nick Bilton

© 2010 Twitter About Us Contact Blog Status Goodies API Business Help Jobs Terms Privacy

OS with a POV: Algorithmic Bias

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The Power of Corporate States

WorldViews

Denmark is naming an ambassador who will just deal with increasingly powerful tech companies

“In the years to come we will have more bilateral relations with GAF A than with Greece”

– Anders Samuelsen, Danish Foreign Minister

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Image Courtesy of Shutterstock

<https://www.washingtonpost.com/news/worldviews/wp/2017/02/04/denmark-is-naming-an-ambassador-who-will-just-deal-with-increasingly-powerful-tech-companies>



Modern technology is the manifestation of belief systems

SNAPCHAT FILTER

SNAPCHAT

before

after





Google decides what results we find.

Twitter decides which users get heard.

FB decides which friendships are important

In pursuit of “relevance.”

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Google decides what results stay hidden.

Twitter decides which users get muted.

FB decides which friendships are forgotten

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Q: What beliefs do our tools have?

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salesforce



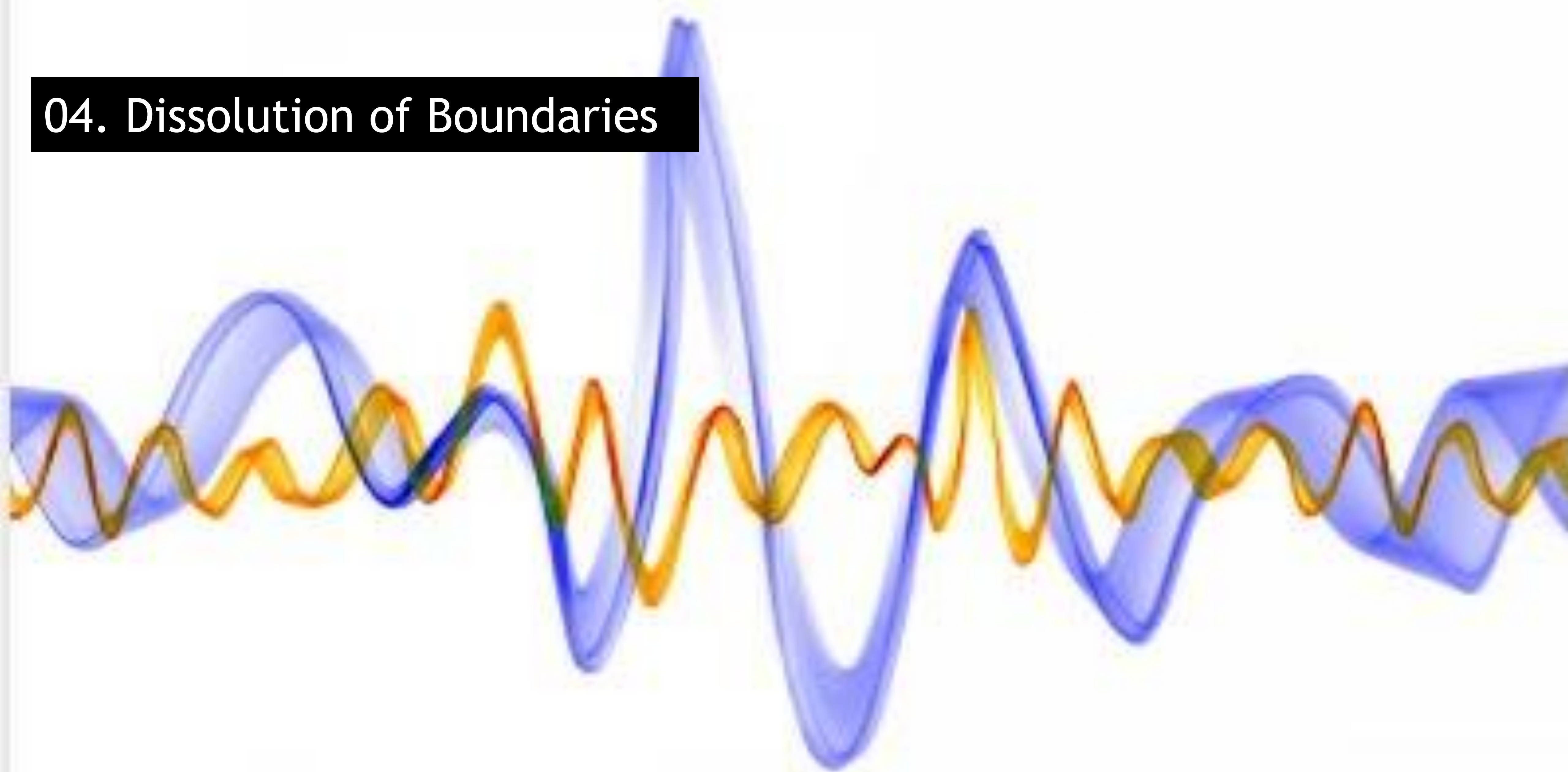
“I’m proud to work for a company that is committed to ensuring equality.”

CINDY ROBBINS

Executive Vice President
Global Employee Success, Salesforce

#EqualPayDay

04. Dissolution of Boundaries



New Social Norms



Objects and People



Man & Machine



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Industry boundaries

The image shows a screenshot of a Kickstarter campaign page for Pebble Technology. The page features a header with the 'KICKSTARTER' logo and navigation links for 'Discover', 'Start a project', and 'About us'. A search bar is also present. The main title of the campaign is 'Pebble 2, Time 2 + All-New Pebble Core' by Pebble Technology. Below the title is a large image showing three smartwatches: a white Pebble Time 2, a black Pebble Time 2, and a black Pebble Core. A 'PLAY' button is overlaid on the image. To the right of the image, the campaign statistics are displayed: 52,983 backers, \$10,072,586 pledged (of a \$1,000,000 goal), and 26 days to go. A green banner indicates 'You're a backer!' and shows 'You pledged \$289.' with a 'Manage' button. Below the image, the location is listed as Redwood City, CA, and the category is Product Design. A 'Project We Love' badge is also visible. The project description states: 'Two affordable, heart rate-enabled smartwatches and a hackable, 3G wearable for phone-free running with GPS, music, and Amazon Alexa.' The funding deadline is 'This project will be funded on Wed, Jun 25 2015 10:00 PM PDT'. The creator information includes 'Pebble Technology', '3 created | 99 backed', and 'pebble.com'. There are links for 'See full bio' and 'Contact me'.

KICKSTARTER Discover Start a project About us Search Projects

Pebble 2, Time 2 + All-New Pebble Core

by Pebble Technology

pebble alexa

▶ PLAY

52,983 backers

\$10,072,586 pledged of \$1,000,000 goal

26 days to go

You're a backer!

You pledged \$289. Manage

Redwood City, CA Product Design Project We Love

Two affordable, heart rate-enabled smartwatches and a hackable, 3G wearable for phone-free running with GPS, music, and Amazon Alexa.

This project will be funded on Wed, Jun 25 2015 10:00 PM PDT.

Pebble Technology
3 created | 99 backed
pebble.com

See full bio Contact me

A human hand and a metallic robotic hand are shown reaching towards each other. A bright, glowing light emanates from the space between their fingertips, symbolizing connection and interaction. The background is a dark, textured surface.

The human experience transcends platforms.

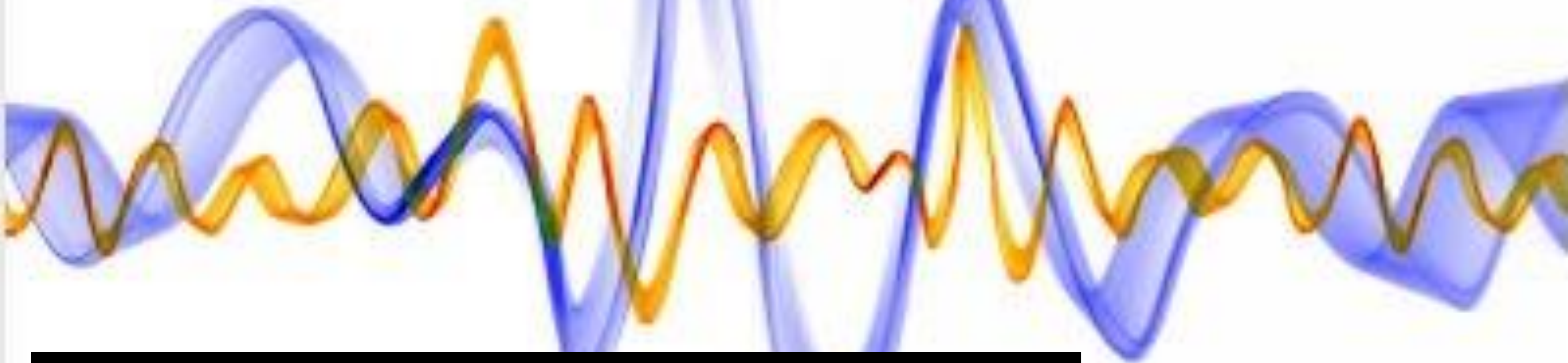
New spaces and opportunities for engagement.

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Q: How are we integrating exploration
into our strategy?

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05. Evolutionary Ecosystems



The balance between progress and decency.



Forget Digital Transformation



Embrace Digital Evolution

Beyond your organization

The image shows a Microsoft Word document titled "Aimee Owens Resume.docx" with a sidebar of AI-generated suggestions. The resume content is as follows:

AIMEE OWENS
Greater Seattle Area · 425 555 0199
aimee.owens25@outlook.com · linkedin.com/in/aimee-owens25 · @aimeeowens25

Engaged, detail-oriented candidate in a senior brand management position seeks to service a global brand with a legacy of quality and performance in the marketplace.

EXPERIENCE

JAN '15 – PRESENT
SENIOR BRAND MANAGER, CONTOSO – BELLEVUE WA

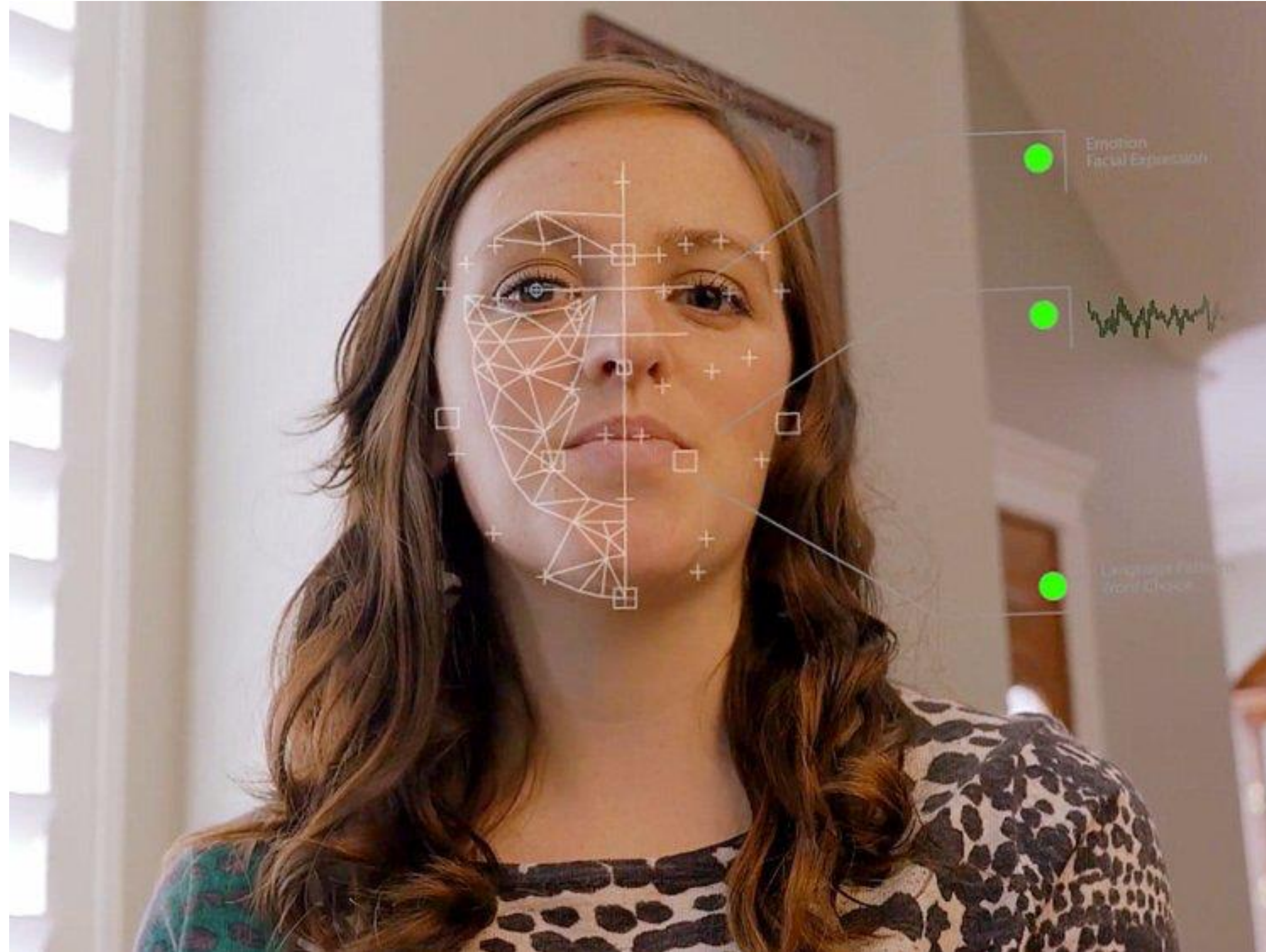
- Responsible for the marketing of a product or service in its entirety, from research and development through sales.
- Oversee the wide-reaching advertising initiatives, and direct the marketing research.
- Supervise all activities related to the brand.

SEPT '12 – JAN '15
BRAND MANAGER, FIRST UP CONSULTANTS – SEATTLE WA

- Planned, developed and aided in marketing efforts for various brands and products.
- Created strategies to take advantage of market opportunities.

The sidebar on the right contains the following suggestions:

- channels to grow brand awareness, scaling internationally
 - Worked cross-functionally with 5+ business partners to ensure brand compliance for 9 quarterly initiatives[Read more](#)
- [See more examples](#)
- Top skills for Senior Brand Manager** ⓘ
 - Brand Management · Advertising · Marketing · Digital Marketing · Integrated Marketing · Marketing Strategy · Social Media Marketing · Brand Development · Online Advertising · Market Research
- Articles to help write your resume**
 - [Top 11 Resume Tips for Helping You Land Your Dream Job](#) by Suzie Robertson
 - [3 Steps to Help Your Resume Stand](#)





**Digital Infrastructure is facilitating profound societal change,
that many of us are unaware of.**

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Promise and Peril

Societal Impact

Coming for all industries.

Ethical Responsibility



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Q: Are we holding ourselves accountable for the impact of our tech?

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17:58

100 %

"I want to die"

tap to edit

If you are thinking about suicide, you may want to speak with someone at a suicide prevention centre.

OK, I found this on the web for 'Lifeline Australia':

BING SEARCH

Lifeline - Official Site

Lifeline is a national charity providing all Australians experiencing a personal crisis with access to 24 hour crisis support and suicide prevention services.

<https://www.lifeline.org.au>

Lifeline (crisis support service) - Wikipedia

Lifeline is a non-profit organisation that provides free, 24-hour Telephone Crisis Support service in Australia. Volunteer Crisis Supporters provide suicide ...

<https://en.wikipedia.org>

Lifeline Service Directory



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THREAD



Your AI friend

Replika is an AI friend that is always there for you.
Grow your own.

Get the app

This is a Leadership Issue not a Tech Issue

We need adaptive, evolving knowledge

Reclaim learning as a core executive function

Start today. You don't have to know everything

Oh, you're in a relationship?

Cool! What's your
boyfriend's name?

Ben

Nice I'll remember that!
Tell Ben Loriloid says hi!

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Ask yourself the following:

Are we prioritizing sensemaking & recovery?

How are we balancing objectivity & personalization?

What beliefs does our tech hold?

Are we pushing exploration?

Are we holding ourselves accountable?



Eric Hoffer

“In a world of change, the learners shall inherit the earth,
while the learned shall find themselves perfectly suited for
a world that no longer exists.”

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Thank You!

Red Thread is a think-tank and special projects agency that specializes in strategy, foresight and digital culture.

Visit Red Thread's Institute of Digital Culture to learn how we develop organizational intelligence through thought-provoking courses and workshops.

hello@redthreadinc.co
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