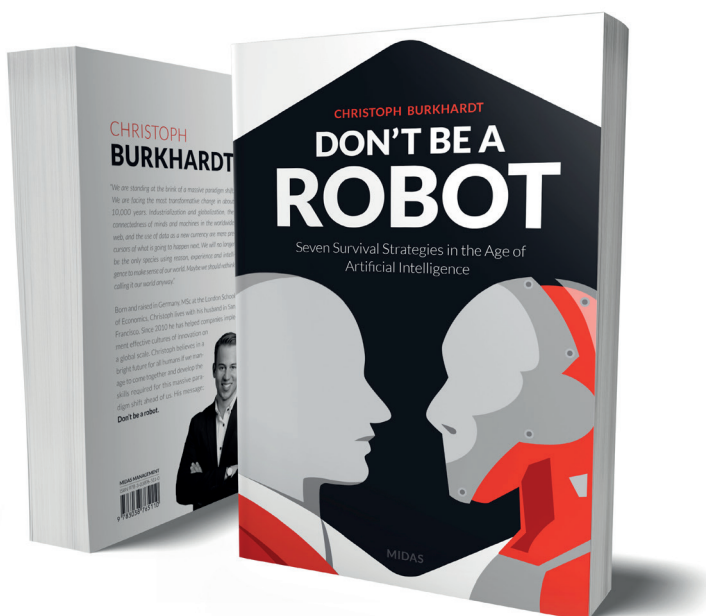


DON'T BE A ROBOT

“SEVEN SURVIVAL STRATEGIES FOR THE AGE OF ARTIFICIAL INTELLIGENCE” by Christoph Burkhardt

We are standing at the brink of a massive paradigm shift. We are facing the most transformative change in about 10,000 years. Industrialization and globalization, the connectedness of minds and machines in the worldwide web, and the use of data as a new currency are mere precursors of what is going to happen next. We will no longer be the only species using reason, experience and intelligence to make sense of our world. Maybe we should rethink calling it our world anyway.

Ready to unlock the most exciting trends and technologies for your business? Futurist and innovation expert Christoph Burkhardt answers the question how data driven algorithms and smart technologies change how we work and live.



THE SEVEN SURVIVAL STRATEGIES FOR THE AGE OF AI:

- ▶ SHIFT FROM BEING NORMAL TO BEING UNIQUE
- ▶ SHIFT FROM HAVING GOALS TO SERVING A PURPOSE
- ▶ SHIFT FROM EXPLOITING TO EXPLORING
- ▶ SHIFT FROM LOGIC TO LIVING IN CHAOS
- ▶ SHIFT FROM DISTRACTION TO ATTRACTING FOCUS
- ▶ SHIFT FROM DESIGN GENIUS TO COLLABORATION
- ▶ SHIFT FROM QUESTIONING TO TRUSTING YOURSELF



► SHIFT FROM BEING NORMAL TO BEING UNIQUE

Our identity is important. As humans we shape our lives, businesses and careers. The more unique our identity the better. Don't compete with others, forget benchmarking. Find a niche and stand out – be different.

► SHIFT FROM HAVING GOALS TO SERVING A PURPOSE

Humans define what they want to achieve. Purpose is about the why of this achievement. Robots have goals. We have to know what for. Be clear to yourself and to partners in business and life what you stand for and what you believe in.

► SHIFT FROM EXPLOITING TO EXPLORING

Making something already good even better is a noble pursuit. In the age of AI though we need to step outside and go deep. Look for gaps in your knowledge, fields you have not explored, perspectives you have not taken.

► SHIFT FROM LOGIC TO LIVING IN CHAOS

Our world is complex and we have to make decisions under uncertainty. Learning to live with risk will be crucial now. Don't think in one scenario, consider all options. Slow down when things speed up, test rigorously.

► SHIFT FROM DISTRACTION TO ATTRACTING FOCUS

In a platform based world attention is our most valuable asset. We have to protect it now more than ever. You are in charge of your attention. You need to decide how much time and energy things deserve.

► SHIFT FROM DESIGN GENIUS TO COLLABORATION

Innovation stems from connected minds. Humans and machines will collaborate to create value. The age of genius is over. Share what you know, talk about your ideas, connect with humans and machines. Use their strengths.

► SHIFT FROM QUESTIONING TO TRUSTING YOURSELF

Trust is the currency of the 21st century. Only companies with trusting employees, partners and clients will survive. Trust in your ability to get back on your feet if things go south. Give before you take. Don't judge, ever.

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