



The Future of Labor & Work in a Post Bretton Woods World

Ben Pring – Co Founder & Managing Director



Center For
The Future Of Work™



Lost in the Woods ...





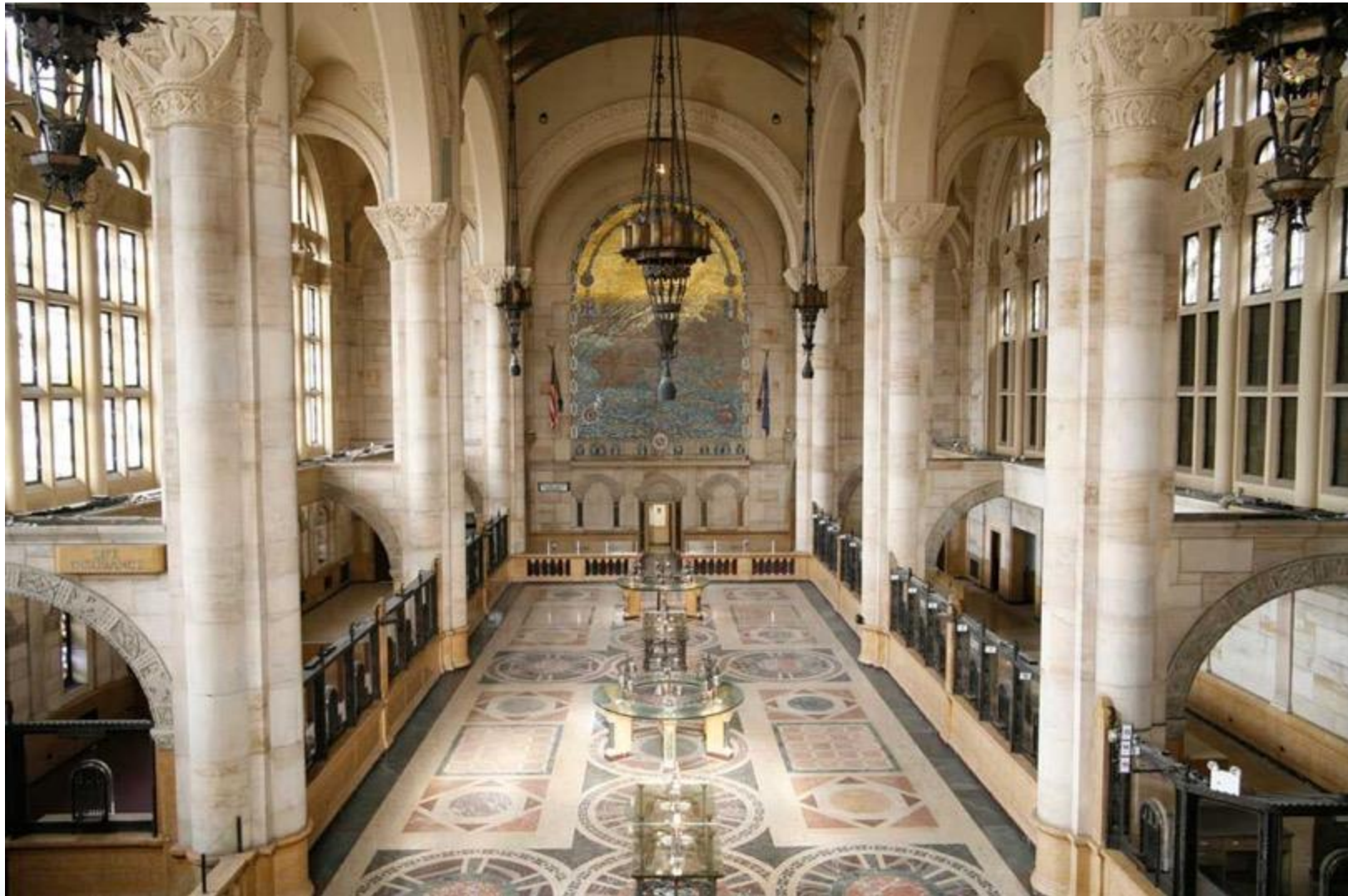


Artificial Intelligence
is the great story of
our time

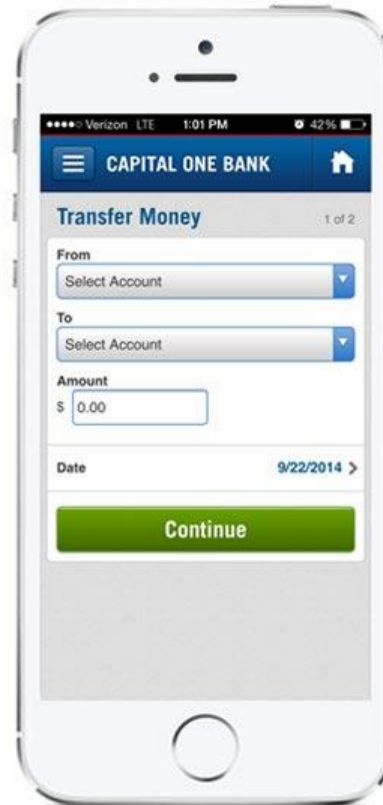
“X + AI”



The “venues” for work are changing ...



The “venues” for work are changing ...



The *Land That Time Forgot* ...



The Future of (We)Work(s)



The typical Goldman Sachs employee?





1 day ago



Apple Event: iPhone X Makes Its Debut



Chief Executive of Social Finance, an Online Lending Start-Up, to Step Down



The Times Review of the First iPhone: 'Amazing' but 'Not Perfect'



TECH TIP
How to Pick Your Favorite Font for Word Files

PAID POST: THE HOME DEPOT

What 24 Hours Inside a Smart Home Looks Like





TECH TIP
Eyes on the Road with the Phone

TECHNOLOGY


G.E. Is Moving Headquarters to Boston and Itself Into the Digital Era


By STEVE LOHR JAN. 13, 2016





Since the financial crisis, G.E. has reduced its once-huge finance business to concentrate on its industrial lines Bob Child/Associated Press


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G.E. to Retreat From Finance in Post-Crisis Reorganization APRIL 10, 2015
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Boston Globe Employees Help Deliver Paper on Sunday JAN. 3, 2016
- 

36 HOURS
36 Hours in Boston SEPT. 16, 2015

Making the world beautiful ...

*“We are in era where we are re-imagining nearly everything ... powered by new devices, plus connectivity, plus new user interfaces, plus **beauty**....”*

—Mary Meeker - Kleiner Perkins Caufield & Byers







Apple Inc.

NASDAQ: AAPL

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227.63 USD +2.60 (1.16%) ↑

Closed: Aug 31, 7:59 PM EDT · Disclaimer
After hours 227.93 +0.30 (0.13%)

1 day 5 days 1 month 6 months YTD 1 year 5 years **Max**



Open	226.51
High	228.87
Low	226.00
Mkt cap	1.09T
P/E ratio	19.75

Div yield	1.28%
Prev close	225.03
52-wk high	228.87
52-wk low	149.16

Beauty is very unevenly distributed



Beauty is very unevenly distributed

Business Partner Master Data

Code: C3003 Customer

Name: Orbis Soft

Foreign Name: Customers

Group: Customers

Currency: British Pound

VAT Number:

General | Contact Persons | Addresses | Payment Terms | Payment System | Accounting | Properties | Remarks

Tel. 1: Contact Person

Tel. 2: ID No. 2

Mobile Phone: Unified VAT Number

Fax: Company Reg. No. (CRN)

E-Mail: Remarks

Web Site: Sales Employee

Shipping Type: -No Sales Employee-

Password: BP Channel Code

Factoring Indicator: Technician

Project: Territory

Industry: El. Doc. Export Format

Business Partner Type: Company

wGetGUI v1.0 | You are using GNU Wget 1.9-beta - 1.7 is minimum.

URL:

Hosts: ☐ Span All ☒ Allow List ☐ Reject List

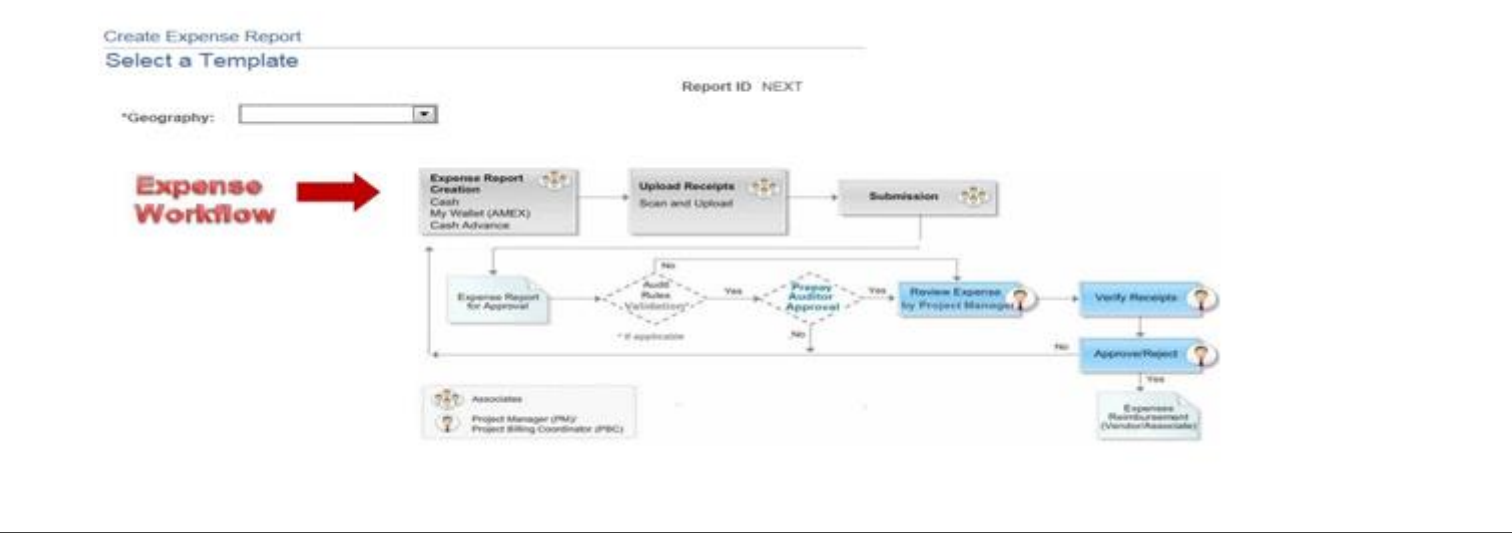
Accept/Reject: ☐ Accept: ☒ Reject: ☐ html ☒ gif ☐ jpg ☒ txt ☐ zip ☒ exe ☐ doc ☒ All

Special: Retries: 10 Additional Parameters:

Running Options: ☐ Go 2 background ☐ No info ☒ All info ☐ Some info ☐ Append to logfile ☐ Overwrite Logfile Logfile: default.log

Retrieval Options: ☒ No clobber ☐ Timestamping ☐ Continue file download Quota (kB): 0 ☐ Spider (check for files) ☐ No directories ☒ Force directories ☐ Save to custom dir: ☐ Clear Server Cache ☒ Recursive Retrieval Depth: 0 ☒ Download "as-is" ☐ Mirror site ☐ add HTML suffix ☐ Only go deeper

Start wGetStart.bat Add to wGetStart.bat Empty wGetStart.bat Pro Mode



verizon

LIVE CHAT

Live Chat Window

Click to Reload Chat

Victoria(22:15:14): would you like me to send you a link for FIOS future notification form?

You(22:51:53): i just want to make sure all this work happens by me only to find out that the dradel is still spinning

You(22:52:58): do u have fios at your location?

Victoria(22:54:03): I understand your concern ;however, I would suggest you to call our Local Verizon Business office in order to get register your address to take FIOS services for your location.

You(22:54:39): you customer supposrt guys are in India right?

You(22:55:04): Dont u find that NBC show Outsourced incredibly offensive?

Victoria(22:55:14): We are located at Nacogdoches, Texas.

You(22:55:29): hahah no way

You(22:55:39): what is the local college football mascot

You(22:55:44): at the closest university

Victoria(22:56:44): Being an online chat representative from Residential sales department, my areas of expertise are limited to online ordering.

You(22:57:04): Not a longhorns fan I guess

Victoria(22:57:09): I hope you can understand that.

You(22:57:14): i certainly can

You(22:57:39): well if you had fios you could watch the UT games in amazing high def in fober optic speeds

You(22:57:44): i think u should seriously consider getting fios

Please type your message here : Agent [Victoria] is responding

THINGS SUCKING IS THE *REAL*
MOTHER OF INVENTION

FUTURE OF WORK
CONCLUSION ...

MAKE THINGS SUCK LESS

MAKE THINGS BEAUTIFUL

A Story That Generates Mixed Emotions

EXCITEMENT

Technical wonder

Art of the Possible



FEAR

Layoffs

Company Structures

Industries of the Future

47% of Jobs Will Disappear in the next 25 Years, According to Oxford University

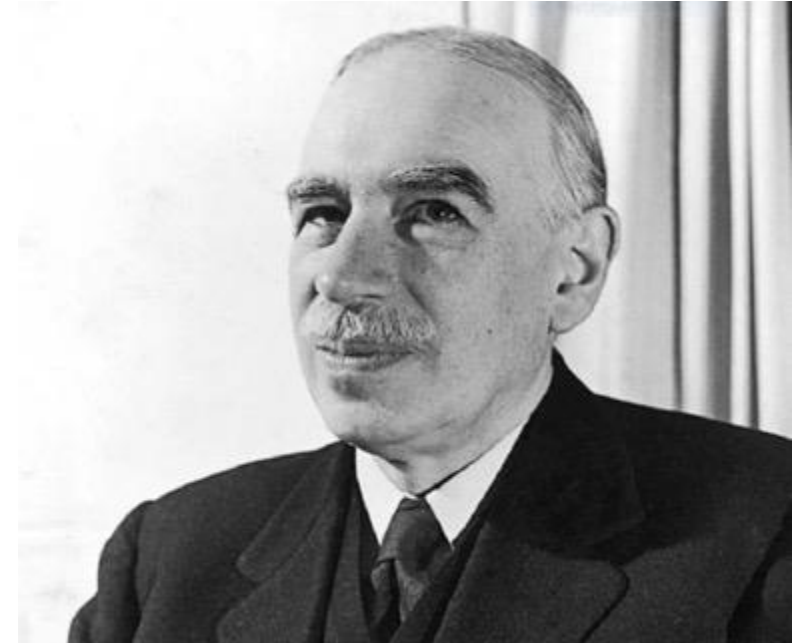
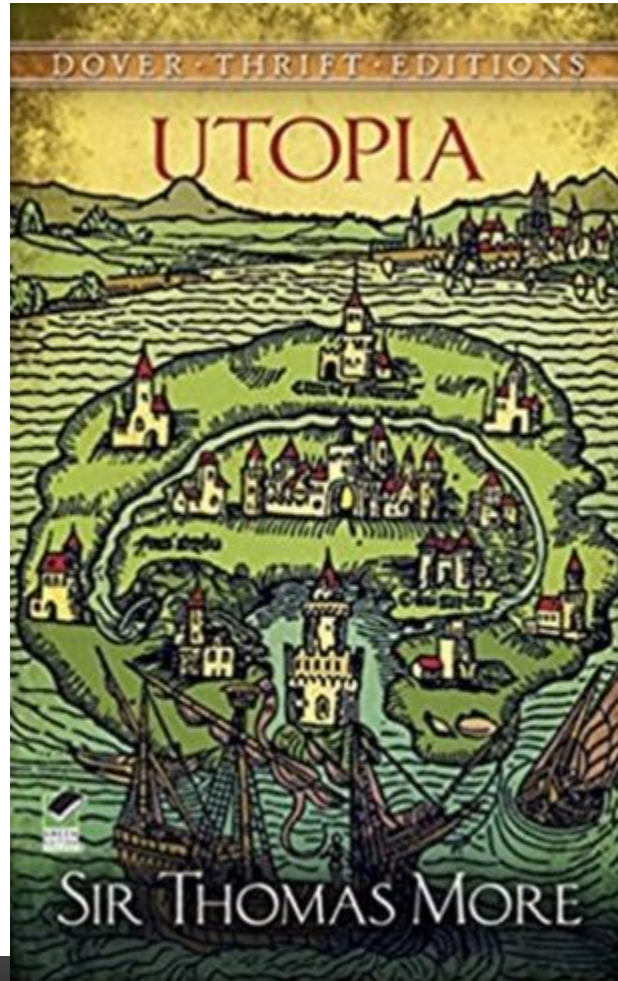
🕒 December 27, 2016 by PHILIP PERRY



Societies have always adapted to changes in tools – but many individuals along the way haven't ...



The Fantasy of a World Without Work Has Been With Us a Long Time ...



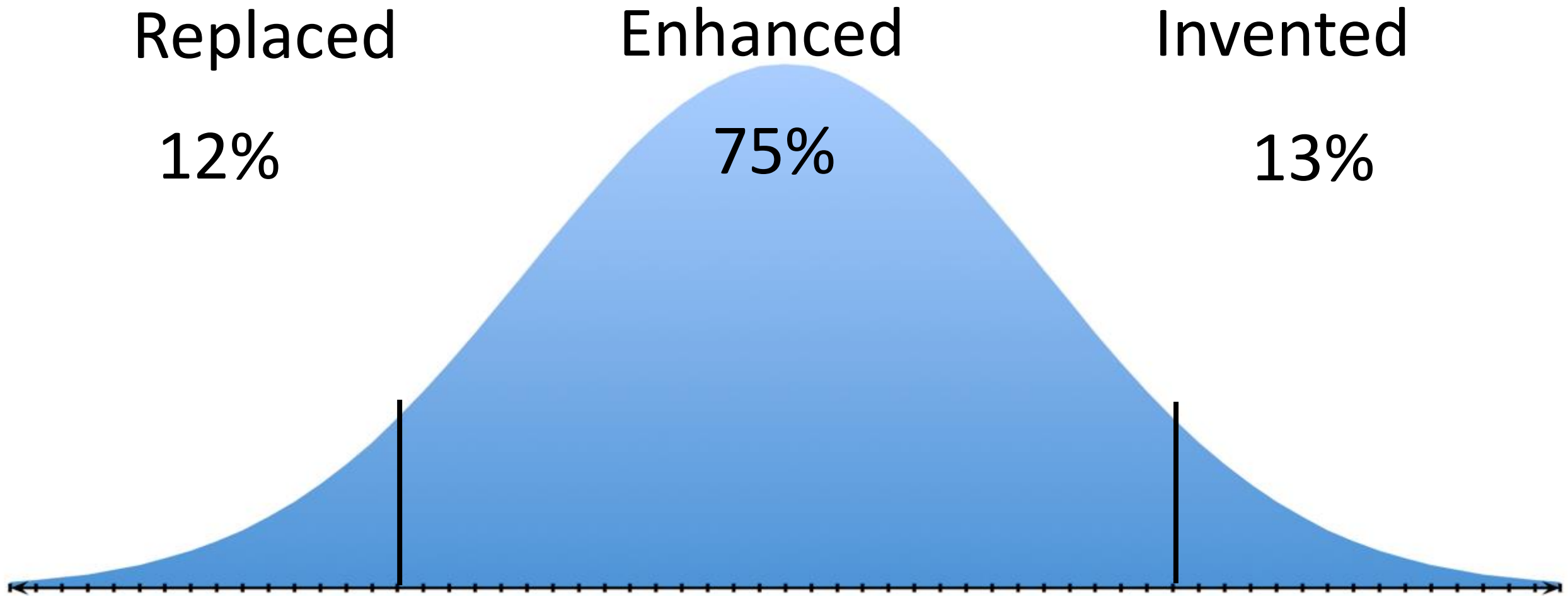
First Principles of The Future of Work

#1 Never short human imagination.

#2 Human wants and needs are inexhaustible.

#3 Nature abhors a vacuum. *And high gross margins.*

Jobs and AI



The Budding Effect

Edwin Budding
invents the
lawnmower in
Gloucestershire in
1827





The Budding Effect:

...has led to the creation of a \$620 billion sports industry which would be difficult to have envisioned in 1827.

It's a stunning lack of imagination to think today's technology advances won't have a large-scale Budding Effect.

Virtual and Augmented Reality

Virtual Reality - early days; incredible possibilities and promise

UPLOAD NEWS JOBS TALENT COLLECTIVE

CATEGORY: FACEBOOK / OCULUS / VR INDUSTRY NEWS FOLLOW

181.0k

The Oculus Acquisition May Cost Facebook \$3 Billion, Not \$2.3 Billion



MacRumors news and rumors you care about

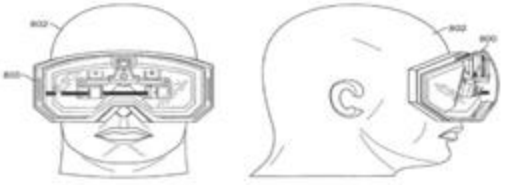
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Apple VR Project

Apple is rumored have a secret team of hundreds of employees working on virtual and augmented reality projects.



AT A GLANCE
Apple is investigating multiple ways

RUMORED PRODUCTS
VR headset

EARN 30,000 BONUS POINTS*



iSpot.tv Features Benefits Free Insights Customers Browse Super Bowl Commercials

Samsung Gear VR Super Bowl 2017 TV Commercial, 'FOX: Feel 'The Raid''

Electronics & Communication Mobile Devices Samsung Mobile

2017 30s Active

Products: Gear VR
Authors: Bryan Taylor

Unlock TV analytics for this ad

[Unlock](#) [Request Trial](#)

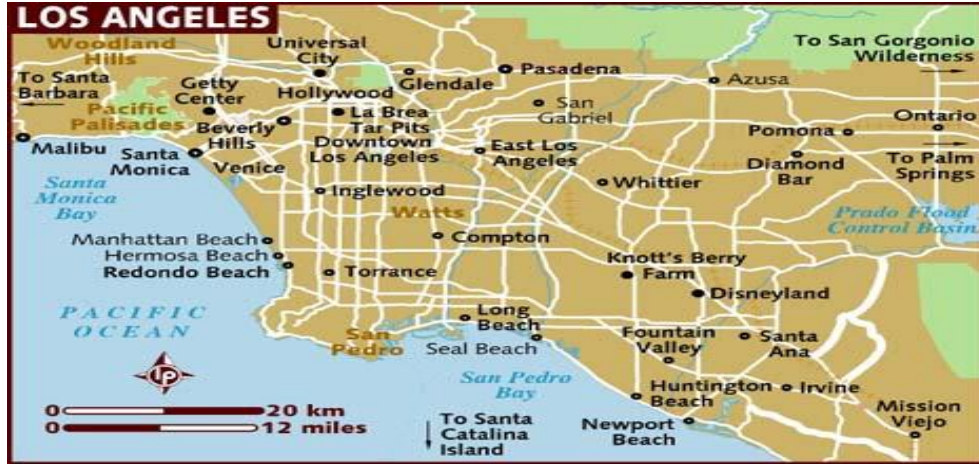




Could the Lumiere Brothers have imagined ...



... and the six million direct jobs and many millions more ancillary jobs around the world in the “film business”



How big could VR be? *Very* big ...

≡ BUSINESS INSIDER

TECH INSIDER

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In an analyst note published on Wednesday, Goldman Sachs predicted that the virtual reality (VR) market will outpace the TV market in annual revenue by 2025, making VR bigger than TV.

The banking firm writes that the VR market will generate \$110 billion dollars compared to TVs \$99 billion in 10 years.

This will happen if VR adoption follows their “Accelerated Uptake” projection, in which virtual reality becomes more commonplace through advances in battery and



Guests use Gear VR virtual reality headsets during a preview session in Hollywood, California September 24, 2015. REUTERS/Mario Anzuoni

But Augmented Reality could be even bigger ...



APPLE ENTERTAINMENT TECH

Tim Cook says augmented reality will be bigger than virtual reality

76

by Jacob Kastrenakes | Sep 14, 2016, 10:12am EDT



This may seem like a joke ... but then so was Cloud Computing 20 years ago




Emerging Augmented Reality use cases

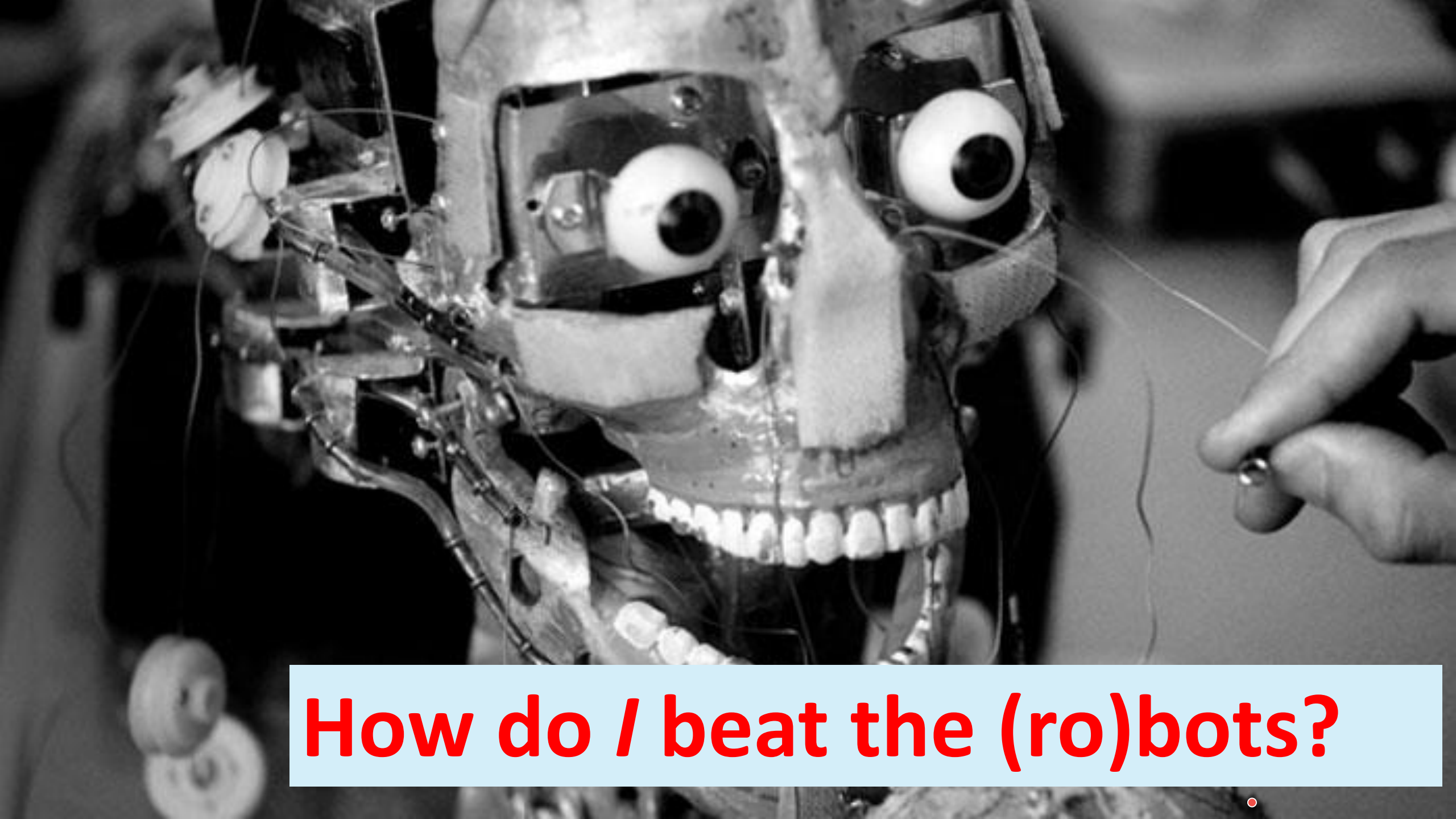
- Object identification and information
- In context 3D modelling
- In Screen collaboration
- Intra building navigation
- Maintenance and repair instructions (videos, FAQs)
- In teaching material multi-media resources
- Surgery assistance
- Historical recreations
- Clothes show rooming
- Self branding and status posting
- Calorie scanning

**From 80% to 2% in the
last hundred years**





**From 60% to 5% in the
next fifty years**



How do I beat the (ro)bots?

Don't be a *bad* robot ...



Be a ...



The Future of Work Is Not Work