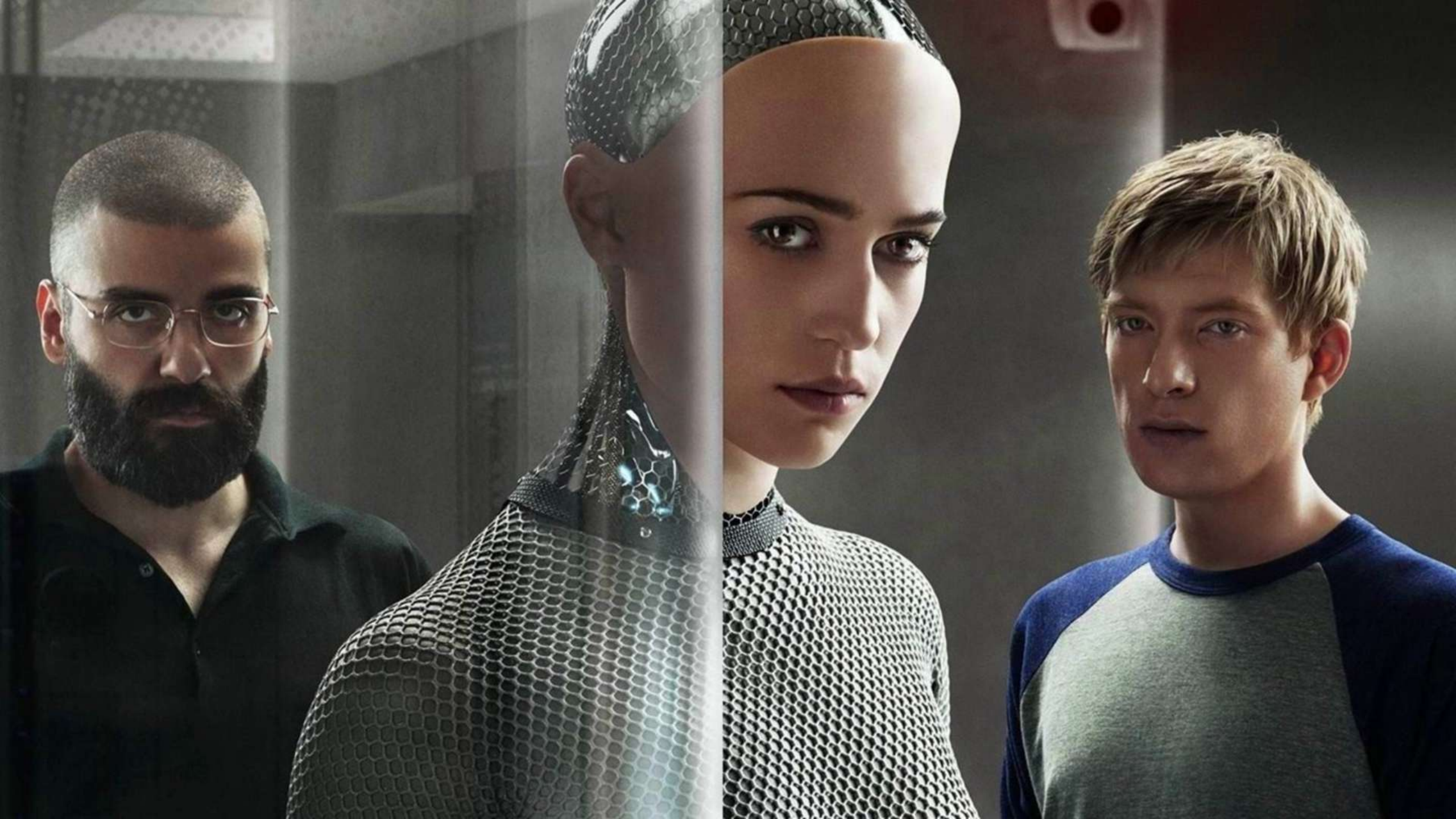


AI With A Human Soul



AI With A Human Soul





The End of Human Bottlenecks



I'm not a robot



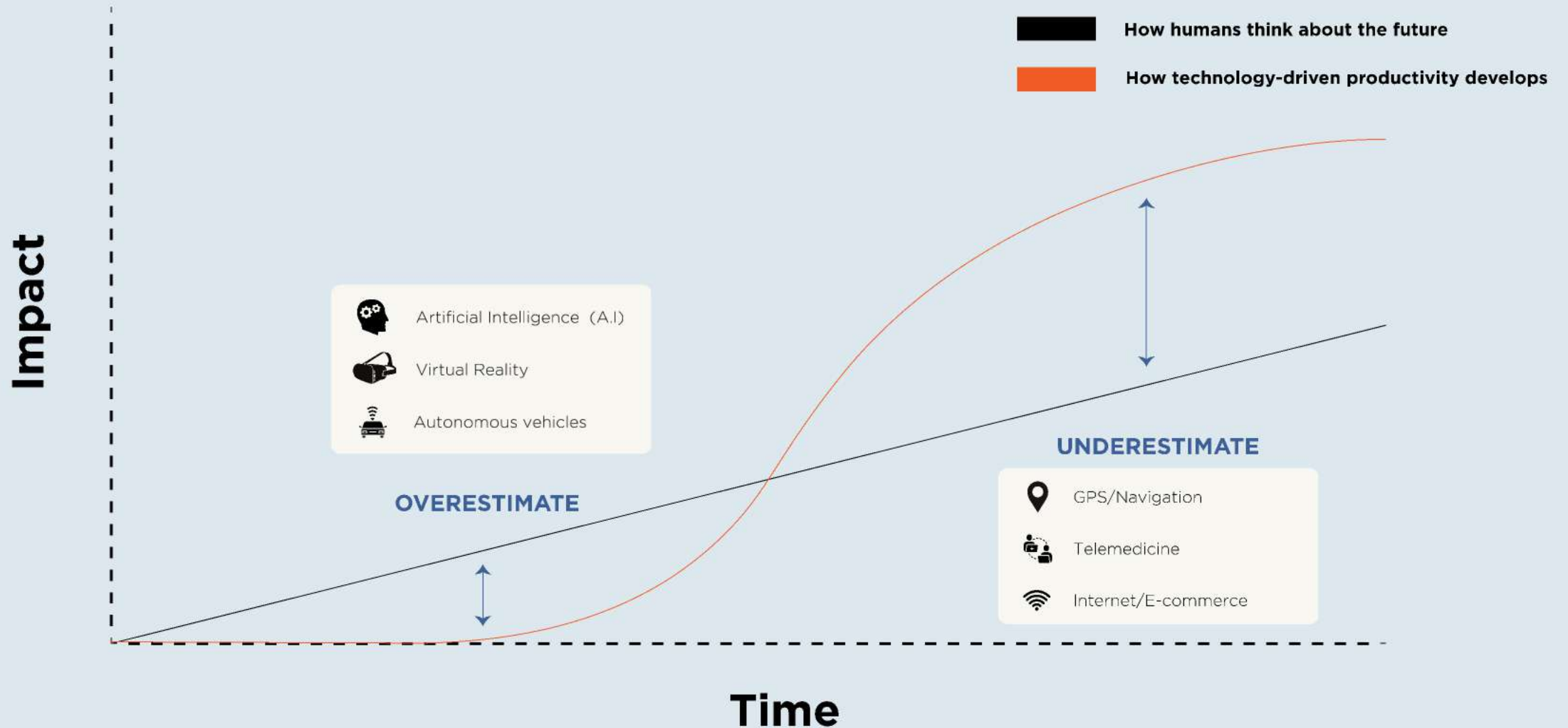
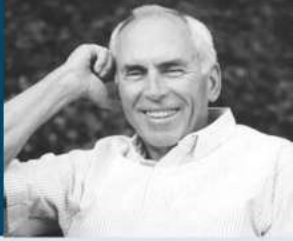
VERIFY





AMARA'S LAW

"We tend to overestimate the effect of a technology in the short term or short run and underestimate the effect in the long run."
Roy Amara, Scientist and Futurist



Something Bothering You? Tell It to Woebot.

When your therapist is a bot, you can reach it at 2 a.m. But will it really understand your problems?



Last Supper, Devil 's Advocate



50% of clinicians' time is not spent on patient care

Learn how clinics, surgeries, hospitals, and studios of all walks of clinical life are using Heidi.



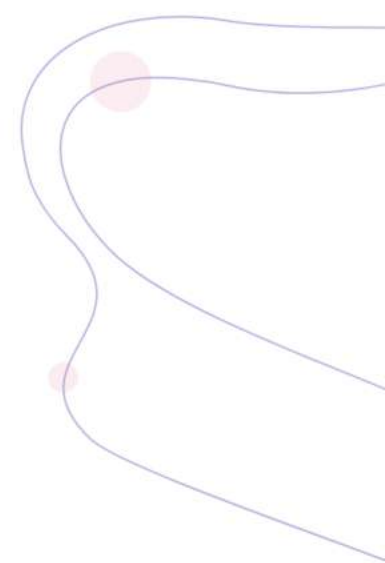
Clinicians spend more than 2 hours every day on tasks other than patient care.



Clinicians lose an average of \$66,000 every year due to wasted time.



Doctors can be 2x faster and better in patient care tasks.



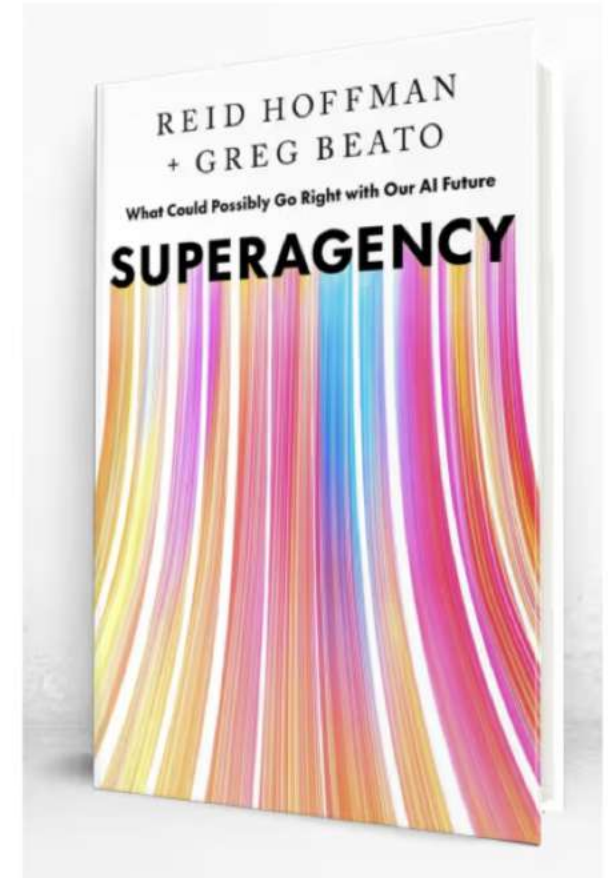
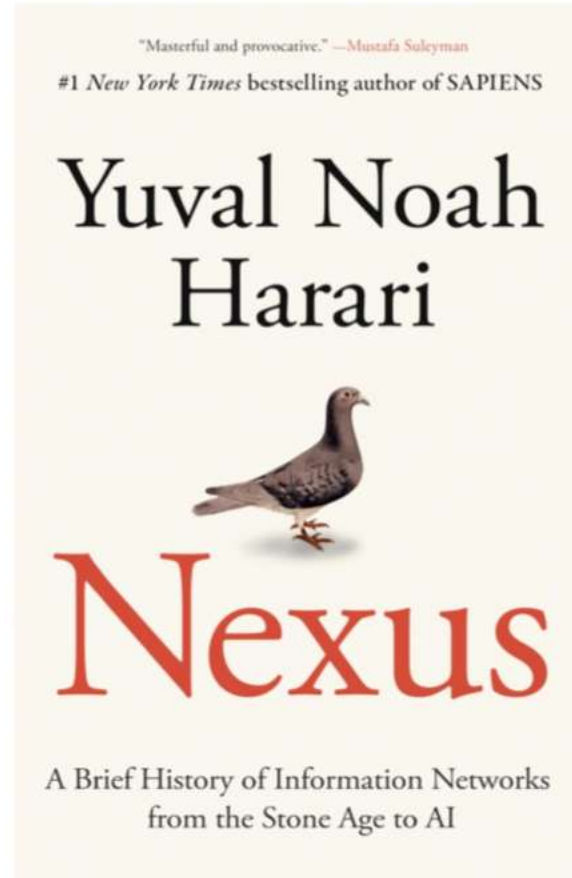
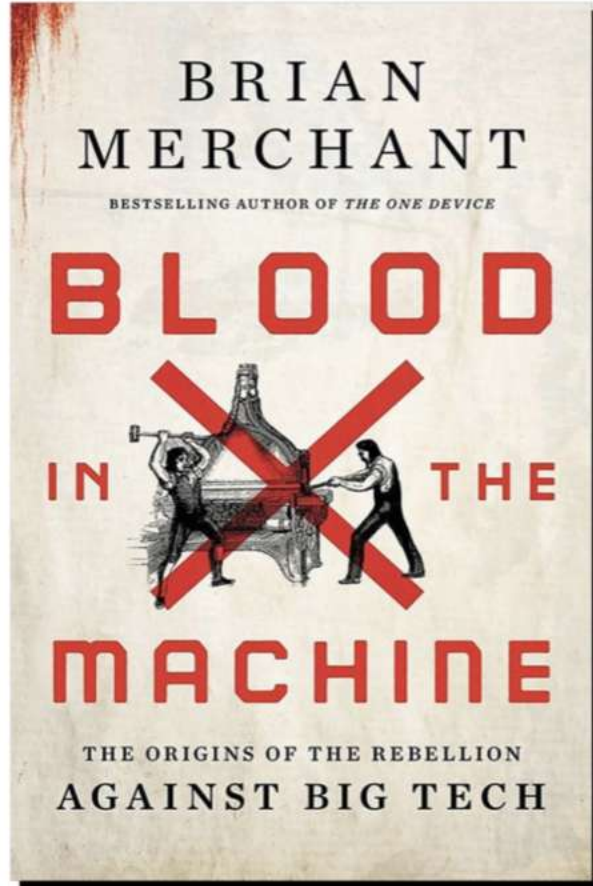


We cross-checked your timings with your Avatar.



We cross-checked your timings with your Avatar.

Anders' Book Club





I've come up with a set of rules that describe our reactions to technologies:

Anything that is in the world when you're born is normal and ordinary and is just a natural part of the way the world works.

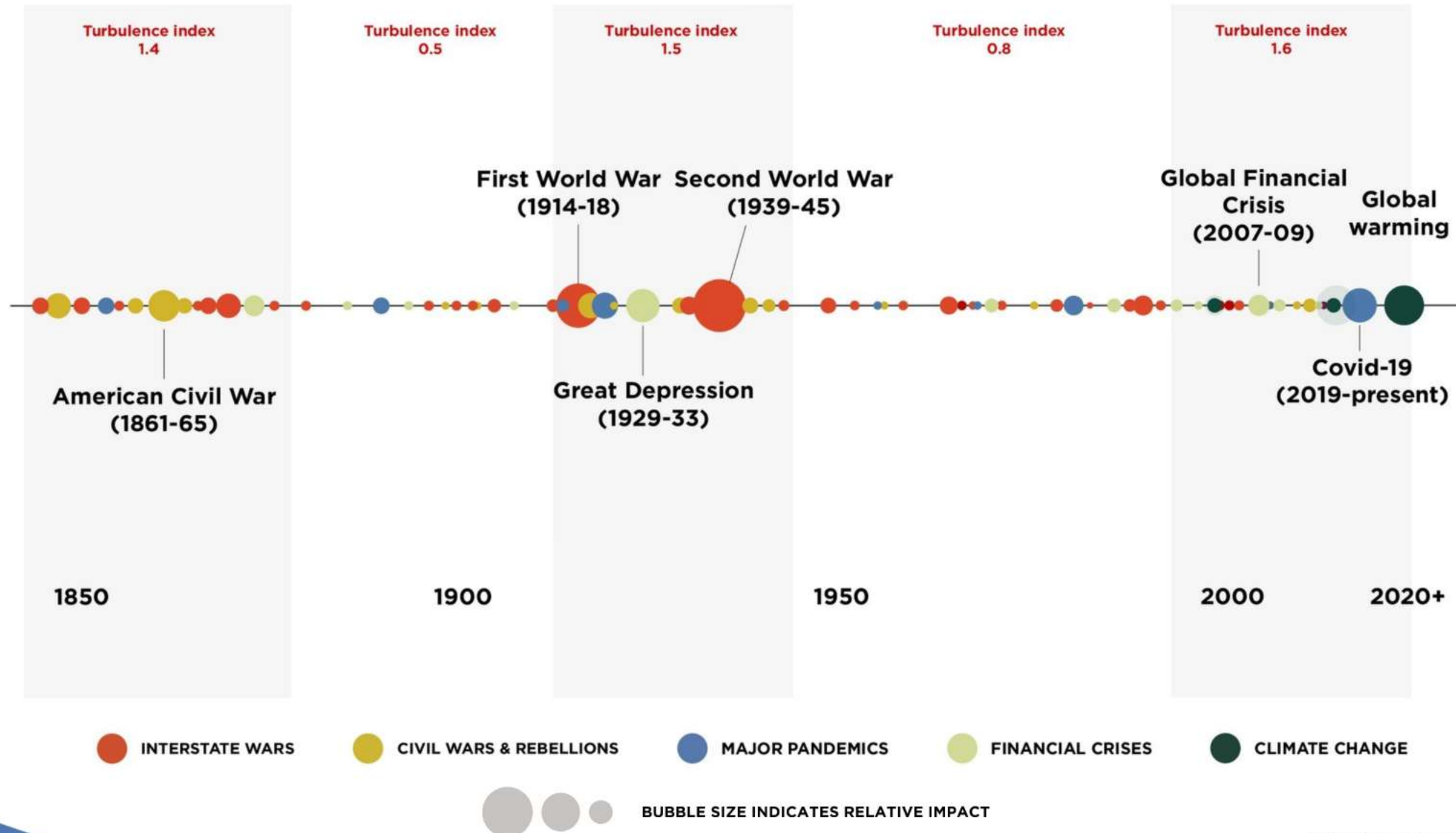
Anything that's invented between when you're fifteen and thirty-five is new and exciting and revolutionary and you can probably get a career in it.

Anything invented after you're thirty-five is against the natural order of things."

DOUGLAS ADAMS, THE SALMON OF DOUBT

WE'RE LIVING IN VUCA TIMES

Volatility • Uncertainty • Complexity • Ambiguity



History suggests companies who invest in innovation through a crisis outperform peers during the recovery.

Normalised market capitalisation, index (Q1 2007 = 100)



¹Identified as companies on the *Fast Company* World's 50 Most Innovative Companies list for ≥ 2 years through a crisis, normalised to 2007.

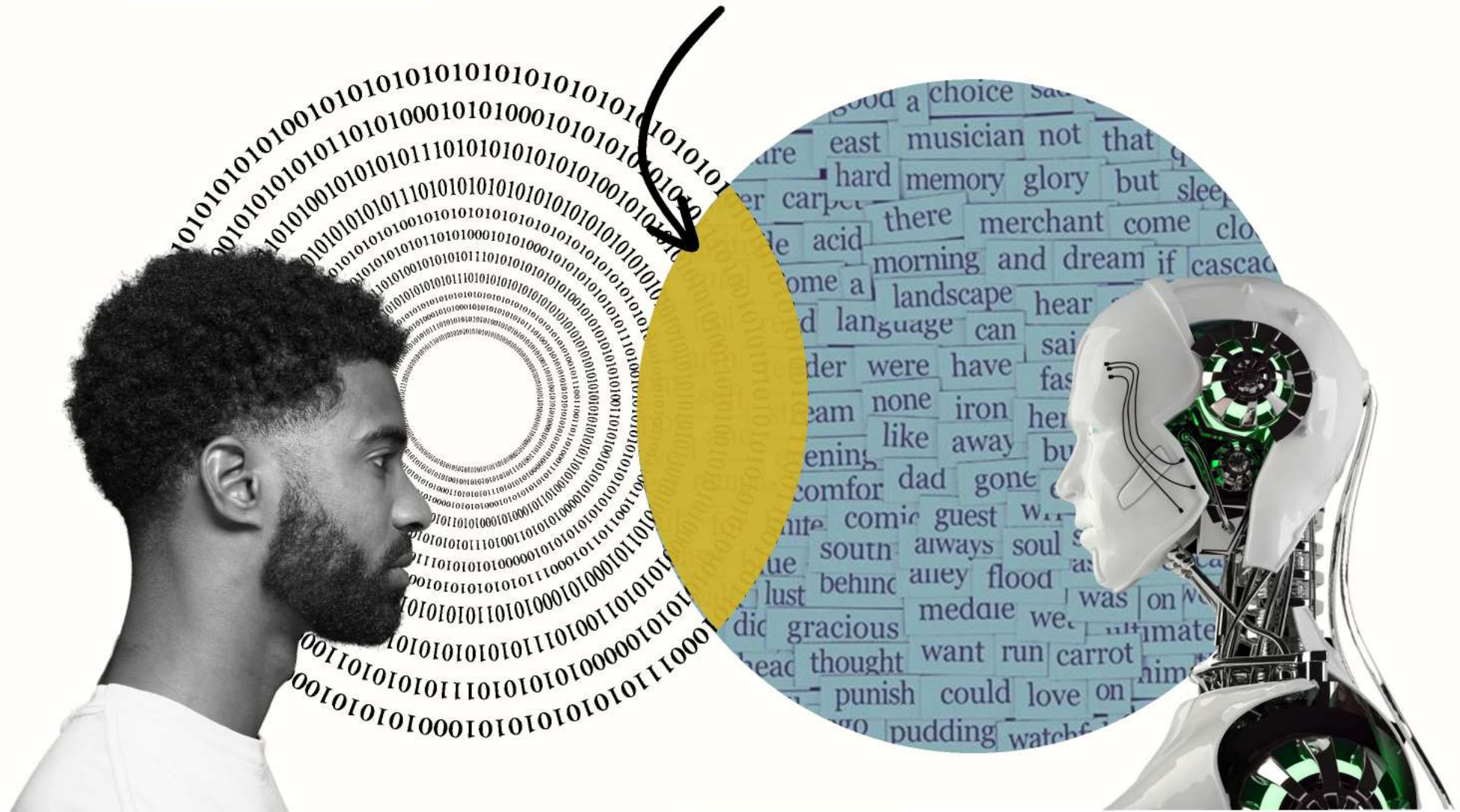
***Innovation in a crisis: Why it is more critical than ever* June 17, 2020, McKinsey

<https://www.mckinsey.com/business-functions/strategy-and-corporate-finance/our-insights/innovation-in-a-crisis-why-it-is-more-critical-than-ever>



AI now speaks human. This means that we are all coders now.

WHAT HUMAN IMPACT/INNOVATION WILL YOU CODE FOR?



Wo/Man & Machine



HOW TO PIVOT TO AN AI GROWTH MINDSET



I am not good at this

I give up

It's good enough

I can't make this any better

This is too hard

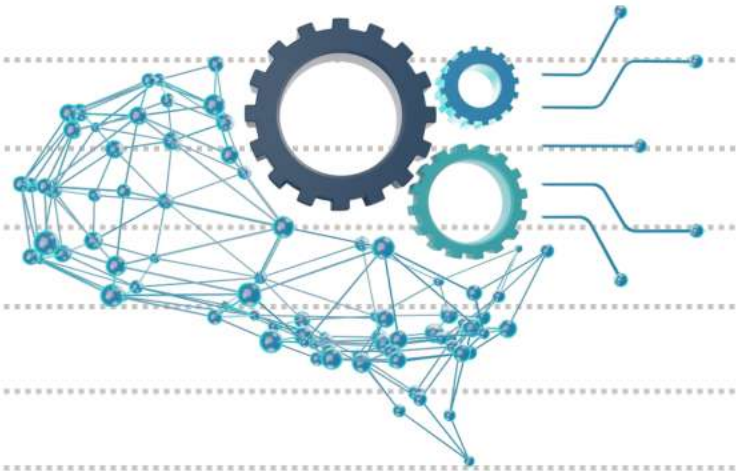
I made a mistake

I just can't do it

I'll never be that smart

Plan A didn't work

My friend can do it



What am I missing?

I'll use a different strategy

Is this really my best work?

I can always improve

This may take some time

Mistakes help me learn

I am going to train my brain

I will learn how to do this

There's always Plan B

I will learn from them



duolingo

MINDFUL TECHNOLOGY.

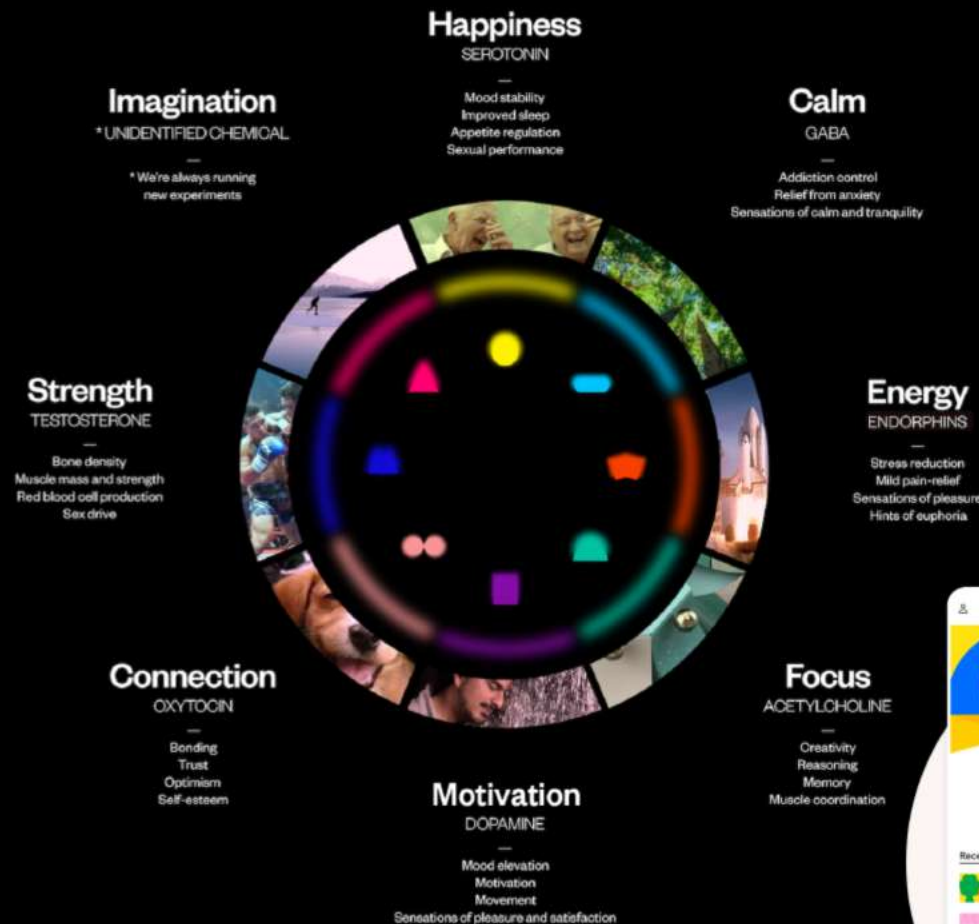
Headspace is part of Headspace Health (currently worth \$3 billion), the world's most accessible, comprehensive provider of mental health and well-being care.



A Balanced Digital Nutrition Profile

Digital Nutrition is any deliberate, positive, and productive channel, service, training regimen, or content type, designed to address or alleviate undesirable feelings or mood states.

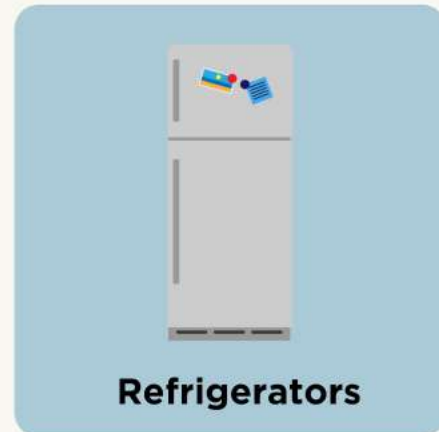
Digital Nutrition is proactive, and constitutes the underpinning of any approach to comprehensive wellness.



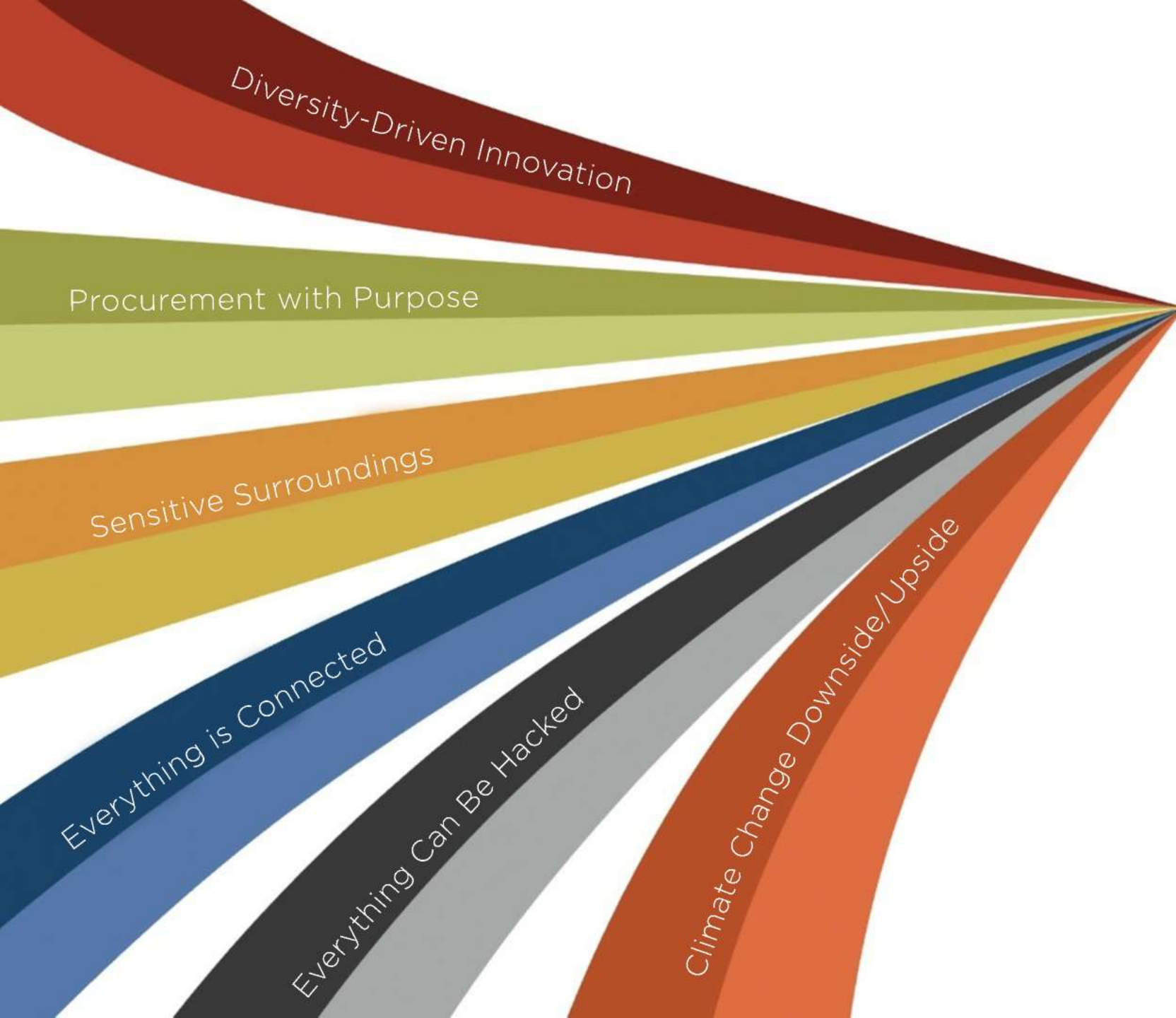
*Headspace



TODAY'S LUXURY



IS TOMORROW'S EXPECTATION



Diversity-Driven Innovation

Procurement with Purpose

Sensitive Surroundings

Everything is Connected

Everything Can Be Hacked

Climate Change Downside/Upside

The Future is Better Than You Think

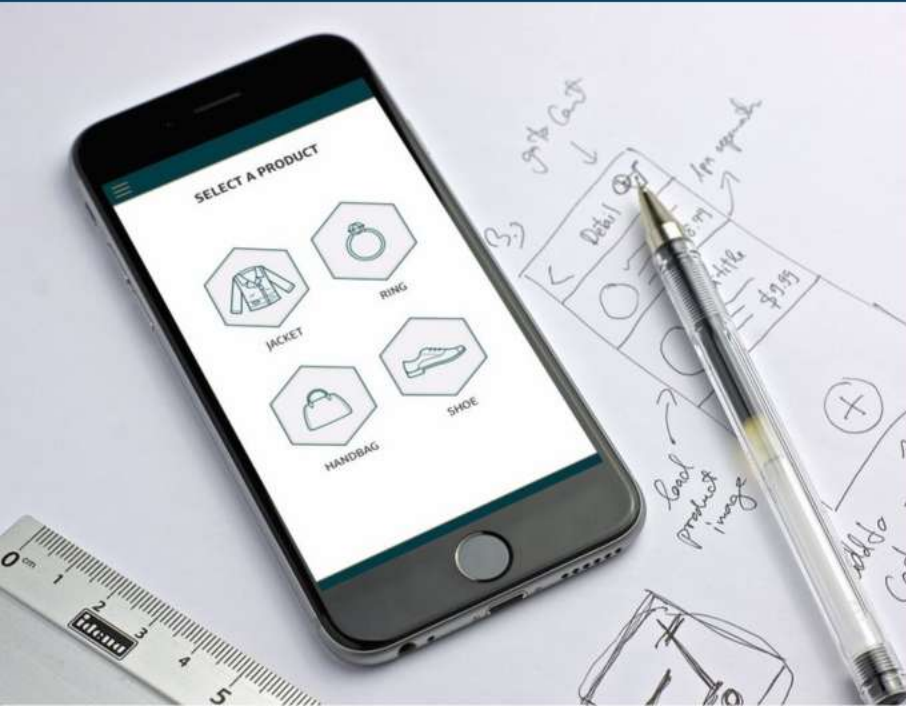


**Anchor Yourself to
the Mega Trends**

TWIN TRANSFORMATION

providing value at the juncture between digital technologies and sustainability.

- Companies adopting this strategy have a **2.5x** greater chance of becoming top performers in the future.
- They emphasize sustainable business models powered by technology.



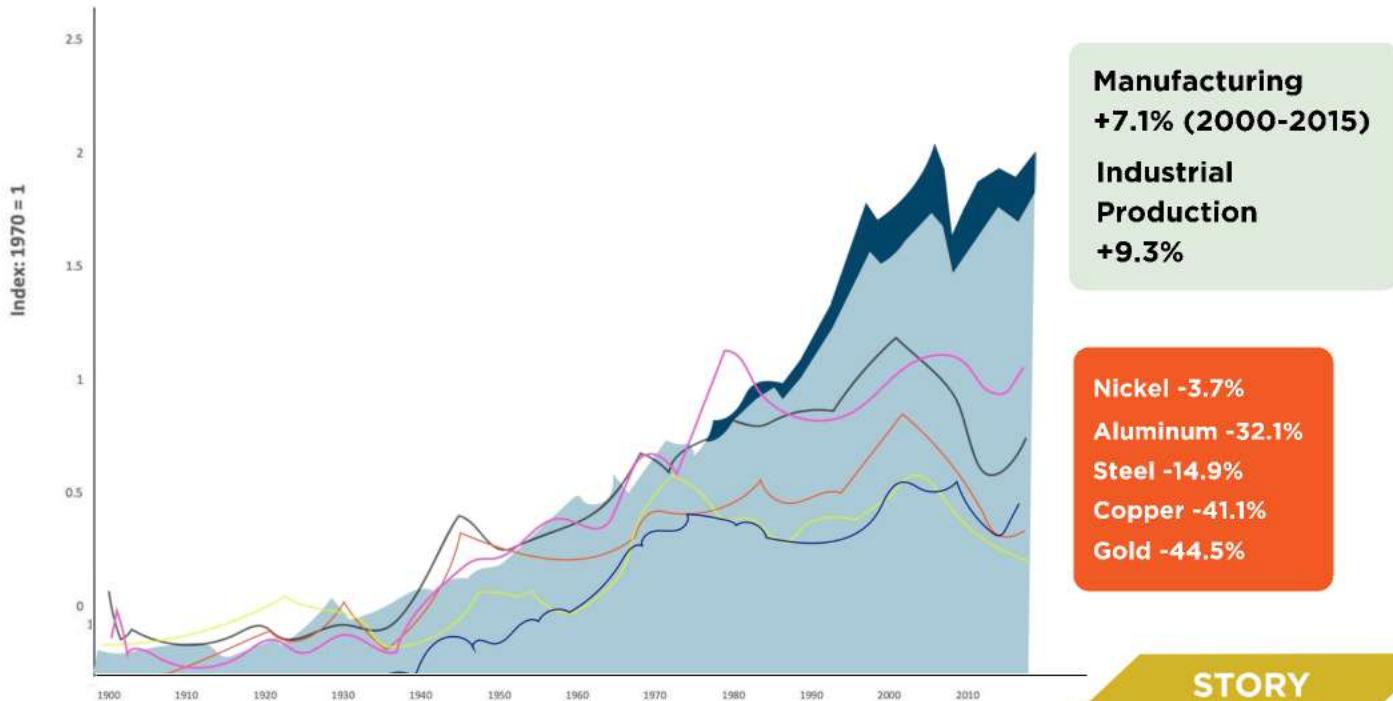
Kering measures and quantifies its environmental impact through an Environmental Profit & Loss (EP&L) account, which makes environmental impacts visible, quantifiable and comparable.

Through a digital platform and tool, it provides access to **unprecedented open data** behind the EP&L. It also creates a new generation of **apps and digital solutions** to reduce the impact of fashion on the environment.

DECOUPLING FROM PLANETARY CONSTRAINTS:

how the iPhone helped save the planet

US Manufacturing Activity and Metals Consumption, 1900-2018



*More From Less by Andrew McAfee

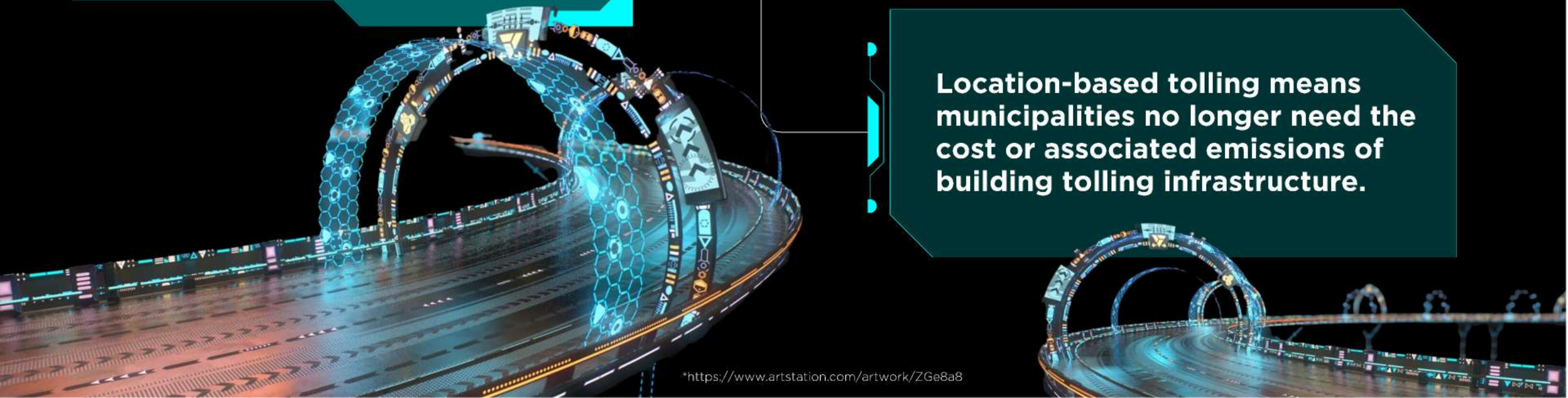


VIRTUALIZING ROAD TOLLS TO REDUCE INFRASTRUCTURE AND ADMINISTRATIVE COSTS

With Telia Crowd Insights, Telia's thought leadership in the area of mobility data & positioning paved the way for automated road tolls.

With a 1 BNOK per annum problem to solve, Telia's Crowd Insights advantage and 5G capabilities have given them a right to win this business.

Location-based tolling means municipalities no longer need the cost or associated emissions of building tolling infrastructure.



INFORMATION REVOLUTION AND RESOURCE CONSUMPTION

The rapid, widespread access to information has caused fundamental changes in society's use of fewer resources

In the late 1960s, US railway companies owned thousands of railcars, but

95%

of these railcars did not move on any given day, as the owners did not know where they were.

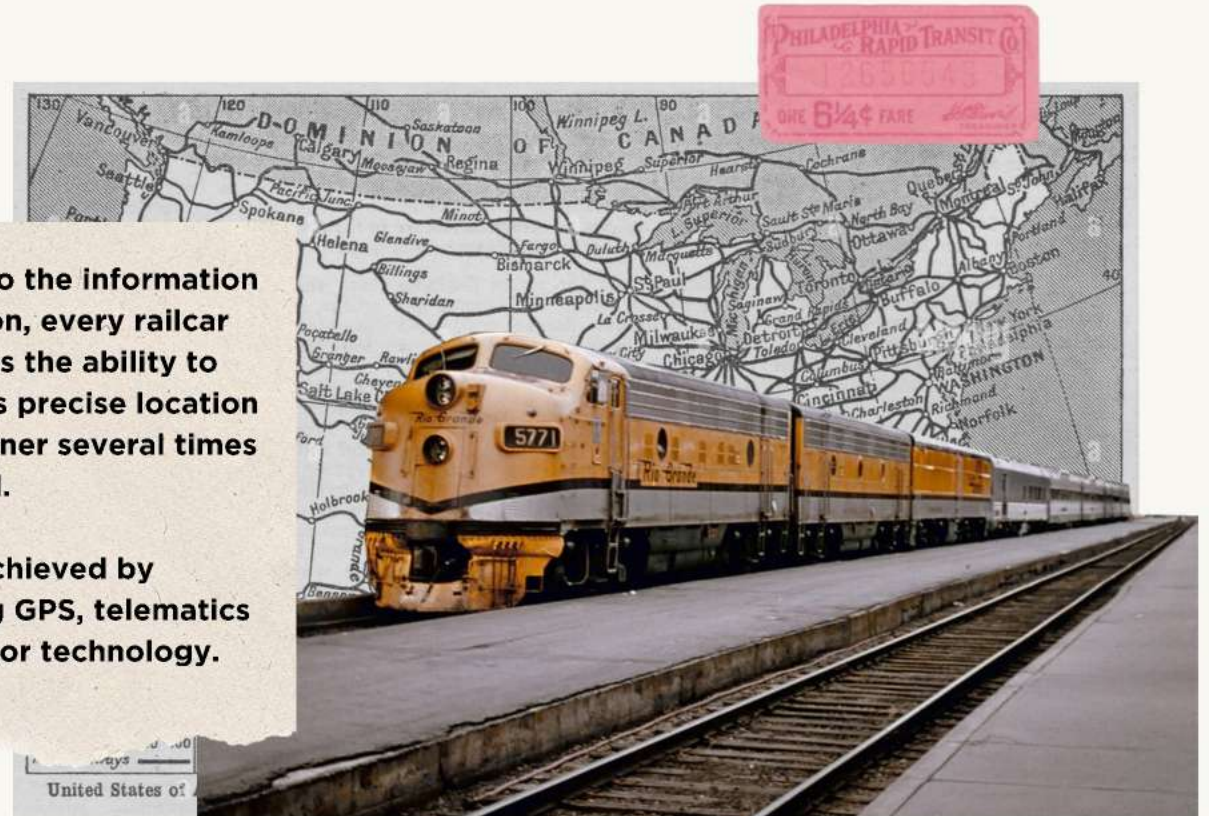
They knew that increasing the percentage of railcars moving from

5 → 10%

meant only half of the total quantity of railcars were needed.

Thanks to the information revolution, every railcar today has the ability to report its precise location to its owner several times a second.

This is achieved by adopting GPS, telematics and sensor technology.



HOW TECH OFFERS A FASTER PATH TO SUSTAINABILITY

The combination of process automation, carbon data transparency, circular product or service design, and sustainable business models can reduce emissions by

45% to 70%

FOUR WAYS TECHNOLOGY CAN SPEED JOURNEY TO NET ZERO



Process automation

5-10%

Cloud-native architecture for AI and data-driven optimization of processes and operations

- Cloud-based data and digital platforms
- AI-driven cost and emissions optimization



Carbon data transparency

30-40%

System-wide visibility to drive sustainable decision-making and behaviour across an organization

- IoT and blockchain-tracking solutions
- Data visualization and impact reporting



Circular products & services

5-10%

Digital products and services to incentivise sustainable consumer behaviour within the industry

- Human-centered design and digital products
- Behavioral analytics



Data ecosystems & ventures

5-10%

Cross-industry/sector data partnerships for joint abatement initiatives across the ecosystem

- Data sharing and ecosystems
- Cyber resilience

Average CO2 reduction

CONSUMER SUSTAINABILITY JOURNEY

34%

of current and former Audi, BMW, Mercedes, Tesla or Volkswagen vehicle owners in the US, UK and Germany said they would **change to a different brand due to sustainability** / sustainability activities*

9 in 10

Australian consumers are more likely to purchase **ethical and sustainable products****

66%

are willing to pay a **premium****

3 BROAD GROUPS OF INVESTORS who care about ESG are...



High-net Worth Investors



Millennial Investors



Women (74% of women globally make decisions over financial assets in households)

*Capgemini, 2021 Sustainability Report, <https://bit.ly/2XtBH5a>

**Nielsen Global Research, 2020, <https://bit.ly/3EqDRDp>

***Bank of America, Merrill Lynch, 2019, <https://bit.ly/3nC2ebi>

WHAT DO YOU THINK OF BRAND NORWAY?



65% of all automotive sales in 2021 were electric vehicles.



2nd greenest economy in the world.



97% of all electricity generated comes from renewable sources.

AUSTRALIA'S SUPERPOWER TRANSFORMATION:



From a Linear Economy...

...to a Circular Economy



5 Endowments for an Electrifying Future:



Copious renewable energy resources



Expanses of land suitable for carbon storage



Energy intensive minerals, which can be turned into zero emissions metals



Scarcer minerals needed to make batteries, wind turbines and solar farms



The skills and infrastructure left over from the old resource industries.

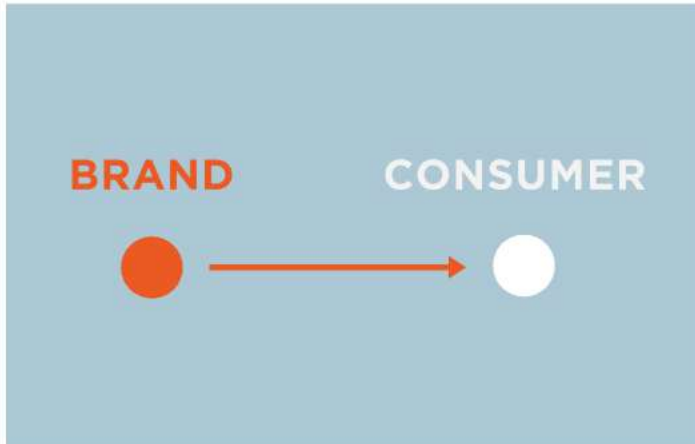
Platinum is The New Bronze



	Platinum	Platinum One	AI Agent 1
Members	13K	1K	Everyone
Contact Centre	Overseas	Canberra	Cloud
Quality of Service	Agnostic	Concierge VIP Service	Predictive
Human Touch	Handovers	Dedicated Agent	Empathetic
Respect	Frustration	Personalised Solution	Trusted Advisor
Escalations	Frequent	Rare	Never
Local Knowledge	Limited	Good	Hyperpersonalised
Refunds	Manual Claim by Member	Initiated Within 24 Hours	Parametric

INTERNET OF THINGS CHANGES BRAND INTERACTION

BRAND VOICE



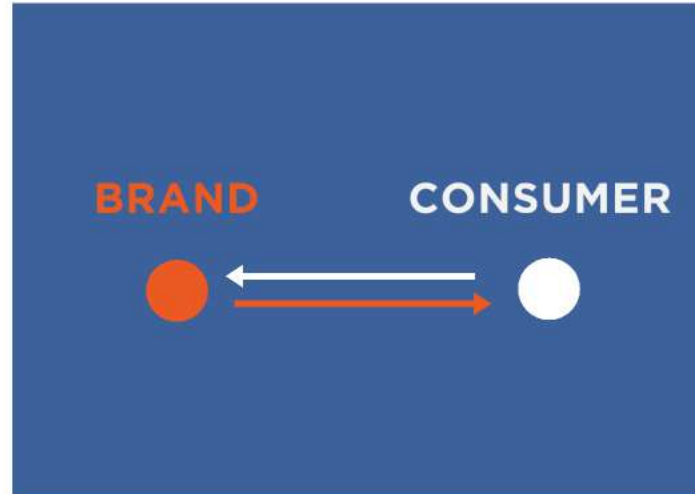
Broadcast Model

One-way communication

Brand expression
Traditional media

Over time

CONSUMER VOICE



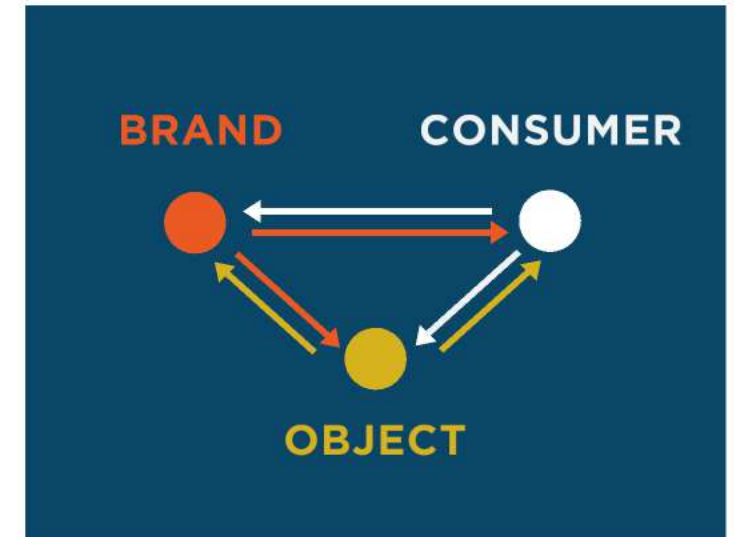
Dialog Model

Two-way communication

Self-expression
Social & digital media

Near real time

OBJECT VOICE



Connectivity Model

Multiway communication

Experience expression
Contextual media

Real-time and predictive

LIVE to 100

SECRETS OF THE *BLUE ZONES*

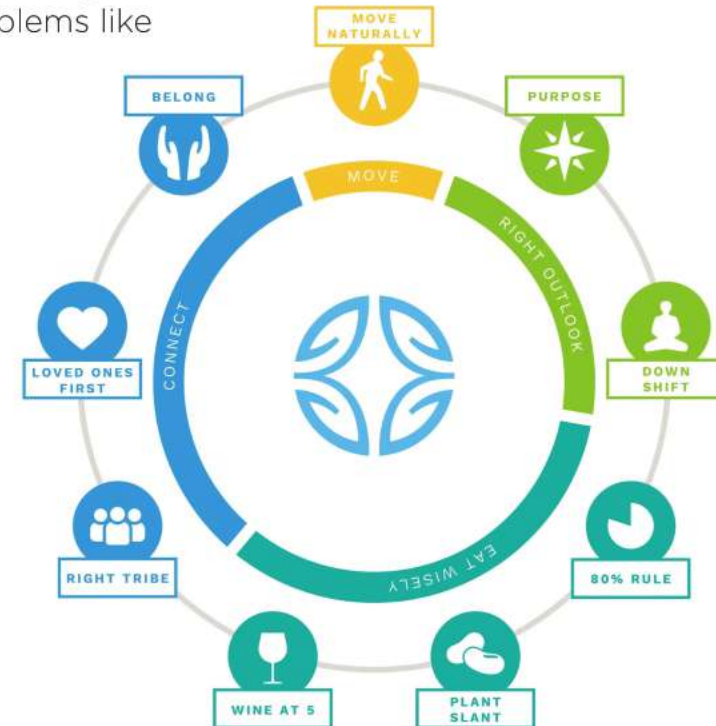


HEALTH

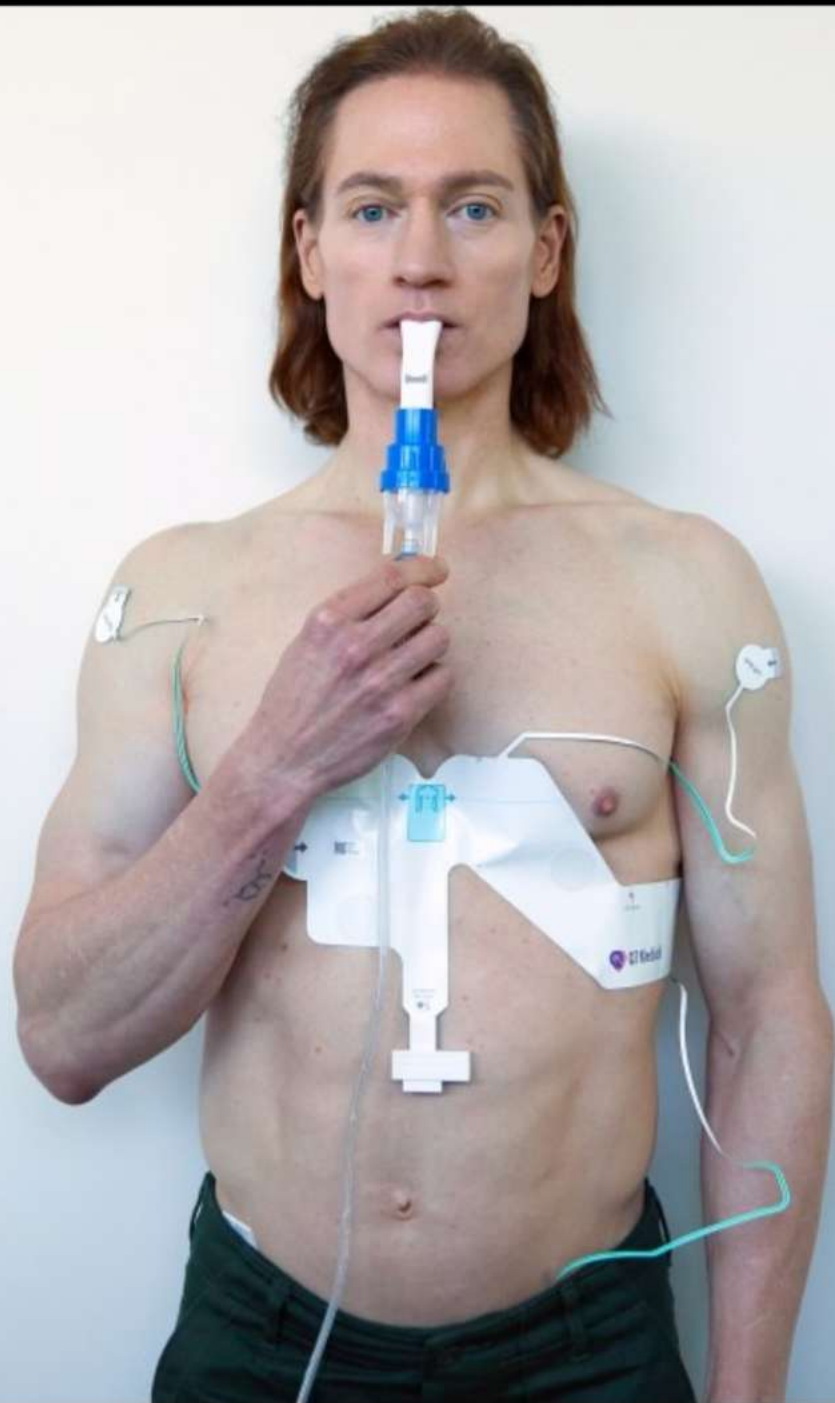


BLUE ZONES

Regions that not only had high concentrations of **individuals over 100 years old**, but also clusters of people who had grown old without health problems like heart disease, obesity, cancer, or diabetes



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T E S L A

URBAN CITY

HOW

SINGAPORE

BECAME AN URBAN BLUE ZONE



THE AUGMENTED WORKFORCE

Despite the potential benefits of this new human/technology partnership, some people still resist or feel afraid of advancements that may alter their work.

37%

of employees would share innovation or automation ideas if they believed they would have to do different work as a result of such technology being implemented.



87%

said they would share innovation ideas with their employer if they believed the technology would help make their job better.

**WHY UPS TRUCKS ALMOST
NEVER TURN LEFT**



AVOIDS EMISSIONS EQUIVALENT TO

20 000+

PASSENGER CARS

**DUE TO EFFICIENT ROUTE PLANNING
AND LESS TRUCKS NEEDED:**

10M GALLONS

LESS FUEL

20 000 TONNES

**LESS
CARBON
DIOXIDE**

350 000

**MORE
PACKAGES**

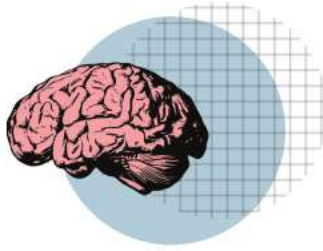
DELIVERED ANNUALLY

HUMAN INTERFACE

$$(EQ + UQ + CQ) \times \text{DIGITAL AUGMENTATION} = \text{FUTUREMPATHY}^2$$



PRE-MORTEM EXPERIMENT



Imagine that it is now 2030, and on your watch your company went belly-up.

What were the **trends** you missed,
what were the **signals** you ignored,
and what were the **investment decisions**
you delayed which led
to this demise?

“
**WHAT CHANGE WILL
YOU MAKE TODAY
TO PREVENT THIS
FROM HAPPENING?**



Big and Small Bets on Your Future

POINT A

Technology Now Speaks Human. What innovation, long-termism or smarter investment decisions will you now start coding for?

POINT B

Technology is Taking the Robot Out of the Human. What will you do to do less of the menial and mundane & more of the meaningful and the humane?

POINT C

Twin Transformation is Driving the Green Economy. We can now have our cake and eat it too.



Anders Sörman-Nilsson

Futurist | Keynote Speaker | Brand Strategist

Thinque

Avant-Garde Ideas That Expand Minds and Inspire a Change of Heart

Global EMBA

LLB (Hons)

BA (Political Science)



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