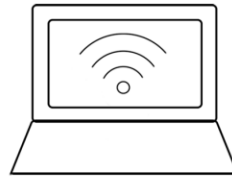


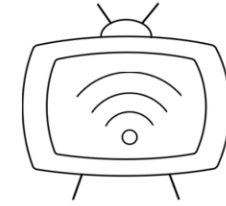
Digital Natives



- Likely grew up with technology
- Comfortable with digital solutions and app
- You are social media constantly looking for the new
 - Threads and chat your norm
 - Online over in person meet ups



Digital Immigrants



- Open to the possibilities of technology
- Healthy FOMO but not concerned its all a bit fast
- Keen to learn more and to stay relevant, but unsure if you're too late
 - A voyeur of social media, with one toe in
 - Messaging and meet ups are your thing



Digital Resister



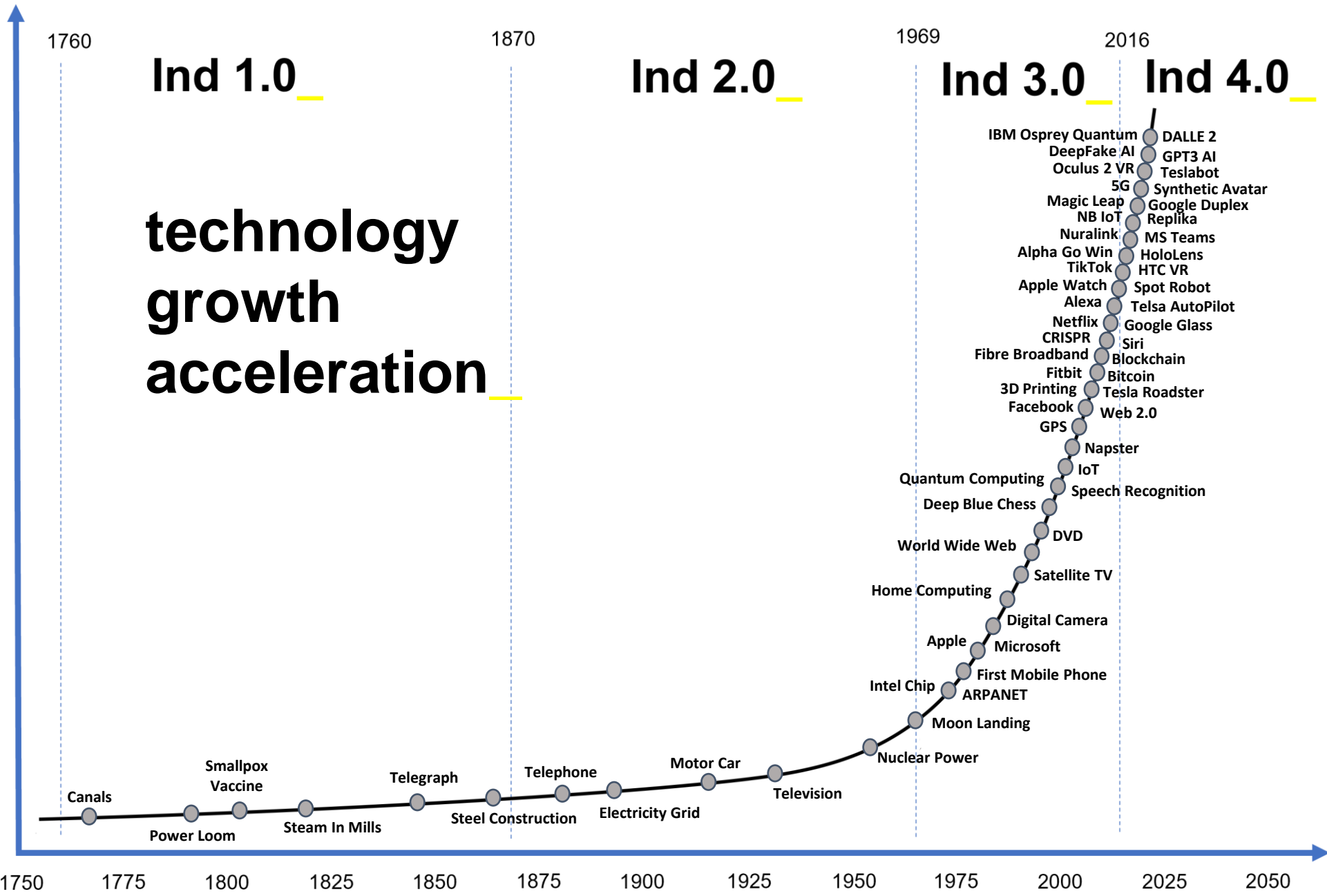
- Cautious and intelligent observer
 - Traditional
- Bringing an important balanced view
- Avoid social media, but a professional peeper on the QT
- Face to face or the phone for you

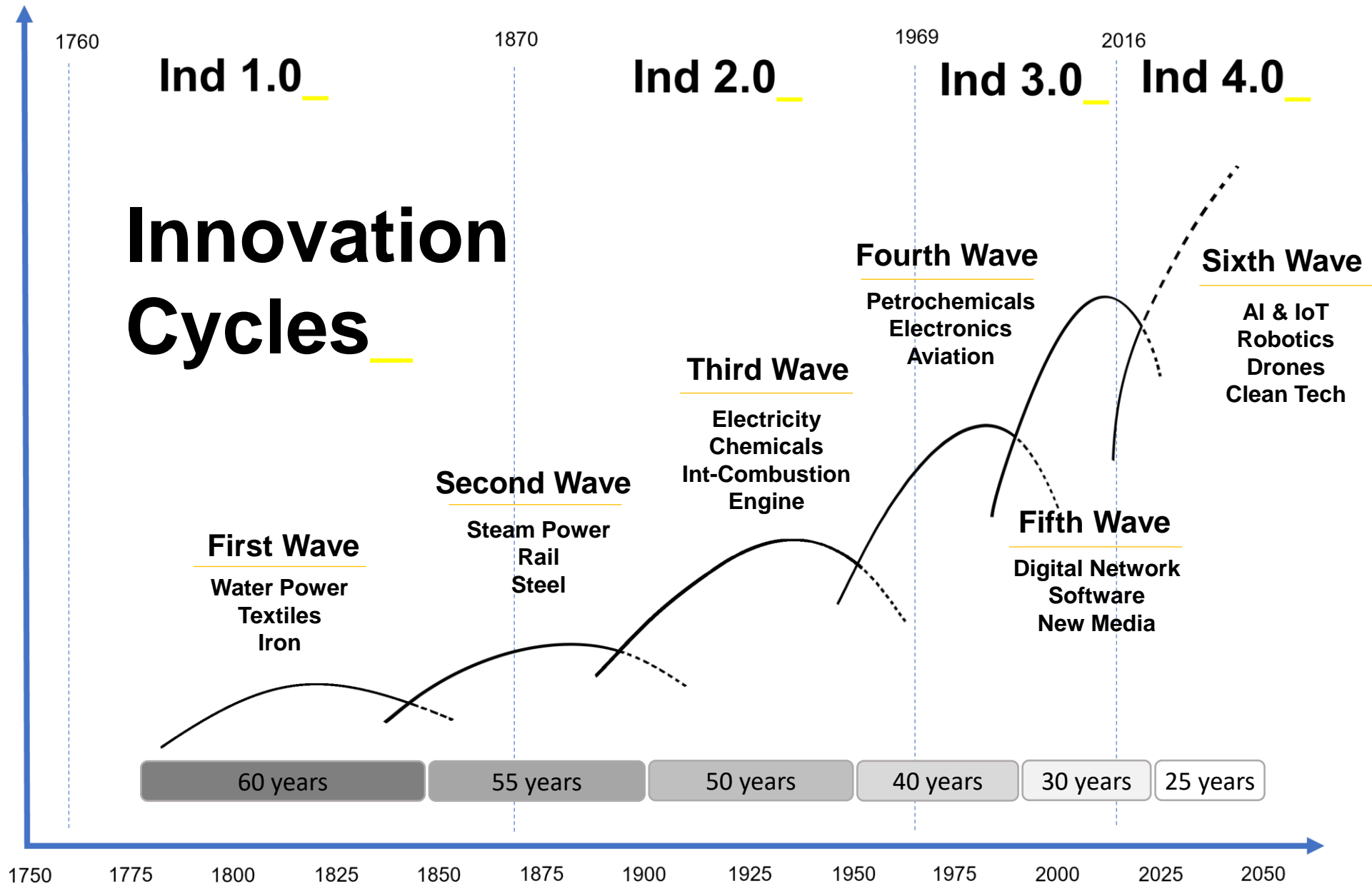


Digital Adopter




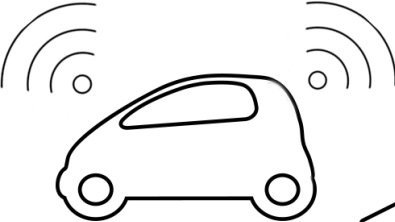
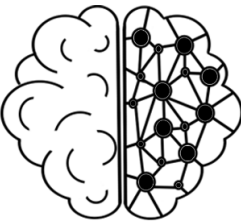
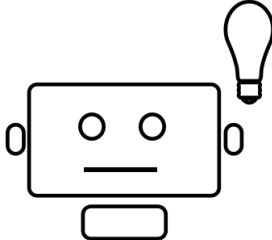
- Embracing new technologies
 - Gadget collector
 - Big phone brigade
- Pushing the 'Art Of The Possible'
 - Asking the why and the why not
- Multichannel comms flexing for your audience





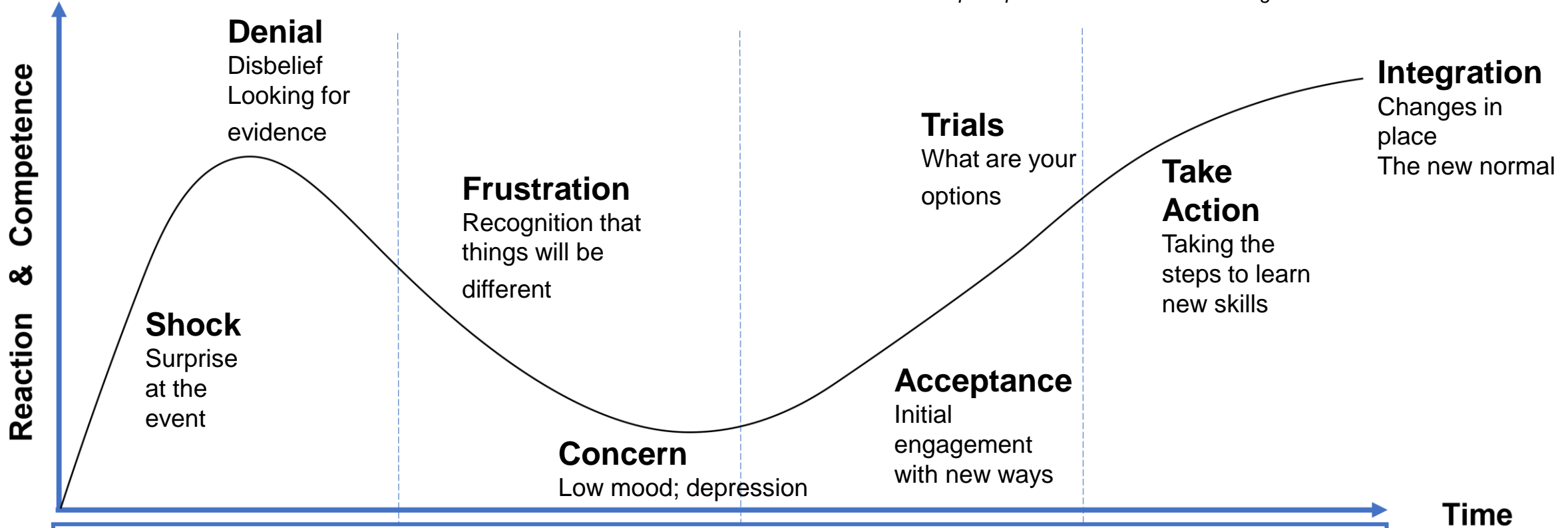
types of AI

Line of Reality

Narrow (ANI) Machines that perform a narrowly defined set of specific tasks	General (AGI) Where AI is able to think & make decisions like humans	Super (ASI) When AI surpasses human beings	
 Reactive Machines that operate solely based on the data present. Reactive AI cannot form inferences from the data to evaluate their future actions., <i>E.g. Deep Blue beating Chess Champion Gary Kasparov</i>	 LimitedMemory AI that can make informed and improved decisions by studying the past data from its memory learns all the time, constantly improves <i>E.g. Self Driving Cars, Data Science, Scout</i>	 TheoryOfMind Theory of Mind AI will focus mainly on emotional intelligence so that beliefs and thoughts can be better comprehended <i>E.g. Hal</i>	 SelfAware Self-Aware AI is when machines have their own consciousness and become self-aware. <i>E.g. Terminator</i>

managing change

Based on the principles of the Kubler-Ross Change Curve model

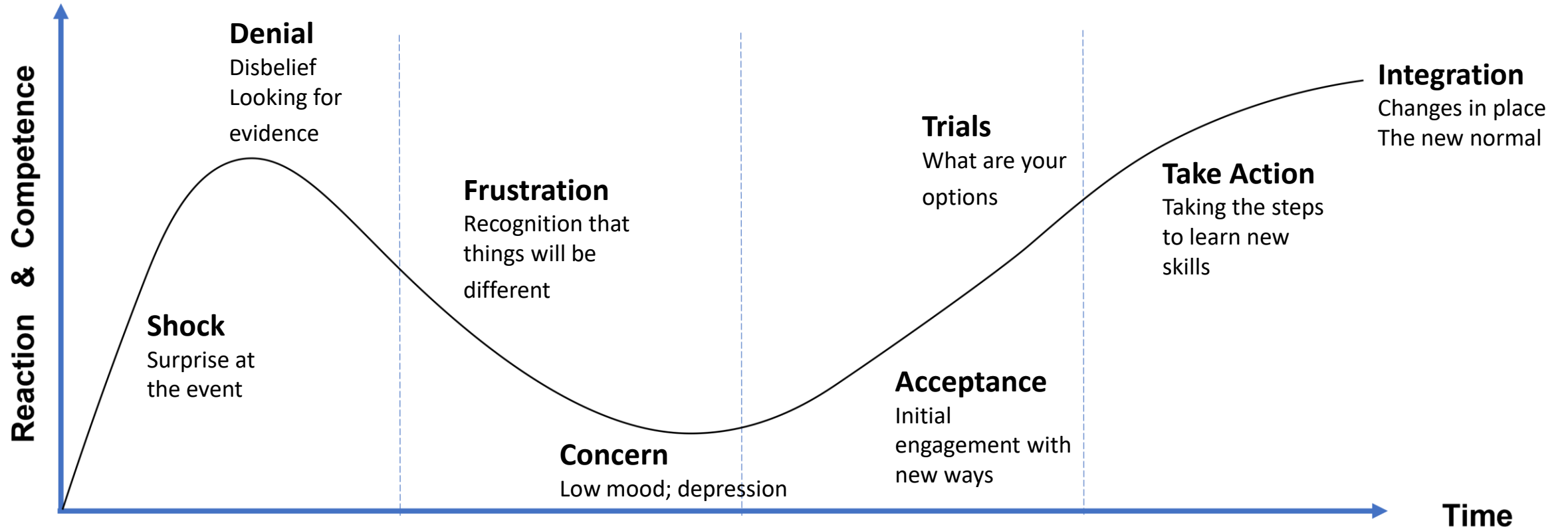


Change Topic : *What is the change taking place ?*

Change Challenge : *Why is it a problem/impact ?*

- | | | | | |
|----------------|--|---|--|--|
| Actions | <ul style="list-style-type: none"> • Do the Research • Its it real & likely to happen? • What are the Insights? • What are the timeline? | <ul style="list-style-type: none"> • What are the gaps in your current knowledge & skills • Review you current skills • Strength & Weakness analysis | <ul style="list-style-type: none"> • Bolstering Existing Skills • New Learning • Look at the options testing, trialling, alternatives | <ul style="list-style-type: none"> • Have a learning plan in place • Have a basic or advance knowledge or a view on the topic • First Mover Advantage |
|----------------|--|---|--|--|

Managing Change



Based on the principles of the Kubler-Ross Change Curve model

All images are also available to view and download at www.futureofus.co.uk