



# The Evolution Of Work: How AI & Remote Are Changing Everything

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ROSS SIMMONDS

fmi  igf<sup>®</sup>

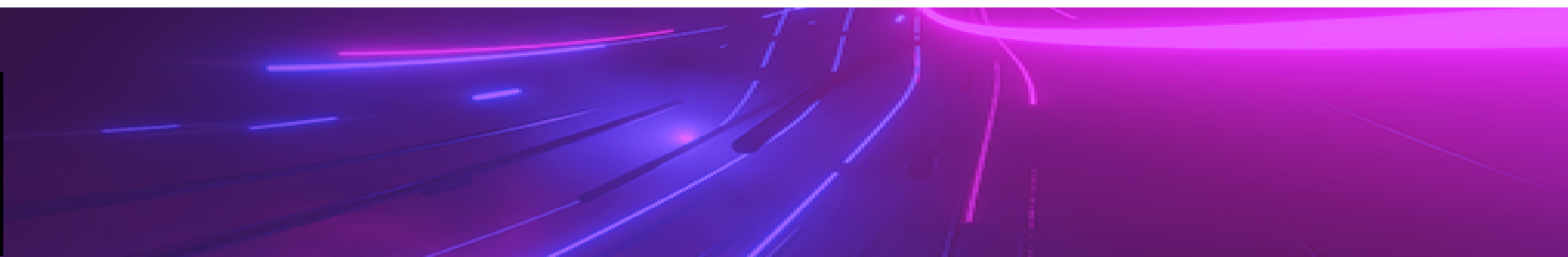
**PD WEEK** 2022

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**SEMAINE DE PP** 2022



**I'VE ALWAYS LOVED  
THE GEEKY STUFF**







# Four Lessons From Rockstar Games, The Innovators Behind 'Grand Theft Auto V'



Would you believe me if I told you that [Grand Theft Auto V](#) cost \$250 million to create? In fact, it cost more to create this video game than [The Avengers \(2012 movie\)](#), [Avatar \(2009 movie\)](#) and [Toy Story 3 \(2010 movie\)](#). That's right ... A video game that costs more than an actual movie.

I know what you're thinking, how are they going to make that much money? While at first, it seems like it would be a challenge, it starts to make more sense when you hear that 3 million copies were pre-ordered at \$60 a pop. And it makes even more sense when you consider the fact that [Grand Theft Auto IV](#) sold \$500 million worth of units during its first week.

The creators of Grand Theft Auto, [Rockstar Games](#), are somewhat in fact, the Rockstars of the video game industry. In many ways, what they have done



# You'll See It In My Work

## 4 DEADLY MISTAKES MOST STARTUPS MAKE WHEN THEY LAUNCH

Ross Simmonds | rosssimmonds.com | @TheCoolestCool

A small orange and red rocket ship with a white flame trail, flying upwards against a light blue sky with white clouds.

1 of 39

Edit Privacy Settings Analytics FREE

4 Deadly Mistakes Most Startups Make When They Launch 134,223 views

## A LOOK AT WHAT THE FUTURE HOLDS:

### THE FUTURE OF B2B MARKETING

A stylized illustration of an astronaut in a red suit and a blue robot standing on large, 3D letters that spell out 'B2B'. The background is dark blue with stars and a planet.

ROSS SIMMONDS | WWW.ROSSSIMMONDS.COM

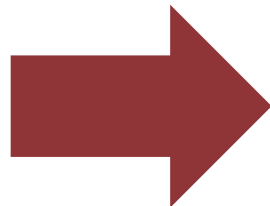
1 of 46

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The Future Of B2B Marketing / By 28,664 views



**TOWEL**







**"Today's  
science fiction  
is tomorrow's  
science fact."**

*- Issac Asimov*









# Clippings From The 50s, 60s and 70s...

## Man Devoured by His Machines

**SOCIAL DECAY AND REGENERATION.** By R. Austin Freeman. Introduction by Havelock Ellis. Boston: Houghton Mifflin Company. \$3.

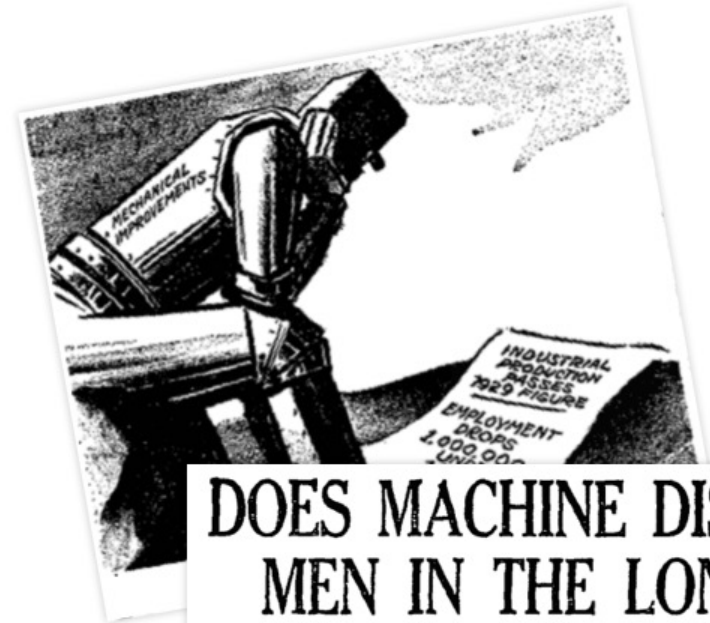
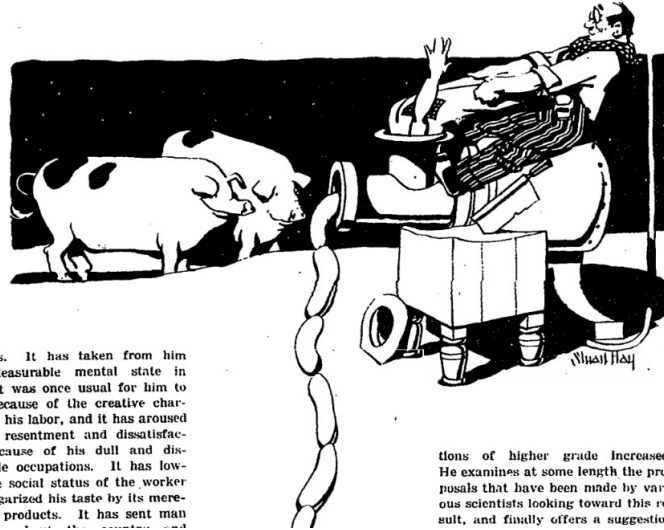
**M**AN devoured by his machines, body, mind and soul, and his civilization poisoned to its approaching death by their influences and their products—that is the picture which R. Austin Freeman paints of what is now going on in this "Machine Age" as the result chiefly of that vast and ever-growing structure of machinery of which most men are accustomed to think with the highest complacency and admiration. He presents his picture and argues his case with a vigorous and a cogent pen, for his mental vision is alert and piercing, his mental habit that of the trained scientist, his point of view independent and his faculty of expression virile, lucid and interesting. Have-

opment during previous centuries gave every warrant for expecting. Comparing the state of man when he first emerges into view in the Eolithic period with that to which he had attained, as in the Nile Valley, in about the year 3000 B. C., and this stage with the present, he declares that at once it becomes evident that "the great and splendid progress of the earlier days of the race has not been maintained." Nevertheless, it was not until these later times that he made the first radical change in his condition. The author thus describes that momentous happening:

Startling as it may appear, it is nevertheless true that from the dawn of human history to the latter half of the eighteenth century nothing had occurred to alter substantially the relation of man to his environment. At the beginning of the Stone Age he confronted the forces of nature with the power of his own muscles or of these ani-

qualities. It has taken from him that pleasurable mental state in which it was once usual for him to work because of the creative character of his labor, and it has aroused in him resentment and dissatisfaction because of his dull and disagreeable occupations. It has lowered the social status of the worker and vulgarized his taste by its meretricious products. It has sent man

tions of higher grade increased. He examines at some length the proposals that have been made by various scientists looking toward this result, and finally offers a suggestion



## DOES MACHINE DISPLACE MEN IN THE LONG RUN?

## MARCH OF THE MACHINE MAKES IDLE HANDS

By EVANS CLARK.

**A** FEW days ago the General Motors Corporation reported the largest peace-time earnings ever made by a single concern in the history of America. Three days later Governor Smith made public a report from the New York Industrial Commissioner which called public attention to serious unemployment throughout the State: not since the depression of 1929, it was disclosed, have conditions been as bad.

The people of the United States—in the shadow of a Presidential election—are presented with a social

Prevalence of Unemployment With Greatly Increased Industrial Output Points to the Influence of Labor-Saving Devices as an Underlying Cause



have gone far to make construction a machine industry instead of a collection of hand trades. One gasoline crane takes the place of ten or twelve laborers. The load-carrier has disappeared before the invasion of the material hoist. In concrete construction building materials are mixed, like dough, in a machine and literally poured into place without the touch of a human hand. The Ohio figures record these results: with 15 per cent. fewer men employed, contractors put up 11 per cent. more square feet of finished buildings last year than in 1923.

Cool Mined by Machines.

—Hal Boyle—  
**Machines Are Laughing at Men**

# AUTOMATION IN BRITAIN STIRS UNREST IN LABOR

Workers See 'Robot Revolution'  
Depriving Them of Jobs



AUTOMATION LOOMING LARGE IN LABOR PICTURE

Automation<sup>2</sup> Might End Most  
Unskilled Jobs In 10 Years

**Automation Linked  
To Jobless Count**

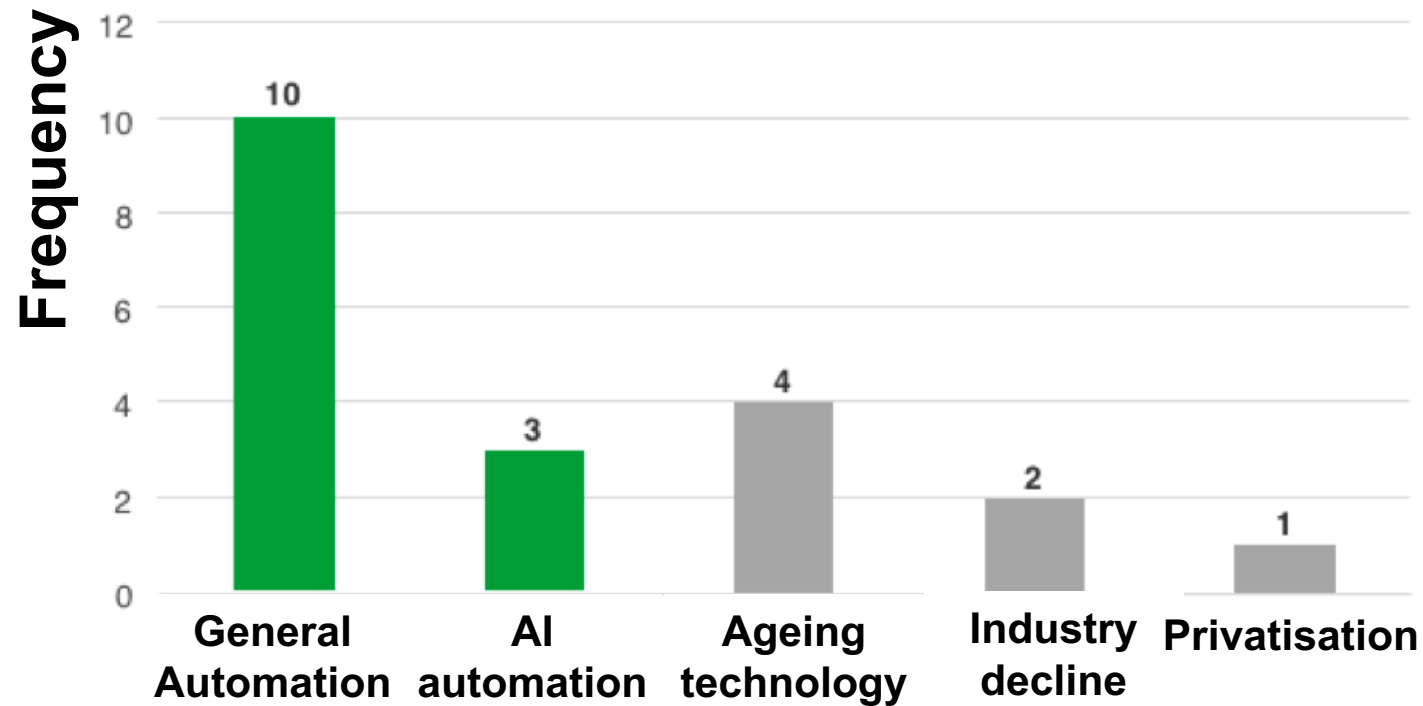
Technology called threat to 5 mln. jobs  
Imminent 'Robot Age' Awakens Concern  
Computers: Worker Menace?

Unemployment will end  
honeymoon with robots



# Robots vs. Humans

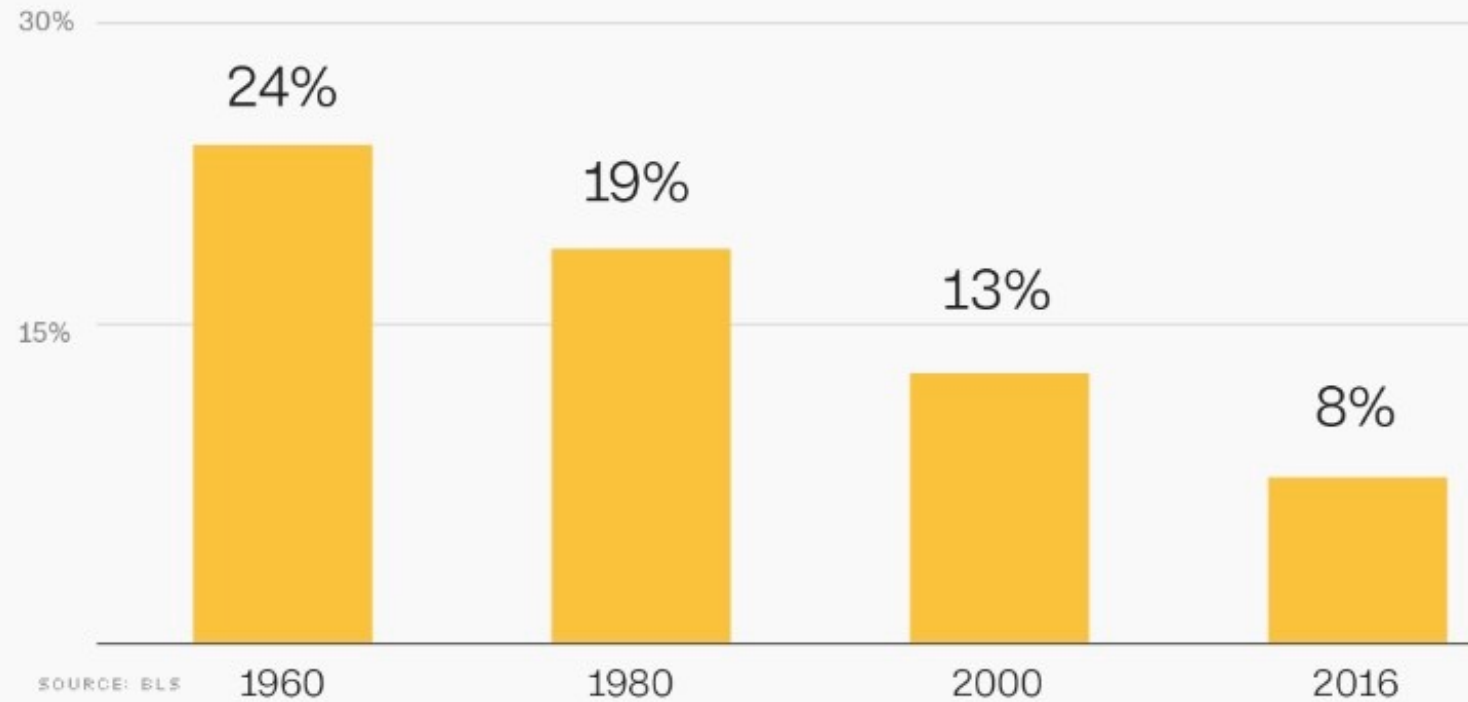
Primary reason for decline in top 20 fastest declining occupations



# Robots vs. Humans

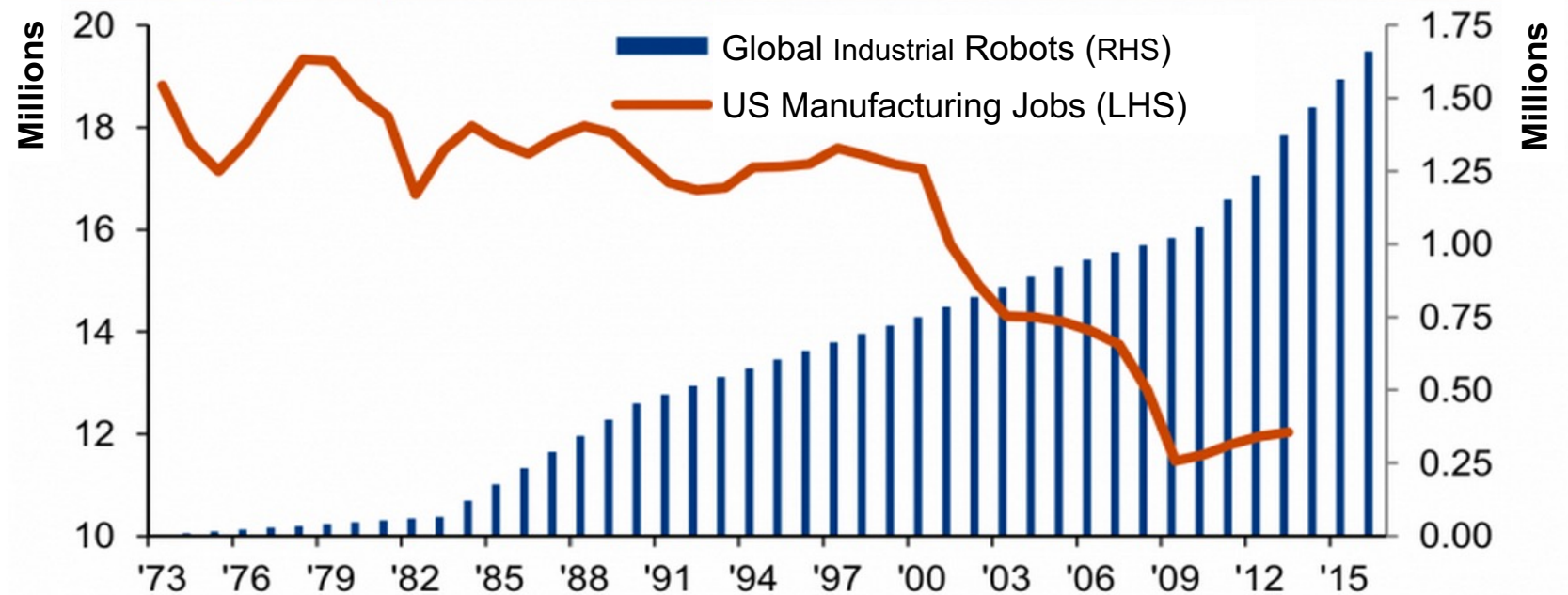
U.S manufacturing jobs: On the decline since the 1960s

Percent of workers employed in manufacturing



# Robots vs. Humans

Chart 1: Long Robots, Short Human Beings



*BofA Merrill Lynch Global Investment Strategy, IFR, Bloomberg*

Note: growth interpolated 1974-1982, 1984-1990, 1991-1994, 1996-1999.

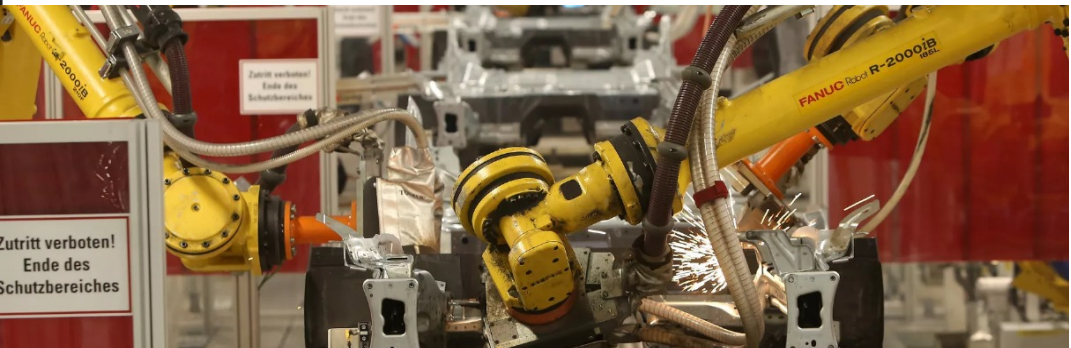


# The U.S., Canada and Mexico are buying more job-killing robots than ever before

First-quarter sales in 2017 jumped 32 percent from the same time last year.

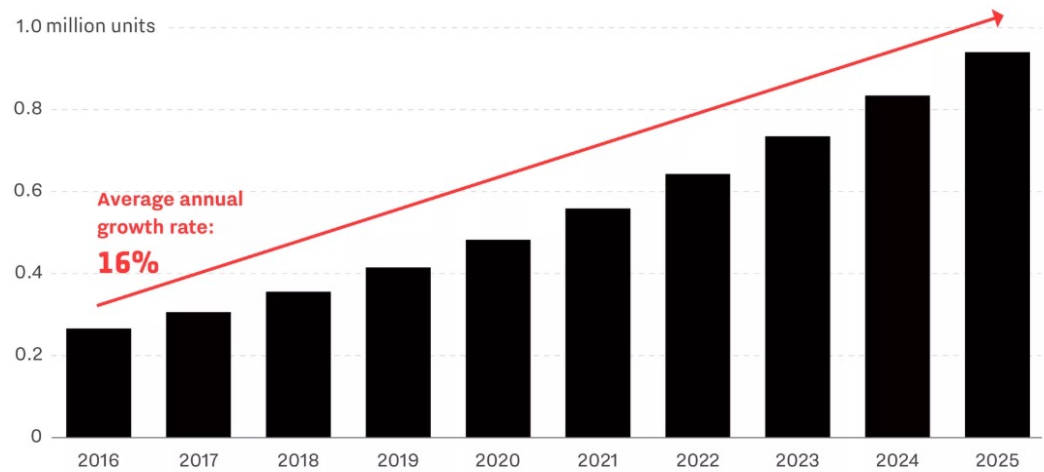
By April Glaser and Rani Molla | May 9, 2017, 4:20pm EDT

f t SHARE



## We are robot

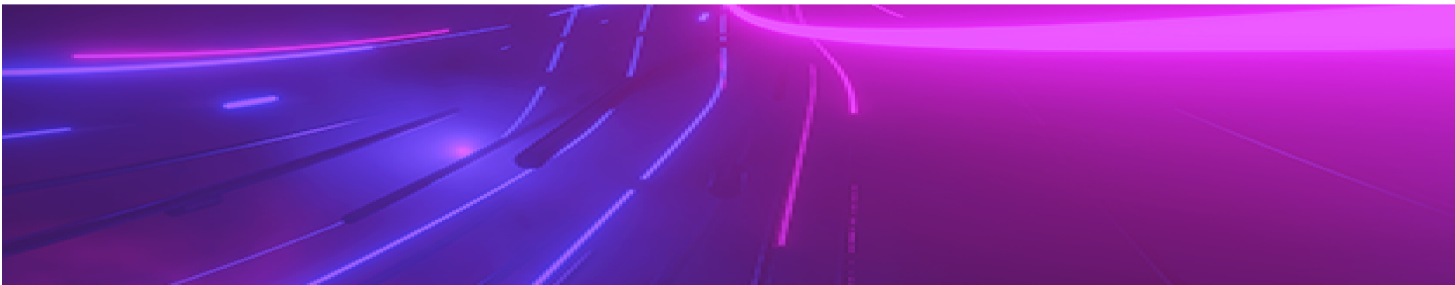
Global shipments of industrial robots could triple by 2025.



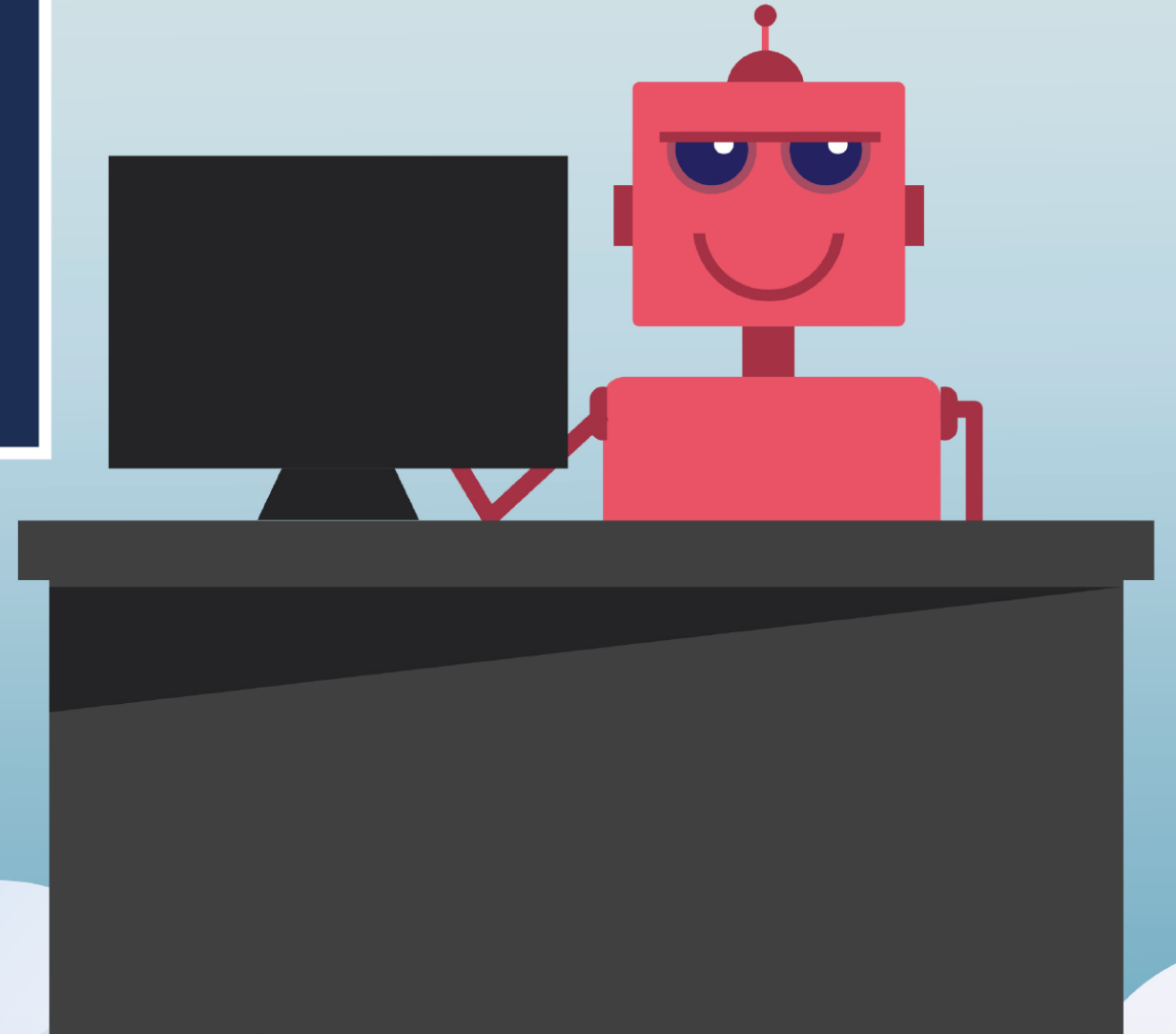
Source: ABI Research

recode

Manufacturing companies are more often turning to robots to increase productivity, as opposed to chasing cheap labor around the world.



• HOW MANY PEOPLE THINK •  
**ROBOTS WILL TAKE  
THEIR JOBS**



# **THE DISMISSAL OF INNOVATION**

**COULD LEAD TO YOUR OWN DISRUPTION**









fmi igf

PD WEEK 2022  
SEMAINE DE PP 2022









A security guard is shown from the back, wearing a black uniform jacket with the word "SECURITY" printed in large, white, bold, sans-serif capital letters across the upper back. The guard is holding a black walkie-talkie in his right hand, with his head turned slightly to the right. He is wearing a light blue collared shirt under the jacket and sunglasses. The background is a blurred outdoor scene with green foliage and a building in the distance.

**SECURITY**



## PHYSICAL PRESENCE

If a marked law enforcement vehicle were placed in front of your facility, criminal behavior would dramatically change. ADMS have the same impact. Weighing in at 400 lbs and standing over 5 feet tall and 3 feet wide, the K5 balances a commanding physical presence with an absolutely fascinating technology that provides a positive, “stat-of-the-art” image for your operations.

## LICENSE PLATE RECOGNITION

Knightscope’s machines have four cameras, each capable of reading up to 300 license plates per minute. Create your own blacklists to get alerts when terminated employees, trespassers, or domestic abusers are found in your parking lot. Enforce corporate parking policies. Track vehicle dwell time. You can even monitor the utilization of lots by hour of the day.

## SIGNAL DETECTION

Want to protect your data from rogue routers and people trying to circumvent your information’s security measures? Want to be able to identify potential suspects in an area during a crime? Knightscope can help identify mobile devices within your deployment.















**Bilal Farooqui**  
@bilalfarooqui

Follow



Our D.C. office building got a security robot. It drowned itself.

We were promised flying cars, instead we got suicidal robots.



4:05 PM - 17 Jul 2017



Mr. Stark, I don't feel so good...



**Bilal Farooqui**

@bilalfarooqui

Follow



Our D.C. office building got a security robot. It drowned itself.

We were promised flying cars, instead we got suicidal robots.



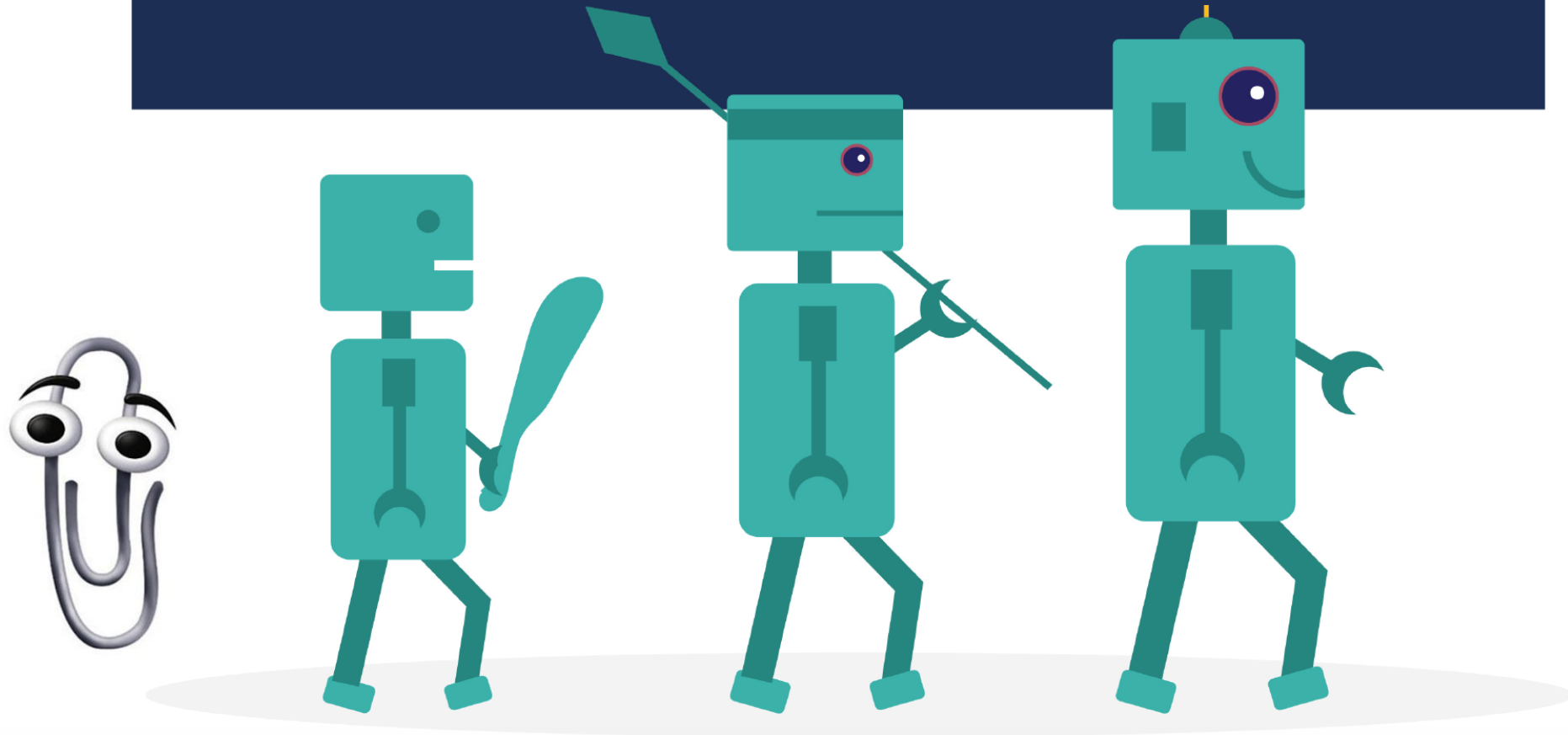
4:05 PM - 17 Jul 2017

# Ok... We're Safe

The dismissal of innovation could lead to your own disruption...

• LET'S TALK ABOUT •

# THE EVOLUTION OF AI





# THE EVOLUTION OF AI

**Always offers to help**



**Never actually helps**

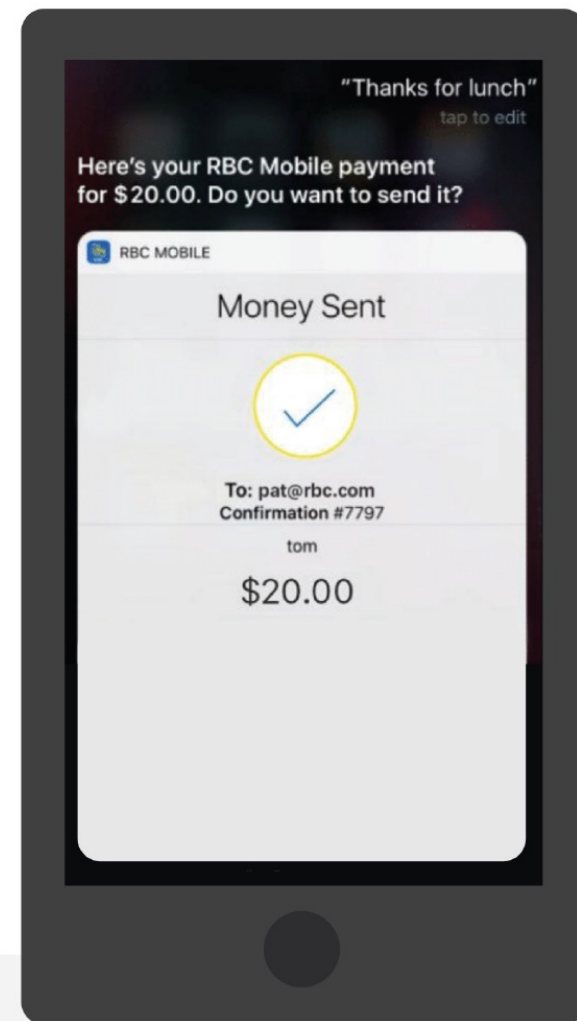
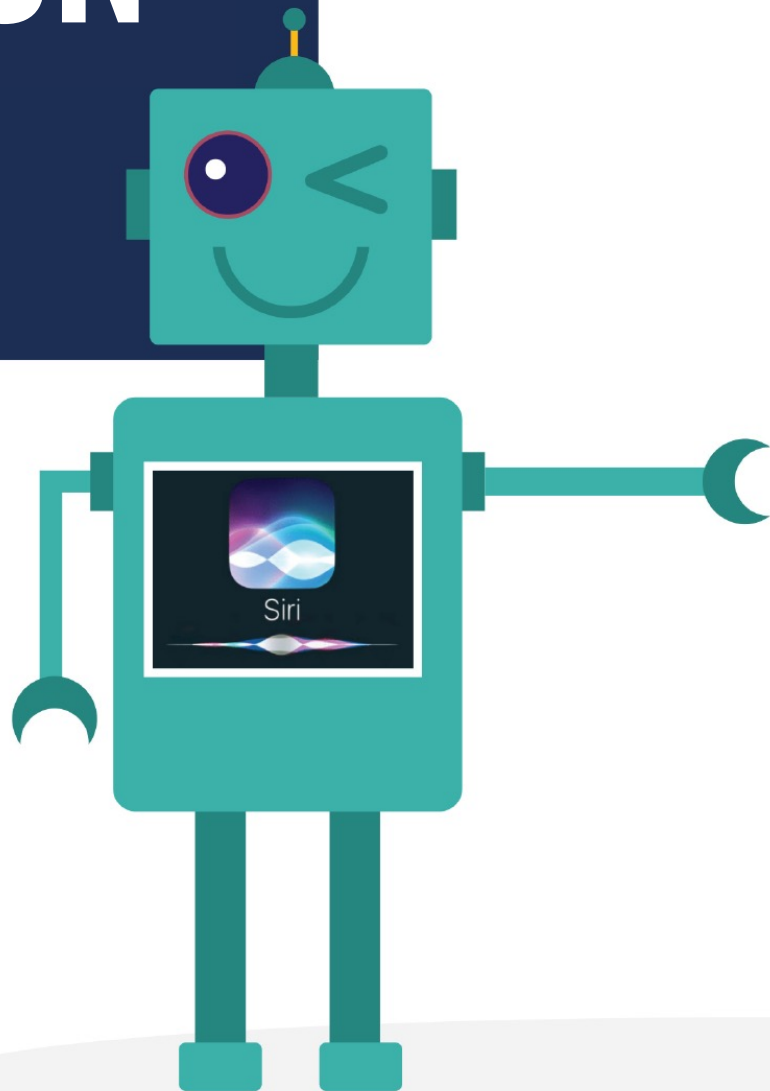
# THE EVOLUTION OF AI



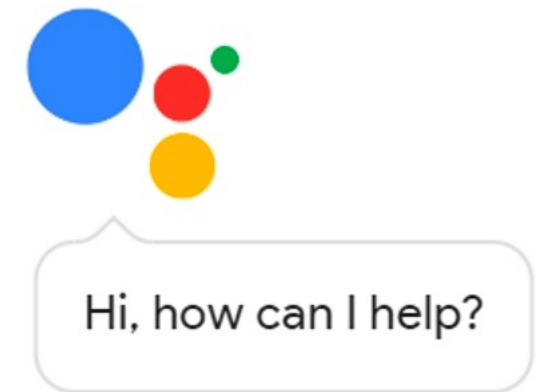


# THE EVOLUTION OF AI

HEY SIRI,  
SEND \$ 20  
TO PAT!



# The Evolution Of AI



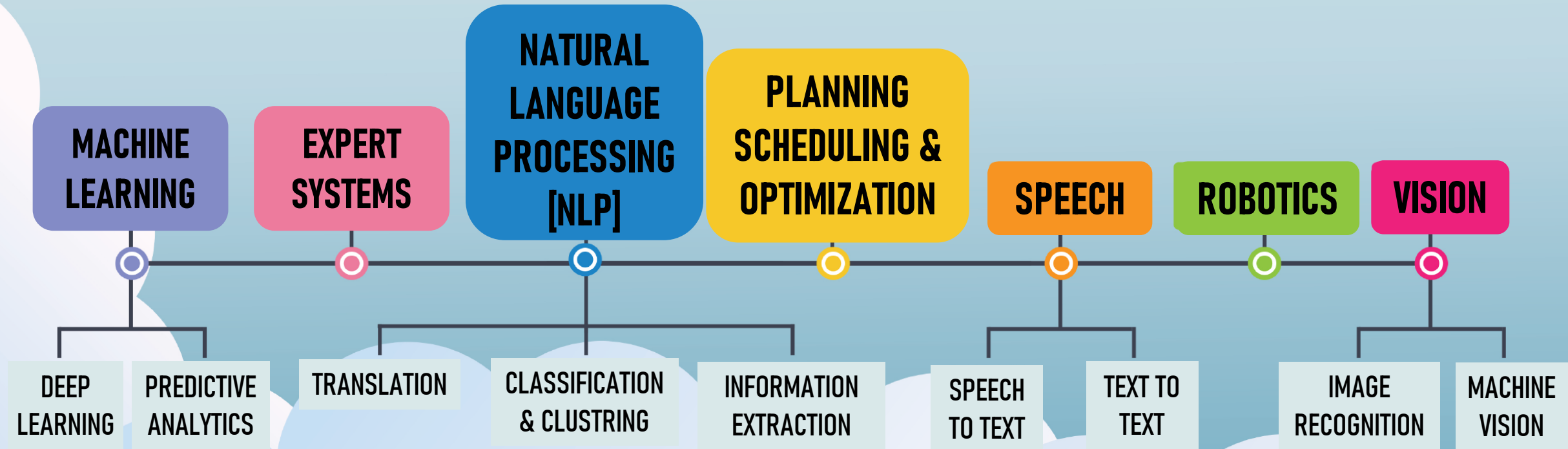


GOOGLE

Mashable

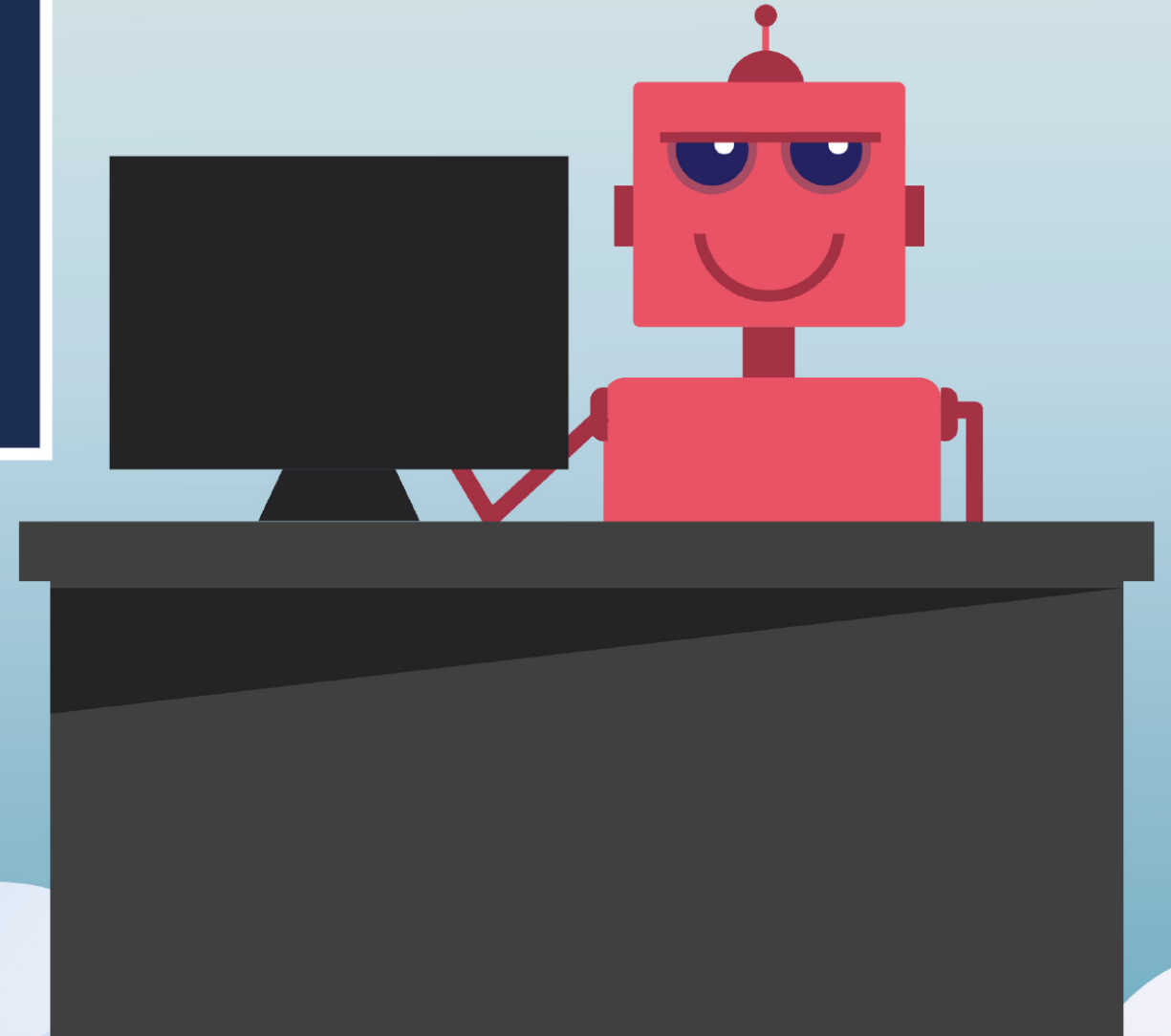
*It turns out a big part of getting things  
done is making a phone call.*

# TYPES OF ARTIFICIAL INTELLIGENCE





• HOW MANY PEOPLE THINK •  
**ROBOTS WILL TAKE  
THEIR JOBS**



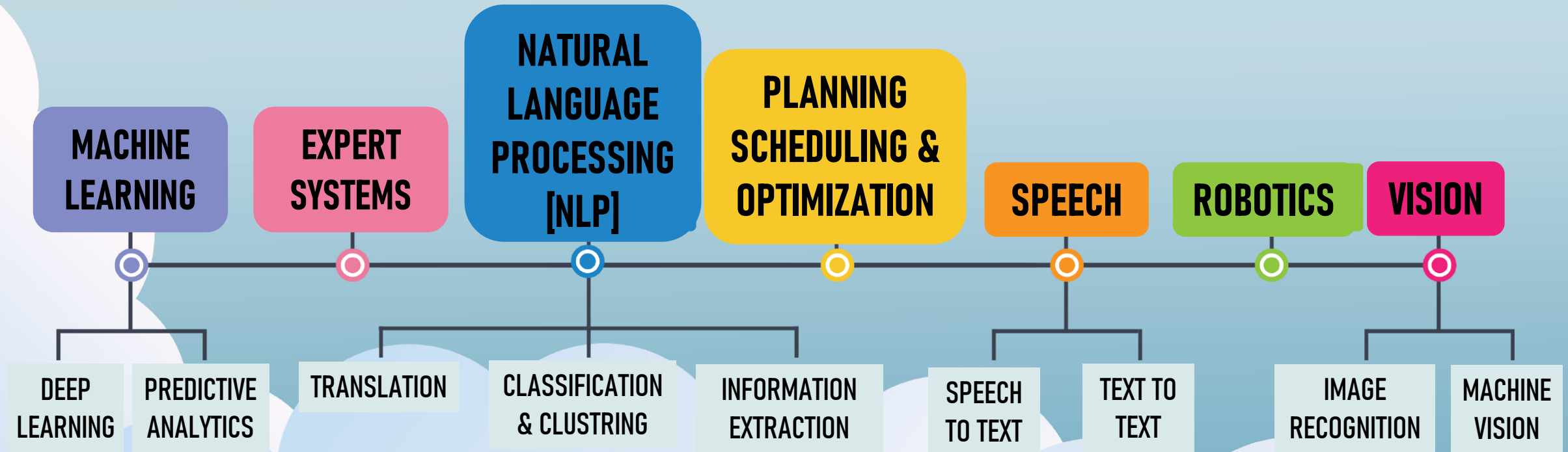
# **THE DISMISSAL OF INNOVATION**

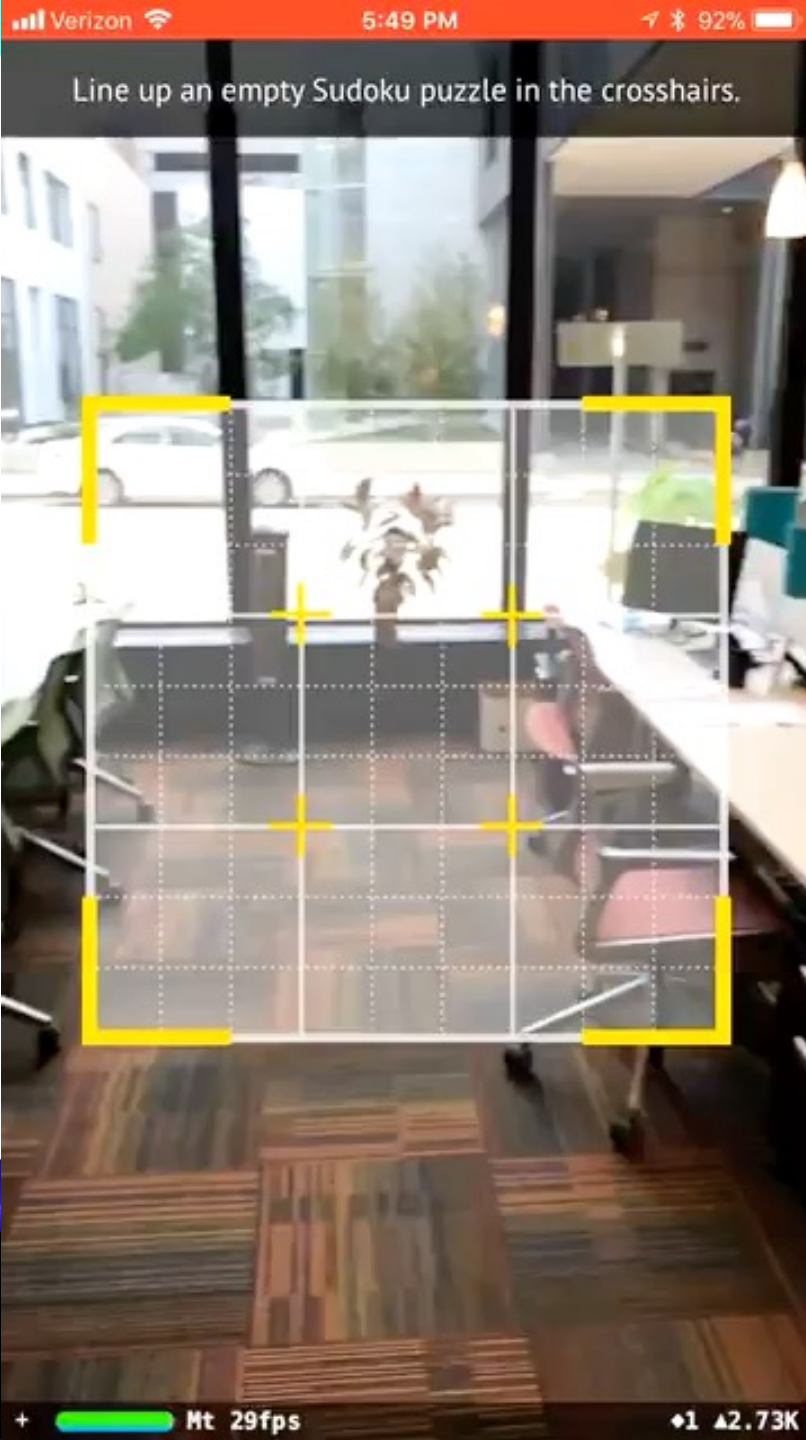
**COULD LEAD TO YOUR OWN DISRUPTION**



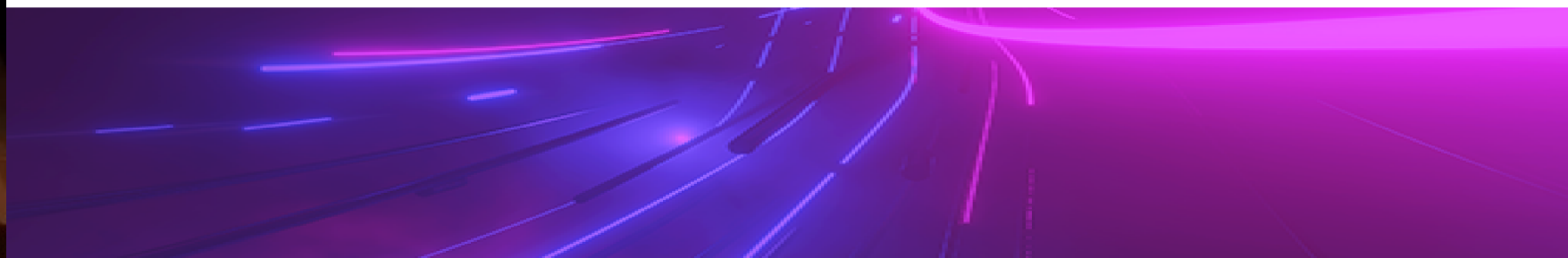


# TYPES OF ARTIFICIAL INTELLIGENCE





**Can You Do A  
Sudoku Faster Than  
A Robot?**







# How Many Muffins vs. Chihuahuas?



# How Many Bagels vs Dogs?





**How Many  
Fried Chicken  
Pieces vs.  
Puppies?**



# How Many Sloths or Pastries?



## 8 Muffins





## 8 Muffins

## 6 Bagels



## 8 Muffins



## 6 Bagels



## 6 Chicken Pieces





## 8 Muffins



## 6 Bagels



## 6 Chicken Pieces

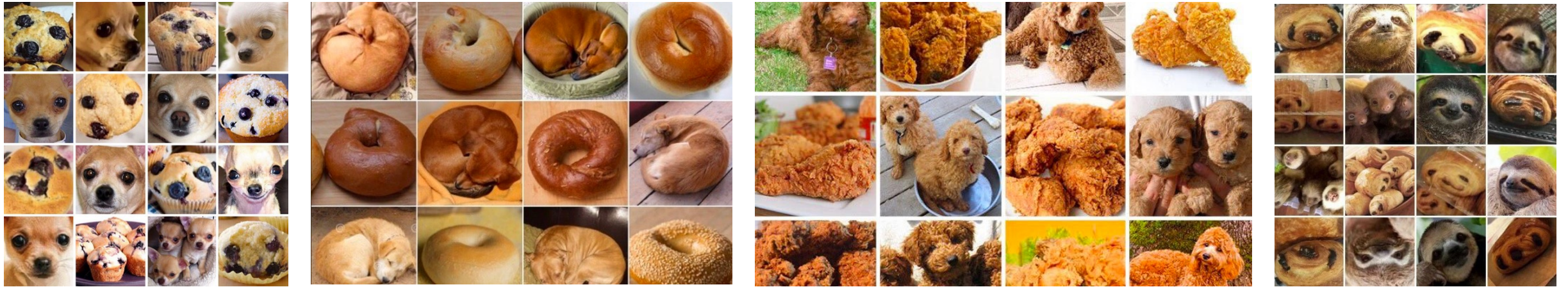


## 8 Pastries





# THE ROBOTS WOULD HAVE BEATEN 80% OF YOU...



**\*And it wouldn't have gotten hungry**

**But Seriously... On Average...  
Humans lose to the computer EVERY  
SINGLE TIME....**

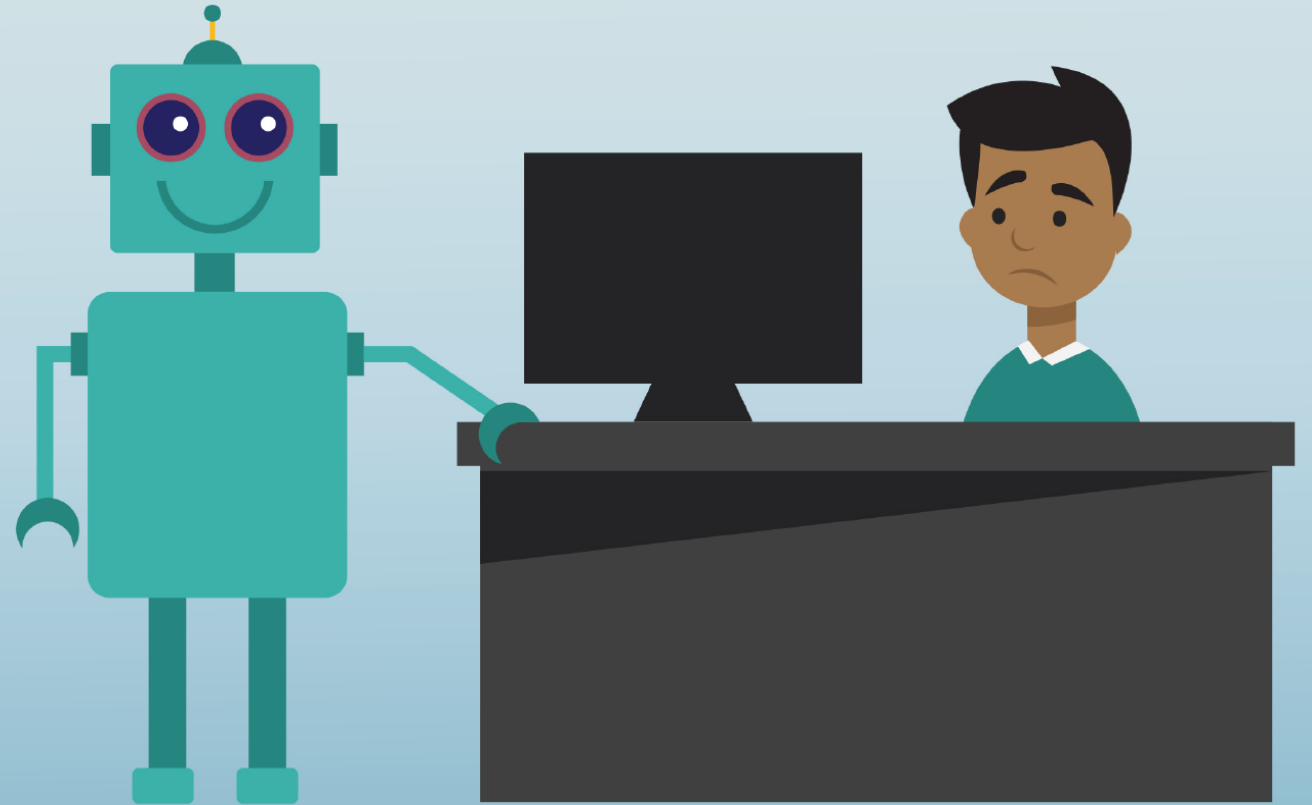




# ARTIFICIAL INTELLIGENCE

IS DOING TO WHITE-COLLAR  
JOBS WHAT ROBOTICS HAS  
LONG BEEN DOING TO BLUE-  
COLLAR JOBS

-BLOOMBERG





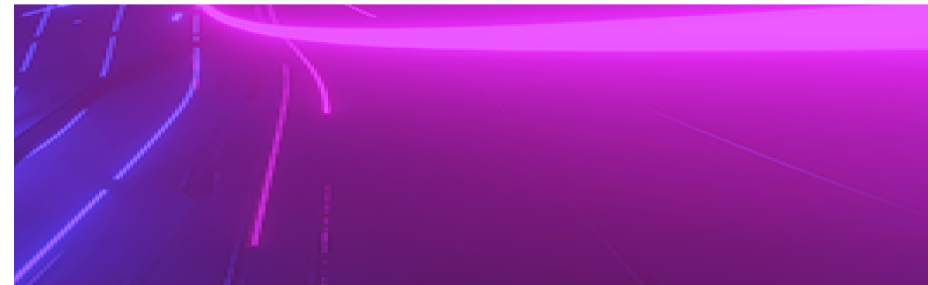
# Lawyer-Bots Are Shaking Up Jobs

AI is augmenting and automating the tasks currently performed by hundreds of thousands of people in the U.S. alone.

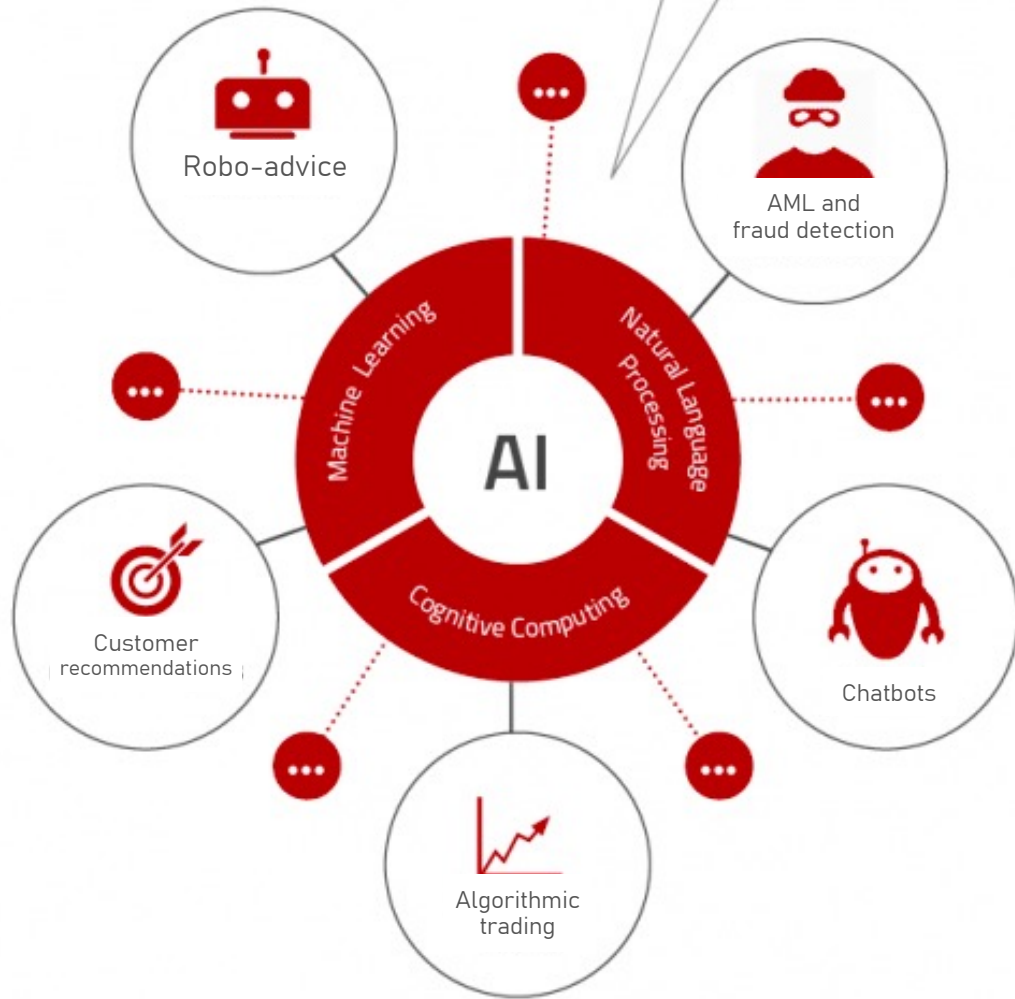
by Erin Winick    December 12, 2017

*“U.S. Consultancy group McKinsey estimates that 22 percent of a lawyer’s job and 35 percent of a law clerk’s job can be automated...”*

McKinsey&Company

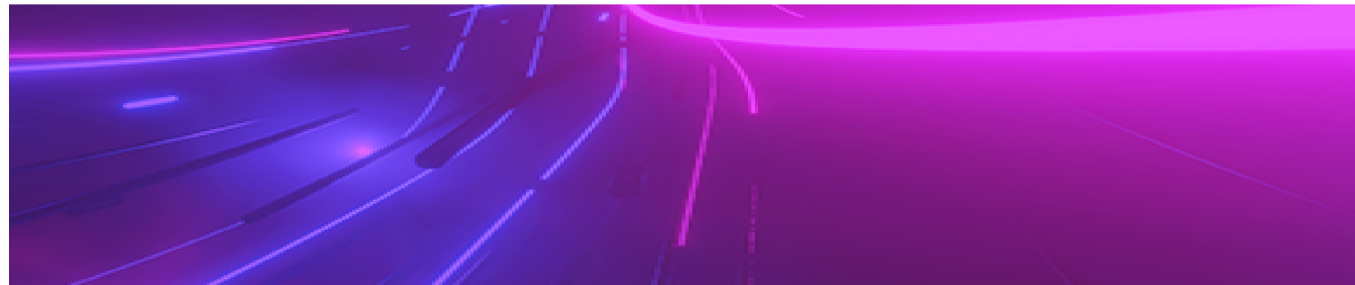


AI application in financial services



SOURCE: Efraim © September 2017 The Financial Brand

# Automation Is Already Shaking Up The Entire Banking & Finance Industry



• YOU'VE BEEN USING THINGS •  
**INFLUENCED BY ARTIFICIAL  
INTELLIGENCE**

FOR YEARS...

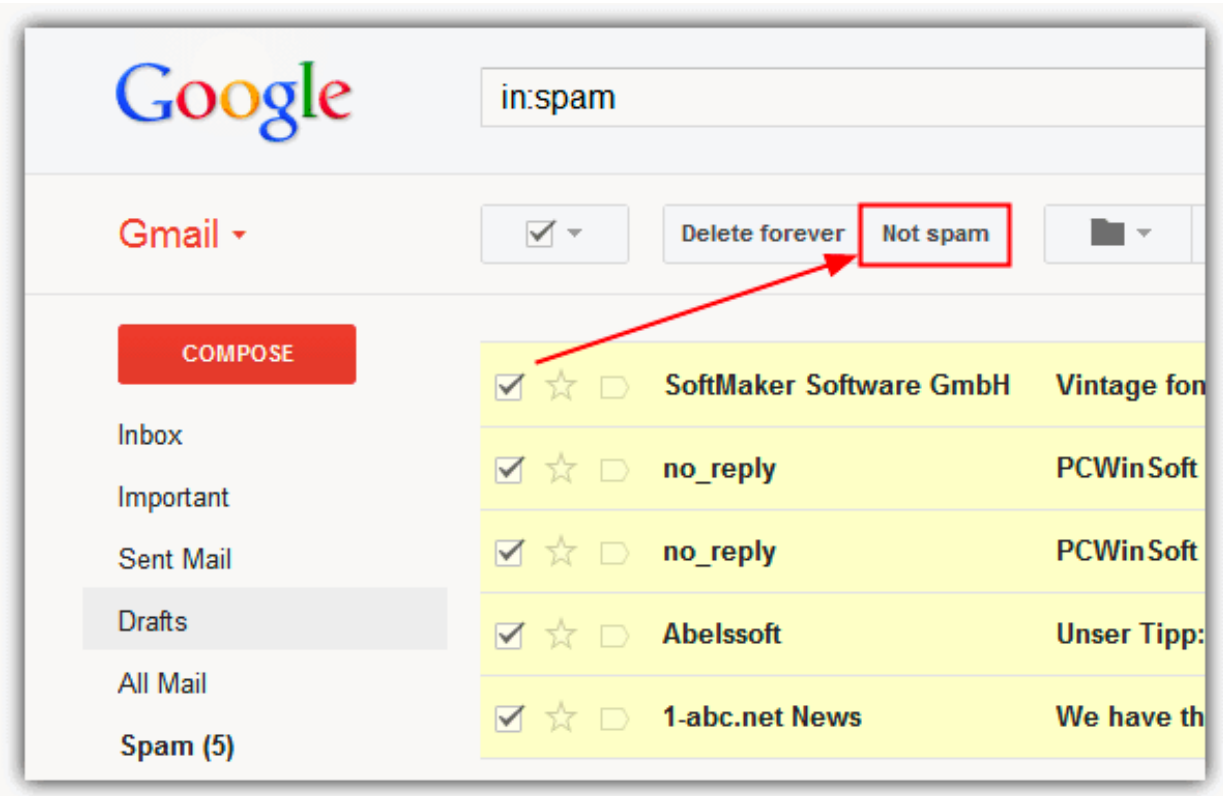
**2018**

**2017**

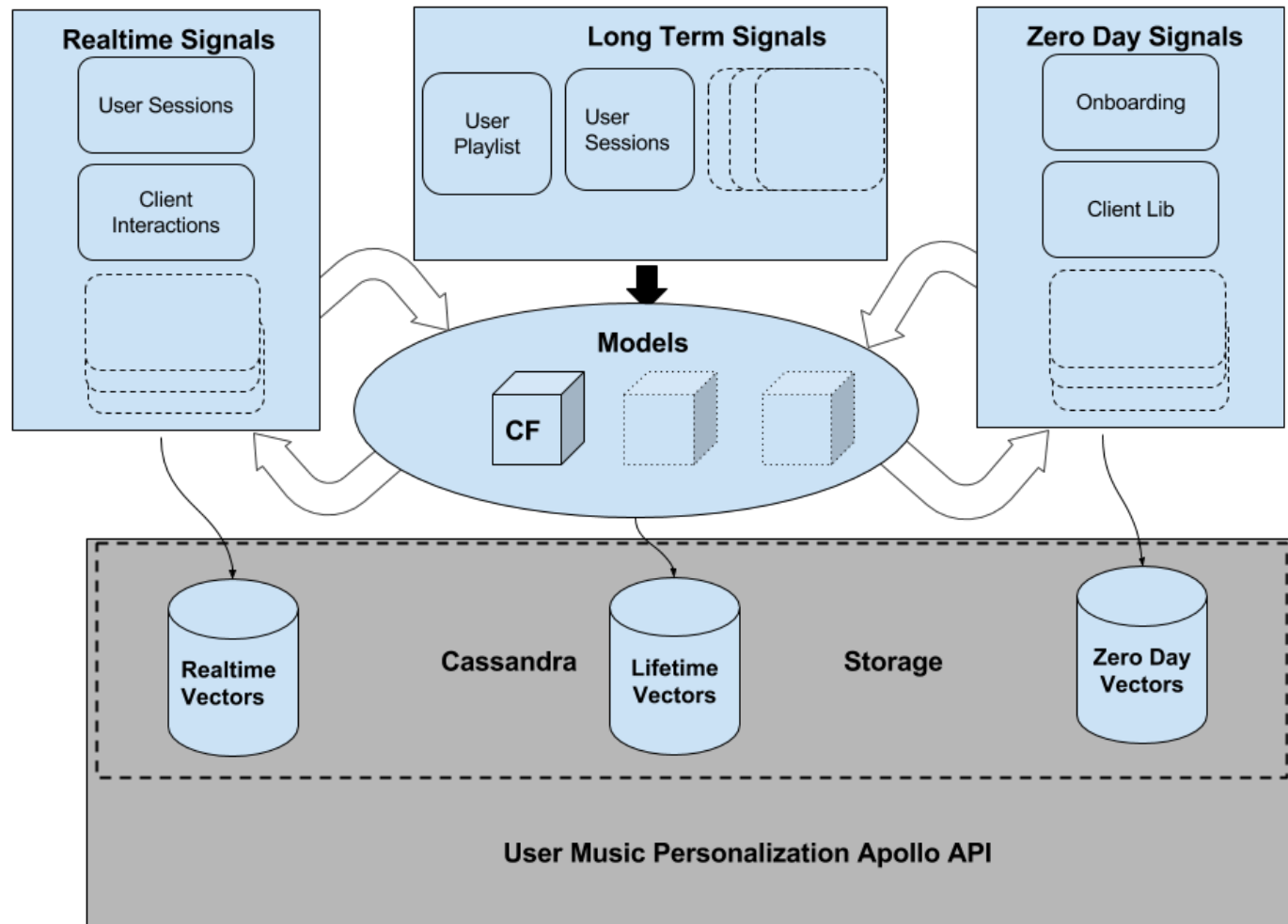




# When You Use Your Email & It Determines What Goes Into Spam, What Goes into Primary & What Goes Into Trash



# What music you're more likely to be interested in on Spotify...



## Algorithmic Music Discovery at Spotify

Chris Johnson  
@MrChrisJohnson



Monday, January 13, 14

January 13, 2014

A close-up shot of a man with a wide, toothy grin, looking slightly to the right. He is driving a car, with the steering wheel visible in the lower right. The background is dark, showing blurred lights from other vehicles or buildings at night.

I TOLD YOU I'D BE BACK



**Clara,**  
find a time for us to meet  
sometime next week.

### Language

Text = "find a time"

Meeting Priority = 0.95

Override = TRUE

### Participants

- MN** Maran Nelson  
maran@claralabs.com
- EP** Emily Pitts  
emily@xyz.com
- AS** Alice Smith  
alice@company.com

### 29 SEP TUE

9:30 AM-10:00 AM

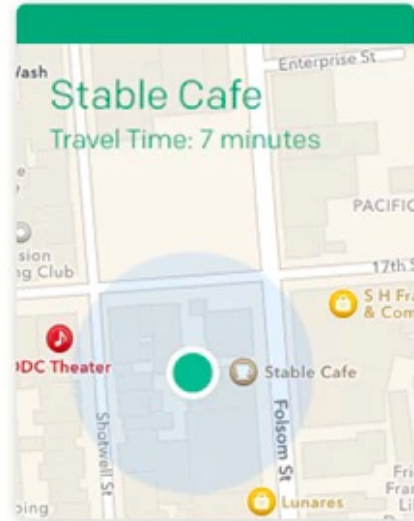
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### 01 OCT THU

10:30 AM-11:00 AM

### Stable Cafe

Travel Time: 7 minutes





# Scheduling assistant

## Email Coordination

Hi Ellie,  
Let's try to meet next week and discuss a few ideas for the new marketing project.  
I have added Clara, who find us a good time.

Helen

Hi Ellie,

Happy to get something on the calendar for you and Helen.

How does 10am PDT or 2pm PDT on Wednesday, June 25th work for you?

Best,  
Clara



Clara,

1:30 on Wed 6/25 should work, can call me at 415-314-1519

Sorry for the delay- traveling and only on mobile for the week

Sent from my iPhone

Hi Ellie,

Great, I just sent an invite with the event details.

Have a great Friday!

Best,  
Clara



## Customer Preferences

SCHEDULING & AVAILABILITY

Preferences Clara will use for general scheduling.

NEW

WEEK DAY

Sun

Mon

Tue

Wed

Thu

Fri

Sat

6 AM

7 AM

8 AM

9 AM

10 AM

11 AM

12 PM

1 PM

2 PM

3 PM

4 PM

5 PM

6 PM

7 PM

10 AM - 6 PM

10 AM - 6 PM

10 AM - 6 PM

10 AM - 6 PM

10 AM - 6 PM

FOLLOW-UP LIMIT

How many times should Clara follow up?

3

DAILY MEETING CAP

How many meetings do you want to have per day?

3

IN PERSON MEETINGS

Locations and preferences that Clara will use to schedule in-person meetings.

100 Minna St, San Francisco, CA 94105, USA

COFFEE (DEFAULT)

Red Door Coffee

576 Sacramento St, San Francisco, CA 94111, USA

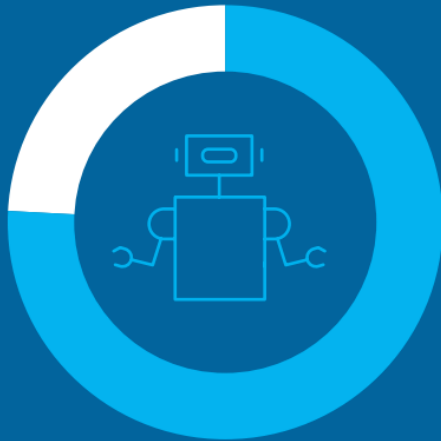
OFFICE

Clara Labs

# Intelligent automation is changing how businesses operate

## The rise of intelligent automation ...

### Efficiency



**76% of executives**  
surveyed report that increasing  
automation will have a positive  
impact on operational efficiency

### Performance



**75% of operational**  
Executives surveyed say intelligent  
machines will meaningfully impact  
their business performance in the next  
three years

### Opportunity



**70% of executives**  
surveyed expect intelligent machines  
to lead to higher-value work for  
employees





Tim Higgins  @timkhiggins · Apr 13

.@elonmusk agrees that Tesla is relying on too many robots to make the Model 3 & needs more workers



**Tesla CEO Elon Musk, stressed but "optimistic," predicts big increas...**

Tesla CEO Elon Musk takes Gayle King inside the Model 3 production line and explains why its production delays have been worse than expected

[cbsnews.com](https://www.cbsnews.com)

91 703 5.7K



Elon Musk 

@elonmusk

Follow

Replying to @timkhiggins

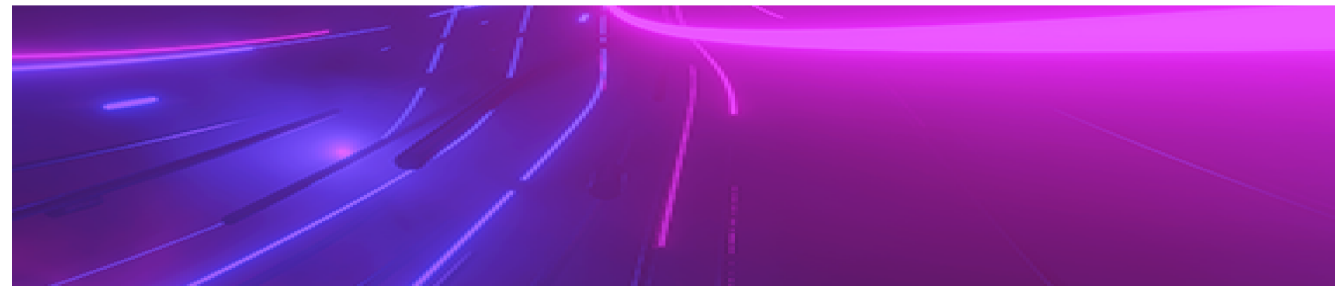
Yes, excessive automation at Tesla was a mistake. To be precise, my mistake. Humans are underrated.

4:54 PM - 13 Apr 2018

Hello....

Augmented  
Intelligence.

▪







LUMEN5

TOUR

FEATURES

PRICING

ENTERPRISE

LOGIN

SIGN UP FREE

# Social videos made easy

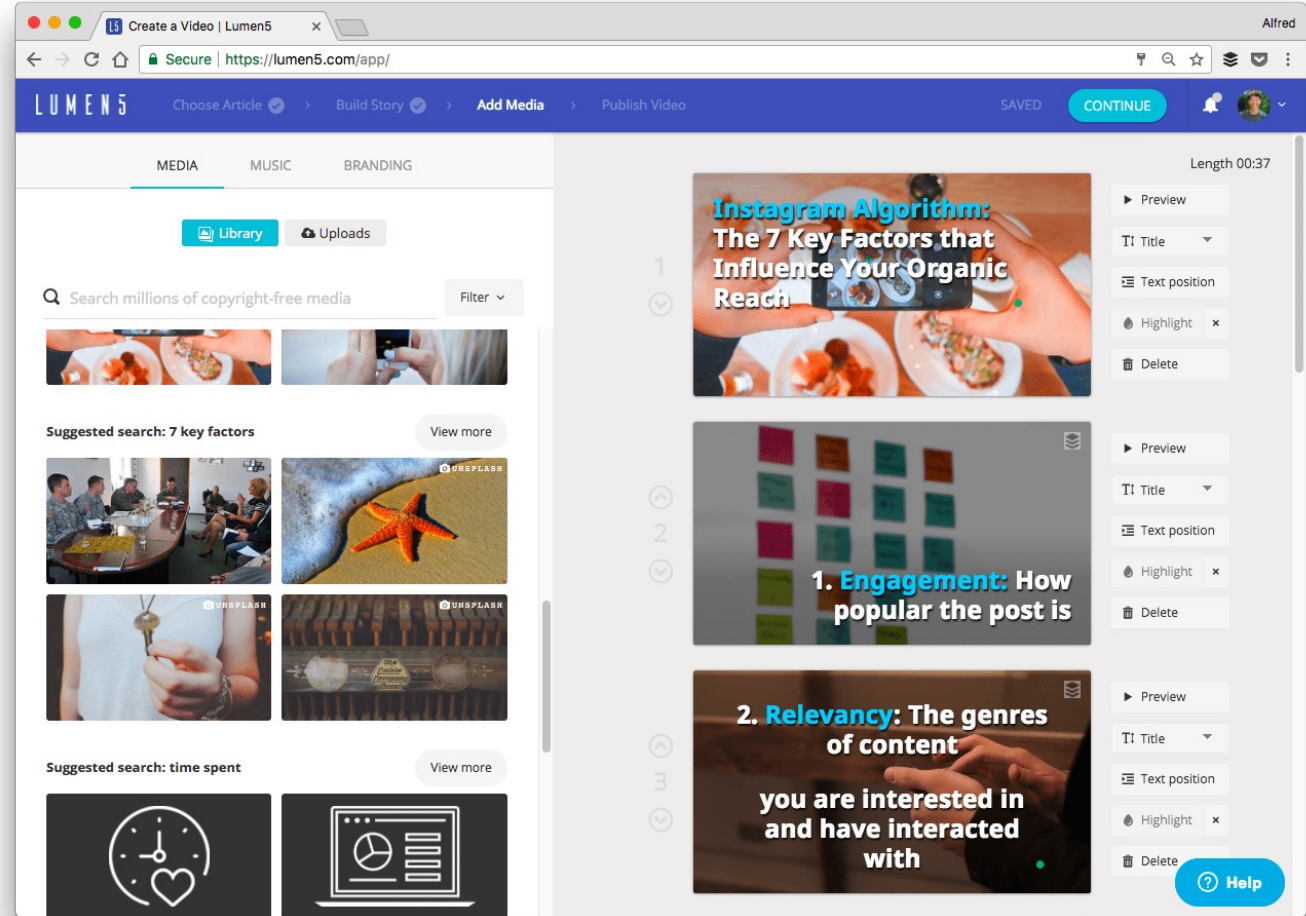
Transform articles into videos in minutes



Get started for free



# Create Social Media Videos Within Seconds



# Persado: The Marketing Language Cloud

AI generated language that resonates the most with any audience,  
segment or individual


[Click Here for the Press Release](#)





CrystalKnows.com

**Crystal** Individual Type and select someone's name Q, ADVANCED SEARCH



- Overview
- Communication
- Personality
- Example Email
- You & Elle
- Elle &

**When speaking to Elle...**

- Set clear expectations for the conversation
- Keep sarcastic remarks to yourself
- Don't exaggerate about any facts (not even a little bit)
- Don't leave a conversation open-ended

**When emailing Elle...**

- Write 3 sentences or less
- Use data to prove a point
- Don't use emotionally expressive language
- Don't appeal to their feelings to drive them to action

**When working with Elle...**

- Do your homework before a meeting
- Schedule meetings at a precise time
- Don't schedule meetings casually (i.e. tomorrow afternoon)
- Don't send a reminder the day before a meeting

**When selling to Elle...**

- Ask permission before calling
- Ask primarily "yes or no" questions
- Don't spend lots of time talking about topics unrelated to work
- Don't use metaphors to explain a concept

**It comes naturally to Elle to...**

- Appreciate a list of facts more than a story
- Feel annoyed by an exaggeration
- Approach problems cautiously and methodically
- Pause a conversation to correct something inaccurate



Coffee next week

mark.cuban@company.com

Coffee next week

Mark,

I won't be able to m


Let me know what

Thanks,  
Drew

Sans Serif

Send

HOW YOU SHOULD EMAIL

 **Mark Cuban**  
President

[View full profile >](#)

[Example template](#)

Mark is very **direct** will respond quickly if you keep the email **as short as possible**, even if it seems impolite.

Best greeting: **Mark-** [View more >](#)

What to say:

"It's already taken care of" "It's up to you." "The end goal..." "You can do better than that" "ASAP" "I disagree."

Short, incomplete sentences (i.e. "Need this tonight.", "Sent the wrong one.") "You should take the lead" Blunt language

"Use your best judgement"

What to avoid:

Improve this email:

Instead of **it would be great if** \_\_\_\_, say **can you** \_\_\_\_ or **can we** \_\_\_\_ [Ignore](#)

When emailing Mark, don't use **exclamation points** unless you *absolutely* need to express excitement. [Ignore](#)



SERVICES ▾

HOW IT WORKS

PRICE LIST

LOG IN

SIGN UP

# Create unique textual content in a flash

A quick, coherent starting point for your articles



CREATE ARTICLE



REWRITE ARTICLE

LANGUAGE



ENGLISH ▾

Write me an article about... (describe it in 2-5 words)



fmi  igf

PD WEEK 2022  
SEMAINE DE PP 2022

# Harness the power of VoiceAI

Make smarter business calls. Make smarter business decisions.







[START FREE TRIAL](#)

No problem. We can easily add those details to the announcement email.


**Action Item:** Follow up with Gemma about updating announcement email.




# On-Phone Voice Sentiment Analysis

Agent	Customer	Duration	Sentiment & Alerts
 Julia Daniels	495-272-4201	0:05	Positive
 Austin Barrett	639-731-2229	-0:12	Positive
 Gemma Smith	263-260-9261	2:15	<span>Intervene</span>
 Bryan Reynolds	978-186-0350	14:12	Positive
 Amanda Franklin	204-556-7877	14:12	Positive
 Shane Holmes	599-903-2505	14:12	Positive

# Keep Tracks Of Action Items




Action Item: Update GTM deck with historical data.



Get approval from Amanda

# Creates A Post Call Summary Doc

 **Post-call summary**

**Action items**

- Update GTM deck with historical data.  
- Gemma Smith

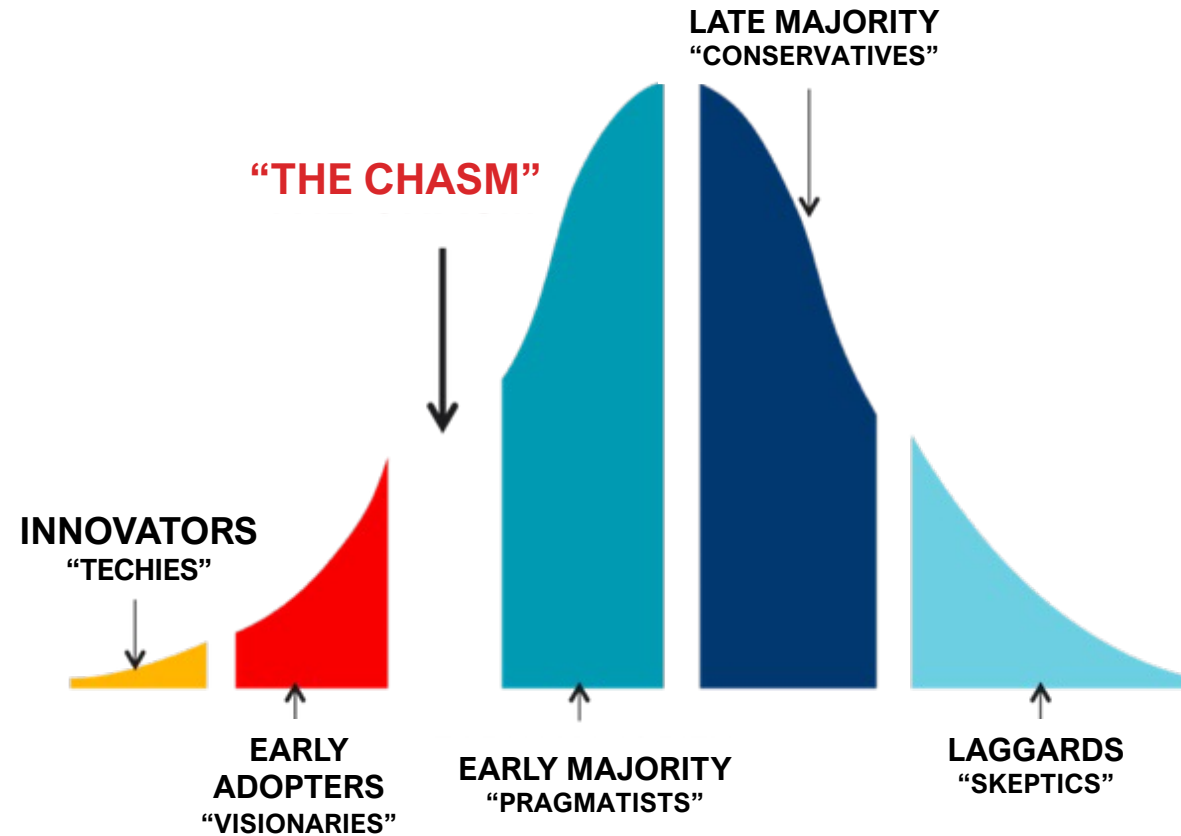
**Snippets**

2:22 PM

We're forecasting high customer growth over the next two quarters.

Great. Let's discuss some changes to budget next week.

# We're Crossing The Chasm



# TOP 10 SKILLS

## IN 2020

1. COMPLEX PROBLEM SOLVING
2. CRITICAL THINKING
3. CREATIVITY
4. PEOPLE MANAGEMENT
5. COORDINATING WITH OTHERS
6. EMOTIONAL INTELLIGENCE
7. JUDGEMENT AND DECISION MAKING
8. SERVICE ORIENTATION
9. NEGOTIATION
10. COGNITIVE FLEXIBILITY

## IN 2015

1. COMPLEX PROBLEM SOLVING
2. COORDINATING WITH OTHERS
3. PEOPLE MANAGEMENT
4. CRITICAL THINKING
5. NEGOTIATION
6. QUALITY CONTROL
7. SERVICE ORIENTATION
8. JUDGEMENT AND DECISION MAKING
9. ACTIVE LISTENING
10. CREATIVITY

Source: Future of Jobs Report, World Economic Forum



Most Popular



The stock market is freaking out because of the end of free money. It all has to do with something called 'the Fed put'



**PAID CONTENT**  
What does it take to be a 'Modern Board'?  
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Cathie Wood shocks the market after dumping \$12.7 million of Tesla stock to snap up some in General Motors

TECH • APPLE

## Apple's chief of machine learning quits over return-to-office policy

BY **TRISTAN BOVE**

May 10, 2022 4:37 PM ADT

# EXPERIMENT WITH NEW WAYS OF CONNECTION

## Categories

All Categories

Featured

Zoom Apps

Analytics

Archiving

CRM

Carrier

Collaboration

Customer Service

Education

Event Management

Finance

Games

Healthcare

Learning & Development

Lifestyle

Marketing

## Games

These apps bring fun to Zoom! Connect with others and create interactive, enjoyable moments with these apps for multi-player gaming, icebreakers, trivia, and more.



**#AskAway**  
By Playco



**Heads Up!**  
By Playco



**Funtivity by Hermis**  
By Hermis



**Gaggle Party**  
By Gaggle Studios



**Team Games**  
By BoomTV



**Werewolf Friends**  
By Quicksave Interactive Ltd.



**meetings.fun - party, trivia, g...**  
By meetings.fun



**Just Say The Word!**  
By Doppio Games

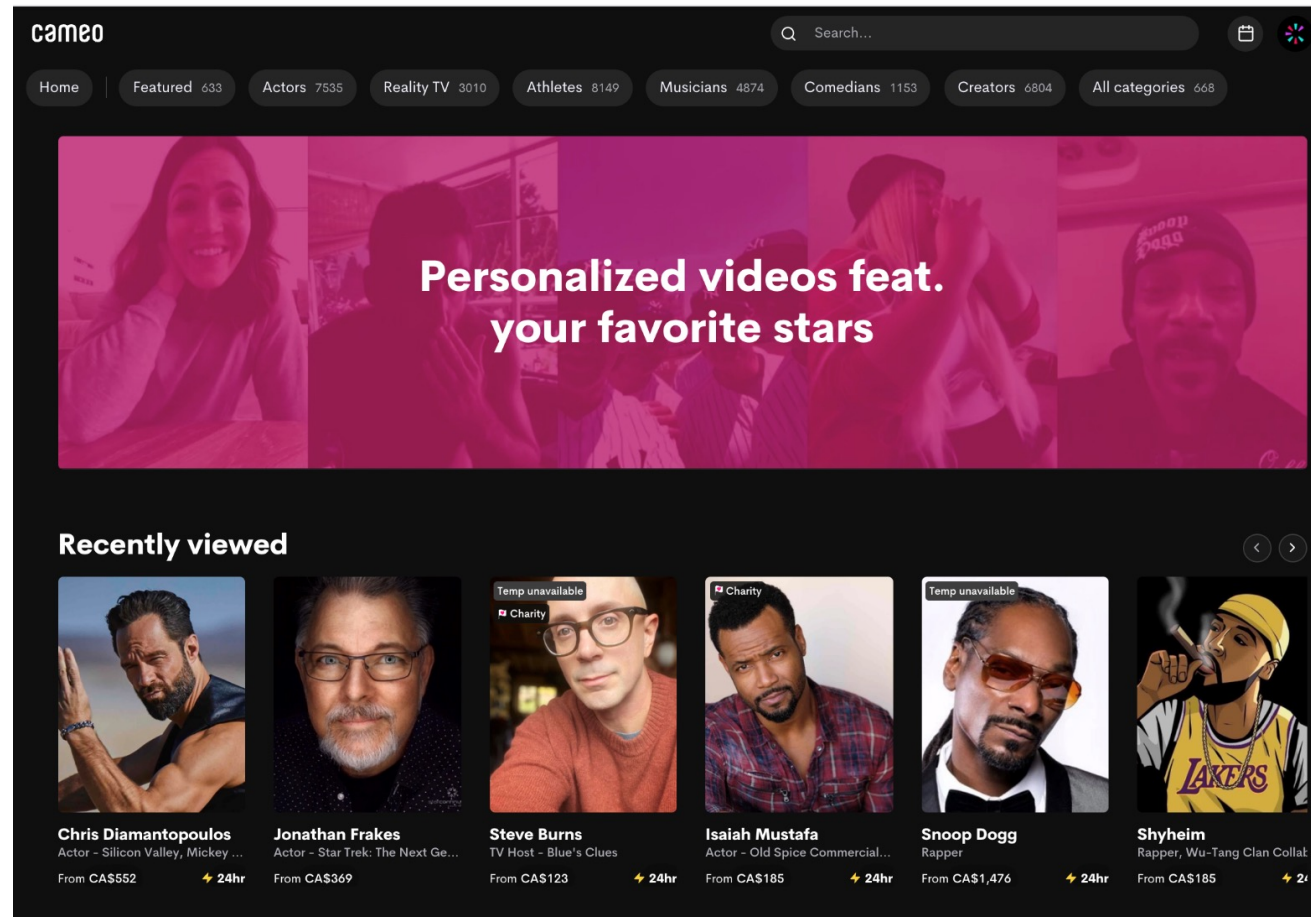


**Dive - Play Games on Zoom!**  
By Let's Dive



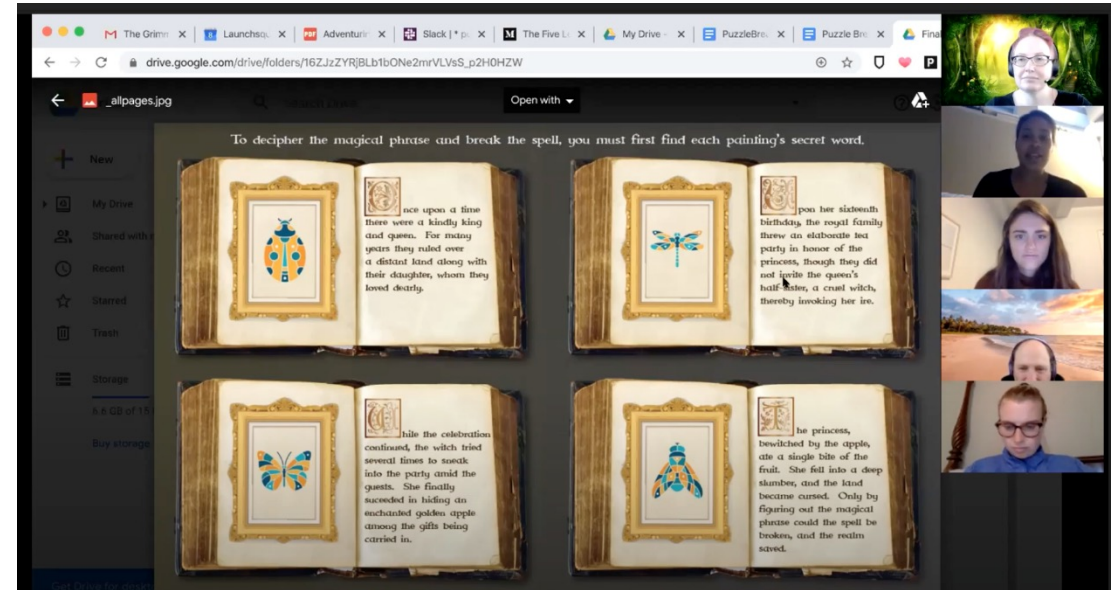
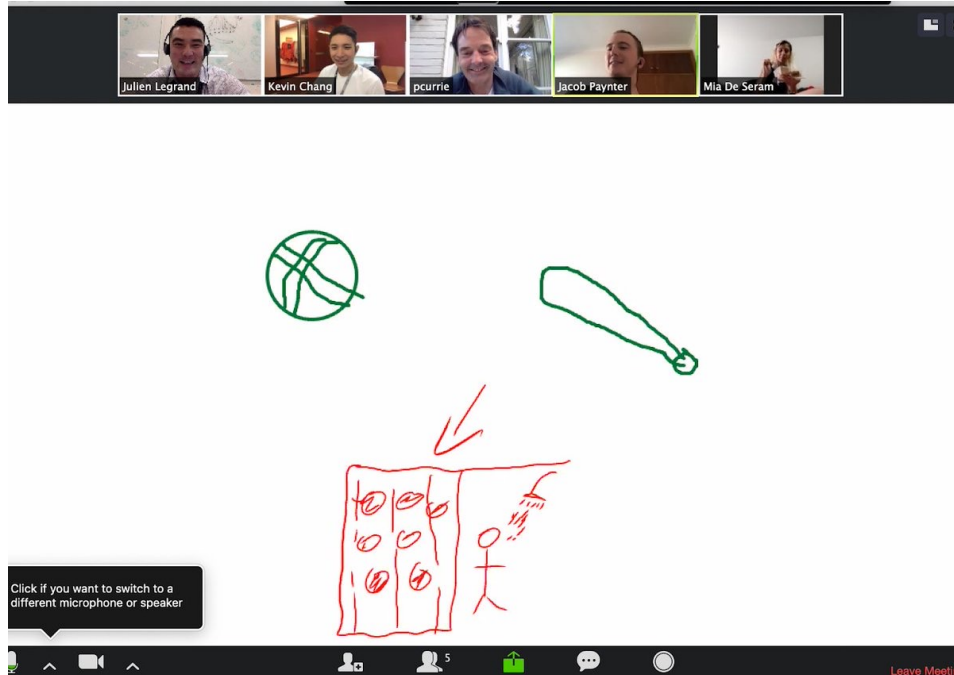
**LGN Poker**  
By FlowPlay

# EXPERIMENT WITH NEW WAYS OF OFFICE





# INJECT PLAY INTO YOUR OFFICES

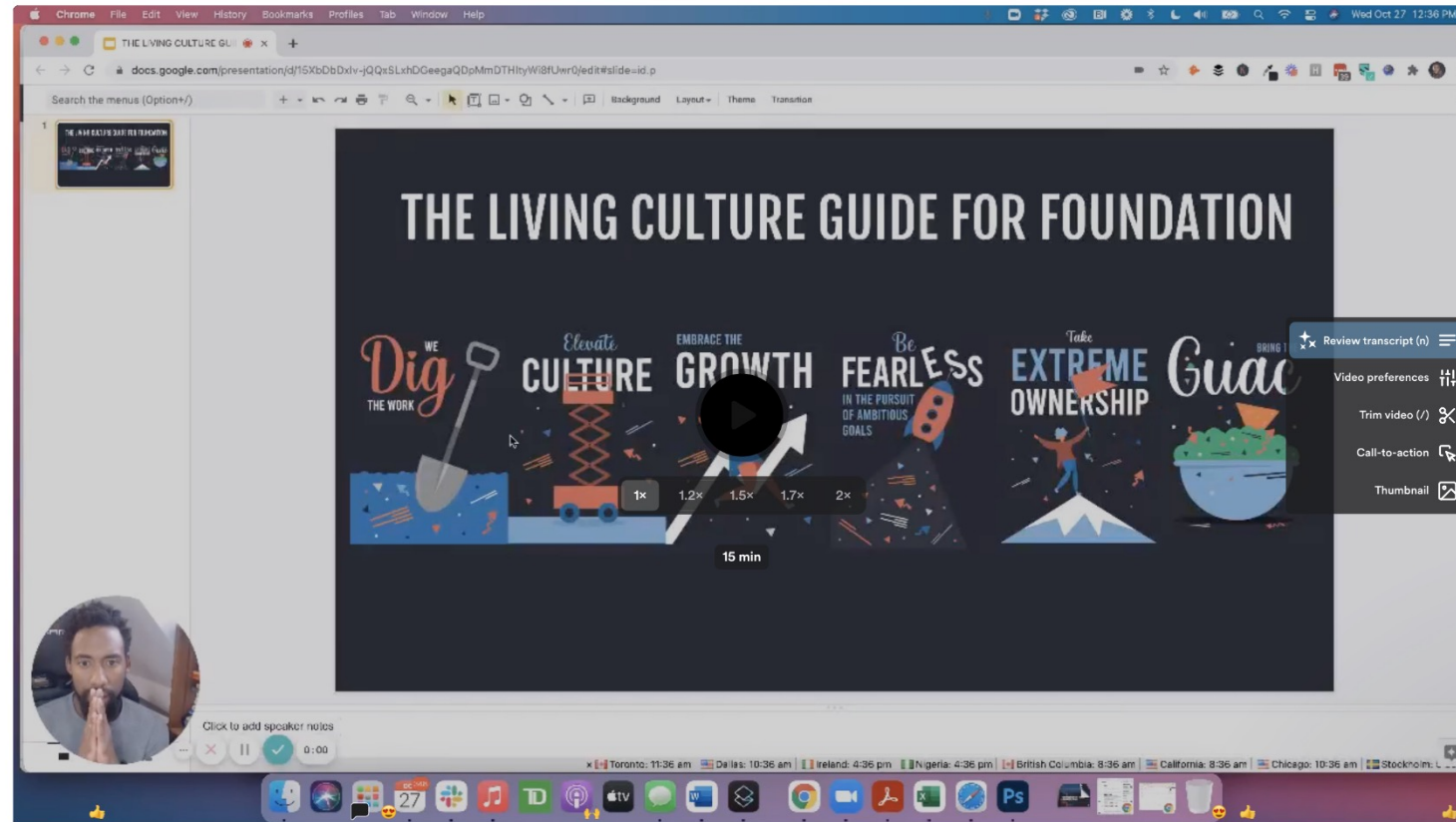


# EMBRACE ASYNC COMMS

Personal

17 views

Share



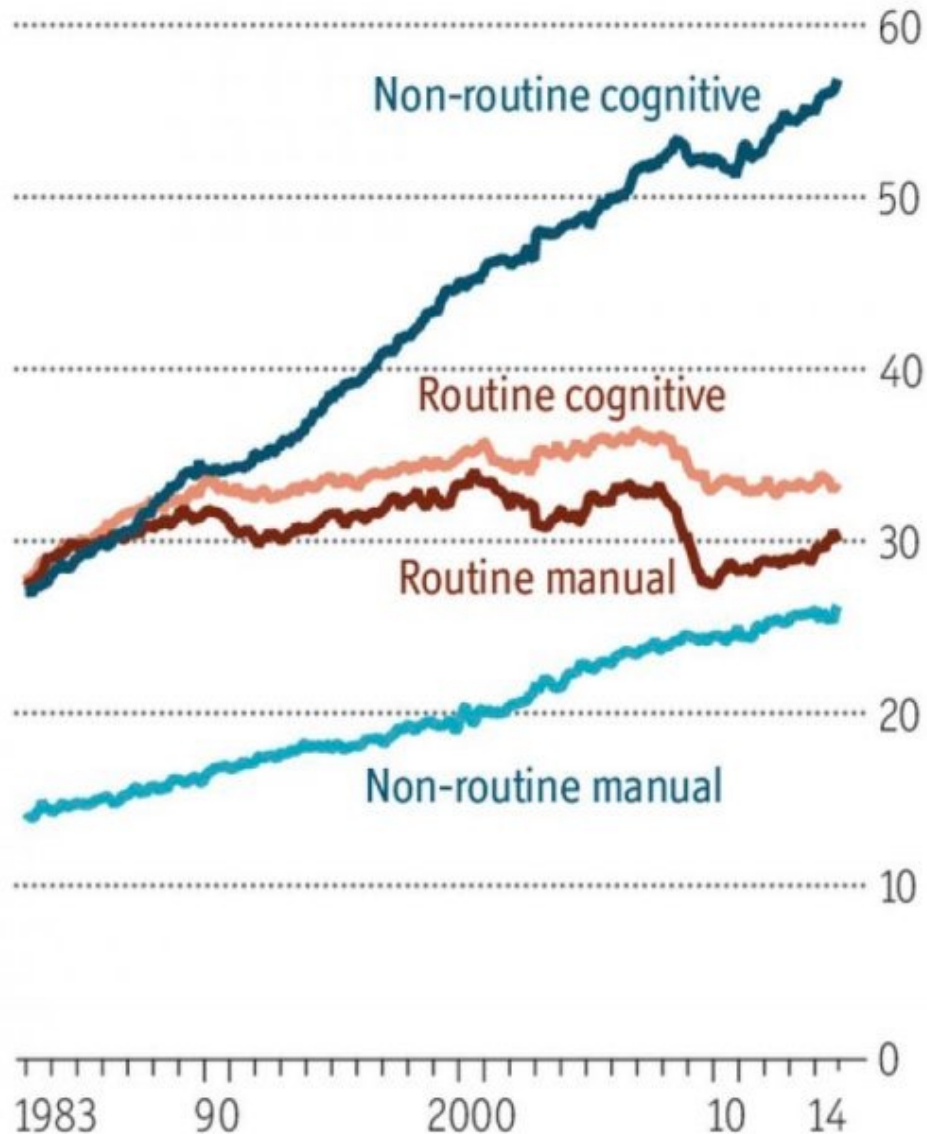
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SEMAINE DE PP 2022

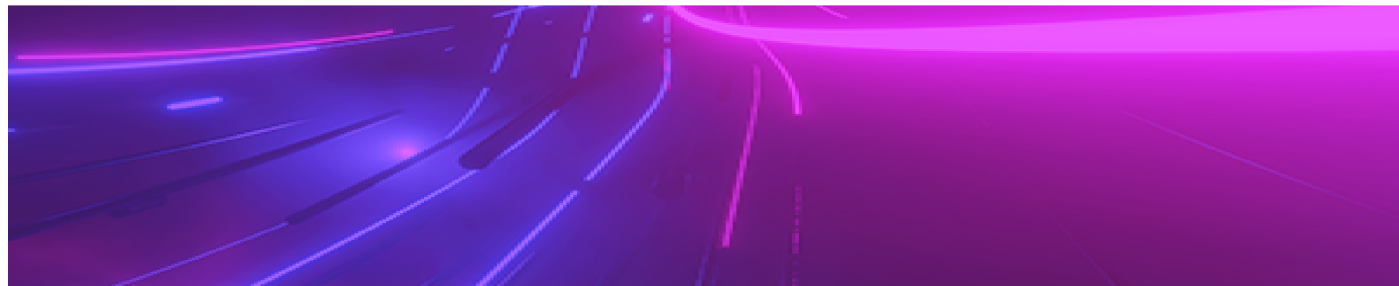
## U.S. employment by type

Source: Economist.com

Million employees



An analysis of the British workforce by Deloitte, a consultancy, highlighted a profound shift over the past two decades towards “caring” jobs: the number of nursing assistants increased by 909%, teaching assistants by 580% and careworkers by 168%.





# NOT ALL HEROES WEAR CAPES



**THANK YOU!  
ANY QUESTIONS?**

**ROSS SIMMONDS**