

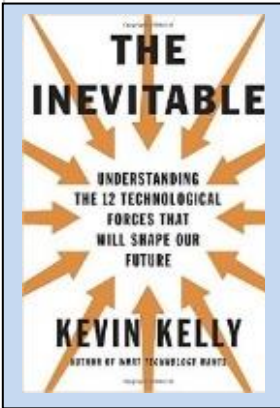
“Knowledge is the food of the soul.”
— Plato



“Wisdom is knowledge applied..”
— Beth Moore

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The Inevitable Kevin Kelly



Why read this book?

We think a lot about the future. Sometimes it is a future hoped for or wished for and sometimes it is a future that is dreaded. There is often talk about what it will be like in the future -- the things that will be available to us and what we will invent. We talk about trends that we can see today that will shape the future. What is rare is a discussion about the underlying flows that create innovation and drive trends. What is rarer still, is clarity of thinking around those underlying forces that are moving us forward into the future. It is that clarity that this book makes available.

Key Quotes

"We are at the very beginning of becoming something else...something that has never been before.

The constant becoming of the Technium is to create "holes in our heart" (the want we didn't know we had), until we have it and then can't live without it.

Everything we make will be made better by adding artificial Intelligence and remixing and combining everything that has come before.

As our information flows online, is accessed, copied and tracked, we create ourselves in a new world where we are connected instantly to everyone and everything.

As we are increasingly connected and share more we are discovering who we are and what we want. We are learning about ourselves. We are rediscovering our humanity within our global tribe. We are only at the beginning of this new age of becoming who we truly are and discovering the most precious aspects, the most dynamic, the most valuable, and most productive facets of our lives."

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Blue Sky Leadership Consulting works with organizations to leverage Strategic Thinking and Execution Planning and we encompass many of the principles in these books into our Four Decisions™ methodology and development of company's One Page Strategic Plans.

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Understanding the 12 Technological Forces that Shape Our Future

1. Becoming

"All of us - every one of us -will be endless newbies in the future simply trying to keep up."

We are in a constant state of *becoming*

1. Most of the important technologies that will dominate life 30 years from now have not yet been invented.
2. New technology requires endless upgrades
3. Because the cycle of obsolescence is accelerating, you will have time to master anything before it is displaced.

Protopia - is the state of the future -Not Utopia or Dystopia - **Protopia** is a process and progress - a becoming.

Unceasing change can blind us to its incremental changes. In constant motion, we no longer notice the motion. We are at the beginning. The last 30 years have created a starting point. The things that we make will be constantly, relentlessly becoming something else.

In the early days, what we fail to see was how much of this brave new online world would be manufactured by users, not big institutions - **the user creators**.

2. Cognifying

"It is hard to imagine anything that would change everything as much as cheap, powerful, ubiquitous artificial intelligence."

1. AI should not just be cheap, but free. And the first genuine AI will not be birthed in a standalone supercomputer but in the super organism of a billion computer chips.
2. The arrival of artificial thinking accelerates all other disruptions.
3. Artificial thinking of the future will not be the HAL 9000 of science fiction but rather more like Amazon web services-cheap, reliable, industrial grade digital smartness running behind everything and almost invisible except when it blinks off.
4. There's almost no industry that cannot be cognified -music, investments, marketing, laundry, real estate, nursing, construction, affects, toys, sports, maybe even knitting - everything we make, will be made better by adding intelligence.

Recent Breakthroughs make long awaited AI Possible:

1. Cheap Parallel Computation, 2. Big Data, 3. Better Algorithms

Robots can take human and non-human form. They don't think better, they think different.

1. Jobs humans can do but robots can do even better - drive cars, fly airplanes, x-ray and MRI Analysis, manufacturing
2. Jobs humans can't do that robots can - quickly search all web pages, mm CAT scan analysis, real-time calculations
3. Jobs we didn't know we wanted done - answer questions (google), control house when away
4. Jobs only humans can do - at first - personal work bots

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3. Flowing

"Our civilization's previous economy was built on warehouses of fixed goods and factories stockpiled with solid cargo."

The digital economy runs on a river of freely flowing copies. -- Email, Twitter Streams, Facebook Wall, Streaming Movies, YouTube Videos -- We are bathed in streams of notifications and updates. We *tag, like* and, *favorite*. Data does not remain still. Data is liquefied. Fixed and solid things become services and everything flows into the stream of now, in real time - to and from the cloud.

Products become services - **generative** value is a quality or attribute that must be generated at the time of the transaction - it is temporal. A generative cannot be faked or replicated. It cannot be copied, cloned, stored or warehouse. Generative qualities add value to free copies:

Eight Generatives that are "better than free":

1. Immediacy - getting something sooner is better than getting a later
2. Personalization - a drug tailored to your DNA
3. Interpretation - software free. User Manual \$10,000
4. Authenticity- peace of mind of running bug free software - digital watermarks.
5. Accessibility - conveniently accessible music, why own
6. Embodiment - leather bound book vs. a PDF copy, the TED Experience
7. Patronage - fans want to pay creators
8. Discoverability - no value in the unseen

4. Screening

"In ancient times culture revolved around the spoken word... Today more than five billion digital screens illuminate our lives."

The *Power of the Book* replaced the oral traditions of storytelling. We wrote everything down. We created *laws* that were made real in book. The power of the book has been replaced by the **Power of the Screen**.

The Universal Library: to have in one place all knowledge, past and present. All books, all documents, all conceptual works, in all languages - all connected... carried in your pocket, or accessed in the cloud, anywhere.

"Screens provoke action instead of persuasion.... propaganda is less effective in a world of screens, because while misinformation travels as fast as electrons, corrections to too."

Screens not only tell us about the online world, they can tell us what is going on in the physical world - Social Networks, Augmented Reality and Sensors.

5. Accessing

"Uber, the world's largest taxi company, owns no vehicles. Facebook, the world's most popular media owner, creates no content. Alibaba, the most valuable retailer, has no inventory. And AirBnB, the world's largest accommodation provider, owns no real estate."

Possession is not as important as it once was. **Accessing** is more important than ever.

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There are five deep technological trends that accelerate this long-term move toward accessing and away from ownership:

1. *Dematerialization* - making better stuff using fewer materials (beer cans, cars, computer monitors)
2. *Real time on demand* - Uber for X - our appetite for the instant is insatiable.
3. Decentralization - cheap ubiquitous communication, money, bitcoin
4. Platform Synergy - Amazon Web Services, Facebook, Apple, Microsoft, Google, WordPress - platforms are factories for services; services favor access over ownership.
5. Clouds - millions of computers braided together to act as a single large computer - invisible and they run our digital lives - dynamically distributed - Where my stuff is - where do I stop and where does the cloud start?

6. Sharing

"We live in a golden age now. The volume of creative work in the next decade will dwarf the volume of the last 50 years. More artists, authors and musicians are working than ever before, and they're creating significantly more books, songs, films, documentaries, photographs, artwork, operas, and albums every year.... every kind of creative content that can be digitally copied."

"The largest, fastest growing, most profitable companies and 2050 will be companies that will have figured out how to harness aspects of sharing that are invisible and unappreciated today. Anything that can be shared -- thoughts, emotions, money, health, time -- will be shared in the right conditions, with the right benefits. Anything that can be shared can be shared better, faster, easier, longer, and in a million more ways than we currently realize. At this point in our history, sharing something that has not been shared before, or in a new way, is the surest way to increase its value."

Digital Socialism is not class warfare, it is not anti-American. ***Digital Socialism*** is American innovation. Harnessing the power sharing of the crowd.

Increasing degrees or levels of sharing:

1. Sharing - the online public as an incredible willingness to share - Facebook, Flickr, Instagram.
2. Cooperation - individuals working together toward a large-scale goal produces results that emerged at the group level - Wiki, Twitter, Reddit.
3. Collaboration - organize collaboration can produce results beyond the achievement of ad hoc cooperation - Free Apache Servers, Arduinos, Raspberry Pi
4. Collectivism - social production and tear production can enhance creativity, a productivity and freedom - Wikipedia, Facebook Groups, Patients Like Me, Kiva, Netflix Context, X prize)

7. Filtering

"There has never been a better time to be a reader, a watcher, a listener, or a participant in human expression. An exhilarating avalanche of new stuff is created every year. Every 12 months we produce eight million new songs, two million new books, 16,000 new films, 30 billion block posts, 182 billion tweaks, 400,000 new products. The result is an infinite hall of options."

How do we filter: gatekeepers, intermediates, curators, brands, government, cultural environments, friends, ourselves?

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The problem: even after filtering we still have too many choices. So, we narrow even further: more of what I like, what my friends like, stuff I don't like but would like to like.

Google and Facebook filters are automatic, we don't choose those.

The question is: How will we choose to spend our attention?

8. Remixing

"All new technologies derive from a combination of existing technologies.... (this recombining) creates an unlimited number of possible new technologies..... any literate person can cut and paste IDs, annotate them with her own thoughts, link them to related IDs, searched through vast libraries of work, browse subjects quickly, resequence texts, refind material, remakes ideas, quote experts, and sample bits of beloved artist. These tools, more than just reading, are the foundations of literacy."

Photos, videos, music, text - easy access, easy to copy, cheap, easy to use tools of creation.

We can share it. We can fact check. We can re-make it. We can rewind it. We can compare it. It ALL lives in the cloud forever accessible. We can combine with AI and use AI to find what was previously not available.

9. Interacting

"We are equipping our devices with sensors - eyes, ears, motion - so that we can interact with them. They will not only know we are there, they will know who is there and whether that person is in a good mood."

Future office workers will be not be pecking at a keyboard but talking to a device and communicating with hand gestures.

The dumbest objects we can imagine today can be vastly improved by outfitting them with sensors and making them interactive - Nest Thermostats.

Wearables will not be just glasses and smart watches, but clothes that help the blind see and the deaf hear. Clothes, by the way that can also tell the washing machine how dirty they are and how to clean them.

In the coming decades, we will keep expanding what we interact with following these three thrusts:

1. *More sensors* - we will keep adding new sensors and senses to the things we make. (GPS, heat detection, x-ray vision)
2. *More intimacy* - technology will get closer to us than a watch or a pocket phone. It will be on everywhere (your BIO ID is your new password)
3. *More immersion* - virtual reality and augmented reality will allow computation so close we are inside it - find yourself standing within a technologically created world.

10. Tracking

"Digital magic has shrunk devices such as thermometers, heart rate monitors, motion trackers, brainwave detectors and hundreds of other complex medical appliances to the size of words on the page. These macroscopic measurers can be inserted into watches, clothes, spectacles or phones or inexpensively disbursed in our rooms, cars, offices and public spaces."

There is literally nothing that will not be tracked.

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We tend to be uncomfortable being tracked today because we don't know much about who is watching us. (*Asymmetrical surveillance*) The balance between surveillance and privacy is found in restoring symmetry - holding the surveyors to account.

The Big Surprise - humans need to share is greater than our need for privacy. The best systems work where there is free, open sharing with a small amount of anonymity. (protect whistle blowers, EBay pseudo-private user names).

To exploit the full potential of the zillions of bits of data that we are harvesting and creating, we need to be able to arrange the bits in ways that machines and artificial intelligences can understand.

11. Questioning

"Everything I knew about the structure of information convinced me that knowledge would not spontaneously emerge from data without a lot of energy and intelligence deliberately directed to transforming it... How wrong I was."

The social power of Wikipedia creating 35,000,000 articles in 288 languages.

"When you grow up having "always known" that such a thing as Wikipedia works, when it is obvious to you that open source software is better than polished proprietary goods, when you are certain that sharing your photos & other data yield more than safeguarding them --then these assumptions will become a platform for a yet more radical embrace of the common wealth. What once seemed impossible is now taken for granted."

"As far as I can tell, the impossible things happening now are in every case due to the emergence of a new level of organization that did not exist before... the result of large scale collaboration, and massive real time social interacting which in turn are enabled by omnipresent instant connection between billions of people at a planetary scale."

Every minute, new, previously impossible things are being observed, created and added to our online collective. We have NEVER been here before.

Every year, humans ask the internet 2 trillion questions. We are just now starting to get good at answering. Answers lead to more questions. Easy access to fast answers creates an asymmetry. Answers become a cheap commodity.

A **Perfect Question** is - not concerned with the correct answer, cannot be answered immediately, challenges existing answers...creates new territory of thinking...is the seed of innovation...skirts on the edge of the unknown...cannot be predicted...generates many other questions...is the last job a computer will do...is what humans are for.

12. Beginning

"Thousands of years from now, when historians review the past, our ancient time here at the beginning of the third millennium will be seen as an amazing moment. This is the time when inhabitants of this planet first linked themselves together into one very large thing. Later the very large thing would become even larger, but you and I are alive at the moment when it first awoke. Future people will envy us, wishing they could have witnessed the birth we saw. It was the years that humans began animating inert objects with tiny bits of intelligence, weaving them into a cloud of machine intelligences and then linking billions of their own minds into this single super mind. This convergence will be recognized as the largest, most complex, and most surprising event on the planet up until this time."

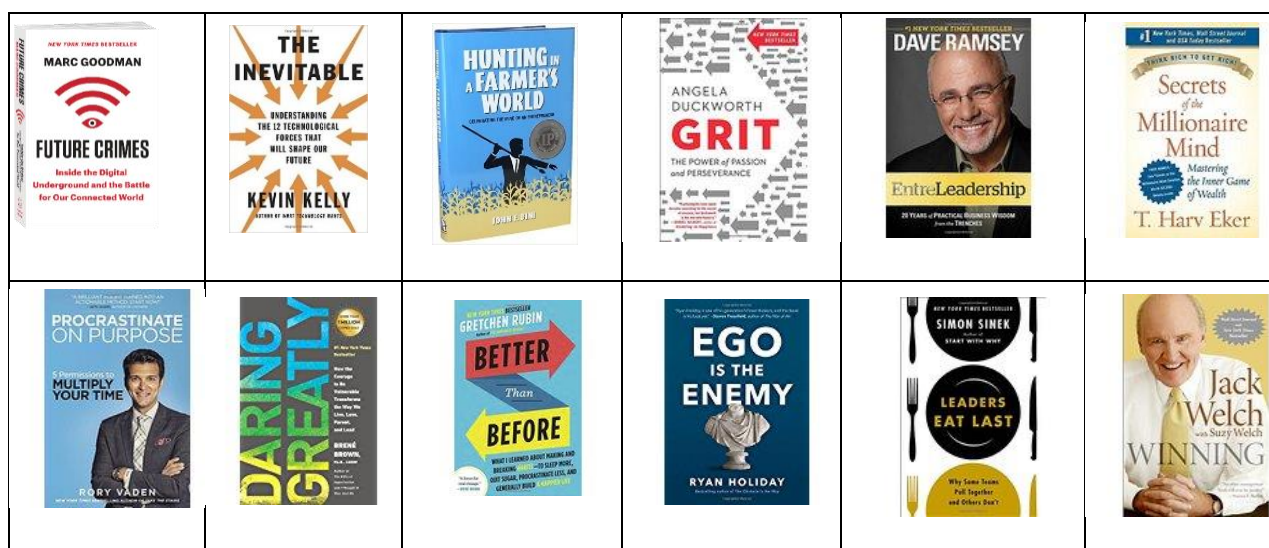
Our Faculty

					
Peter Braeuler	Mark Wittig	Malcolm Coon	Robert Schmidt	Judy Zimmerman	Andrew Wittig

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2017 Calendar	UTSA EMBA Alumni 7:30 – 8:45	Houston – Wittigs 11:30 – 1:00	San Antonio – Wittigs 8:00 – 9:30 AM
Future Crimes	Jan 6	Jan 26	Jan 27
Then Inevitable: 12 tech forces shape future	Feb 3	Feb 23	Feb 24
Hunting in a Farmers World	Mar 3	Mar 23	Mar 24
Grit: The power of passion and perseverance	Apr 7	Apr 27	Apr 21
EntreLeadership	May 5	May 25	May 26
Secrets of the Millionaire Mind	Jun 2	Jun 22	Jun 23
Procrastinate on Purpose	Jul 7	Jul 27	Jul 28
Daring Greatly	Aug 4	Aug 24	Aug 25
Better than Before: What I learned about my bad habits	Sep 8	Sep 21	Sep 22
Ego is the Enemy	Oct 6	Oct 26	Oct 27
Leaders Eat Last	Nov 3	Nov 16	Nov 17
Winning	Dec 1	Dec 14	Dec 15



Volume 4
Issue 2

