



It's 2030!

You have just reached the office and want to complete the business strategy document for 2035. It is due in three hours! Four team members can help. Mikel in Berlin is a gig worker who has experience working across Europe. Not only does he work in the European market he is also a subject matter expert on strategy. He works on organizational strategy for your firm. Mikel is five hours behind you and he might not be awake, yet you drop him an urgent mail. His stream will communicate to him this as a top priority item once he wakes up. You are worried that your strategy has to be better than the strategy your boss asks his AI to build. Your boss, Frankie has been given access to a new AI tool 'Kismet'; it can do almost half of your last year's jobs(described in your JD) and your boss has a plan to make it take over 80% of your job.

But today, you are worried about your strategy storyboard, wondering how to beat 'Kismet' at its game, and 'Voila!' You realize that you have access to the brand-new Siri service (though it is still a beta). Siri can now look through all the strategy and research papers for your industry in a few seconds and give you neat storyline(s) to

choose from. You prompt 'Hey Siri! Can you please look up all the publications on strategy in chemical manufacturing in India which predict what will happen in 2035? Siri look up the research by McKinsey, BCG, Bain, Guardian, FT, and The Economist. Please also look at all Chemical Industry Association(s) papers across the world and share a summary with me'.

You also inform the other three co-workers that the research from Siri is on its way to them. Siri has looked up everything and you have been notified by your smart eyeglasses that the research is in your stream. You get into a meeting room and start to work on the storyline on Stream board and Miro. The stream board starts reading the headlines and starts populating data matching the storyline. The document is completely updated and strategy contours seem to be falling into place. You call Amanda who is in Dubai. She is on her way to drop her son at school, Amanda is in her Automated car and hooks up to the stream board. Amanda requests if she can send her hologram to hook up to the stream so that she can take the download from it in the next 15 minutes. She will be in the Dubai office in 30 minutes and will join the live stream then.

Looking at the stream board, you realize that you have missed the academic perspective. You ask Siri to pull out journal subscriptions you have and engage in one level deeper research. Siri looks at your Insight subscription and looks through your Harvard business review, MIT Sloan, and other journal subscriptions, you thank God that you remembered this in time. This is a meta service by Apple (for corporates) and looks at all academic articles from the past ten years producing a report in precisely 2 minutes, you hand over that report to Zain from Turkey, who is in office now, and ask him to fill in the gaps in Stream board report.

The contours have started to shape up well and the strategy board is painting a wonderful growth story. It is looking too rosy to you, so to double check, you ask Lei Fu in Vietnam to paint the exact opposite scenarios keeping in mind the New Climate Change Regulations (NCCRs) adopted by the Americas, Europe, Australia, and partly by Asian countries. Vietnam is one of the countries which has adopted it. Lei Fu gives the

exact opposite instructions to Siri – to paint a strategy for the Chemical industry to survive in 2035. Siri - ‘pull out all the research and build a storyboard painting the de-growth of the industry and how it will be shutting down by 2035’.

Later during the day, you have a couple of meetings where new aspects of ‘Kismet’ will be discussed and how it can be a perfect tool for replacing many Human activities and jobs. You want to be well prepared for it. You get all four co-workers together in the meeting room, their holograms are seated across with Lei Fu on your right. You want to engage in small talk before you jump to work, so you start by asking about their families, their weekend, they use the stream to show you some pictures of the activities they did with their families over the weekend lightening the meeting mood a bit. You glide into the meeting agenda smoothly and discuss the research. Siri has built up the strategy storyline by now. Post the light banter, serious arguments start flying across the room. You are not sure how to deal with hologram debates versus in-person discussions. You had learned in your last class on ‘New World People Leader’ that holograms are ‘almost’ the real person.

You start looking for the micro expressions and feelings being expressed by the hologram of Lei Fu, Amanda, Mikel, and Zain. Your Siri deciphers the emotions and prompts you on the side about the emotional state of the team. You are still working through this as you are very new to reading micro-expressions consciously.

You had learned about caring and being empathetic in the class and you are wondering how to display that with the holograms and if it is OK to have this conversation with the holograms. Are the holograms even real people and what would this lead to? You are wondering how will you motivate your team and how will you keep them engaged. Is that even your job now or is that something you should not do, Would Kismet be able to tell you how to do this better than you can? Will Kismet take over the reading of micro-expressions and will the last of the human jobs also become AI-driven? You are completely lost in these thoughts. Suddenly you see your boss’s face on your stream and remember about the strategy. You ask him for another hour to respond and return to the task at hand.

You ask Lei Fu if his counter strategy is ready and he proudly shares that it is not only ready but from his vantage, the chemical industry is heading for a de-growth. You check with Amanda on her views and they are the complete opposite, she feels that it has a CAGR possibility of 21%. You sink into your chair and start listening to each presentation and ask Siri to be in listening mode and be ready to summarize the presentation post listening to both sides. Siri starts building the final storyline and you stare at the surface board where the final slides are coming to shape.

You are now certain that you should build new people skills and skills to up your ante with holograms. You sign up for the refresher ‘New People Leader program’ to learn about the dimensions of connecting people with Purpose, inspiring them to give their best performance, and how to keep connecting in this new world full of AI and generation A (grown on AI and Apple), keep innovating to keep your job and be super relevant. You want to ace the corporate game, build your career and be the champion leader in this new world of work.