

THE FUTURE TRENDS OF HUMANKIND - ARE WE READY?

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INTRODUCTION

This thought paper is derived from empirical data, on ground surveys, and evaluation of existing trends spanning cultures and demographics.

An old theory goes like this - "Change is the only constant in nature. Everything that is created is bound to change – either today or tomorrow."

The way we think, communicate, act, and enjoy – everything has changed. Our lives are on the journey of constant change. But there is something inside this change that is not changing. Every successful initiative that leads to change our lives has tried to solve our problems. We have two types of problems – visible and invisible problems. Visible problems make change desirable while solutions to invisible problems always found some resistance in society. This is the rhythm of nature.

So, if we try to re-define the word change – it's a continuous effort to oscillate between options – each time with different and better tools and approach. For example, use of Emoticons along with text to communicate today is a better version of our ancestors' attempt using cave paintings and symbols, or going way with centralized liquidity management to back to decentralized system using block-chain is more secured and accurate than barter system.

Thus, change is cyclic in nature and in the process; we mostly get to better versions of ourselves.

Current world is a small place where anyone can talk and express seamlessly to anyone, anyone can go anywhere in no time and anyone can experience anything that can be experienced. But at the same time, this small world has become denser. More and more individuals are coming into mainstream. It has become very easy to become an influencer and impact our lives. Hence, we have maximum entrepreneurs, innovators and risk-takers today. The rate of experimentation has increased exponentially and thus rate of innovation is at its peak (with highest rate of failures as well but who fears failures today?)

However, we have been working, vacationing, living and dying in this small dense gig economy for quite some time. How do we know this? Well, we all have become comfortable to this. Internet, Smart Devices, digital money – all have become normal absolute basic things of our lives. And to prevent the current age to get settled with this, we need to make some paradigm shift – again to move to better versions of solutions. Because, no situation is perfect. There is always room for improvement. There are invisible problems that need to be solved and many visionaries are already taking small and big steps to make this shift.

Let's look at newer versions of some of the old solutions, and our predictions of some of the trends that will define future. We believe the following 6 trends will be the major ideas shaping our future.

1) Style is the new Skill

With easy access to the wealth of all the knowledge ever acquired by mankind, it has become possible to develop any skill in less time. It's not a differentiating factor any more. Gone are the days, when professionals were assessed based only on skills. A drop in average tenure of working class proves that there is both high Demand and Supply of skill in today's world. Our communication and information systems have brought many of us on same level in terms of skills. And our assessment tools have increased measurability of it by making everything objective.

Now the skill which is grey, unmeasured and still subjective, is attitude. Attitude/Style is the only differentiator today. How an individual behaves under specific situations, how he/she approaches problems, etc. is very important to make selections. Because we know that a right attitude can adapt and change in this VUCA world. We've learnt that there every person's individuality, style, attitude and other attributes that make them unique can be leveraged for their own good and the society around them.

Since every attitude can be justified, attitude has become a grey and confusing area for many. There are no generic rules for this game. What is right and what is wrong?

Hence there is a need of a tool that can look at Style as a skill from objective perspective and which define its high and low, its limits and benchmarks. This tool can collect data from various sources for an individual, analyze them and makes classification easy. The psychometric assessments are some initial steps to solve this manually. A combination of these assessments with Tech can give outstanding results.

2) Smart Internet is the New Internet

Internet-Of-Things – IOT has made Internet very strong. The number of nodes to collect data has increased. With sale of every new smart phone and with creation of every new website, its capacity to collect data increases. More and more data flows in and gets recorded.

User is the new Customer. And one of the agenda to collect this much data is to gain the ability to understand our users better. The more we know about our users, the better experience we can deliver to them. With the help of some data scientists and some analysis tools, we have tried to use this data. But using AI and ML, all the user behaviors can be understood.

AI can act as the interface between users, user's data and the medium which they use i.e. internet. AI – equipped with ML, while using Deep Learning, can churn this volume of data and can make our UI to adapt to user's needs.

For example, more and more data gets collected through click-stream-analysis then asking user to fill forms. And this data is used to create custom experiences for users itself. In this way, AI can lead to change in tech - making it more user-friendly and accurate.

*Hence there is a need of a tool that does not require users to fill data using forms, or go by the conventional modes of collecting objective data, to understand inputs from users. **AI and Deep Learning** is being used to create tools that convert subjective inputs from users to objective, thus making the Internet smarter.*

3) You are YOU

This is something that is not new. Individuals are unique and hence their needs are also unique. In business strategies, we have studied that a business can either cater to generic needs of a large group or specific needs (along with generic) of a specific group. For example, an airline caters to a generic need of domestic flights of a large group. And on other hand, another airline caters to all needs of a specific class by giving them premium luxurious experience. Both are successful – but this will not work in an industry where entry barriers are not very high.

In an industry where entry barriers are low and competition is very high, every individual is required to be treated as unique. Every individual is special. “You are You and not part of a group. We acknowledge this uniqueness and hence we have a product which suits you.” **This trend of focus on Individuals has now penetrated organizations as well, and now many organizations are also realizing that it’s more about “individuals” than their overall culture.**

Many make this claim – but how to deliver it? The answer lies in user’s data which we are collecting using IOT. The AI that will make the user experience easy by removing unnecessary steps and procedures will also help to produce experience which is customized to user’s need.

Hence there is a need of tool that understands the power of personalization. Many of our most successful internet products today understand this need and are working towards the same.

4) From Person Dependent to Data Dependent

Knowledge is derived from data. Churning data we identify patterns and establish facts to increase our wisdom. This wisdom is then fed back to us through professors, teachers and mentors. Professors and equivalent either churned the data or viewed or explained existing facts in an easy to understand format and hence became popular. This phenomenon happened in such an uncontrolled way that currently, we are in a stage where these facilitators have a bigger brand than the content that they deliver.

There is no harm in this. However, this reduces the importance of the content to some extent and limits the view of the mass to see the facts from these mentor's perspective. This is injustice.

*Hence there is a need of tools that can shift focus and brand back to the content and knowledge, which is the primary reason for mentors to ever exist. Such tools claim that data is the **Optimus Prime** and teachers, professors, mentors are just the medium to deliver the same to the masses. With Internet in place, better mass delivery systems are getting developed every day that emphasizes on data and its importance. There are already some such tools and they have also found innumerable number of ways to churn data – thus adding to our wealth of knowledge.*

5) Tech Enabled Relationships

Every action of us is derived by some need. We talk with someone, we help someone, we love someone – everything is backed by our needs.

And when the need is mutual, the two parties get into agreement of relationship. Relationships are state where both the parties know very clearly what is the need of other and how they are going to satisfy the same. Such relationships generally end once needs are satisfied. And hence they appear very transactional in nature.

If in these relationships one party just demands what is needed and just gives what must be given, then it's not relationship but trade. Then it becomes business. In a true genuine relationship, one party takes efforts to help other so that he/she can satisfy the need. They help each other so that they can satisfy and deliver. These arches of discretionary efforts and give-and-take just above transactions make them pure and long lasting.

How difficult it is to identify people today with whom you can create and maintain such pure relationships? Well it's very difficult. And AI also cannot help you find that very accurately. What AI and Tech can do is help you measure the level of discretionary effort, which is present in your relationship, and understand these hidden facades of it.

Hence there is a need of tool that can teach and enable individuals to go beyond transactions and enter into relationships. This will then lead to much more efficient businesses and economic successes.

6) Collaboration and not Competition

It's a very competitive world out there. Every business wishes to succeed. This can be done either by offering unique products or by out-performing your competitors and giving the same product in lower prices.

With access to all operation efficiency tools and automation, the latter option has already been exploited enough. Now the businesses are going crazy to offer unique innovative products and for that they are competing in talent market to hire the best professionals. In this war, ironically, one party, which always loses, is the customer. Options becomes limited for users – same types of products from everyone and hence very less to choose from. And forget about customizations as these products are created to kill other products and not to satisfy user's needs.

Instead of competing, if these businesses partner and collaborate with each other then we will have better options for customers. This confluence of work- cultures will boost innovation and lot of cross learning will be facilitated which will help both in long run. We need to work for the interest of the customer. Customer is the reason businesses exist – profit is an outcome. And collaboration is the best approach to satisfy customer, not competition.

Hence there is need of businesses that can put power of collaboration over the impact of competition. That's why we are seeing the rise of Peer to Peer Networks, and we predict P2P focused (or favoring) businesses are the ones that will succeed in the long run. For Content, For Learning & For Associations, we need to collaborate and partner with other organizations.

How do we create something that combines all these 6 Changes defining future?

Each of the above-mentioned change will lead us to better version of today. For these initiatives to have maximum impact, they should be applied on such nodes so that the effects are propagated to almost all layers of our society.

Today, an employee of working class represents a family of four on average. And a manager who is the closest to an employee works in an average team size of 5. This means that a manager can impact experience of 5 employees i.e. 5 families i.e. 20 individuals of a society (on average). Hence, from amplification point of view, they are currently best placed.

That's where a product such as the Great Manager Institute™ comes in.

We believe empowering managers can positively impact businesses more than anything else, because we know that great managers build great organizations. We empower every working professional (anyone who manages relationships in a professional environment is a manager) in the following ways:

1. **Style** assessment proprietary tools that help them assess themselves and their style in a manner that allows them to understand how to be a great people manager™.
2. Use of **Smart Internet** (through support from AI) in getting better, faster and more accurate assessment of any person by collecting data about them from their peers, subordinates etc. (through both qualitative and quantitative modes, such that the qualitative modes are converted into data points using AI).
3. Provide **personalized** assessment, recommendations and learning, including using data to create benchmarks that are individualized. Though there are B2B2C and B2C modes to reach the customer, the end user is always an individual.
4. Provide a combination of e-learning and offline learning, supported by content and knowledge that improves (and self-improves) regularly based on **Data** (through millions of data points), and with less dependency on humans thus increasing scalability.
5. Provide theoretical and practical learning tools to managers that focus on the idea of people management being **relationships and not transactions**, while doing so in a tech enabled manner to be able to convey the message on a personal and contextualized level to the learner.
6. Create a **Peer-to-Peer Collaborative Engagement** platform, without the psychological complications of peer-to-peer recognition, that uses collaboration to improve knowledge for all; while also maintaining a collaborative mentor platform that increases the scalability of the solution through decentralization.

We believe Great Manager Institute intelligently combines the 6 most important future trends of our society and businesses, and creates a business that positively impacts every section of society, while targeting a multi-billion dollar untapped and achievable market, through unique and proprietary tools and processes.

CONCLUSION

These trends can be implement across any business of any sector meant for any demographics, and still be relevant for the next few years*. We believe they reflect the future and every business should consider the same while preparing for the future.

*based on our detailed analysis and evaluation of business trends through years of experience and data collection