

# 10 FUNDAMENTAL INSIGHTS ABOUT THE TECH-DRIVEN FUTURE FOR HUMANITY

1. The physical world and digital world connect through the data captured in human experiences.
2. Analytics are people.  
Business data is largely about human experiences.
3. If you align business outcomes to human outcomes, then as business succeeds, it will bring humanity with it.
4. Humans crave meaning.  
Purpose is the shape meaning takes in business.  
The work of aligning the business around strategic purpose and meaningful experiences leads to greater profit.
5. Digital transformation should be about using data in an integrated and intentional way to amplify strategic purpose.
6. Emerging technologies will add capacity and scale like never before. Applying automated and algorithmically optimized capacity to meaning could magnify the meaning; automated and algorithmic capacity applied to absurdity will magnify absurdity.
7. Experience at scale changes culture, because experience at scale *is* culture.
8. The impact of automation on human work will mostly be augmentation, but it will also be displacement, replacement, and creation of new job types and demand.
9. Automation is a huge opportunity for business and for human quality of life, and it is also a strategic, design, and cultural problem.
10. Humans can't leave meaning up to machines. Machines are what we encode of ourselves (values, biases, etc); we can encode machine systems (automated processes, algorithms, etc) with the best of ourselves.