

Tech Humanist

How You Can Make Technology
Better for Business and Better
for Humans

by Kate O'Neill

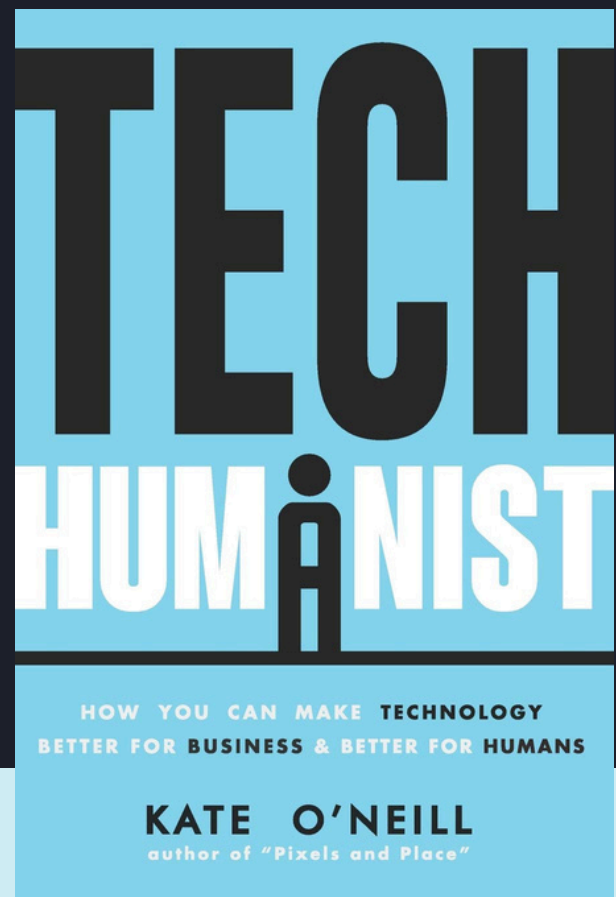


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About the book

Technology drives the future we create. But are we steering that technology in directions that create that future in the best way, for the most people? In her new book *Tech Humanist*, Kate O'Neill examines the intent, goals, and avenues through which people create and distribute technology, and the amplifying effects technology has on the values of the organizations that deploy it.

O'Neill defines a new model of business leader—the “tech humanist”—as developing honest assessments of organizational goals that move far beyond traditional P&L statements, and peer deeper into the consequences of everyday human experience design within our increasingly tech-driven culture.

It's the idea of using purpose as a strategy—defining organizational meaning, consequences, and outcomes to align both business and human objectives—to spur making the world better by making the technology better. And it's a role that needs to emerge as quickly and spread as completely as the new technologies it aims to harness for the common good, for both businesses and humans alike.



Key discussion topics

1. Human-Centric Digital Transformation

Core Concept	Approach to technology that emphasizes improving human experience at scale during digital transformation
Discussion Points	<ul style="list-style-type: none">• Balancing technological progress with human values and well-being• Making technology better for both business and humans• Guiding ethical decision-making in tech development

2. Data and Human Experience

Core Concept	Understanding how data shapes human lives and identities in the digital age
Discussion Points	<ul style="list-style-type: none">• Data as a representation of human lives and identities• Ethical considerations in data collection and use• Evolution of data rights and protection

“A humanistic philosophy starts with the simple agreement that humanity is important. That’s it. It’s not a political agenda, economic plan, or religious affiliation; it’s just the idea that somehow human life is valuable and worth respecting.”

Key discussion topics

3. Future-Ready Leadership

Core Concept	Helping leaders navigate complex and exponentially-changing technological landscapes
Discussion Points	<ul style="list-style-type: none">• Guiding strategic decision-making in rapidly changing environments• Balancing innovation with responsible practices• Creating sustainable and ethical tech solutions

4. Human Experience at Scale

Core Concept	Creating meaningful experiences in an increasingly tech-driven and AI-led world
Discussion Points	<ul style="list-style-type: none">• Designing human-centered technology solutions• Fostering genuine human connection in digital spaces• Ensuring technology enhances rather than diminishes humanity

Quotable insights

"The key to human-centric digital transformation is knowing your business purpose so you can fulfill it more meaningfully at scale."

"A humanistic philosophy starts with the simple agreement that humanity is important. That's it. It's not a political agenda, economic plan, or religious affiliation; it's just the idea that somehow human life is valuable and worth respecting."

"The Tech Humanist mindset is about aligning your business goals with broader human goals so that the more you succeed, the more you bring humanity with you."

"The biggest problem with the future, though, is that it feels like something we can deal with tomorrow, not today."

"Would you still fear the future if you knew you'd done all you could to create the best future possible?"

"We need to reimagine business around new ideas of value, and to understand what value means when it's about an integrated you in an integrated world."

Quotable insights

“The best way to deal with the changes brought about by emerging tech is to make human experience more meaningful.”

“The Tech Humanist proposal is to ensure that business objectives and human objectives are as aligned as possible so that as automated experiences scale, they scale human values with them, and a sense of what is meaningful to humans surrounds us.”

“The future of humanity depends not on benevolent robots but on benevolent businesses.”

*“The Tech Humanist approach is an attempt to make the world better by making technology better—**better for business and better for humans.**”*

Testimonials



"For the past two decades, the Computer History Museum has chronicled the amazing rise of the technology which just in our lifetime has become the most powerful agent of change the world has ever known.

While the stories of creativity, invention, innovation, and impact are fascinating, what all this means for the future and humanity is what we are poised to take on now as an institution.

Nowhere has this become more clear to me and my colleagues here at the museum than in reading Kate O'Neill's blog about a year ago entitled "The Tech Humanist Manifesto."

*The idea that **we need to develop and imbed in all future technologies the very best of ourselves and our ethics** and ultimately have the goal of those emerging technologies to make us better humans has resonated deeply into our own plans of what we will present, discuss, and debate going forward.*

*After reading the manifesto, my initial thoughts were "Kate should write a book on this." Which I am very happy that she has done, and **now her humor, excellent insights, and heartfelt philosophy can reach the leaders and influencers throughout the world.** And the rest of us too."*

— Gary Matsushita, Vice President, Computer History Museum

Testimonials



"Fascinating, powerful, and important! Technology and data continue to change this world. In *Tech Humanist*, Kate O'Neill makes a compelling case for the humanity within the data that drives business. **If you believe that new technologies should also make a difference to humankind, *Tech Humanist* is a must-read.** A fascinating, powerful, and important book that is hard to put down!"

— Dorie Clark



"In this book Kate creates a bridge between tech and humanity that we all need to cross. It is **how we can find our way in an increasingly confusing tech world**, where more and more seems to be the answer, but we all know we cannot survive if we let the speed of tech take over our lives. Kate solves the problem for us... how to be human and stay human, while also enjoying the evolution of our tech world. We can co-exist... and if you read this book, you will see how we can do so, better."

— Jeanette Bronée, Keynote & TEDx Speaker on Rethinking SelfCare At Work





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