



4th Industrial revolution

The Future of Jobs

Claudio Soutto Mayor Cangi
CIO Advisory – America Latina

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Revolução Digital Profissões do futuro

Claudio Souto Mayor Cangi

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Drivers for Change

Geopolítico

Social-Econômico

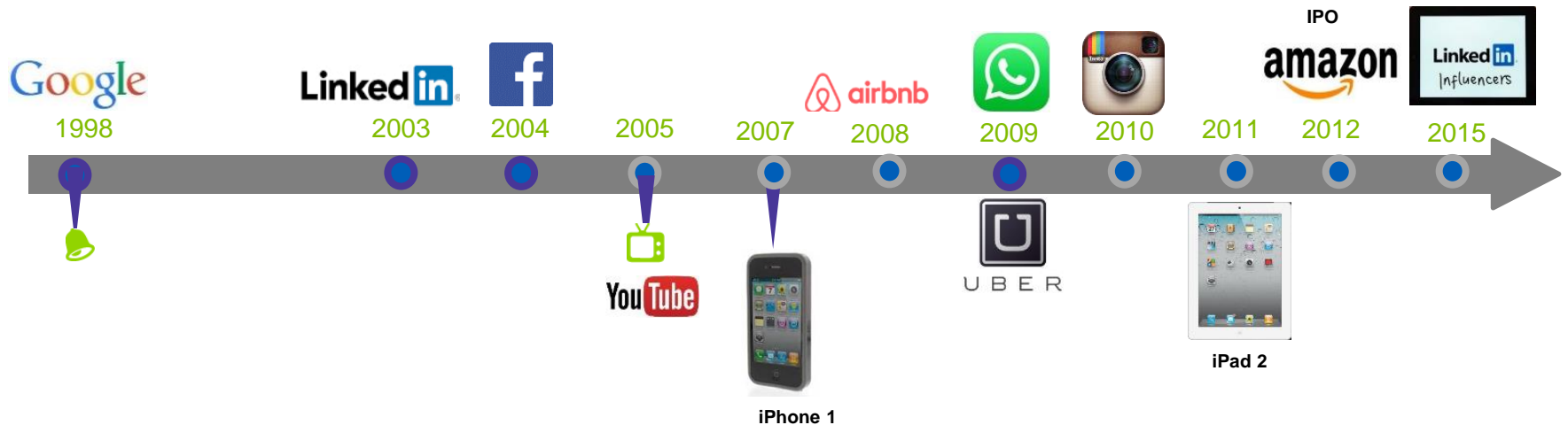
Tecnológicos

Demográfico

The World is changing

Novas formas de:

- ✓ **Interações** e relacionamento
- ✓ Consumo de **conteúdos**
- ✓ Atender **necessidades** pessoais e profissionais (viagens, meio de transporte e comunicação)



There are winners.....

NETFLIX



Netflix whizzes past 75 million subscribers thanks to record international growth **Yahoo, 2016**



Music industry finally reaches 'tipping point' as massive growth of streaming services like **Spotify** gives sales their biggest boost in year **Daily Mail, 2015**



One-seventh of the global population now uses **WhatsApp** **Forbes, 2015**



... and losers



The internet didn't kill Blockbuster, the company did it to itself
Forbes
November 2013



Uber will kill London's black cabs
Bloomberg View
May 2015



Banks face losing market share to digital services
Financial Times
September 2015



The fourth industrial revolution

First

Water and steam power
Mechanical production



Second

Division of labor
Mass production
Electricity



Third

Electronics
Information technology
Automated production



Fourth

Datafication
Hyper-connectivity
Digital labor and professional augmentation
Artificial Intelligence



1800

1784: First mechanical loom

1900

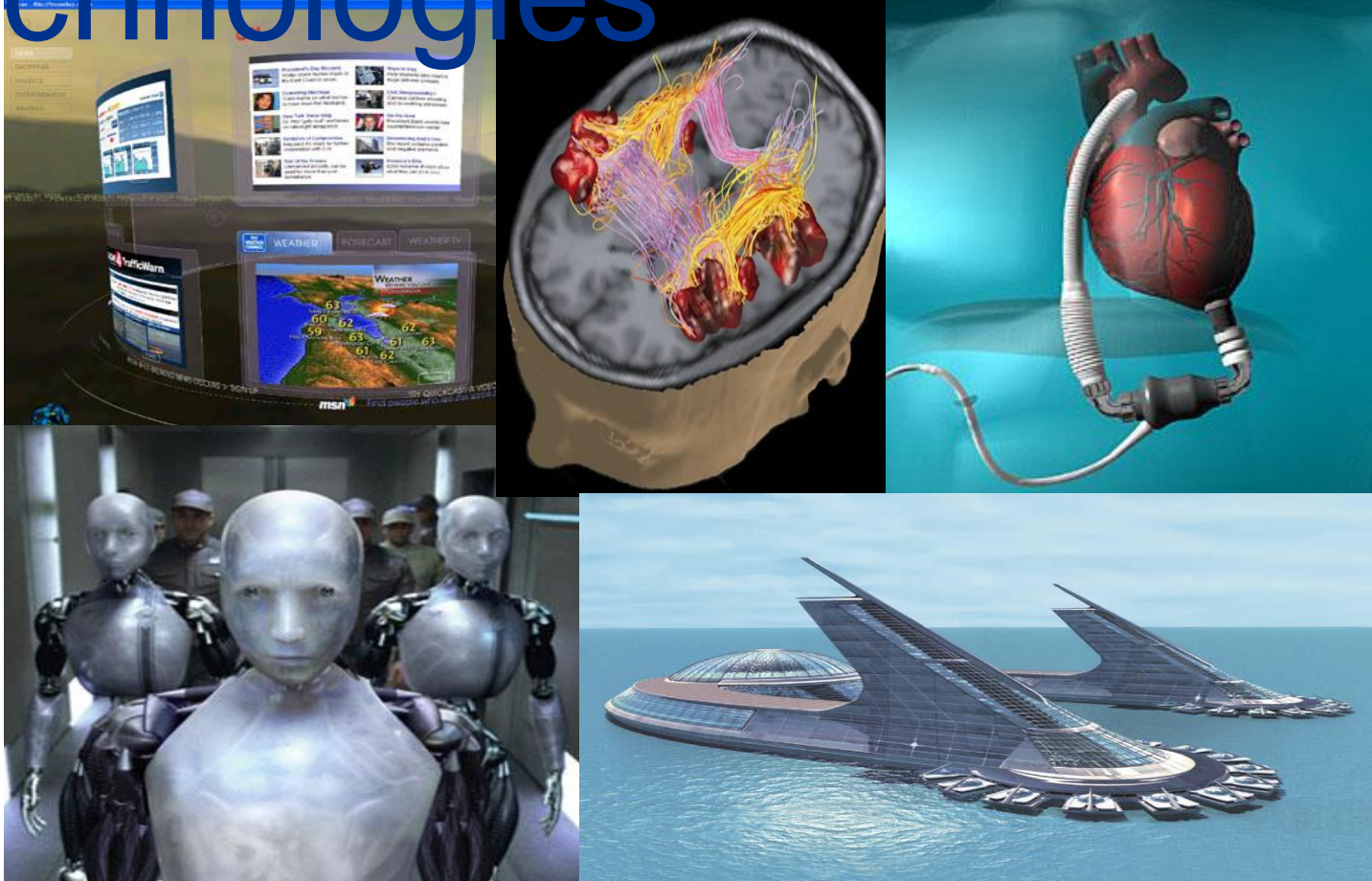
1870: First assembly line

2000

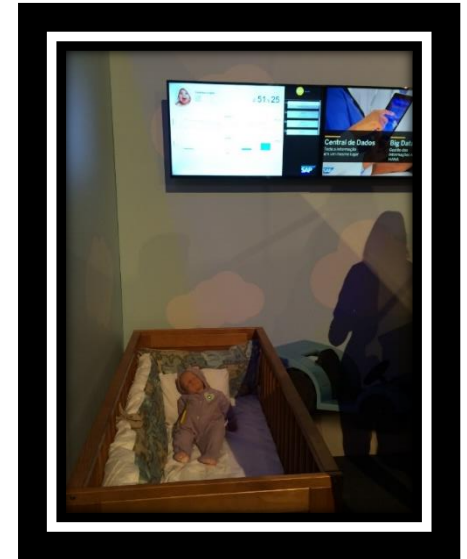
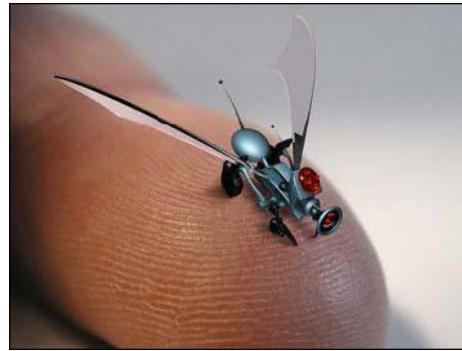
1969: First programmable logic controller

Tomorrow starts today...

Change in adopt new technologies



New Technologies



Main Findings

- **65% das crianças que entram nas escolas trabalharão em profissões que ainda não existem.**



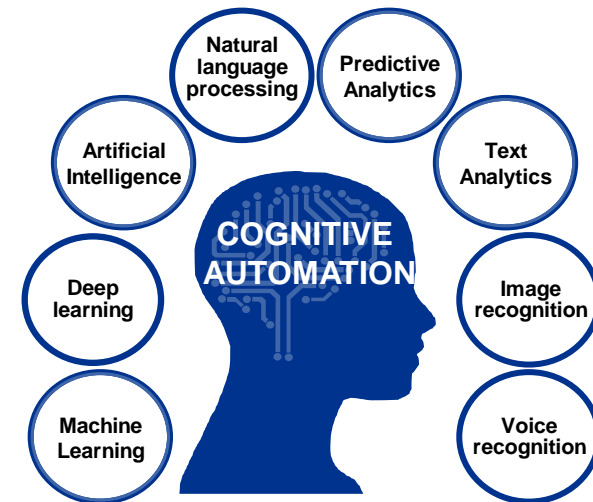
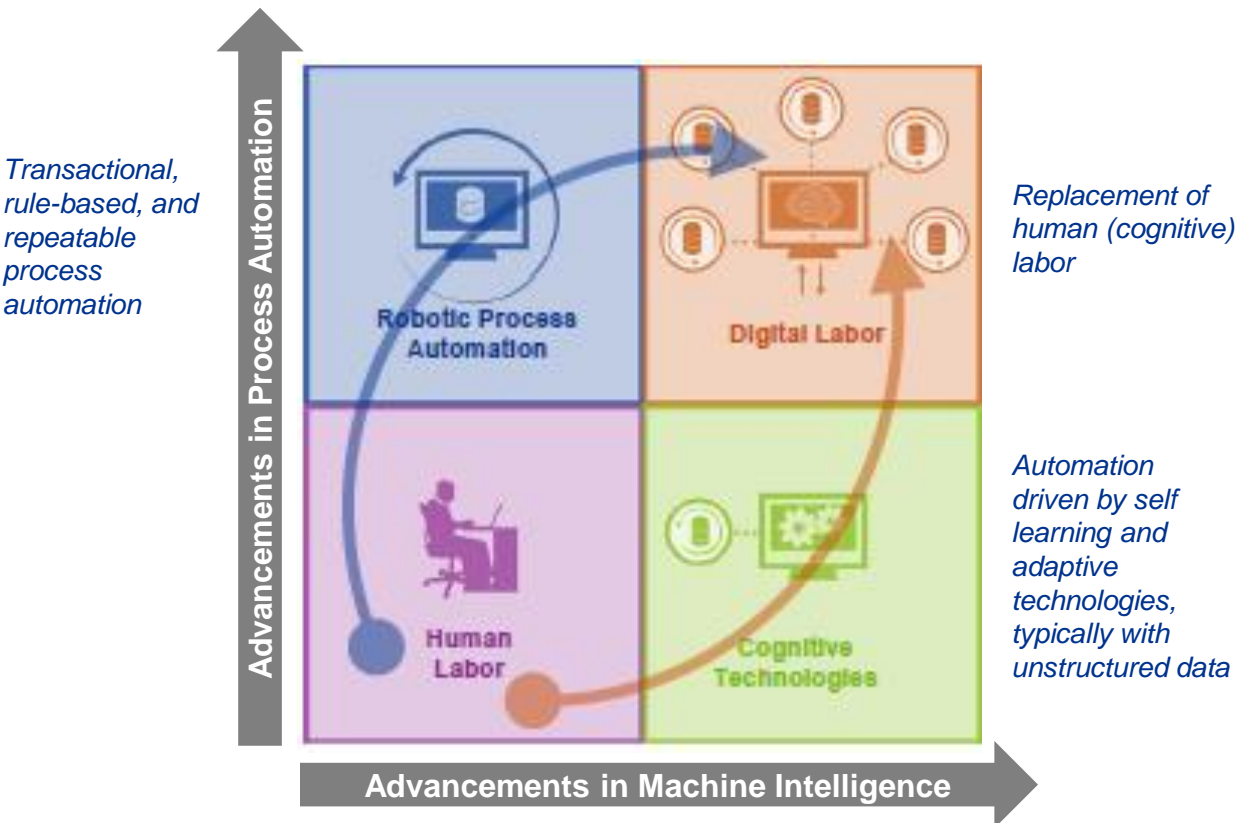
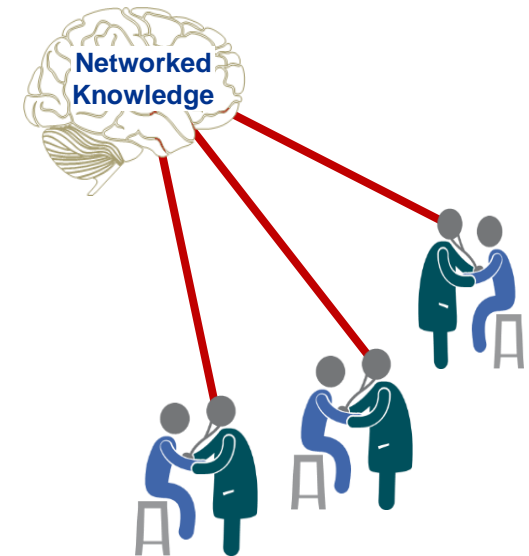
- **As experiências e conhecimentos obtidos no passado não garante o sucesso do futuro.**

Fonte : Future of Jobs - World Economic Forum

Digital labor

Cognitive systems mimic human brain functions

1. Perceive (interpret sensory input beyond traditional data)
2. Reason (hypothesize, weigh supporting evidence)
3. Learn (Improve confidence levels with experience)



People and Talent required

- Experts are required to train and oversee design, content curation, data analytics and technology development and improvement on the platform i.e. Digital Work
- Talent becomes more critical as a differentiator as many of the routine activities are automated at a low cost and skill, innovation and agility becomes the competitive advantage
- Technological unemployment may occur in lower skilled areas but demographic shifts are putting pressure on labor supply and demand...



New Skills required



- Complex Problem solving
- Critical Thinking
- Creativity
- People Management
- Coordinating with Others
- Emotional Intelligence
- Judgment and decision Maker
- Service Orientation
- Negotiation
- Cognitive flexibility

Fonte : Future of Jobs - World Economic Forum

Design Thinking -objective Bringing Together the Best of Two Worlds



Main Issues in LATAM

- Education GAP - only one third has formal education (University or high Level Technical School)
- Most youth leave school for inactivity or informal jobs
- Entrepreneurship ecosystems for high-grow.



163 Million
Youth
(25-29)

35%
Middle Class

43 Million no
secondary
education

Only 20% in
Formal Jobs

30 Million
(NEET)

70% Focus in
Subsistence

Source :Latin American Economic Outlook 2017

Next Steps – Collaboration vs competition

Immediate Focus

- Reinventing the RH Function
- Making use of Data Analytics
- Talent Diversity
- Leveraging flexible working Arrangements
- Incentive entrepreneurship

Long Term Focus

- Rethinking Education Systems
- Incetivizing Lifelong Learning
- Cross- Industry and Public-Private collaboration



Fonte : Future of Jobs - World Economic Forum



Thank
you