



2025 Lincoln County Economic Summit

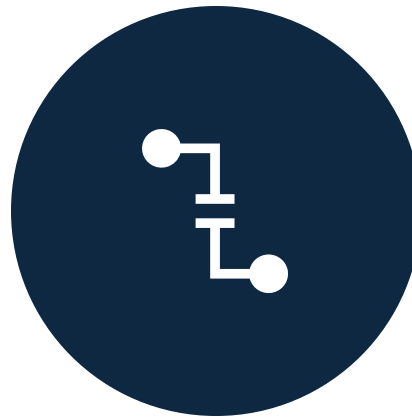
Context, Connections, & Case Making for the Future

Discussion Agenda



NEW:

KNOWLEDGE ECONOMY



BLUE:

CONNECTION CURRENCY



BUOYANT:

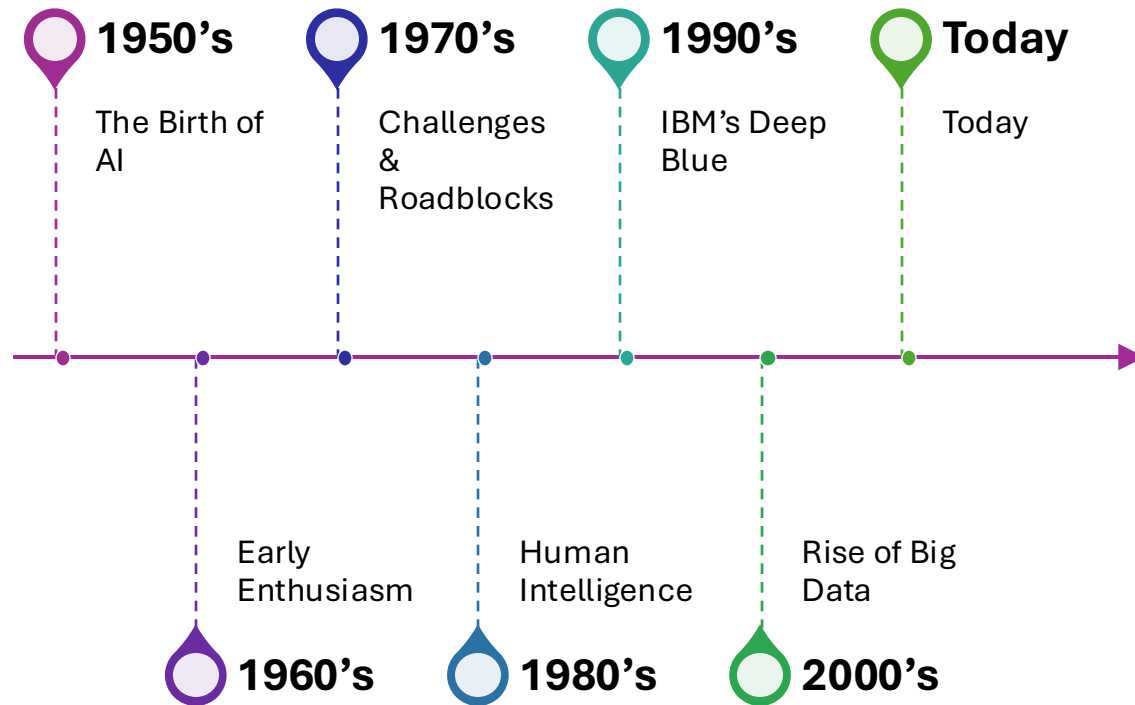
UNLEARNING



Horror Films Analogy



Pace of Progress



The age of AI is here. It's complicated.

A.I. Poses 'Risk of Extinction,' Industry Leaders Warn

Leaders from OpenAI, Google DeepMind, Anthropic and other A.I. labs warn that future systems could be as deadly as pandemics and nuclear weapons.

FEATURED STORY

Why AI Will Save the World

Marc Andreessen

How Could A.I. Destroy Humanity?

Researchers and industry leaders have warned that A.I. could pose an existential risk to humanity. But they've been light on the details.

Artificial intelligence could be our saviour, according to the CEO of Google

Jan 24, 2018

80%

of the U.S. workforce could have at least 10% of their work tasks affected by the introduction of LLMs.

30%

of work hours could be automated due to generative AI.

63%

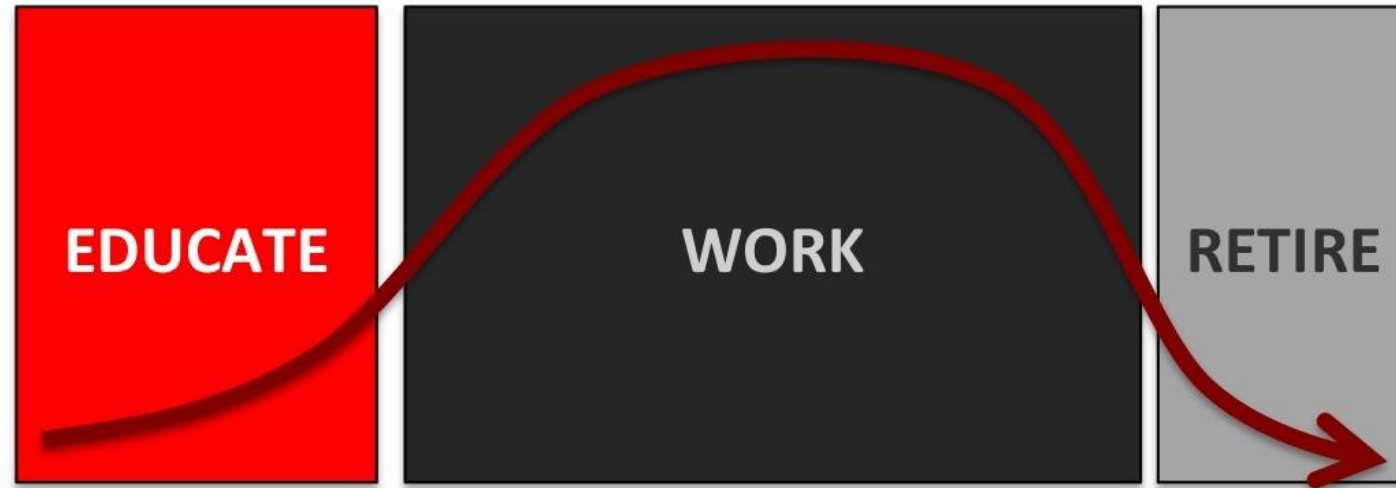
of jobs will be complemented by AI-driven technologies (vs 6% substituted).

58%

of workers feel they need to gain new skills as a result of the impact of AI.

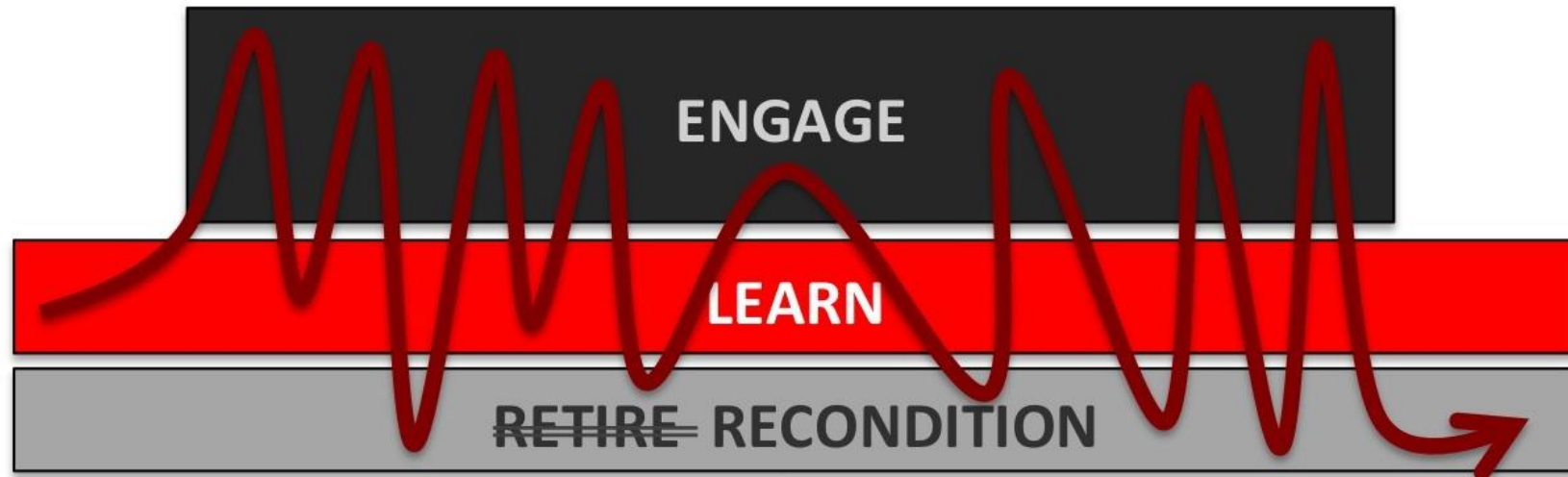
Career Arc: New Economy Shifts Life Blocks

**OLD
ECONOMY**



Lifespan = 73 Years →

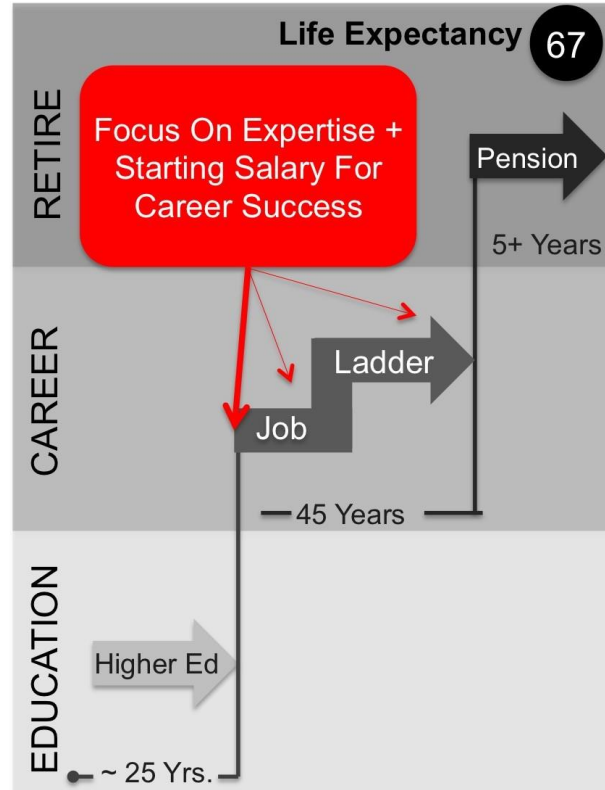
**NEW
ECONOMY**



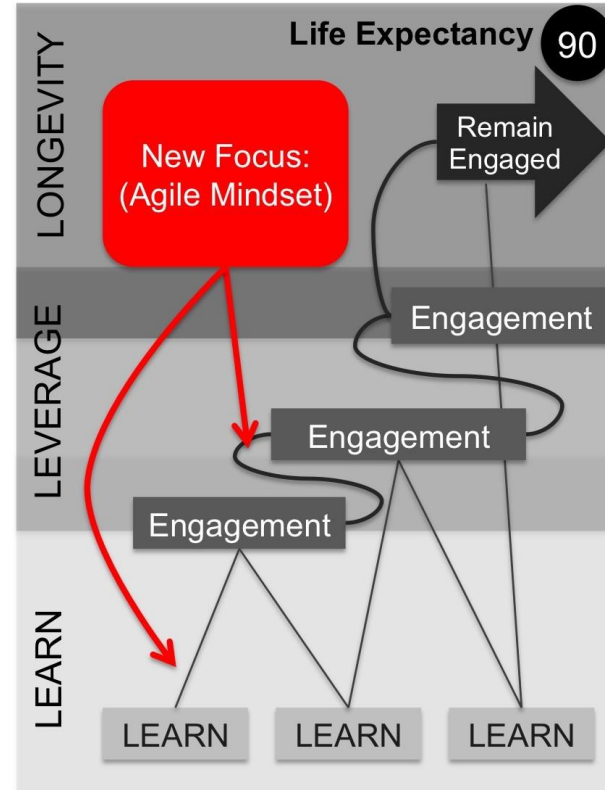
Lifespan = 90 Years →

From Expertise to Agility

Old Paradigm: **EXPERTISE**



New Paradigm: **AGILITY**



@heathermcgowan

Career Mobility

Ladder



Employees move from one role to the next, generally up, and generally within a given silo or function

Lattice



Employees move up, around, and sometimes down inside the org

Agency



Employees move around the org based on their skills, knowledge, and preferences

Outside In



Workers with specific skills are brought into the org to accomplish certain projects or pieces of work

Reset



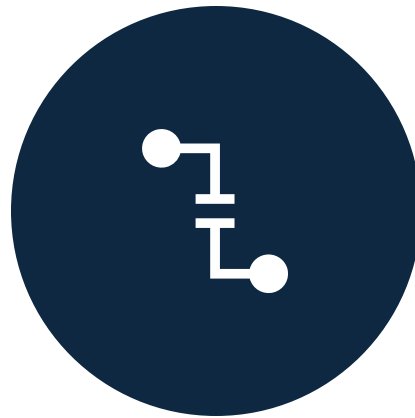
Employees are reskilled and redeployed into new roles, based on the org's needs and strategy

Discussion Agenda



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KNOWLEDGE ECONOMY



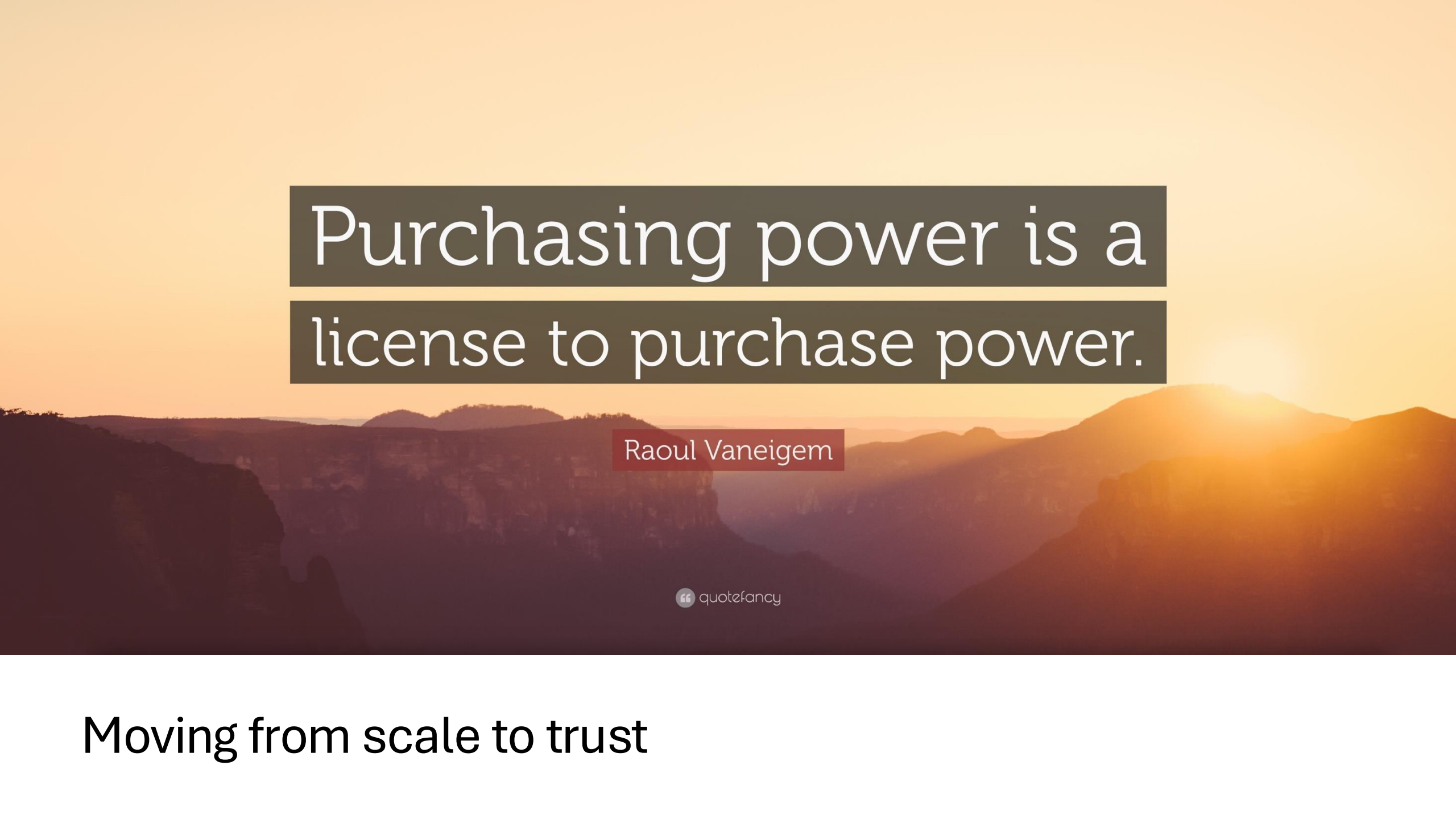
BLUE:

CONNECTIONS CURRENCY



BUOYANT:

UNLEARNING



Purchasing power is a
license to purchase power.

Raoul Vaneigem

“ quote fancy

Moving from scale to trust



Consumer Trends

Healthspan Focus: Prioritizing longevity and preventative health.

Wiser Spending: Value-driven decisions, seeking the best value.

Eco-Conscious: Sustainable choices, but with practical considerations.

Simplified Experiences: Demand for clarity, personalization, and filtered information.

AI Ambivalence: Cautious optimism, seeking transparency and trust.

Data Privacy: Control over personal data is paramount.

AR Enhancement: Immersive digital experiences, "try-before-you-buy" features.

Building Connections

6,366 comments



Claire Loudon

Am I from Ayrshire? No. Do I need b
No. Have I liked, shared and followe
YES 🙏

2024-09-16 Reply

14.1K

View 39 replies



Clare Mckie

See how he has adjusted to meet market
wants!! Very mindful very demure!!

2024-09-16 Reply

42.9K



Ayrshire Blinds · Creator

Very cutesy

2024-09-16 Reply

16.3K





Add comment...

@

😊

||| □ <

6,366 comments



Donna

Every teenager in the west of Scotland
telling their parents where to go for their
next blind haul. You just read the market
perfectly king 🙏👑

2024-09-18 Reply

5,780



Ayrshire Blinds · Creator

All fax no printer my queen 💙

2024-09-18 Reply

3,546

View 15 replies



Siobhan Smith

We're in Stevenston and actually need
blinds, we'll be coming here 🙏 slay
queen 👑





Add comment...

@

😊

||| □ <

6,366 comments



Siobhán

I've wanted wooden shutters since I
bought this house 6 years ago and t
might just be the thing that pushes
finally do it 😂😂

2024-09-16 Reply

738



Ayrshire Blinds · Creator

Do it for the plot bestie 💙

2024-09-17 Reply

787

View 3 replies





Add comment...

@

😊

||| □ <

Scale of Change Required



REFORM: to make changes in (something, typically a social, political, or economic institution or practice) in order to improve it



TRANSFORM: make a thorough or dramatic change in the form, appearance, or character of



Duolingo Strategy

Entertainment

Company Identity

Consumption of Attention

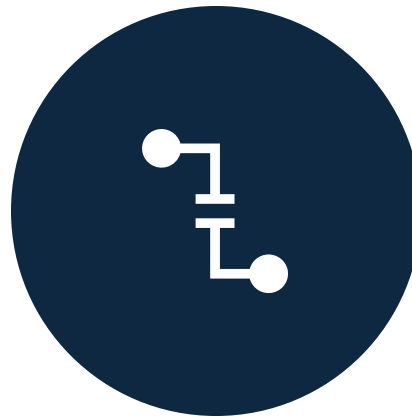
Leveraging Data

Discussion Agenda



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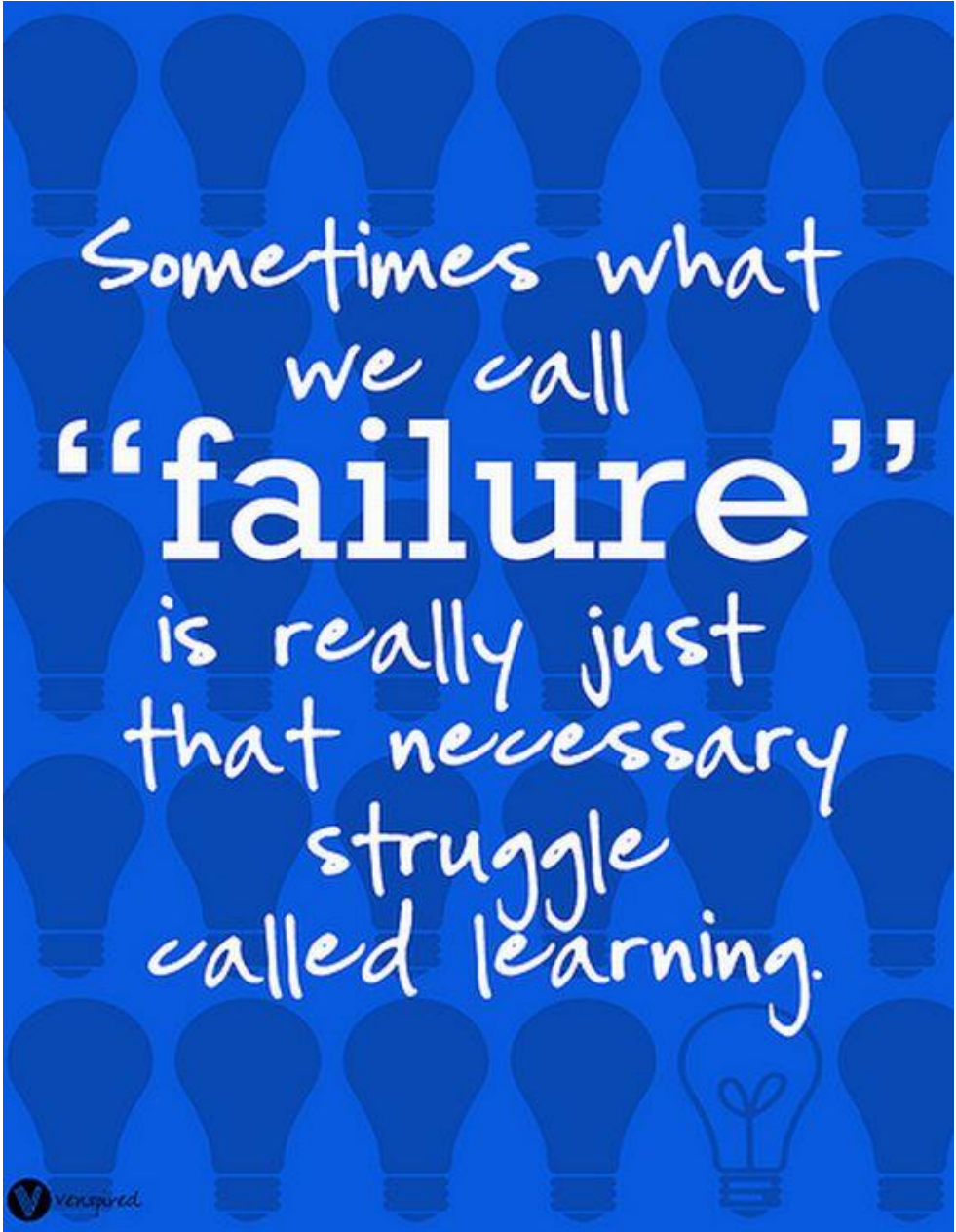
CONNECTION CURRENCY



BUOYANT:

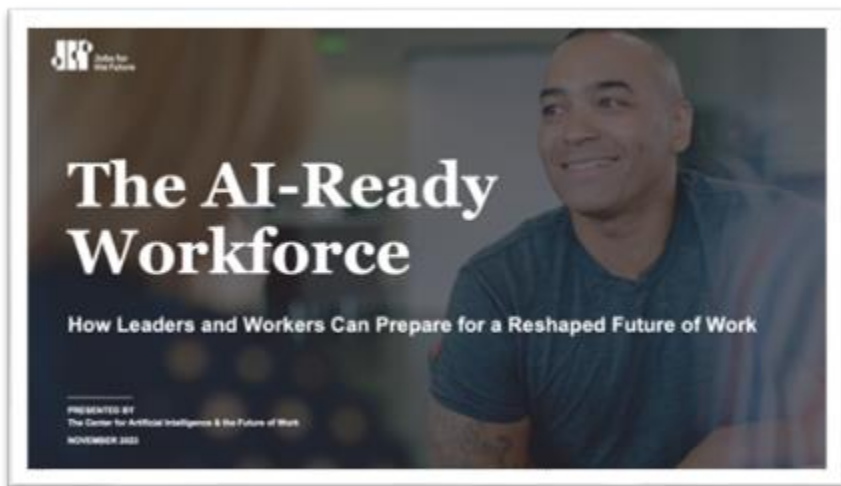
UNLEARNING





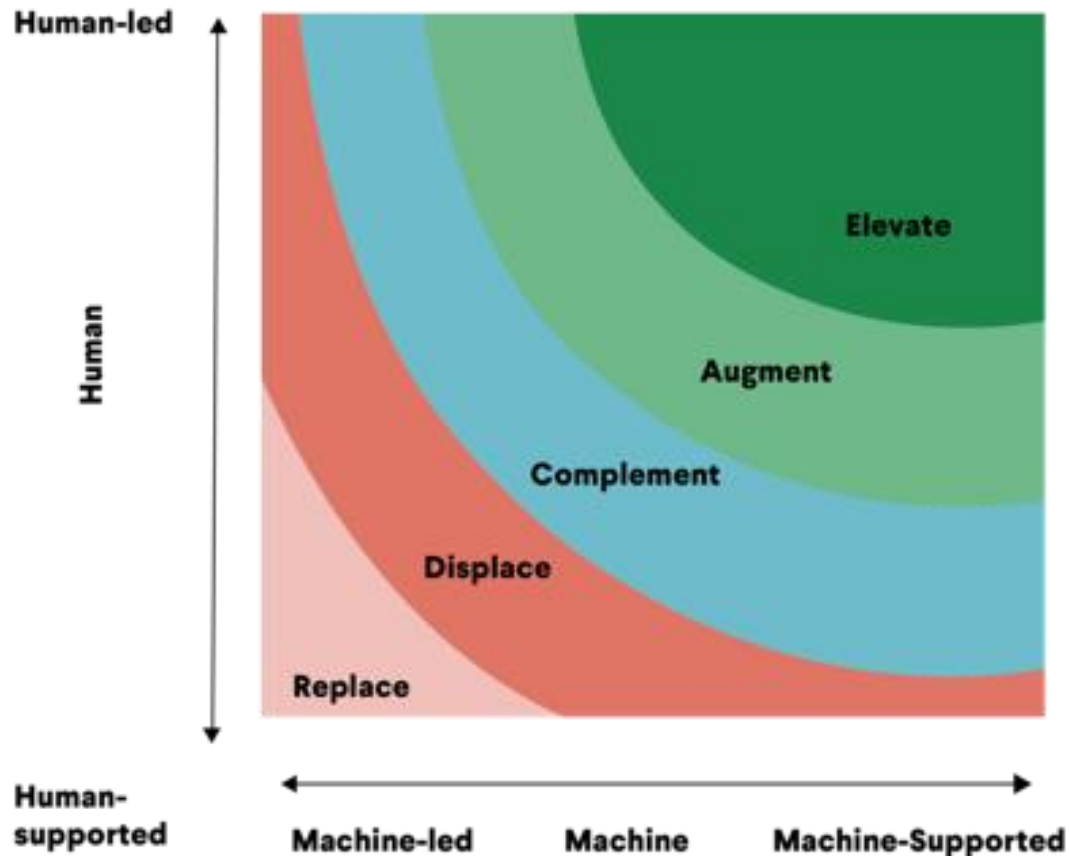
Sometimes what
we call
“failure”
is really just
that necessary
struggle
called learning.

Our research explores how AI could reshape in-demand occupations across the economy.



- **Literature review**, cross-industry **survey** & qualitative **interviews** of stakeholder leaders
- **Detailed labor market analysis** focusing on **5 industries** critical to U.S. competitiveness...
 - Business and Sales
 - Manufacturing
 - Computer and Information Sciences
 - Health Care
 - Transportation, Logistics, Distribution and Related Services
- ...and assessing **50 in-demand & growing occupations** including:
 - Software Developers
 - Retail Salespersons
 - Home Health Aides
 - Heavy & Tractor Trailer Truck Drivers
 - Assemblers & Fabricators

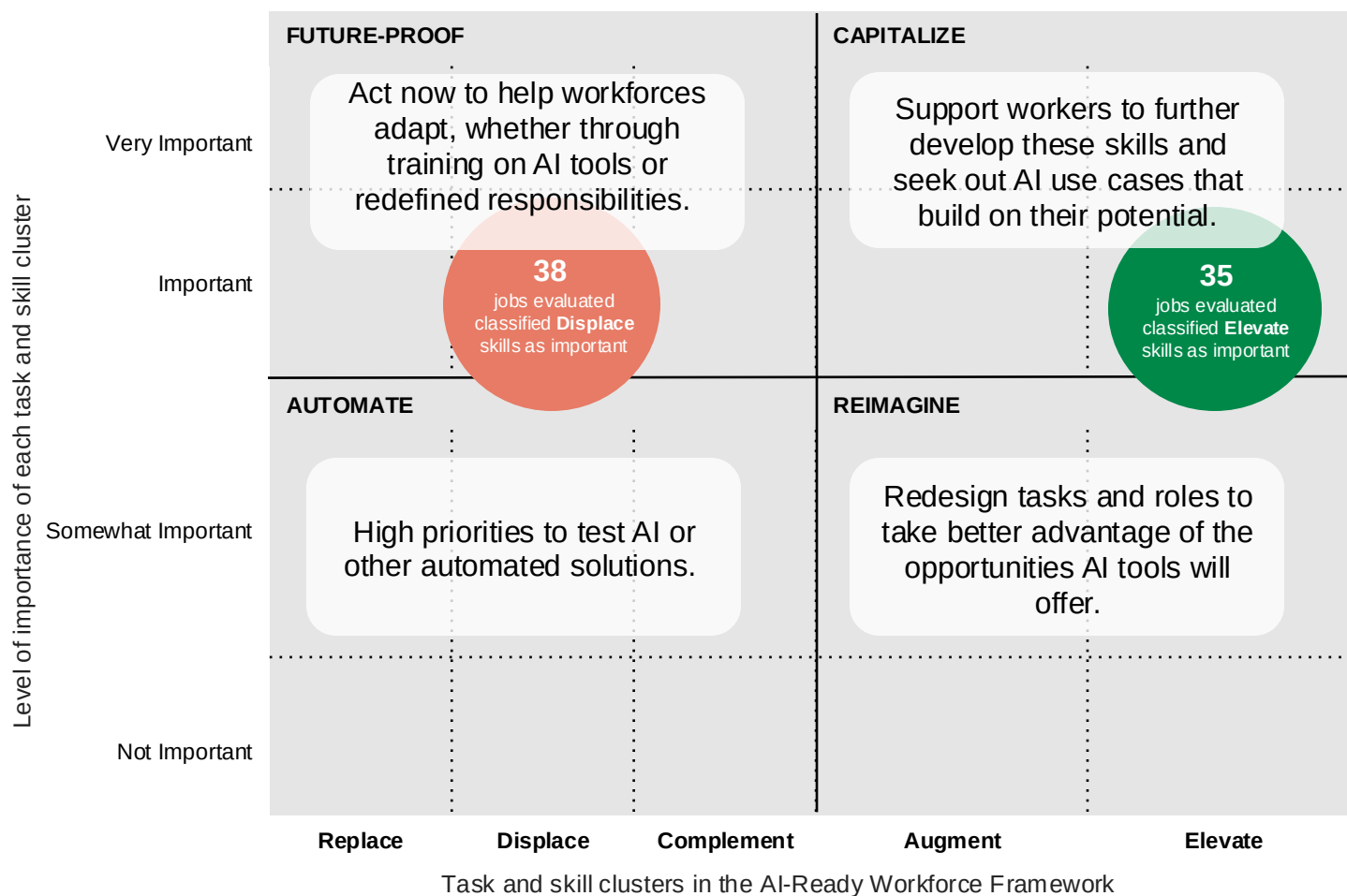
How workers leverage AI is just as important as how much.



The AI-Ready Workforce Framework

- **Elevate:** Human and interpersonal tasks and skills whose use is *significantly increased* by AI
- **Augment:** Complex cognitive / analytical tasks and skills whose use is *increased* by AI
- **Complement:** Machine collaboration tasks and skills on whose use AI will have a *neutral* impact
- **Displace:** Routine cognitive tasks and skills whose use is *decreased* by AI
- **Replace:** Routine physical tasks and skills whose use is *significantly decreased* by AI-driven automation

Planning deliberately for job and skill transformation is critical...



AI Transformation Profiles

98%

of the top 10 occupations rank tasks & skills **displaced** by AI as important or very important...

78%

of the top 10 occupations rank tasks & skills **elevated** by AI as important or very important...

...and these tasks are at least somewhat important for the remaining **22%**.

Every occupation we studied will benefit from doubling down on soft skills.

“When we are asking teachers & school leaders to do things they don’t (yet) know how to do, we are not asking them to “implement” something, we are asking them to learn, think, and form their identities in different ways.

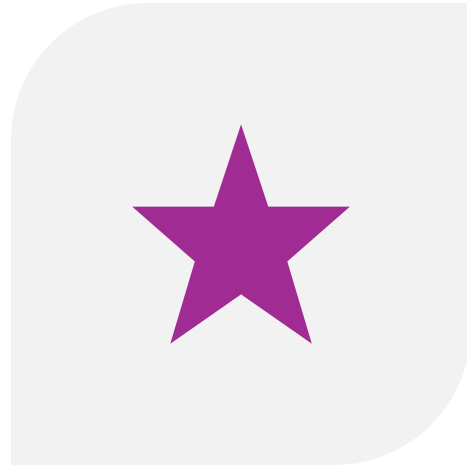
We are, in short, asking them to be different people.”

~ Richard Elmore,
Harvard Education Leadership Professor

Practice Makes...



Paradigm Shift: Practice is Learning



PERFECT



PROGRESS



Thank you.

SOVA
sova.org