

Recommended by Antonis Kocheilas, Ogilvy's Global Chief Transformation Officer

The Coming Wave

AI is creating an 'inflection point' in the history of humanity

Inventions and ideas have always been the work of people. On our current trajectory, we are headed towards the emergence of something that we are all struggling to describe. Artificial Intelligence. Something we must understand, as we cannot apply and control what we do not understand. AI should best be understood as something like a new digital species. Not literally, but we must come to see AI as digital companions, new partners in the journey of our lives. We must prepare for AI and shape what comes next. Just like the birth of the computer 80 years ago. AI will give us a conversational interface to a real personal AI. AI is us.

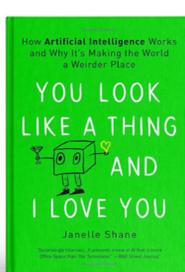
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"The AI wave is coming. You cannot ride it. You cannot stop it. But you can swim along it."

Antonis Kocheilas, Ogilvy's Global Chief Transformation Officer

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You look like a thing and I love you

How AI works and why it's making the world a weirder place

How we train people is not how we train AI. We now must learn how to teach AI, to think with us about solving problems faster and coming up with unexpected solutions we have never been dreaming about. AI is a new partnership between people and technology. A partnership which will have a huge influence on our thinking and doing. We all must learn how to work with AI to progress humanity.

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