FUTURE OF WORK? IT’S THE COGNITIVE AGE

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The world is awash in data. In fact, it is estimated that all human knowledge will be digitized every few years. However, the ability to harness that knowledge and create real value from it is still relatively new.

As we enter the cognitive era, we must consider how to use our new abilities effectively. Many organizations are already doing this, but some are lagging behind.

One example is Apple. The company has been able to take advantage of its vast data set to create new products and services. For instance, it uses data from its iPhone to create Apple Maps and Apple Music.

Another example is Netflix. The company uses data to make predictions about what content its customers are likely to watch. This allows it to create new shows and movies that are tailored to its customers.

As we move forward, we must consider how to use our new abilities effectively. This will require a change in culture and mindset.

We must also consider how to train our employees to make the most of this new era. This will require a significant investment in education and training.

We must also consider how to protect our data. This is a significant challenge, as more data is being collected and stored than ever before.

In conclusion, the cognitive era is here. We must take advantage of it to create new value for our organizations and our customers. This will require a change in culture and mindset, as well as significant investment in education and training.

WE ARE USING THIS DATA TO CREATE NEW PRODUCTS AND SERVICES.