

# Technology Disruption: Artificial Intelligence & Trust

The convergence of global power shifts, societal tensions, and the rise of technology is impacting how we live, conduct business, and govern. With continued investment in technologies such as artificial intelligence, robotics, and automation, impacts will continue to intensify, disrupting governments, businesses and societies alike. To continue exploring and preparing for this disruption, Toffler Associates convened public and private sector executives, thought leaders, and technology builders for off-the-record discussions focused on exploring the implications of this future where disruptive technology – more specifically artificial intelligence, robotics, and automation – are broadly deployed by us and our adversaries.

## What We Learned...

### Seek to Understand ‘Past the Hype’

Artificial intelligence, robotics, and automation are increasingly becoming capabilities that leaders pursue without first understanding what the technologies require in order to create value, mitigate risk, and how it will impact their organizations.

### Transform Existing Service Models

Consumer demand shifts and operating environment dynamics force both commercial and government organizations to redesign and employ service models that focus on providing more effective, efficient, and personalized services to consumers.

### Invest in Workforce Education & Resilience

The complex technological landscape creates risks and opportunities that fundamentally change (for better and worse) how an organization’s workforce creates and delivers value.

### Manage the Impending ‘Digital Divide’

Advanced technologies may increasingly fracture society and exacerbate existing inequality, generating greater disparities between the “haves” and “have nots.”

## Additional Research Shows...

After interviewing over 350 global executives on disruptive technologies, several trends emerged

**91%**

**Human-Machine Integration** is a critical challenge facing all organizations

**82%**

**Uncertain of right actions to take to harness both people and machines**

**100%**

**Feel their workforce is not prepared for disruptive technology**

**93%**

**Automation and artificial intelligence** will completely transform business and the workforce required

**84%**

**Current notions of privacy cannot be maintained** and must adapt

**90%**

**Unsure how best to engage with and prepare their workforce for new technologies**

Participants discussed strategic and operational questions, including implications, risks inherent in the future of these technologies, and opportunities for the broader ecosystem to exploit to its advantage.

## Risks

### **Social Unrest and Social Division**

Owners of advanced technology will generate huge returns and greater productivity to the detriment of non-owners.

### **Diminishing Workforce Skills and Education**

There will be significant transition disruptions for which the government and most of the private sector are ill prepared.

### **Trust Recession**

The inability to understand and communicate advanced technology while preparing to deploy them will further decrease trust in public and private institutions.

### **Misaligned Legal and Regulatory Environment**

Existing titles and regulatory codes are not adequate to cultivate additional innovation in advanced technology, creating a disadvantage in the global competitive landscape.

### **Misunderstanding of What AI Tech Is**

Misunderstanding AI leaves us more vulnerable to friendly misuse and/or adversarial uses of AI.

## Opportunities

### **Soft Power and Transparency**

Use media and supranational bodies (e.g., UN, NATO) to influence adoption of democratic values related to data and AI systems.

### **Improve Trade and Lower Barriers**

AI and machine learning will be able to circumvent laws that hinder trade and precisely target commercial opportunities that will improve GDP.

### **Federal, State, and Municipal Incentivization**

Competitive “sandboxes” should be organized where states and municipalities compete in tournament settings enabling local communities to take ownership of, scale, and increase operational capacity.

### **Public-Private Partnerships (P3) and Trust**

Integrating national and local governments with commercial enterprises will enhance trust and promote technological advancement.

### **Regulation and Legal Influence**

P3s and technologically driven regulation (i.e., “RegTech”) can aid in establishing new regulatory bodies that promote national competitive advantage globally.

### **Workforce Preparation**

A public campaign is required to help people understand what changes will be coming through advanced technologies, identify additional risks and opportunities, and generate positive effects.

**How are you preparing for these technologies with your organization and your customers?**

TOFFLER  
ASSOCIATES

For more information, please contact:

**Tyler Sweatt**  
[tsweatt@tofflerassociates.com](mailto:tsweatt@tofflerassociates.com)  
+1 202 306 2697

**Phillip Cunningham**  
[pcunningham@tofflerassociates.com](mailto:pcunningham@tofflerassociates.com)  
+1 571 358 1147

**Masseh Tahiry**  
[mtahiry@tofflerassociates.com](mailto:mtahiry@tofflerassociates.com)  
+1 703 559 5447