

# Přednáška 12

## Přesahy IT do dalších oborů

CORE013 Vývoj softwarových systémů: od myšlenky k funkčnímu řešení

## 12. Přesahy IT do dalších oborů

- Zdravotnickní
- Energetika
- Doprava
- Budovy
- Chytrá města
- Životní prostředí
- Průmysl
- Obrana
- eGovernment
- Finance

### Domácí práce a příprava na příští přednášku

- Pročtěte si a okomentujte 2-3 články vložené do diskuzního fóra

[https://is.muni.cz/auth/discussion/predmetove/fi/podzim2022/CORE013/trendy\\_a\\_budoucnost\\_it/](https://is.muni.cz/auth/discussion/predmetove/fi/podzim2022/CORE013/trendy_a_budoucnost_it/)

# SMART WORLD

# Libelium Smart World

## Air Pollution

Control of CO<sub>2</sub> emissions of factories, pollution emitted by cars and toxic gases generated in farms.

## Forest Fire Detection

Monitoring of combustion gases and preemptive fire conditions to define alert zones.

## Wine Quality Enhancing

Monitoring soil moisture and trunk diameter in vineyards to control the amount of sugar in grapes and grapevine health.

## Offspring Care

Control of growing conditions of the offspring in animal farms to ensure its survival and health.

## Sportsmen Care

Vital signs monitoring in high performance centers and fields.

## Structural Health

Monitoring of vibrations and material conditions in buildings, bridges and historical monuments.

## Quality of Shipment Conditions

Monitoring of vibrations, strokes, container openings or cold chain maintenance for insurance purposes.

## Smartphones Detection

Detect iPhone and Android devices and in general any device which works with Wifi or Bluetooth interfaces.

## Perimeter Access Control

Access control to restricted areas and detection of people in non-authorized areas.

## Radiation Levels

Distributed measurement of radiation levels in nuclear power stations surroundings to generate leakage alerts.

## Electromagnetic Levels

Measurement of the energy radiated by cell stations and WiFi routers.

## Traffic Congestion

Monitoring of vehicles and pedestrian affluence to optimize driving and walking routes.

## Smart Roads

Warning messages and diversions according to climate conditions and unexpected events like accidents or traffic jams.

## Smart Lighting

Intelligent and weather adaptive lighting in street lights.

## Intelligent Shopping

Getting advices in the point of sale according to customer habits, preferences, presence of allergenic components for them or expiring dates.

## Noise Urban Maps

Sound monitoring in bar areas and centric zones in real time.

## Water Leakages

Detection of liquid presence outside tanks and pressure variations along pipes.

## Vehicle Auto-diagnosis

Information collection from CanBus to send real time alarms to emergencies or provide advice to drivers.

## Item Location

Search of individual items in big surfaces like warehouses or harbours.

## Waste Management

Detection of rubbish levels in containers to optimize the trash collection routes.

## Smart Parking

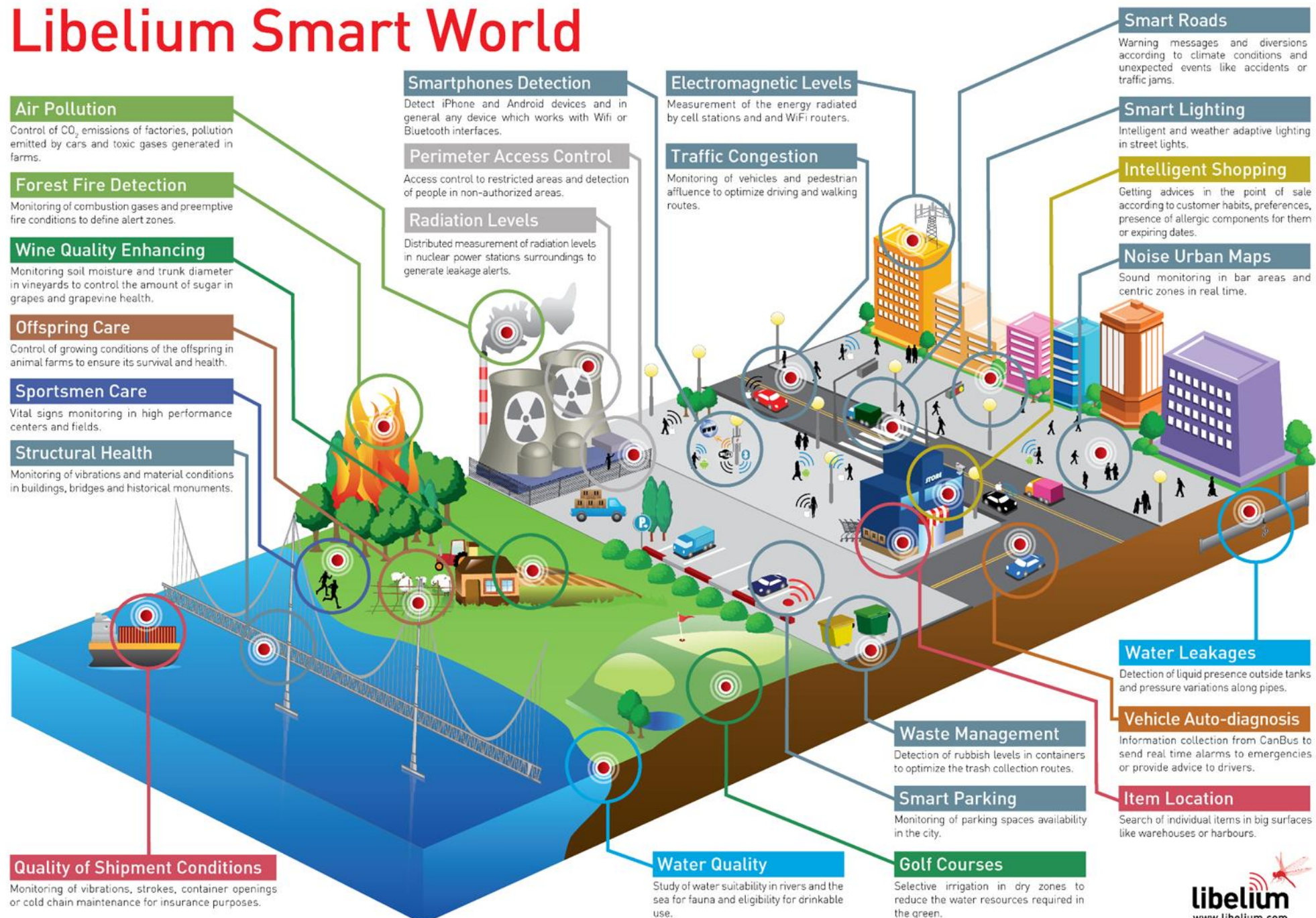
Monitoring of parking spaces availability in the city.

## Golf Courses

Selective irrigation in dry zones to reduce the water resources required in the green.

## Water Quality

Study of water suitability in rivers and the sea for fauna and eligibility for drinkable use.



<http://www.emrebastug.net/internet-of-things-iot-nesnelerin-interneti-sensor-networku-nedir.html>

# Obory a multidisciplinarita

- Bioinformatika, chemoinformatika ([MUNI](#), [UPOL](#), [VŠCHT](#))
- Technologie a řízení dopravy ([Univerzita Pardubice](#))
- Jazykové technologie a počítačová lingvistika ([UK](#))
- Biomedicínská a klinická informatika ([ČVUT](#), [UK](#), ...)
- Geoinformatika ([UJEP](#), [VŠB](#))
- Průmysl 4.0 ([VŠB](#))
- Vojenské technologie, obrana a bezpečnost ([Univezita obrany](#))
- Podniková informatika ([MUNI](#))
- IT právo - Infrastruktura, SW, bezpečnost, právo, sociologie, psychologie

# ZDRAVOTNICTVÍ

# Zdravotnictví

- Kde v této oblasti se aktuálně IT využívá?
- Jaký je zde potenciál pro další využití IT v budoucnu?

# THE INTERNET OF (MEDICAL) THINGS TECHNOLOGY

**3.7M** Medical devices in use today connect to and monitor various parts of the body

Active implantable medical devices control stimulation &/or precision medicine therapy to treat disease and improve patient quality of life.



Monitors medical conditions specific to patient's disease & other systemic conditions such as heart rate, blood sugar, exercise, etc.



**Closed-Loop System**  
"Smart" software supports device iteration based on data inputs to deliver best patient therapy

One IOMT system solution collecting data from medical devices, medications, & biometrics to modify the therapeutic window towards best care option



**97%** Wi-Fi adoption rates in hospitals  
**10%** Medical devices enabled with Wi-Fi

## OPTIMIZED RESULTS FOR:

### PATIENT...



Receives **individually-optimized care** faster, with few doctor office visits, and decreased overall time "thinking" about the disease

### HEALTHCARE PROFESSIONALS...



Monitor patient status, disease progression, & device performance. This allows for:

- Enhanced patient support
- Reduced Risk
- Feedback on device design improve opportunities

### PATIENT FAMILIES...



Can be included in regular communications to **help monitor or have assurance of patient wellness.**

### HEALTHCARE SYSTEM...



Automated advanced product monitoring & verification to **eliminate human error and falsification.**

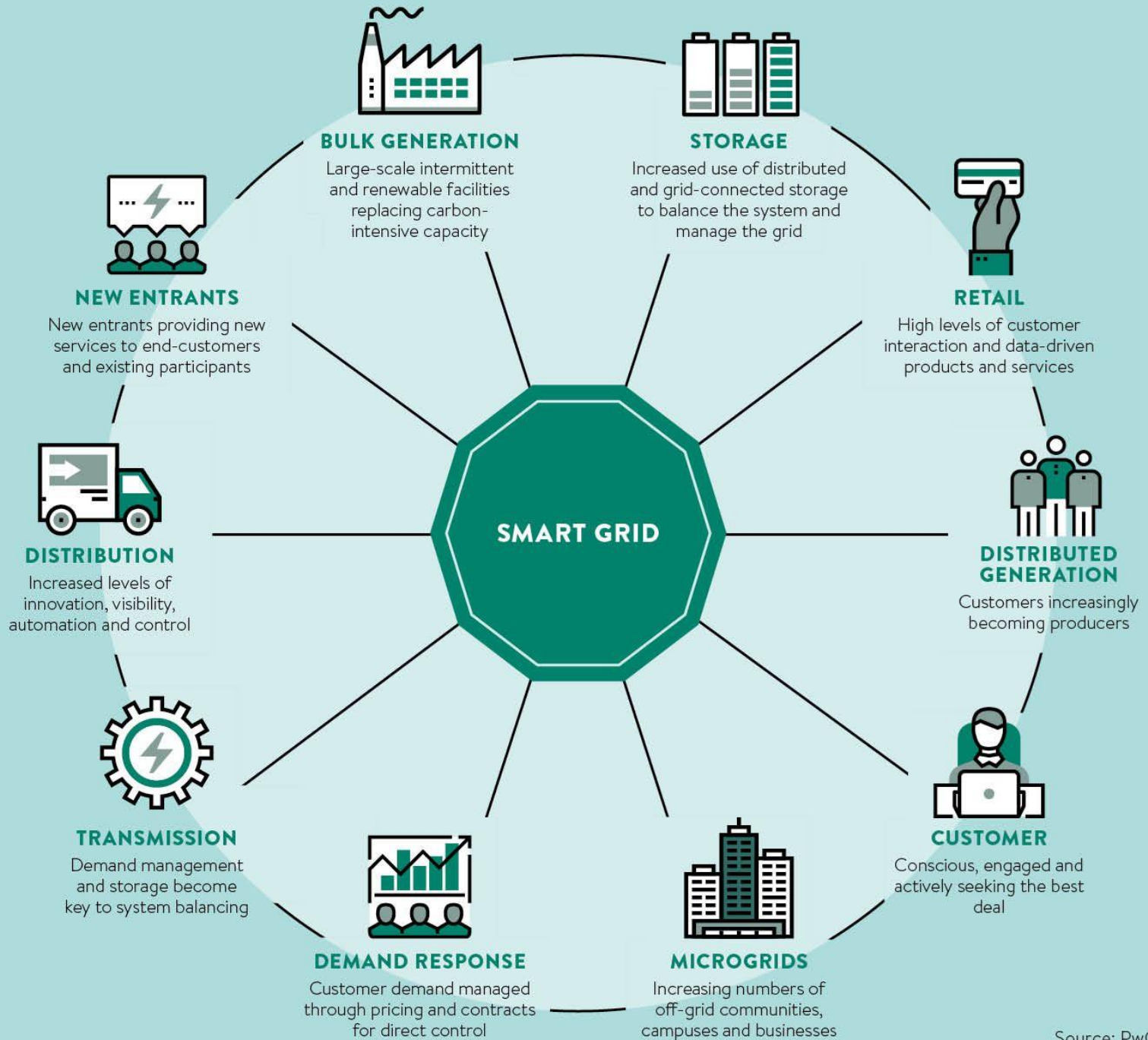
**NEXEON**

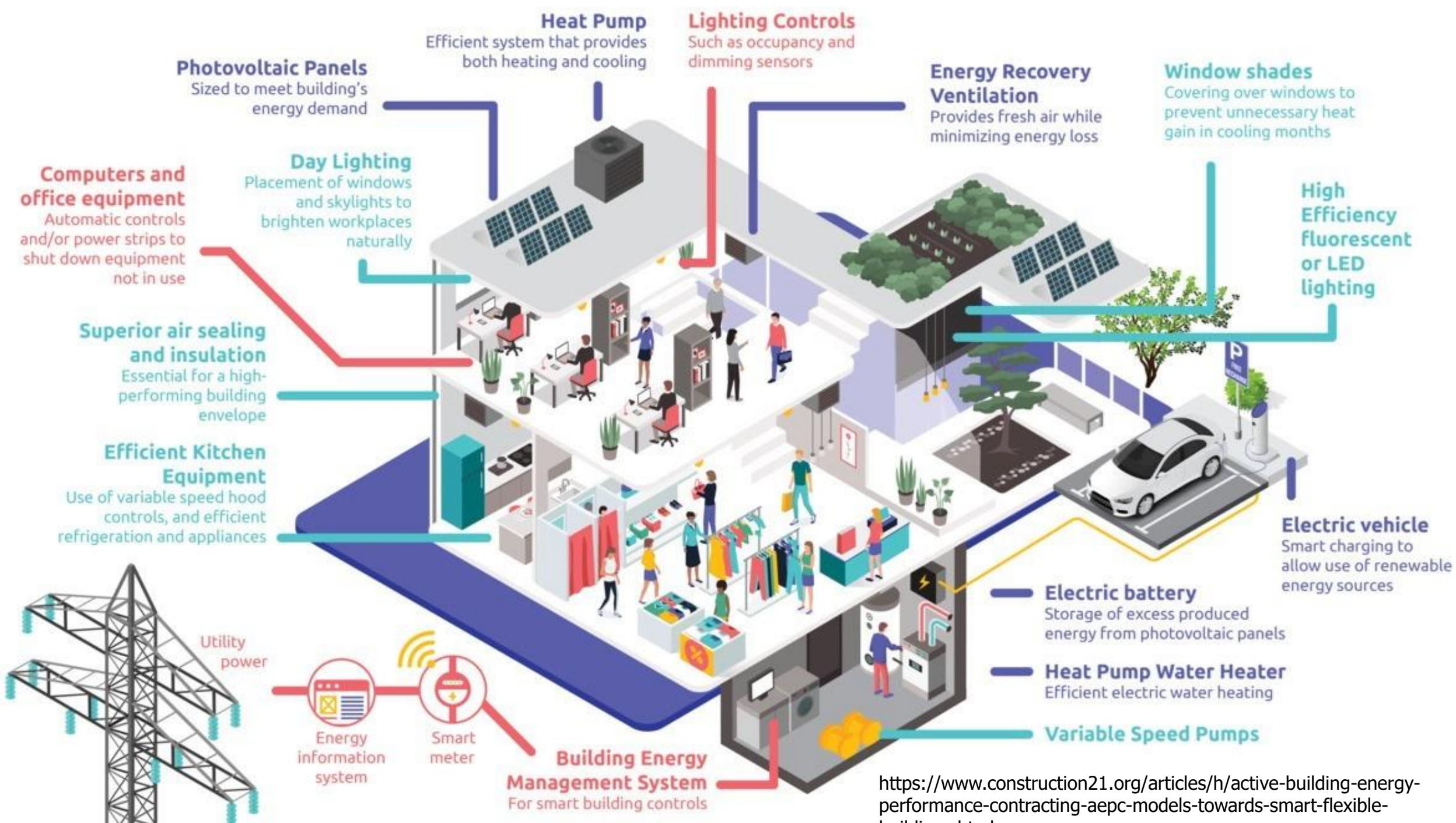


# ENERGETIKA

# Energetika

- Kde v této oblasti se aktuálně IT využívá?
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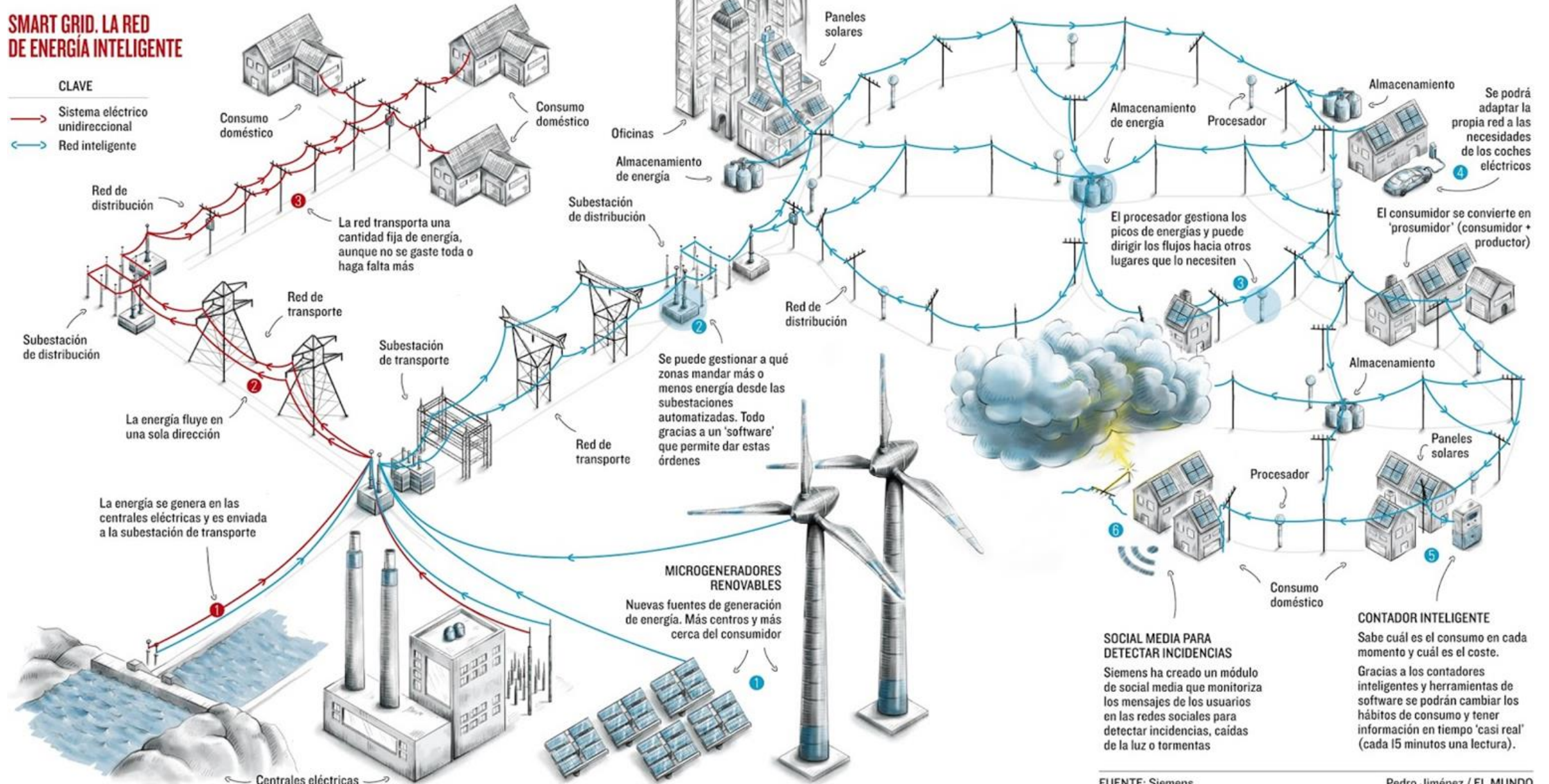




<https://www.construction21.org/articles/h/active-building-energy-performance-contracting-aepc-models-towards-smart-flexible-buildings.html>

## SMART GRID. LA RED DE ENERGÍA INTELIGENTE

- CLAVE**
- Sistema eléctrico unidireccional
  - ↔ Red inteligente



# DOPRAVA

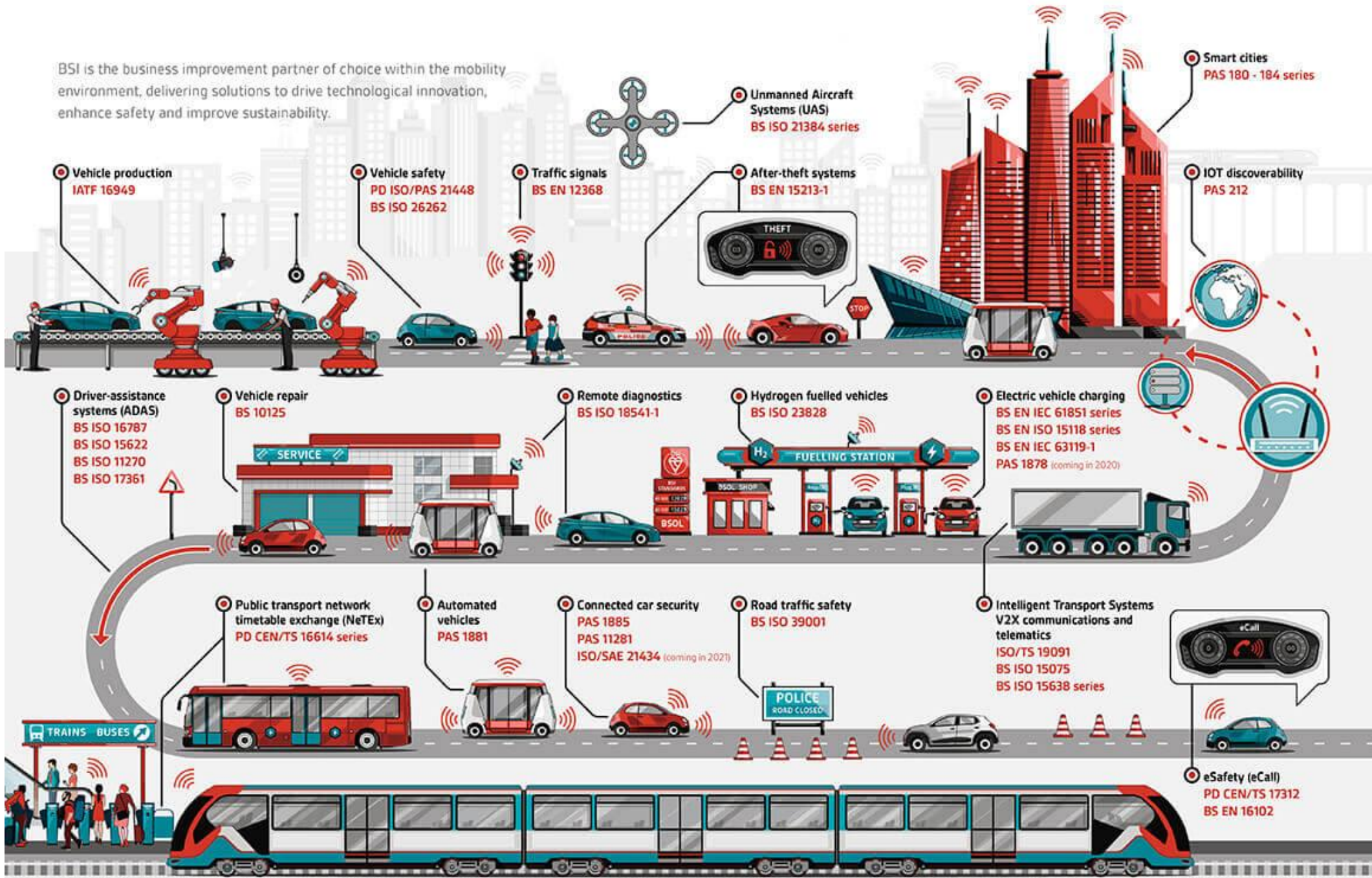
# Doprava

- Kde v této oblasti se aktuálně IT využívá?
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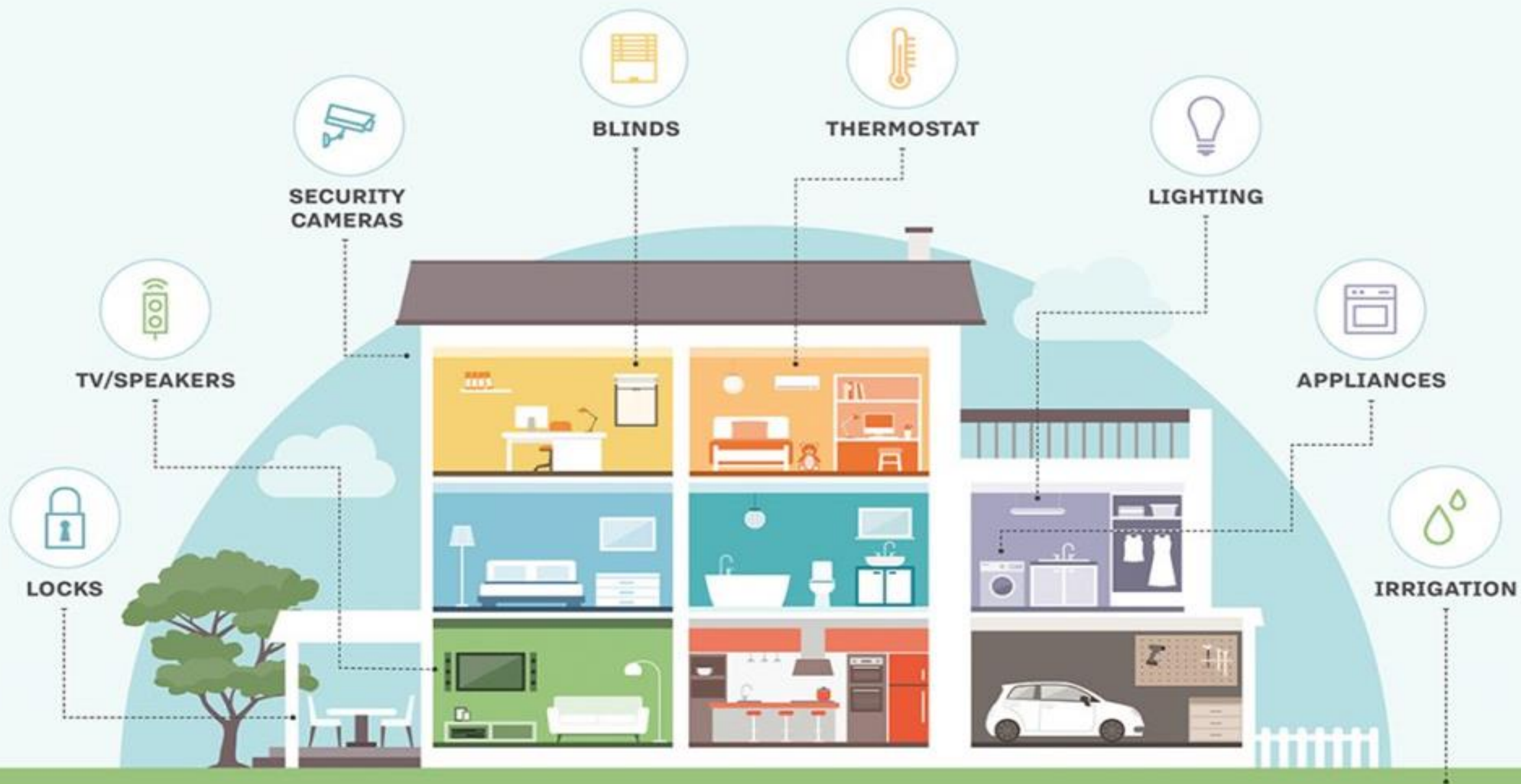
BSI is the business improvement partner of choice within the mobility environment, delivering solutions to drive technological innovation, enhance safety and improve sustainability.



# CHYTRÉ BUDOVY

# Chytré budovy

- Kde v této oblasti se aktuálně IT využívá?
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# SMART BUILDINGS INITIATIVE

## How It Works

**Smart Buildings** is a technology and service that allows PSPC to **track, monitor** and **reduce** energy use.



**Smart Buildings** improves overall building **efficiency** and **reduces** greenhouse gas emissions, **lowering operational costs.**



**Smart Buildings** is currently installed in **103 buildings** across Canada. The technology has resulted in **energy cost savings of \$3.1M** to date and average annual energy savings of **10% per site.**



**Smart Buildings** continuously gathers raw data from devices that control a building's **heating, ventilation, air conditioning, hot water, heating and lighting systems.** The information collected is then transferred to a "cloud" and the service provider **analyzes** and **provides recommendations** to solve potential operational issues.

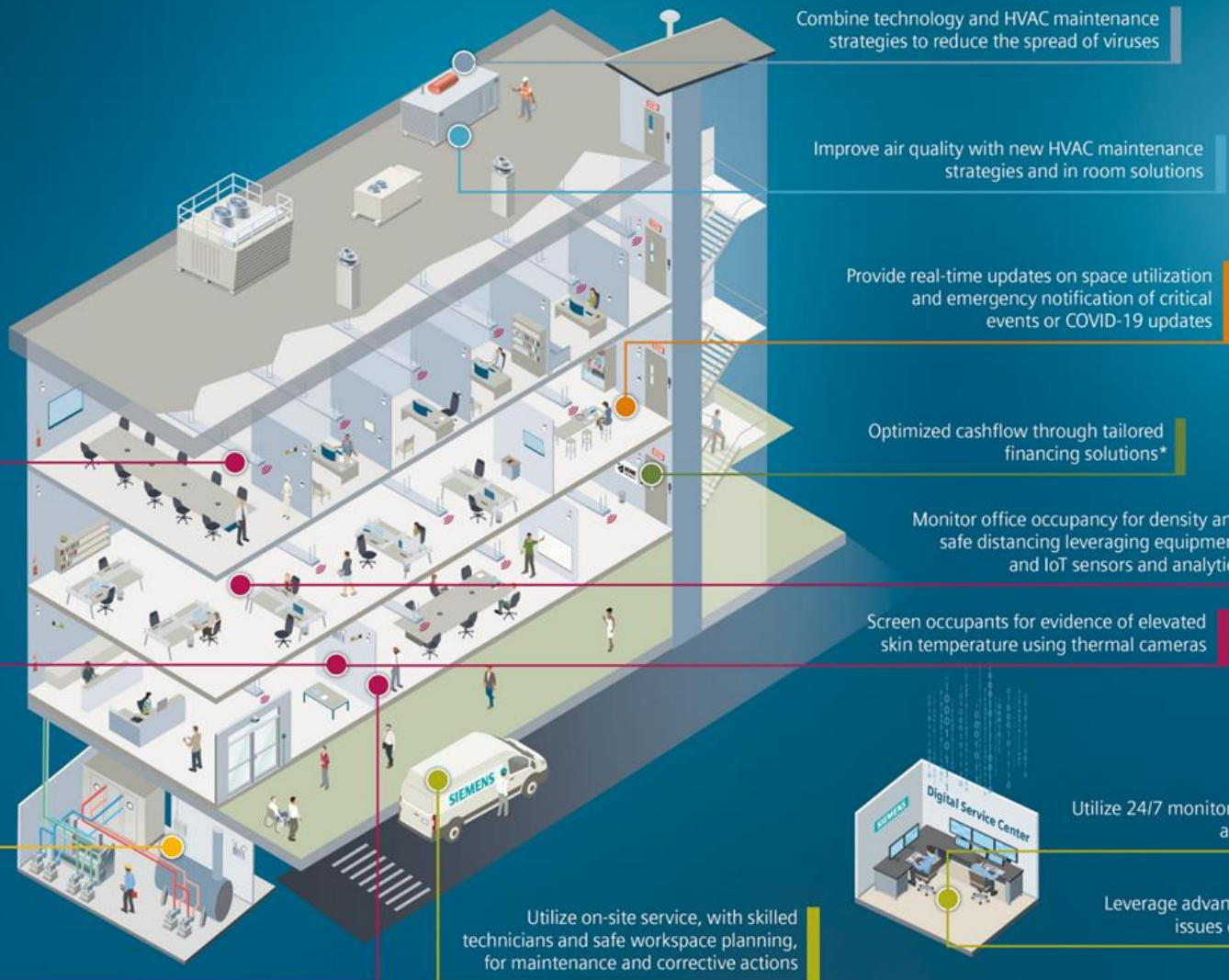


**Smart Buildings** will **lower** energy costs, **reduce** greenhouse gas emissions and **identify** building operation problems so they can be **solved quickly.**



<https://www.tpsgc-pwgsc.gc.ca/biens-property/intelligents-smart/index-eng.html>

# How can smart buildings support when adapting to the "new normal"?



Combine technology and HVAC maintenance strategies to reduce the spread of viruses

Improve air quality with new HVAC maintenance strategies and in room solutions

Provide real-time updates on space utilization and emergency notification of critical events or COVID-19 updates

Optimized cashflow through tailored financing solutions\*

Monitor office occupancy for density and safe distancing leveraging equipment and IoT sensors and analytics

Screen occupants for evidence of elevated skin temperature using thermal cameras

Utilize on-site service, with skilled technicians and safe workspace planning, for maintenance and corrective actions



Utilize 24/7 monitoring, remote response and resolution, and maintenance to help onsite teams

Leverage advanced analytics and fault detection to identify issues early and service equipment based on need

Create a targeted sanitation and surface disinfection strategy with equipment and IoT sensors

Control occupancy in buildings by counting people coming in and out of a building leveraging video analytics or access control readers

Manage energy performance by off-setting new HVAC guidelines with energy efficiency strategies and IoT technology

Contact tracing for individuals who tested positive

- Reduce the spread of airborne and surface contaminants
- Improve air quality
- Manage energy performance
- Enable social distancing
- Provide real-time updates
- Sustain healthy & safe environments
- Financing business models



# CHYTRÁ MĚSTA

# Chytrá města

- Kde v této oblasti se aktuálně IT využívá?
- Jaký je zde potenciál pro další využití IT v budoucnu?





# INTERNET OF THINGS IN CONNECTED CITIES

## TRANSPORTATION CONGESTION SENSORS

Smart transportation systems use sensors to detect congestion and bottlenecks in traffic patterns. They also rely on cameras to enforce speed and traffic infractions. In doing so, these tools gather real time information that can be used by city DOTs to make mobility networks safer and more efficient.

## WATER AND WASTEWATER MONITORING

Monitoring devices can detect leaks as well as changes in water pressure to determine whether water infrastructure is working properly.

## PARKING APPS AND KIOSKS

Apps coordinate with smart parking meters to inform drivers of where there is parking availability.

## BRIDGE INSPECTION SYSTEMS

Sensors monitor the structural soundness of bridges and inform city engineers of any issues. Drones are used to inspect hard to reach areas.

## SELF-DRIVING CARS

Self-driving cars shuttle people in and out of the city, providing rides for others and making deliveries while their owners are occupied with work or other activities.

## WASTE MANAGEMENT SENSORS

Sensors detect the amount of garbage in receptacles around the city so that sanitation workers can maximize efficiency in their routes.

## LIGHTING

LED lights are weather adaptive and communications are automatically sent to the Department of Public Works when the bulbs need to be changed.

## FIRE DETECTION

Sensors monitor conditions in public parks and wooded areas that might be prone to fire. Sensors can also detect fires in buildings and initiate a call to the fire department in an emergency.

## ENERGY MONITORING

Power plants can be monitored for safety and city officials can be informed of any influx in radiation levels.

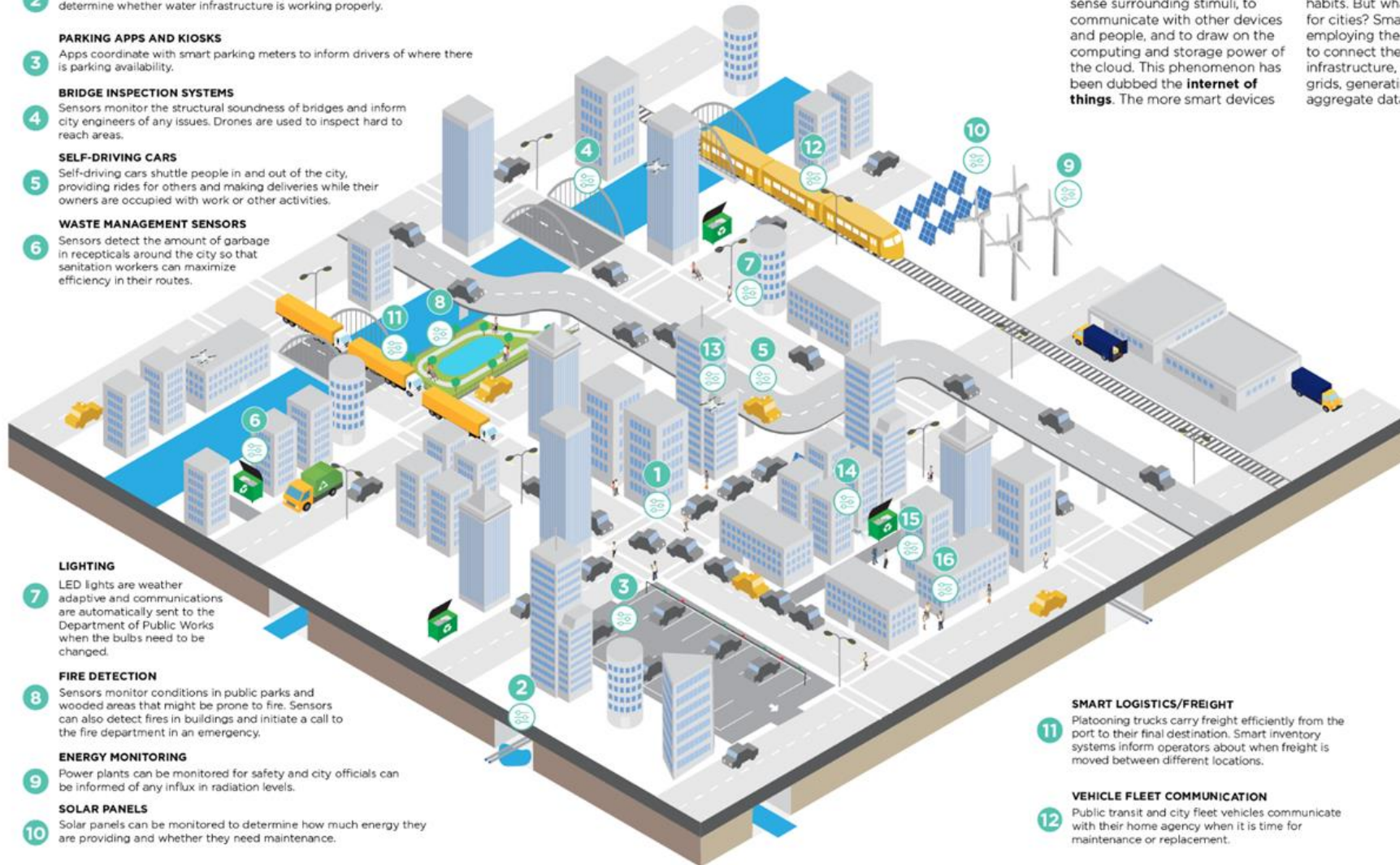
## SOLAR PANELS

Solar panels can be monitored to determine how much energy they are providing and whether they need maintenance.

Every consumer product and piece of infrastructure increasingly has the ability to sense surrounding stimuli, to communicate with other devices and people, and to draw on the computing and storage power of the cloud. This phenomenon has been dubbed the **internet of things**. The more smart devices

and sharing platforms there are, the more data is generated about consumer's preferences and habits. But what does this mean for cities? Smart cities are employing the same technology to connect their disparate utility, infrastructure, and public service grids, generating real-time aggregate data. This, in turn, can

help cities manage their programs and services more effectively and gauge their impact immediately. The city of the future is an interconnected one, where devices communicate with one another in a constant stream of data that provides real-time information to the public and to the municipality.



## DRONES

Drones can be used for law enforcement and firefighting, as rural ambulances, for infrastructure inspections, and for environmental monitoring. Commercial uses include precision farming, aerial photography, and in the near future, package delivery.

## SURVEILLANCE CAMERAS

Cameras ensure security by monitoring activity in areas that are not frequented by public safety officers. Areas that are not open to public access can be monitored to keep unauthorized personnel out.

## BODY CAMERAS

Public safety officers can wear body cameras that capture footage of interactions between themselves and city residents to ensure safety for both parties.

## WEARABLE DETECTION

Cities can build in smartphone and wearable detection sensors so that people can be an active part of the internet ecosystem, communicating with the city, and with each other.

## BROADBAND INFRASTRUCTURE

A reliable internet ecosystem is the glue that holds the internet of things together.

## SMART LOGISTICS/FREIGHT

Platooning trucks carry freight efficiently from the port to their final destination. Smart inventory systems inform operators about when freight is moved between different locations.

## VEHICLE FLEET COMMUNICATION

Public transit and city fleet vehicles communicate with their home agency when it is time for maintenance or replacement.



<https://www.nlc.org/resource/smart-city-development/>

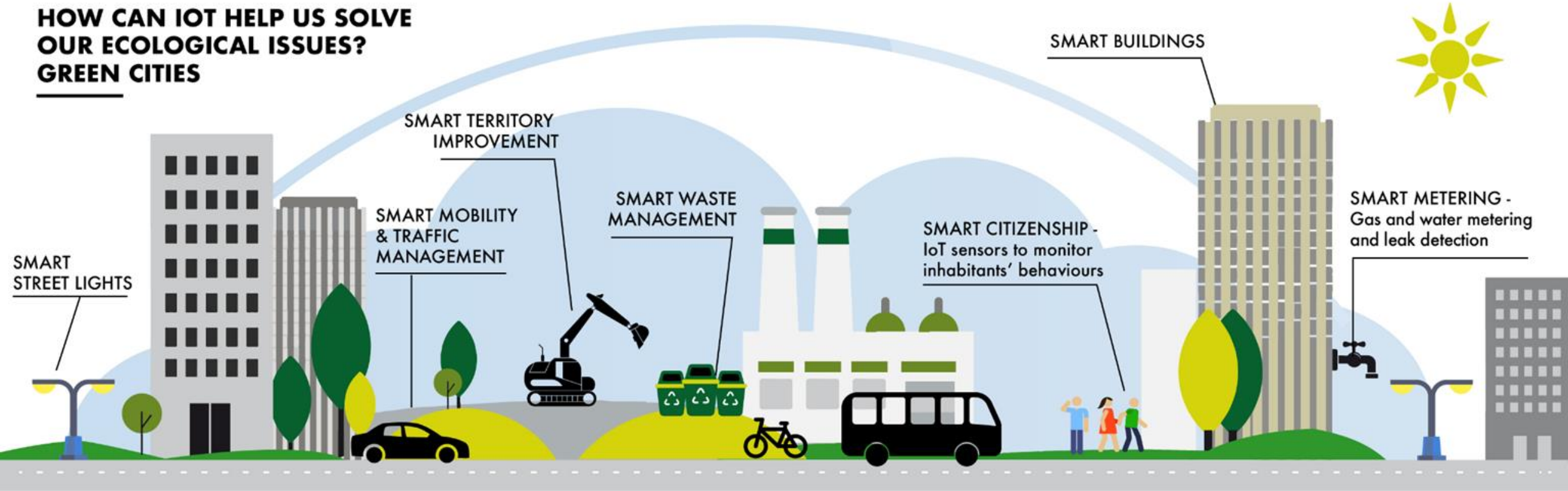
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FI

# ŽIVOTNÍ PROSTŘEDÍ

# Životní prostředí

- Kde v této oblasti se aktuálně IT využívá?
- Jaký je zde potenciál pro další využití IT v budoucnu?

**HOW CAN IOT HELP US SOLVE OUR ECOLOGICAL ISSUES? GREEN CITIES**

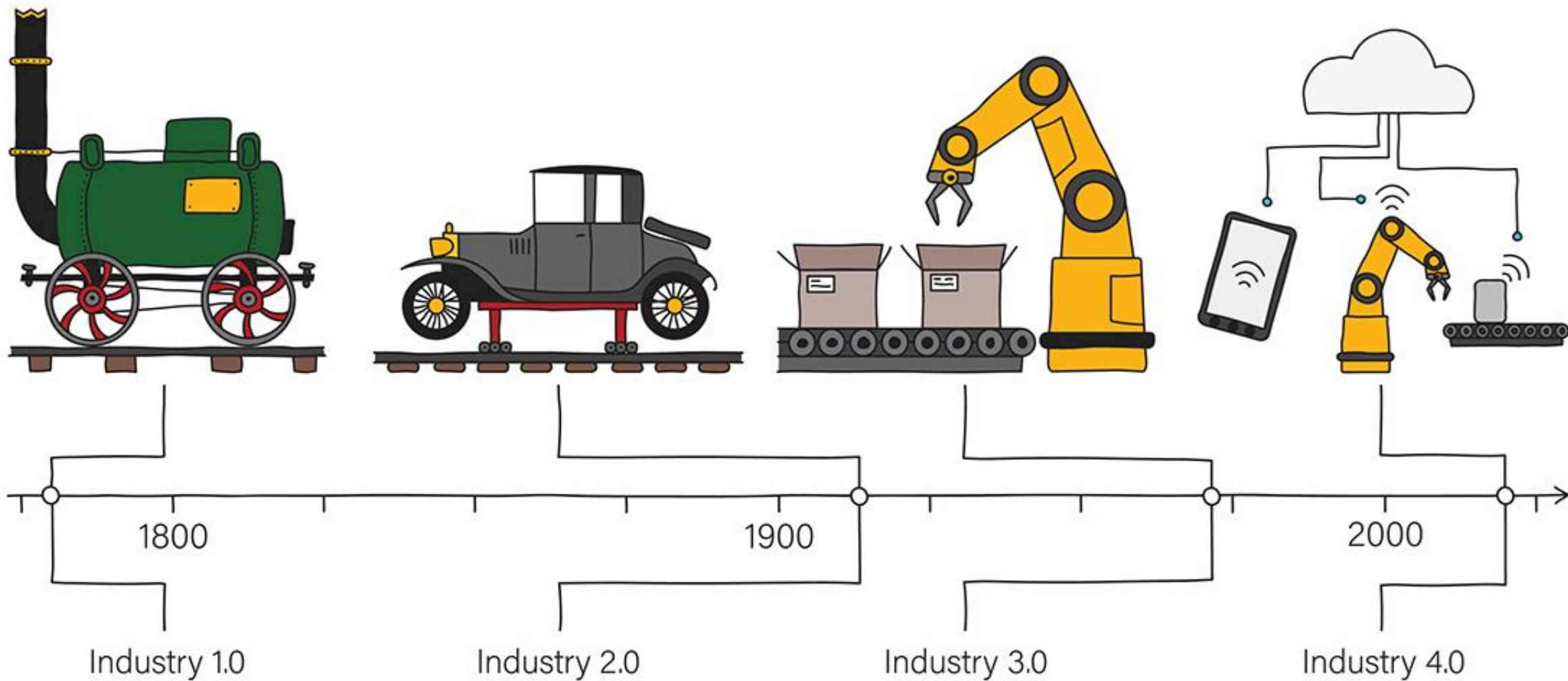


<https://www.saftbatteries.com/energizing-iot/how-can-iot-help-us-solve-our-ecological-issues-episode-3-green-cities>

# PRŮMYSL

# Průmysl

- Kde v této oblasti se aktuálně IT využívá?
- Jaký je zde potenciál pro další využití IT v budoucnu?



1800

Industry 1.0

The Industrial Revolution begins. Mechanization of manufacturing with the introduction of steam and water power

1900

Industry 2.0

Mass production assembly lines using electrical power

2000

Industry 3.0

Automated production using electronics, programmable logic controllers (PLC), IT systems and robotics

2000

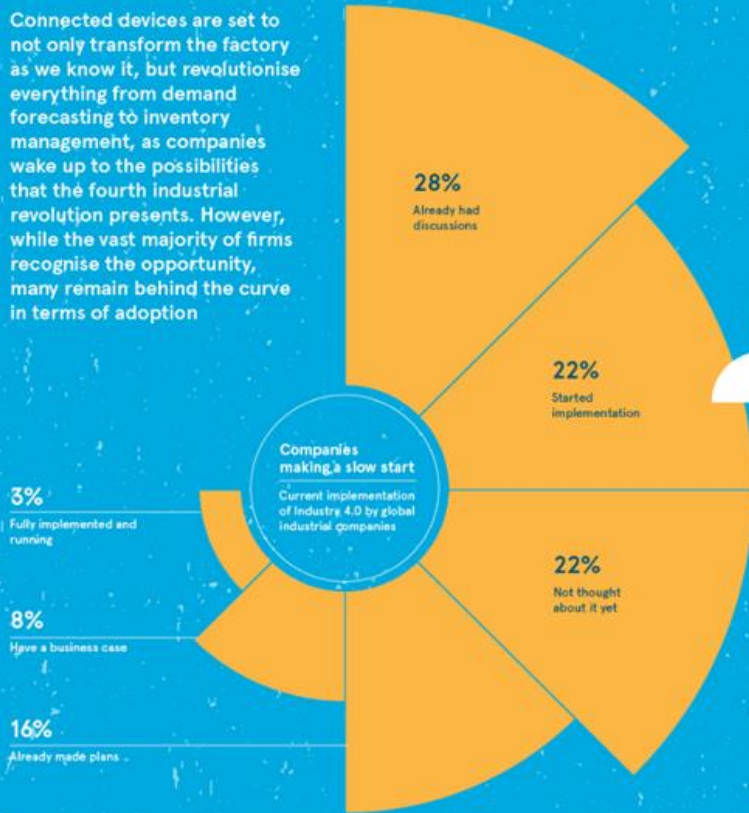
Industry 4.0

The 'Smart Factory'. Autonomous decision making of cyber physical systems using machine learning and Big Data analysis. Interoperability through IoT and cloud technology.



# INDUSTRY 4.0

Connected devices are set to not only transform the factory as we know it, but revolutionise everything from demand forecasting to inventory management, as companies wake up to the possibilities that the fourth industrial revolution presents. However, while the vast majority of firms recognise the opportunity, many remain behind the curve in terms of adoption



\*Percentages do not equal 100 due to rounding  
Stanton Chase 2017

**88%**

of global industrial companies agreed that the industrial internet of things (IIoT) is critical to their future success

**66%**

said IIoT will result in new revenue streams and business models for their company

**49%**

believe IIoT will enhance the customer experience

Industry of Things World 2017

Advanced human-machine interfaces

Internet of things platforms

Mobile devices

Big data analytics and advanced algorithms

Cloud computing

Authentication and fraud detection

Smart sensors

3D printing

Augmented reality/wearables

Multi-level customer interaction and customer profiling

## Machine tools and product development take the lion's share of budget

Where manufacturers are allocating capital investment in technology

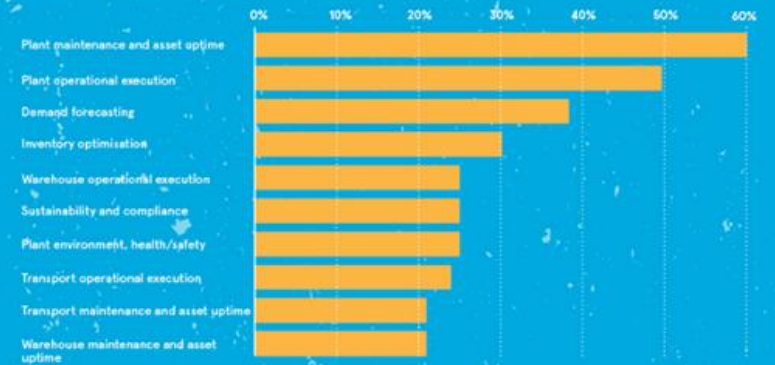
The Manufacturer/Hennik Research 2017



## Maintenance and output expected to improve

Percentage of industrial firms that selected the following areas expected to improve through IIoT...

Industry of Things World 2017



## Knowledge gap holding back implementation

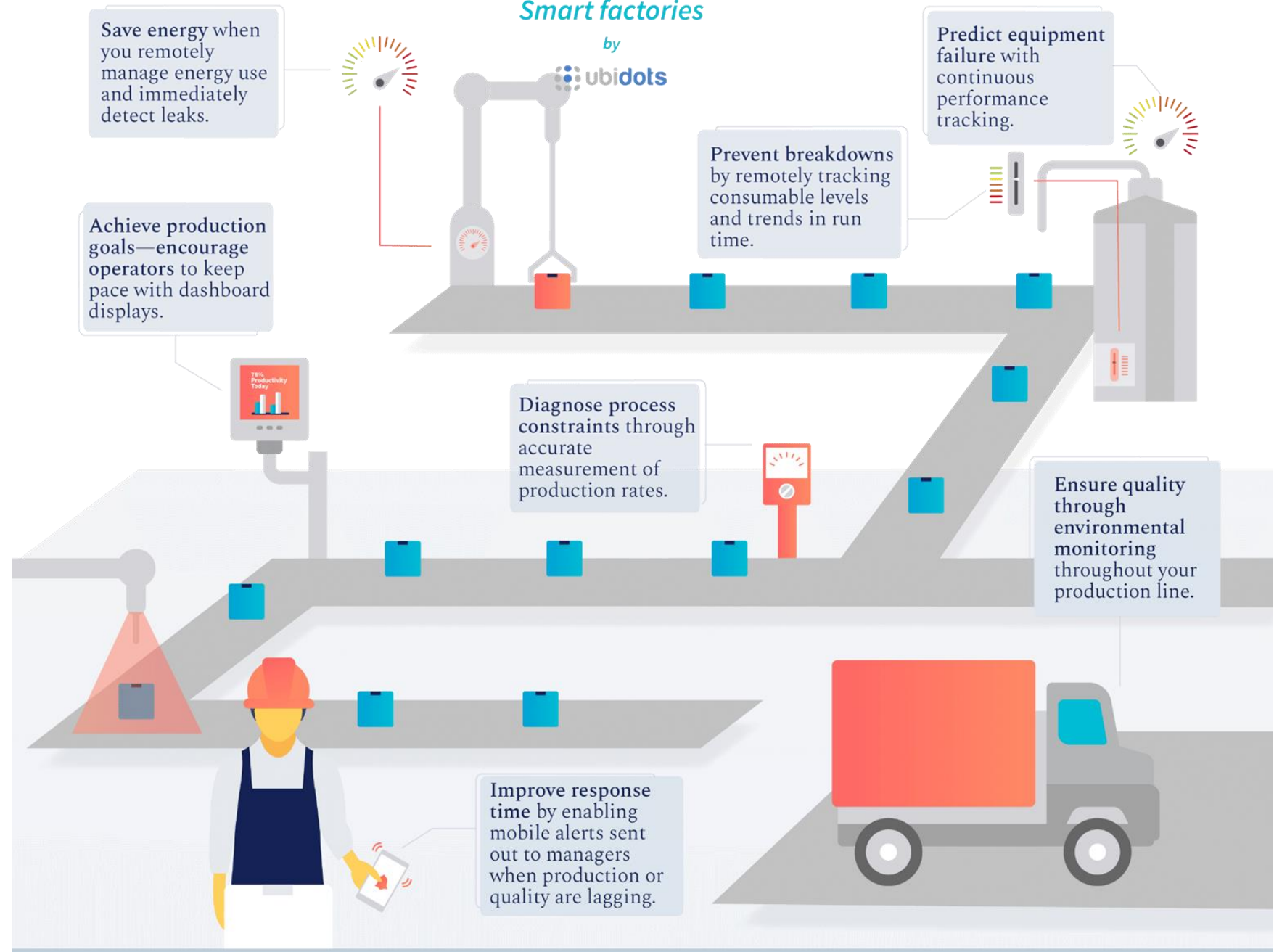
Percentage of global industrial executives who selected the following challenges to implementation of Industry 4.0...

Stanton Chase 2017



# Inside Smart factories

by



Save energy when you remotely manage energy use and immediately detect leaks.

Achieve production goals—encourage operators to keep pace with dashboard displays.

Prevent breakdowns by remotely tracking consumable levels and trends in run time.

Predict equipment failure with continuous performance tracking.

Diagnose process constraints through accurate measurement of production rates.

Ensure quality through environmental monitoring throughout your production line.

Improve response time by enabling mobile alerts sent out to managers when production or quality are lagging.

<https://ubidots.com/manufacturing/>

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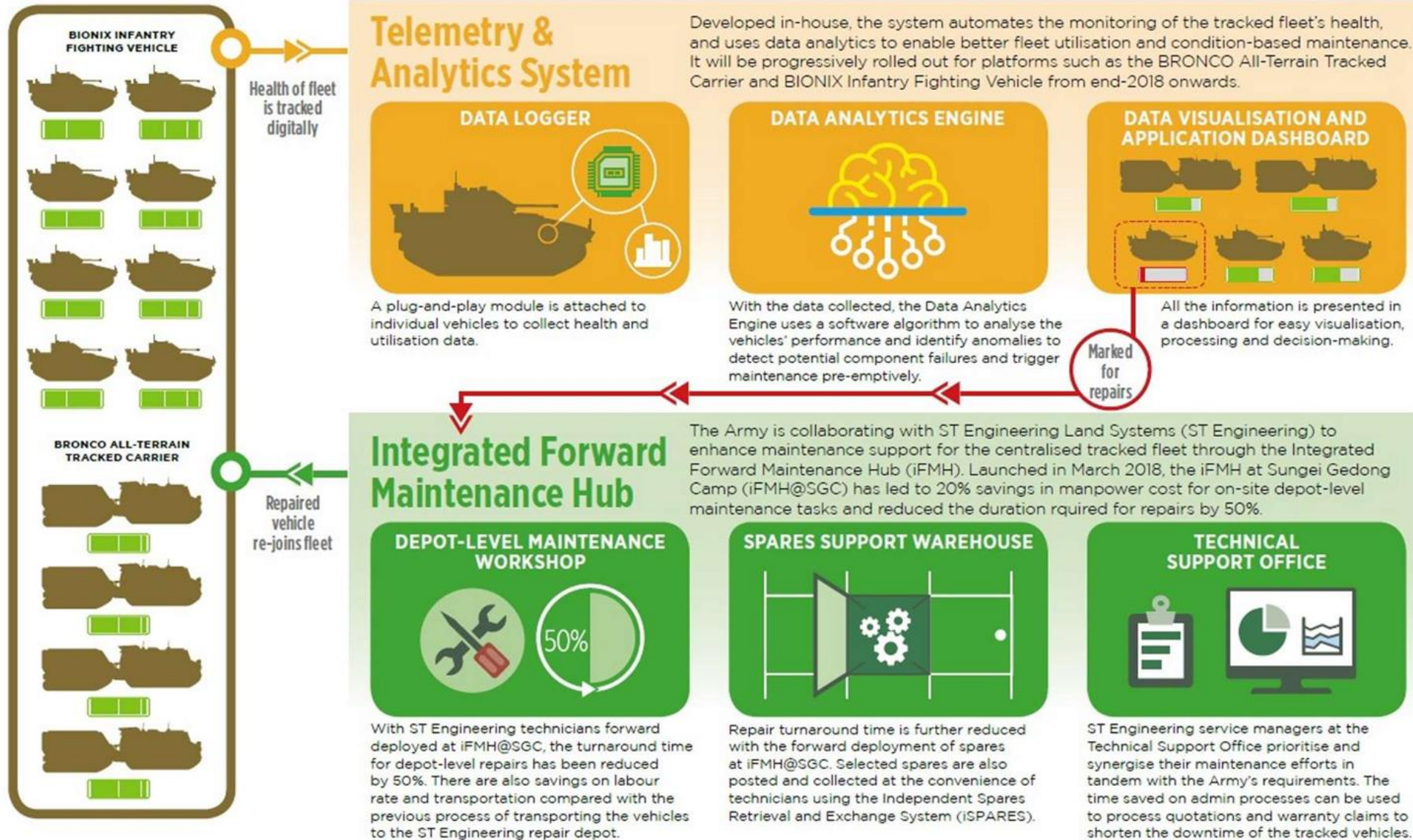
# OBRANA

# Obrana

- Kde v této oblasti se aktuálně IT využívá?
- Jaký je zde potenciál pro další využití IT v budoucnu?

# MORE EFFICIENT MAINTENANCE & MANAGEMENT OF THE ARMY'S TRACKED VEHICLES

The Singapore Army is exploiting data science and forward deploying selected depot-level maintenance capabilities into military camps to strengthen the maintenance support for its equipment fleet and to better meet operational and training requirements.



<https://www.mindef.gov.sg/web/wcm/connect/mindef/04405629-e1ee-43e9-86d2-cb30b0055a5e/army-infographic.jpg?MOD=AJPERES>

# E-GOVERNMENT

# E-Government

- Kde v této oblasti se aktuálně IT využívá?
- Jaký je zde Kpotenciál pro další využití IT v budoucnu?

# PUBLIC SERVICES ONLINE

‘Digital by default, or by detour’  
Towards a new generation of eGovernment services

## WHY?

### Towards cheaper, better and faster services through eGovernment

#### ONLINE TRANSACTIONS ARE **CHEAPER**

Online transactions are twice as cheap compared to transactions via telephone and 3,5 times cheaper compared to face-to-face transactions.

FACE-TO-FACE



TELEPHONE



ONLINE



#### **BETTER** SERVICES ARE DESIGNED AROUND USER NEEDS

- Available online, both for nationals and foreigners
- Easily usable
- Time saving & flexible
- Personalised
- Interaction through social media

## HOW?

### Addressing collaboration, commonality and transparency

Transformation is required to achieve a new ‘outside-in’ model and vital to achieve a new generation of eGovernment services. It requires collaboration across government domains (joined up) to establish common building blocks that all public service providers can use consistently. Transparency is unmistakably part of that transformation: to demonstrate how public administrations operate and function as well as to empower citizens to access and control their own data.

#### USING TECHNOLOGY TO REALIZE A NEW, **FASTER** GENERATION OF E-SERVICES

- Key enablers enable eGovernment
- ‘once-only’ registration and use of authentic sources to deliver services electronically or even automatically
- Using data consistently and securely across public agencies
- Big data analytics



www.floydworks.com

## WHAT?

### The eGovernment Benchmark offers comparison and insight on 3 inter-related areas



#### 1 DEMAND-SIDE CITIZEN SURVEY

The survey reached 28,000 internet-using citizens across 32 EU countries, exploring 27 questions, and 19 most common citizen services. This provides a picture with 95% confidence (relevancy) of the views of the 600 million European citizens.



#### 2 LIFE EVENT SERVICE PROVISION



BUSINESS START UP AND EARLY OPERATIONS

LOSING AND FINDING A JOB

STUDYING

- Data on 15 to 30 specific services per life event, in 32 countries resulting in 100.000+ data points
- New life events will be added in 2013



#### 3 AVAILABILITY OF KEY IT ENABLERS

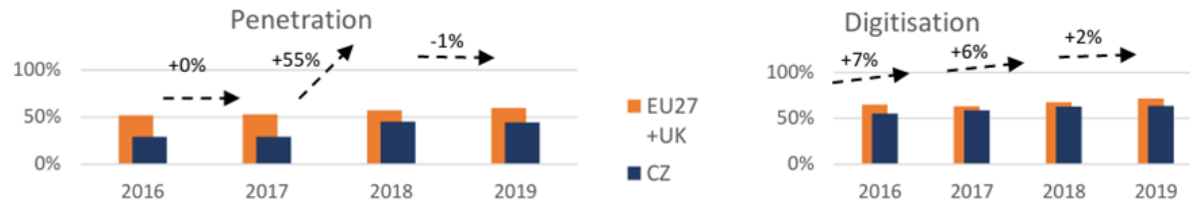
- eID
- eDocuments
- eSafe
- Authentic sources
- Single Sign On



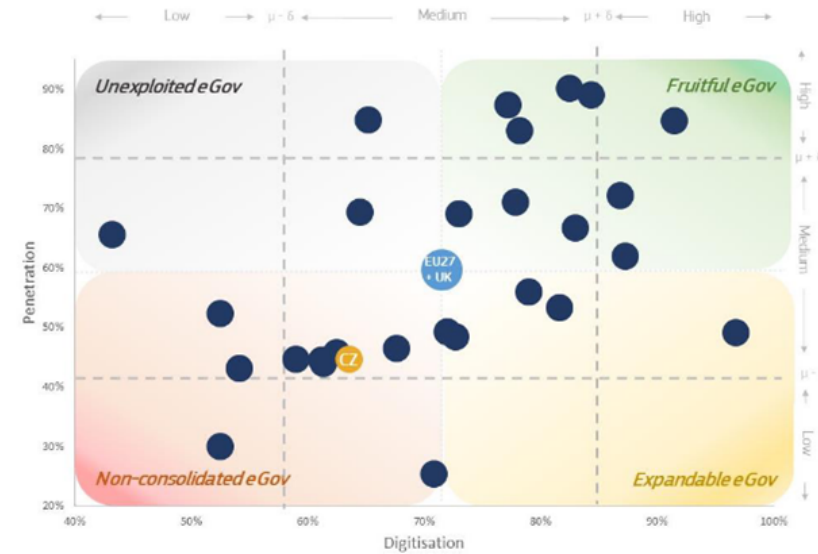
## eGovernment Benchlearning performance

### Performance

	Penetration	Digitisation
EU27+UK	60%	72%
CZ	44%	64%



Czech Republic is characterised by a medium-low level of Penetration and Digitisation. Therefore it is included in the Non Consolidated eGov scenario, a scenario where countries are not fully exploiting ICT opportunities. Despite a significant improvement in Penetration in 2018, and a constant growth in Digitisation, the country is still not aligned with the European levels.



### Relative Indicators and Environment

	User characteristics		Government characteristics		Digital context characteristics	
	Digital Skills	ICT usage	Quality	Openness	Connectivity	Digital in the private sector
EU27 + UK	50%	58%	70%	69%	52%	44%
CZ	49%	54%	68%	66%	45%	50%



Czech Republic's relative indicators show a country with all the characteristics (User characteristics, Government characteristics and Digital context characteristics) in line with the European average.

### Considerations

#### Penetration

Underperforming

#### Digitisation

Underperforming

Compared to countries with a similar environment, Czech Republic is Underperforming in both Penetration and Digitisation, with performances lower than expected. This means that countries with similar environmental characteristics have reached a better Penetration and Digitisation level. A country can improve the Penetration level by increasing the number of people that submit official forms online to administrative authorities or by automating processes and requesting fewer forms from citizens. Regarding Digitisation, its performance level can be increased by improving the level of the back-office and the front-office digitisation.

# FINANCE

# Finance

- Kde v této oblasti se aktuálně IT využívá?
- Jaký je zde potenciál pro další využití IT v budoucnu?

## WHAT THE STATE OF FINTECH COVERS



### PAYMENTS

Payments processing, card developers, money transfer platforms, and tracking software



### BANKING

Digital-first banks or companies digitizing banking services for credit and debit



### DIGITAL LENDING

Companies creating new solutions for personal or commercial lending



### WEALTH MANAGEMENT

Personal finance tools, investment and wealth management platforms, and analytics tools



### INSURANCE

Companies selling or distributing insurance digitally or providing data analytics and software for (re)insurers



### CAPITAL MARKETS

Sales and trading, analysis, and infrastructure tools for financial institutions



### SMB

Companies focused on providing solutions to small- and medium-sized businesses



### REAL ESTATE

Mortgage lending, transaction digitization, and financing platforms

# How a Bitcoin transaction works

Bob, an online merchant, decides to begin accepting bitcoins as payment. Alice, a buyer, has bitcoins and wants to purchase merchandise from Bob.

## WALLETS AND ADDRESSES



Bob and Alice both have Bitcoin "wallets" on their computers.



Wallets are files that provide access to multiple Bitcoin addresses.



An address is a string of letters and numbers, such as 1HULMwZEPkjEPeCh43BeKJLybLCWrfDpN.



Bob creates a new Bitcoin address for Alice to send her payment to.

## CREATING A NEW ADDRESS

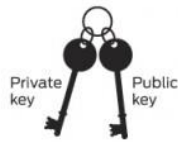


Each address has its own balance of bitcoins.

## SUBMITTING A PAYMENT



Alice tells her Bitcoin client that she'd like to transfer the purchase amount to Bob's address.



### Public Key Cryptography 101

When Bob creates a new address, what he's really doing is generating a "cryptographic key pair," composed of a private key and a public key. If you sign a message with a private key (which only you know), it can be verified by using the matching public key (which is known to anyone). Bob's new Bitcoin address represents a unique public key, and the corresponding private key is stored in his wallet. The public key allows anyone to verify that a message signed with the private key is valid.

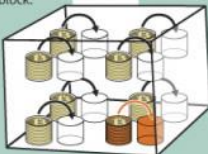
It's tempting to think of addresses as bank accounts, but they work a bit differently. Bitcoin users can create as many addresses as they wish and in fact are encouraged to create a new one for every new transaction to increase privacy. So long as no one knows which addresses are Alice's, her anonymity is protected.



Gary, Garth, and Glenn are Bitcoin miners.

## VERIFYING THE TRANSACTION

Their computers bundle the transactions of the past 10 minutes into a new "transaction block."



The miners' computers are set up to calculate cryptographic hash functions.



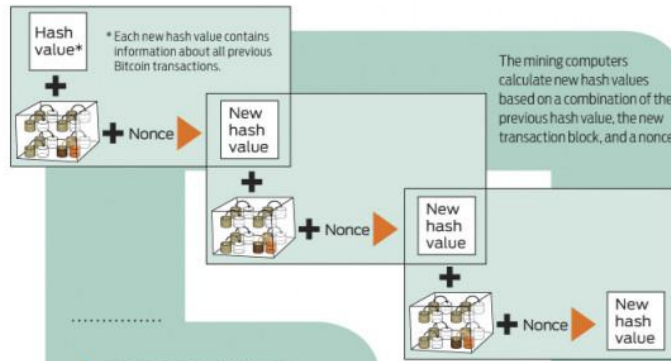
Private key

Alice's wallet holds the private key for each of her addresses. The Bitcoin client signs her transaction request with the private key of the address she's transferring bitcoins from.



Public key

Anyone on the network can now use the public key to verify that the transaction request is actually coming from the legitimate account owner.



### Cryptographic Hashes

Cryptographic hash functions transform a collection of data into an alphanumeric string with a fixed length, called a hash value. Even tiny changes in the original data drastically change the resulting hash value. And it's essentially impossible to predict which initial data set will create a specific hash value.

- The root of all evil → 6d0a 1899 086a... (56 more characters)
- The root of all evil → 486c 6be4 6dde...
- The root of all evil → b8db 7ee9 8392...

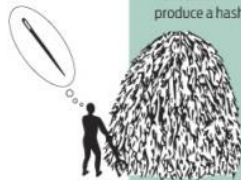
### Nonces

To create different hash values from the same data, Bitcoin uses "nonces." A nonce is just a random number that's added to data prior to hashing. Changing the nonce results in a wildly different hash value.

The root of all evil ??? → 0000 0000 0000 ...

Creating hashes is computationally trivial, but the Bitcoin system requires that the new hash value have a particular form—specifically, it must start with a certain number of zeros.

The miners have no way to predict which nonce will produce a hash



value with the required number of leading zeros. So they're forced to generate many hashes with different nonces until they happen upon one that works.

Each block includes a "coinbase" transaction that pays out 50 bitcoins to the winning miner—in this case, Gary. A new address is created in Gary's wallet with a balance of newly minted bitcoins.



## TRANSACTION VERIFIED

As time goes on, Alice's transfer to Bob gets buried beneath other, more recent transactions. For anyone to modify the details, he would have to redo the work that Gary did—because any changes require a completely different winning nonce—and then redo the work of all the subsequent miners. Such a feat is nearly impossible.



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[https://thumbnails-visually.netdna-ssl.com/bitcoin-infographic\\_5029189c9cbaf\\_w1500.jpg](https://thumbnails-visually.netdna-ssl.com/bitcoin-infographic_5029189c9cbaf_w1500.jpg)

MUNI  
FI

# LESSONS ON LIFE-LONG LEARNING

# IT je budoucnost

- Všechny společnosti se stávají **technologickými** společnostmi.
- Nejlépe **placená** jsou pracovní místa v oblasti technologií.
- Miliony pracovních míst zanikají v důsledku **automatizace**.
- V technologickém průmyslu **chybí** miliony lidí.



“

Education is the most powerful  
weapon which you can use to  
change the world.

– Nelson Mandela



# Průzkum StackOverflow mezi vývojáři 2017

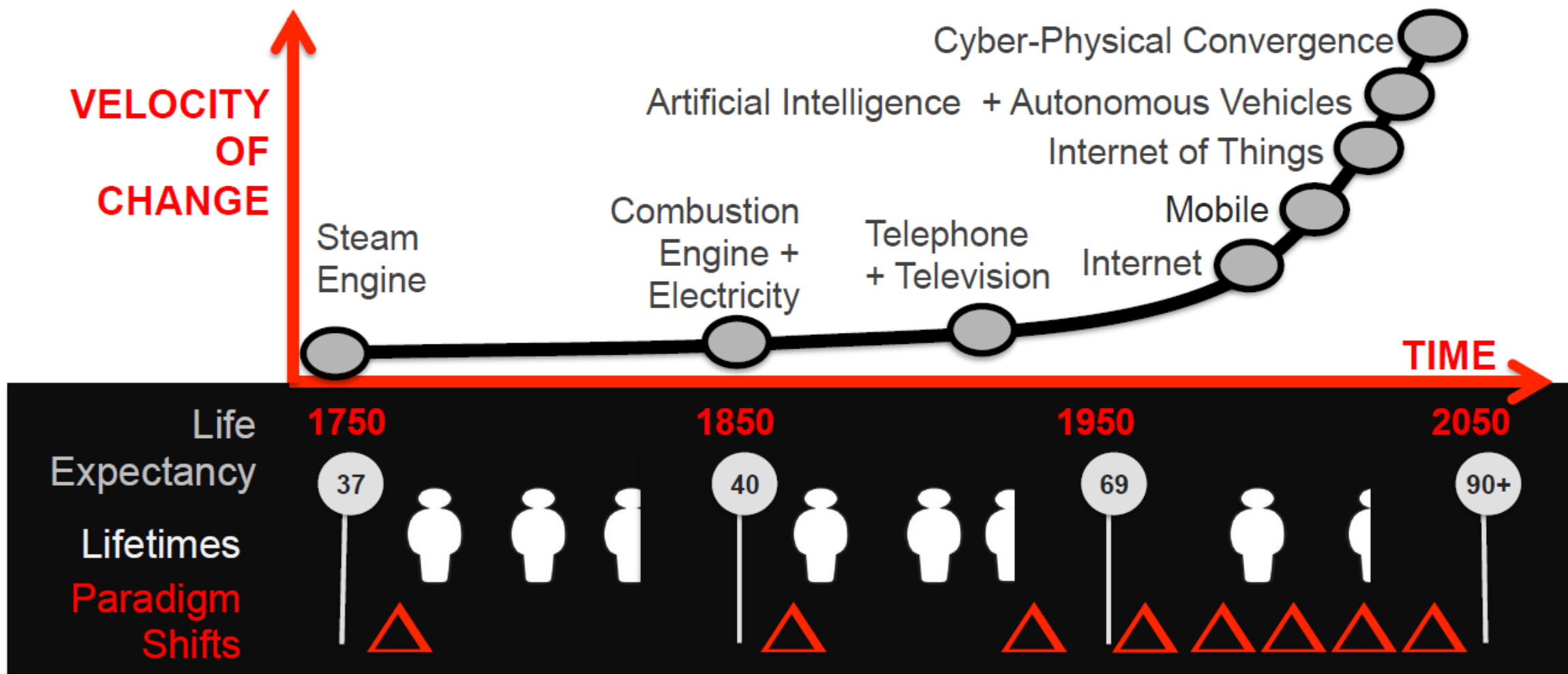
- 90 % respondentů tvrdí, že jsou alespoň částečně samouky. Mezi současnými profesionálními vývojáři,
- 55,9 % uvádí, že absolvovali online kurz, a 53,4 % uvádí, že absolvovali školení na pracovišti.

# THE FORCES TOWARDS LIFE-LONG LEARNING

## PRESSURE#1

The world is accelerating.

# Context: Change Requires Adaptation



© Chris Shipley + Heather McGowan

# Context: Talent Shifts in The Next Era

**OUR MENTAL MODELS ARE HERE** ↓ **TIME: WE ARE HERE** ↓

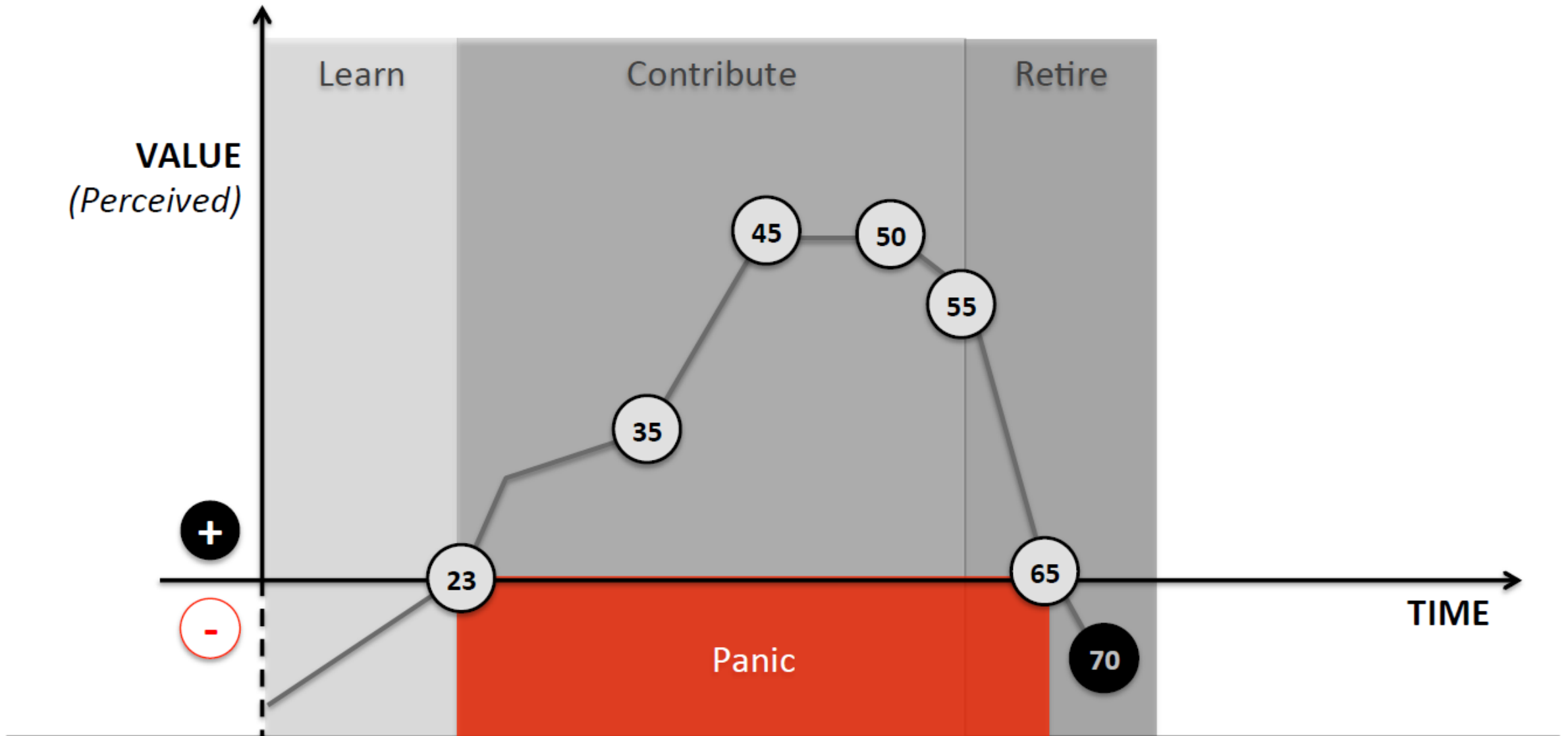
	Hunter – Gather Era	Agricultural Era	Industrial Era	Information Era	Augmented Era
<b>TIMESPAN</b>	1,000,000s	1,000s	100s	10s	
<b>TALENT</b>	Strength + Speed	Know How + Stamina	Efficiency + Optimization	Acquired Knowledge + Skill	Creativity, Agility + Adaptability
<b>TOOLS</b>	Labor Efficiency	Labor Augmentation	Labor Replacement	Cognitive Reduction	Cognitive Augmentation

Concept of Augmented Era © Jeff Kowalski, CTO Autodesk

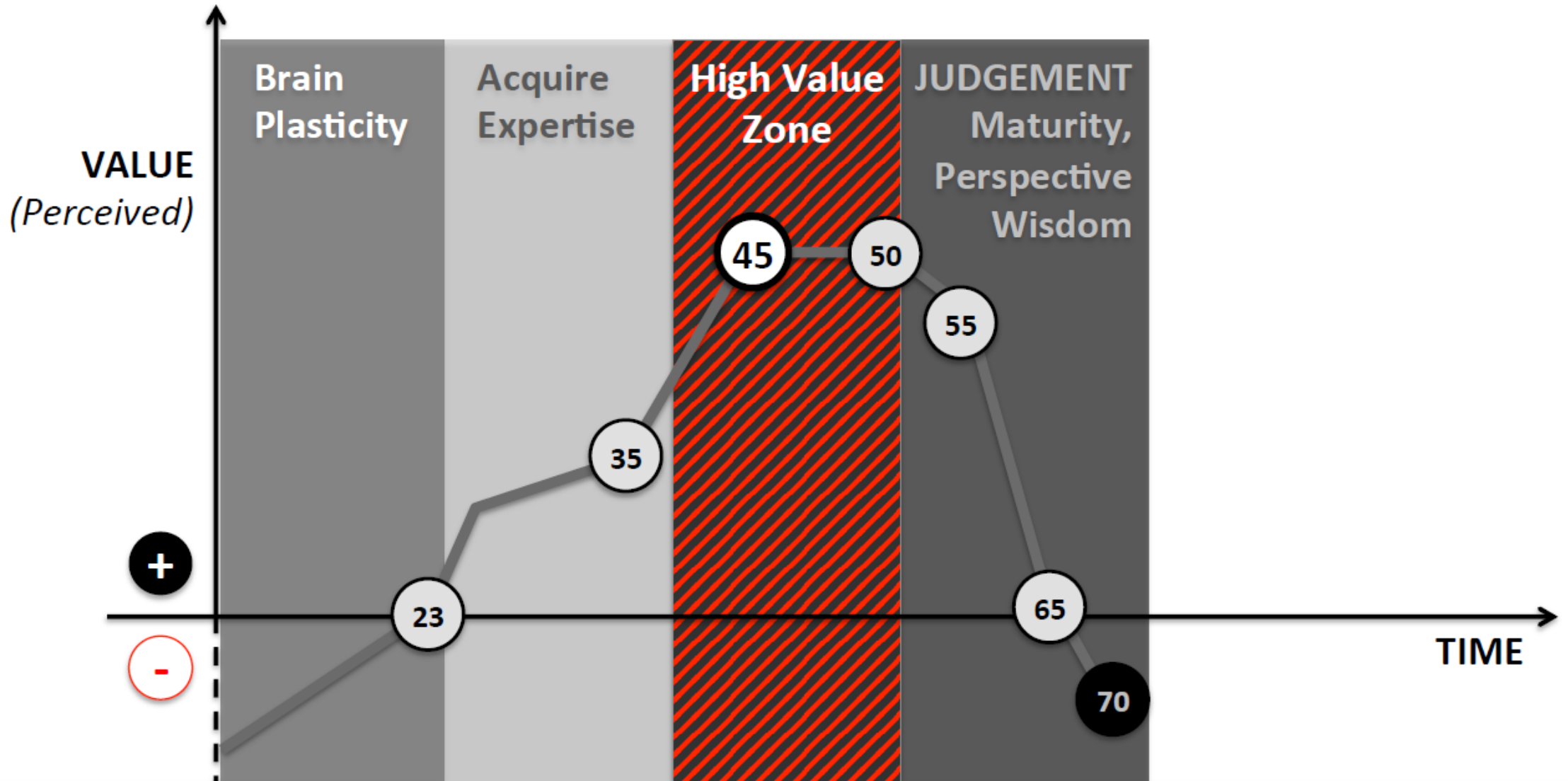
# PRESSURE#2

Workforce from different eras is mixing at the workplace.

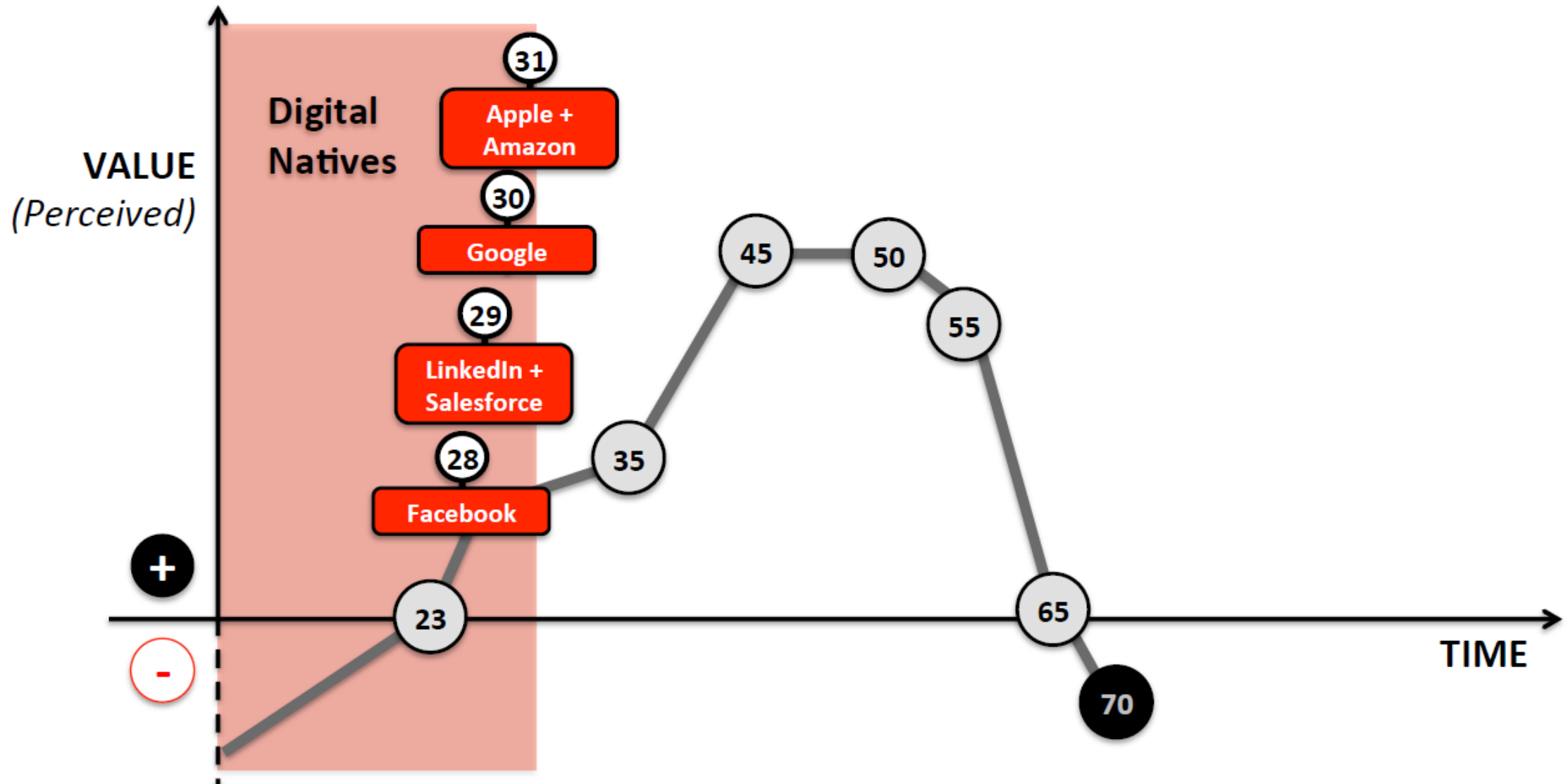
# CONTEXT: The Career Arc (The Old Model)



# CONTEXT: The Career Arc (The Old Model)– Perceived Value



# CONTEXT: New Economy + Digital Natives

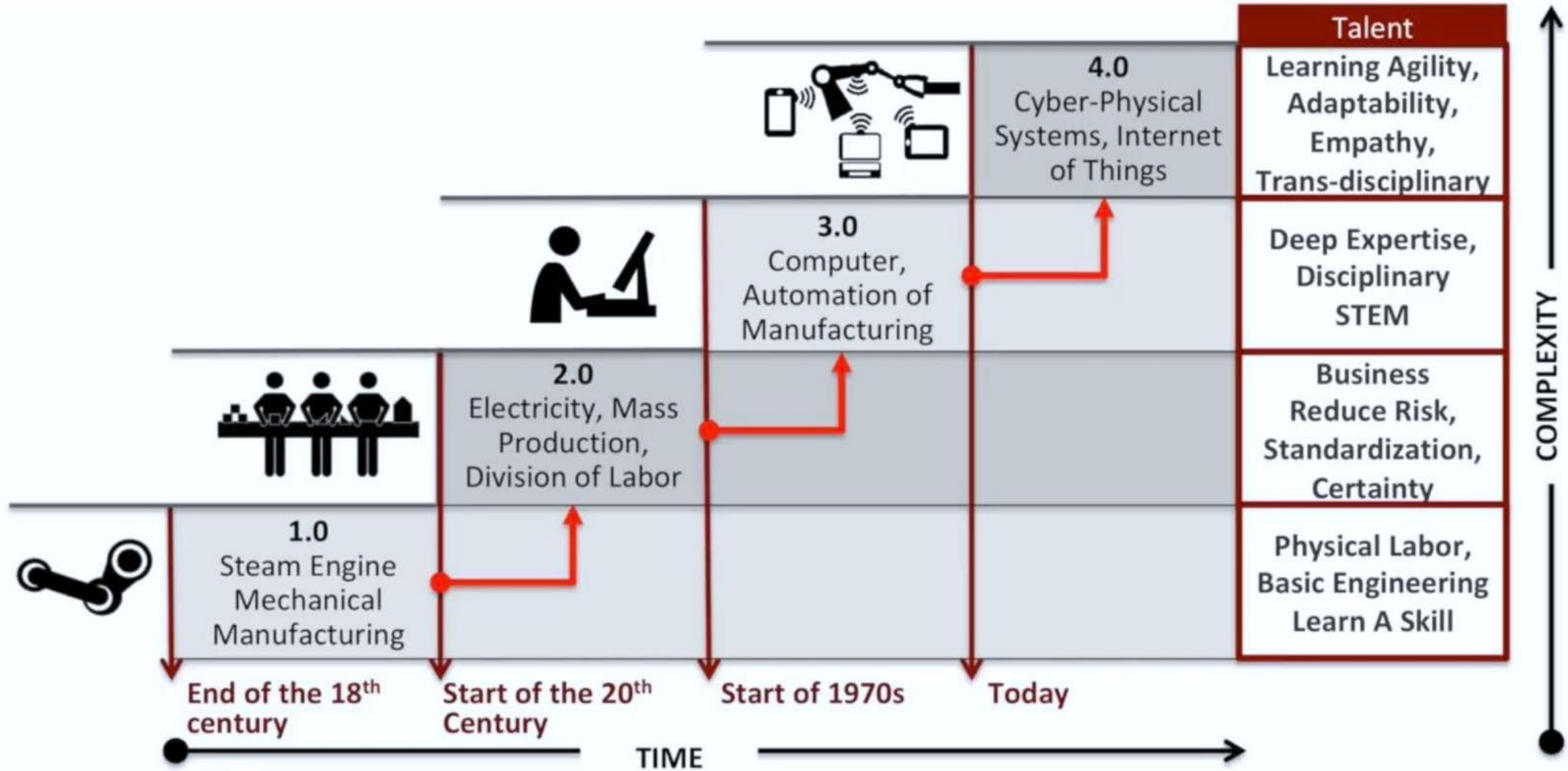




# PRESSURE#3

The required skillset is changing.

# CONTEXT: Next Industrial Revolution (World Economic Forum 4<sup>th</sup>)



# Emerging Solutions: Agile Learning Mindset

## Learning Agility

(Learning + Unlearning,  
Learning Styles)

## Adaptability

(Navigate Ambiguity,  
Unstructured Problems)



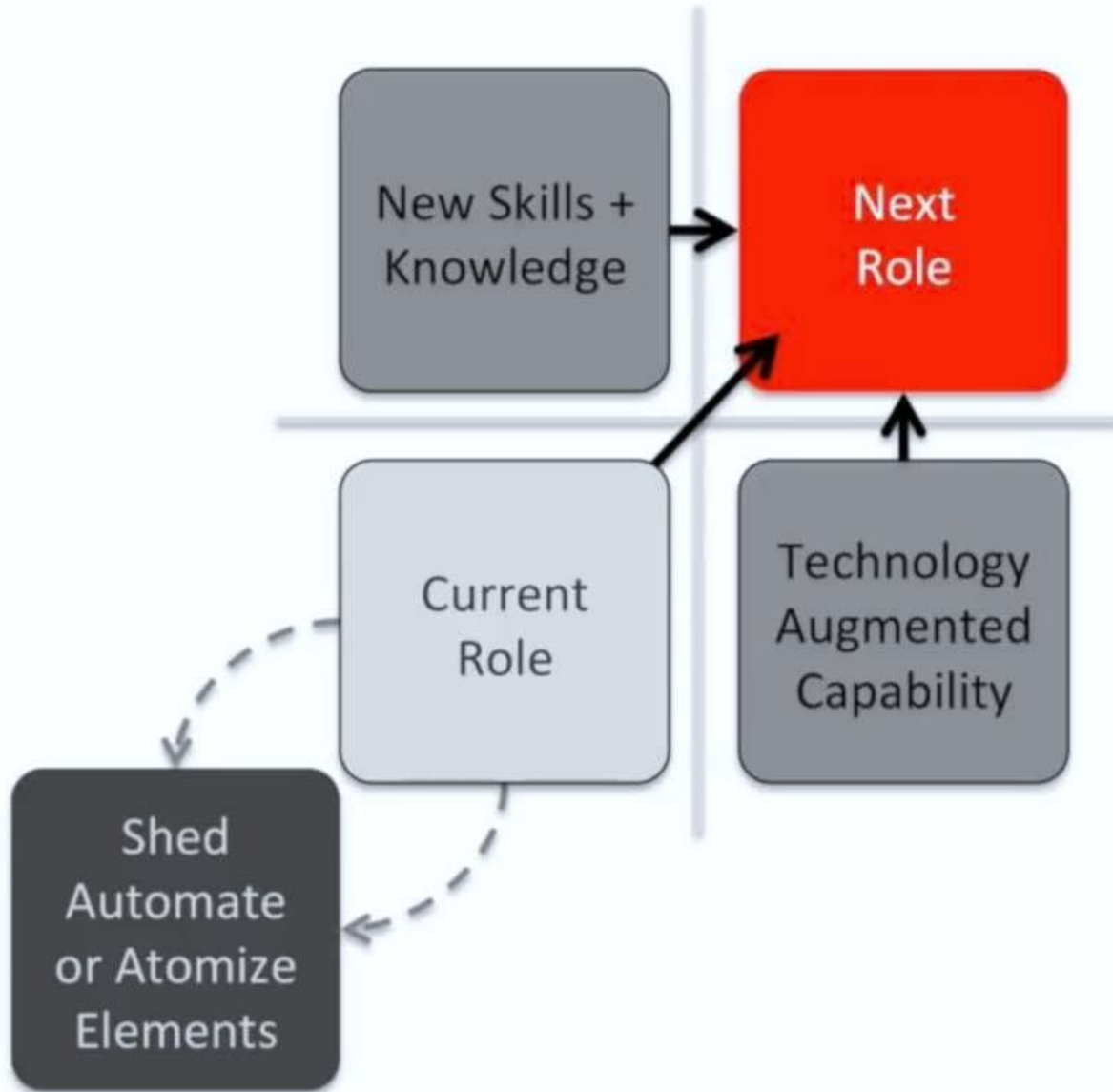
## Uniquely Human Skills

(Empathy,  
Social Intelligence,  
Creativity, etc.)

## Agency

(Motivation,  
Self Awareness,  
Personality Types)

# THINK DIFFERENTLY: Career Map: Assess + Evolve (Learn + Adapt) Continuously



Current Role and Self Definition



Tasks Automated or Atomization



New Skills + Knowledge  
(Business Models Evolution)



Extended Human Potential  
(Augmentation)



Next Role

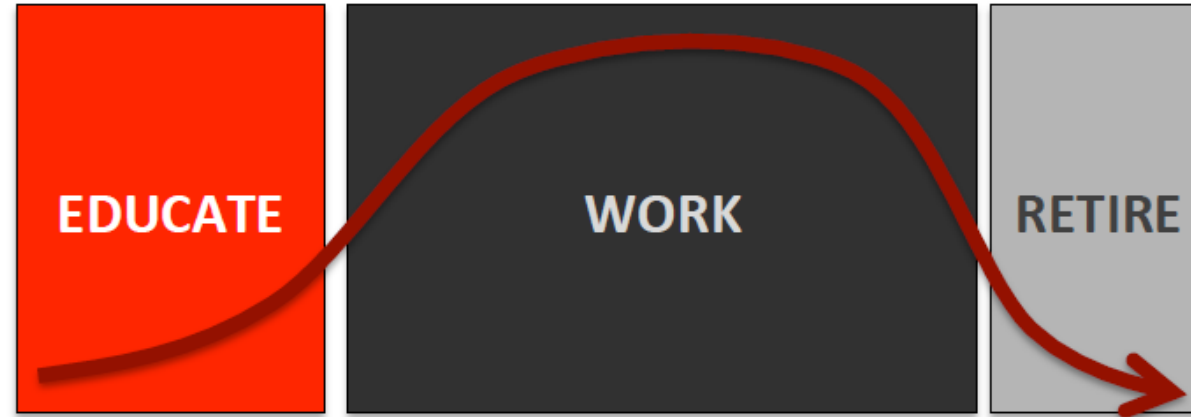
**REPEAT PROCESS**

# PRESSURE#4

Career agility becomes a new norm.

# New Economy Shifts Life Blocks

**OLD  
ECONOMY**



Lifespan = 73 Years →

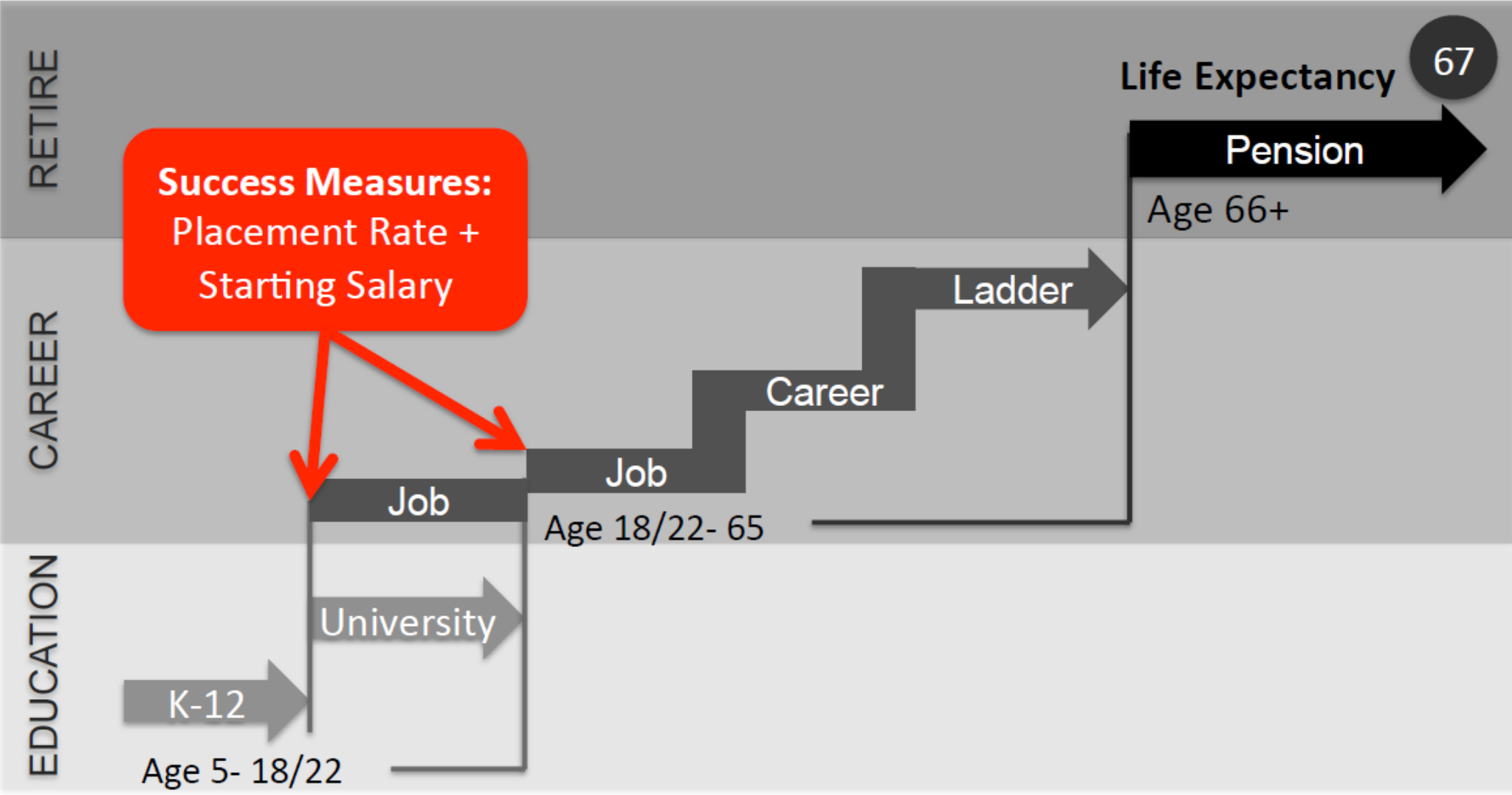
**NEW  
ECONOMY**



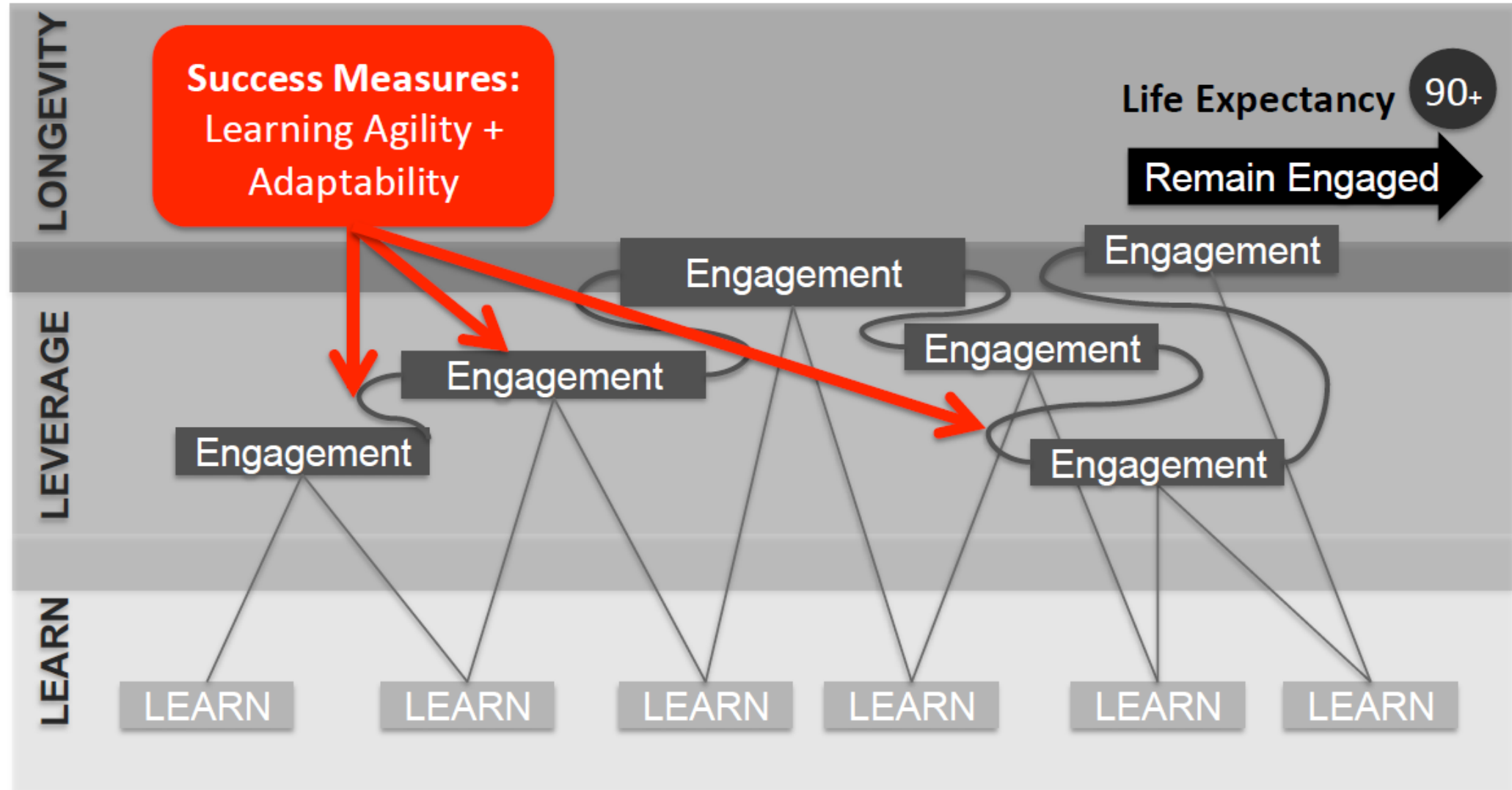
Lifespan = 90 Years →

→ @heathermcgowan

# NATURE OF WORK: Old Economy Paradigm (Context)



# NATURE OF WORK: New Reality Paradigm

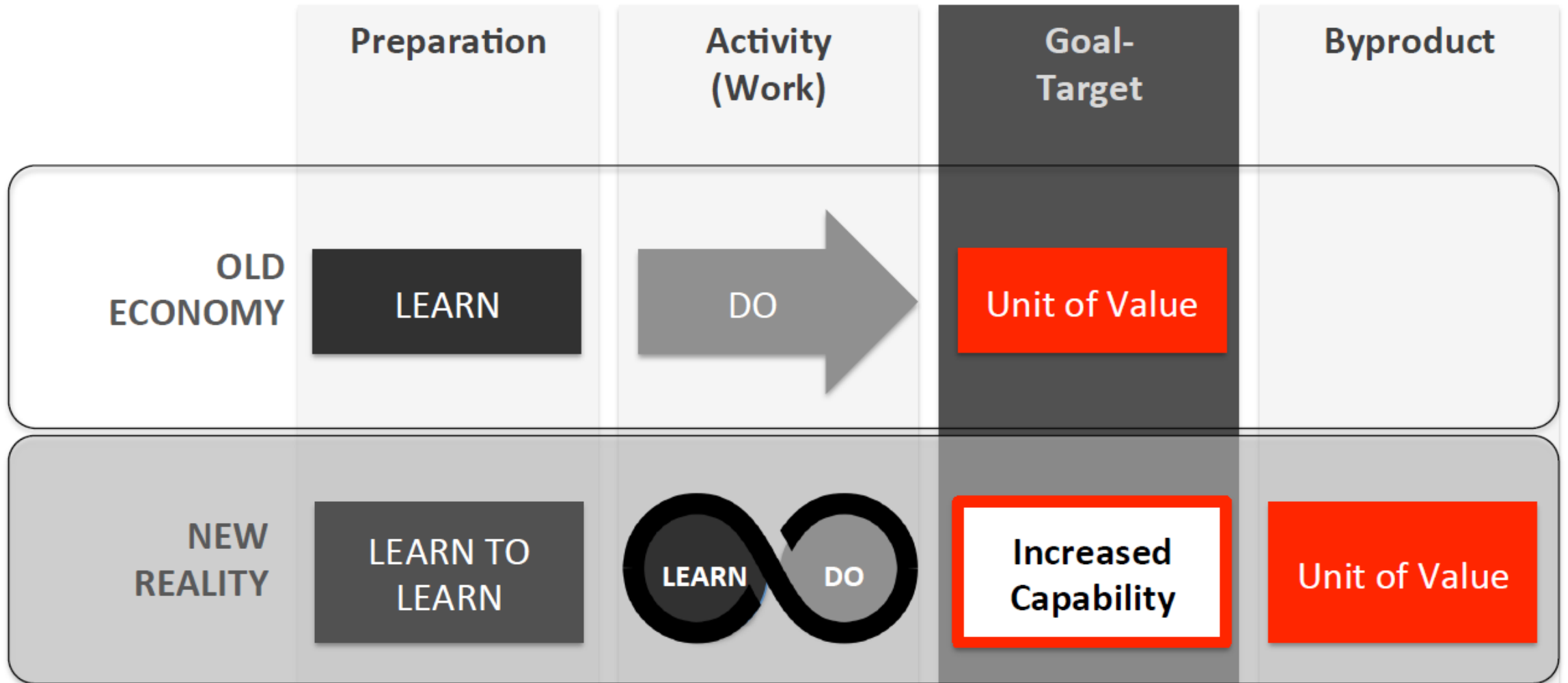




# PRESSURE#5

The ability to learn becomes the ultimate value.

# New Paradigm = New Goals



@heathermcgowan

# Tips on how to learn to learn

- **Understand the principles** – information coding, consolidation, actualization.
- Get clear about your **motivation and learning goal**.
- **Create a plan** – when and where to learn. When to take rest.
- Choose the right **tools and techniques**.
  - **Visualization** – sketch noting, mind maps.
  - **Recall** – rephrase the main insights after a section, tell them to a friend.
- Learn to **control your focus**
  - **Inner dialogue** – with the author or yourself, comparison to the known, validation of hypotheses.
  - **Limit distractions**, manage procrastination
- **Celebrate** your (even the smallest) progress.

# Learning can be hard, but it pays back

- Learning new things might be hard, but it is **the right kind of hard**.
- Being a novice learner is a great **act of bravery**.
  - Overcome the **fear of it** (to start from zero, make mistakes).
- Work towards improvement and innovation.
- Choose the learning path that **cultivates your talents and strenghts** that you might not be fully utilizing in the context of your job or life.

**The more you learn, the easier it gets!**

“

The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn.

— Alvin Toffer

# CO NÁS ČEKÁ NYNÍ

# Co nás čeká nyní

- Zkouška a její organizace
  - V testu půjde o 2 otevřené otázky, formulované spíše na přehledové znalosti a jejich uvedení do souvislostí a příkladů situací.
  - Druhý termín bude vypsán v lednu podle těch, kteří ho budou potřebovat.
  - Pokud by byl nezbytný třetí termín, bude nabídnut i ten.
  - Pro zadání hodnocení bude kontrolováno i splnění vstupů do DF předmětu.
- Předmětová anketa
- Zdroje dalšího (samo)studia