



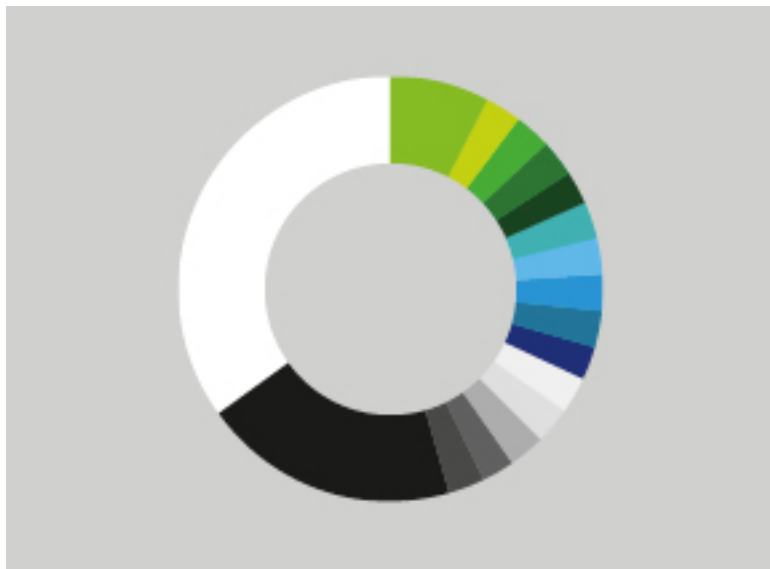
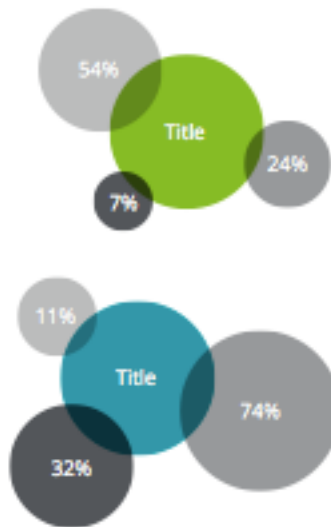
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HRPA Creative
08.30.17



MOOD BOARD



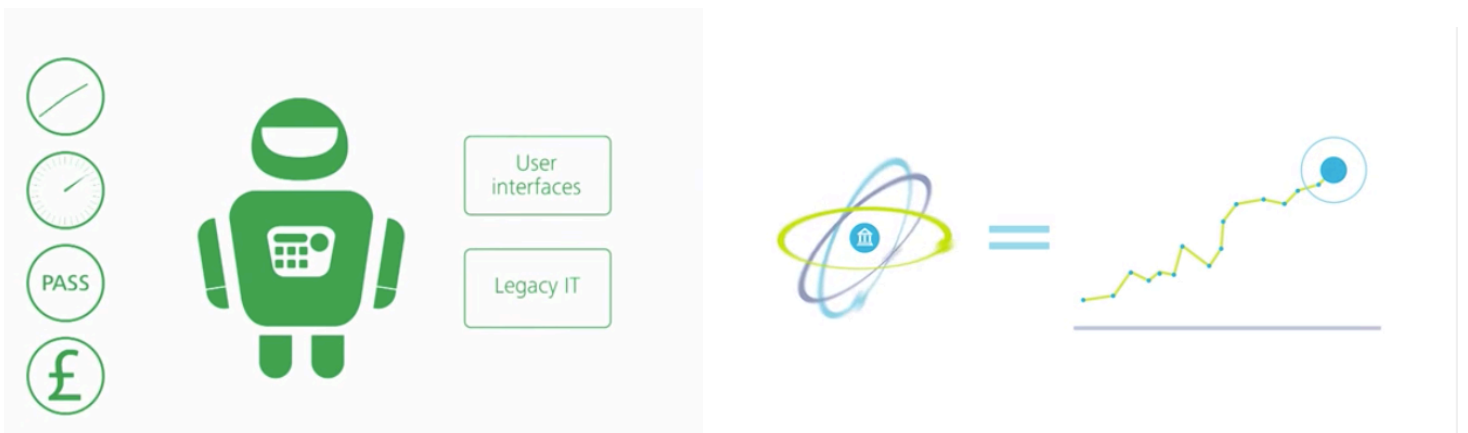
 Air conditioning and refrigeration mechanics

Out of the top
10 competencies
for this job, which are
future-proofed?





MOOD BOARD





VOICEOVER REFERENCES

Neil deGrasse Tyson: He *CARES*. He's *SMART*. He can even get *PASSIONATE*. But he's not *STUFFY*.

Chris Hadfield: The Chris Hadfield over-exposure backlash has ended. It's time for this friendly-but-smart sounding guy (or, more likely, someone who sounds like him) to do some voiceover work. He's got an *EVERYMAN VIBE* that makes *SCIENCE* seem *ACCESSIBLE*.

Ann-Marie MacDonald: *SMART. DRY. MATTER-OF-FACT.* A great radio-style voice. A little bit of grit. Does she smoke cigars? Definitely, maybe.



OVERVIEW 1

VO: Revolutions come in many forms. But the ones that truly shape our world are rooted in the ways we work to support ourselves...and our modern understanding of these concepts began here:

SUPER: *THE INDUSTRIAL REVOLUTION*

VO: The Industrial Revolution ushered in the rise of modern corporations, workplace protections, and changes in international commerce. It also introduced the modern concept of a 'job'.

SUPER: *Job*

SUPER: = *A combination of: Work Tasks...Regular Hours...Specific Compensation*

VO: Now, as we move further into the 21st century, we're faced with a new workplace uprising...

VO: ...THE INTELLIGENCE REVOLUTION.

VO: It will be driven by exponential change in machine learning...virtually free data storage...and ever-increasing computational power.

VO: Three Factors will drive this future.

SUPER: *MACHINE LEARNING*

VO: Today's machines learn autonomously, without human intervention.

SUPER: *COMPUTING POWER*

VO: When one computer learns a new skill, it can be instantly replicated by every computer in the world.

SUPER: *MACHINES EXCEEDING HUMANS*

VO: Machine intelligence could exceed human intelligence in 10-15 years. Unless it has already happened, as some experts believe...

VO: These factors will lead to the creation of eight new future-proofed job categories - that we call ARCHETYPES...

VO: Archetypes cover different jobs, and their relationship to machines and AI.



WE SEE: The ARCHETYPE WHEEL. Spins through each archetype. Doesn't need to linger.

VO: Like the Industrial Revolution, the Intelligence Revolution will fundamentally reshape the way we work – in Canada, and around the world.

189 WORDS



OVERVIEW 2

VO: Artificial intelligence. Advanced learning. Automation. Words that used to be the domain of the computer geek...

VO: ...are now words that describe working in the modern world.

VO: We stand on the brink of a massive paradigm shift...We stand on the brink of the Intelligence Revolution.

VO: The last time a revolution changed the way we work was over a century ago, during the Industrial Revolution. Huge advancements were made...including the definition of what we think of as a "job".

SUPER: *Job*

SUPER: = *A combination of: Work Tasks...Regular Hours...Specific Compensation*

VO: But driven by exponential change in machine learning...virtually free data storage...and ever-increasing computational power...the Intelligence Revolution is going to forever change that definition....

VO: Three Factors will drive this future.

SUPER: *MACHINE LEARNING*

VO: Today's machines learn autonomously, without human intervention.

SUPER: *COMPUTING POWER*

VO: When one computer learns a new skill, it can be instantly replicated by every computer in the world.

SUPER: *MACHINES EXCEEDING HUMANS*

VO: Machine intelligence could exceed human intelligence in 10-15 years...

VO: These factors will lead to the creation of eight new future-proofed job categories - that we refer to as ARCHETYPES...

VO: Archetypes cover different types of jobs, and their relationship to machines and AI.

WE SEE: The ARCHETYPE WHEEL. Spins through each archetype. Doesn't need to linger.

VO: Like the Industrial Revolution, the Intelligence Revolution will fundamentally reshape the way we work – in Canada, and around the world.

200 WORDS



OVERVIEW 3

VO: Revolutions are needed in order to push mankind forward, and make advancements for the betterment of humanity.

SUPER: *Industrial Revolution*

VO: An example is how the Industrial Revolution generated tremendous wealth and innovation and changed how effectively work is done.

SUPER: *Intelligence Revolution*

VO: We are now on the brink of a new revolution...driven not by incremental automation in the manufacturing process, but by exponential change based on three factors...

SUPER: *Machine Learning, Computing Power, and Machines Exceeding Humans*

SUPER: *Machine Learning*

VO: Today's machines are fed algorithms and guidelines, but learn autonomously through trial and error.

SUPER: *Computing Power*

VO: When one computer learns a new skill, every computer in the world can instantly replicate it.

SUPER: *Machines Exceeding Humans*

VO: Through the creation of virtual jobs, this force is already changing how we work today.

SUPER: *Archetype Wheel*

VO: These factors will result in eight new job categories - which we call Archetypes - and will change how the workforce looks and operates today.

SUPER: *Government, Business, Education, Individual*

VO: With the convergence of these technologies, changes within our country also need to take place in these four sectors in order for us to stay ahead of the speed of technology.

VO: The Intelligence revolution may seem nerveing, but it's actually a tremendous opportunity for Canada and the world to future proof its workforce.

179 WORDS



OVERVIEW 4

The very idea of a 'job' - a combination of tasks, regular hours, and specific compensation - is a concept invented by, and for, the Industrial Revolution.

Remember the Industrial Revolution?

It gave rise to the modern corporation, and workplace protections for employees.

It also gave rise to having a 'job'....And the thing is...we now live in a post-industrial age...and the concept of a 'job', is quickly changing.

The future of work - yours and mine - will be shaped by a new revolution – an “Intelligence Revolution”.

Let's put it this way: We are at a tipping point, where machines are outsmarting us.

Self-driving cars. 3-D printing. Artificial intelligence. It's not tomorrow. It's already here.

So let's look at insights into this new world of work. Let's jumpstart a meaningful discussion. Not just about how to survive this Intelligence Revolution - but how to thrive in it.

Let's look at ways to future-proof the capabilities of Canadians.

Let's look at the new work archetypes who will thrive in these new conditions.

Lastly, let's look at some “What if?” scenarios, so that government, education, businesses, and workers can be on the path to success.

195 WORDS



ARCHETYPES 1

VO: As Artificial Intelligence becomes more and more prevalent, the workforce will divide into eight types of jobs...

VO: ...We call them...Archetypes.

VO: Each archetype will be future-proofed, to some degree...

WE SEE: The Wheel of Archetypes. We highlight each one, ie Protector / Influencer / Innovator / Integrator / Scorekeeper / Builder / Performer / Curator. *[BUT DON'T REALLY LINGER, OR INCLUDE THE INDIVIDUAL DESCRIPTIONS]*

VO: ...Although some will be more future proofed than others. Let's focus on two, from opposite ends of the scale.

VO: The most future-proofed workers are those who can think creatively, thrive in ambiguity, and operate in rapidly evolving environments. They deliver value that simply cannot be replicated by machines.

VISUAL: [Jobs w/ high & low risk of Automation / Job w/ growth potential]

VO: The least future proofed workers are those whose jobs involve repetitive tasks and skills that computers can replicate.

VISUAL: [Jobs w/ high & low risk of Automation / Job w/ growth potential]

VO: Some believe that automation will result in lost jobs. But we see it as an opportunity to revolutionize the Canadian workforce...

SUPER: *"The biggest increase in jobs are jobs that require many types of skills, not just one."*

VO: ...We see the Intelligence Revolution as an opportunity to combine the best attributes of Canadians and computers...

VO: ...and excel...in tomorrow's world.

143 WORDS



ARCHETYPES 2

VO: As the Intelligence Revolution accelerates, our workplace relationships with Artificial Intelligence will be defined in eight specific ways...

VO: ...which we call 'Archetypes'.

WE SEE: The Archetype Wheel. As the VO references each one, we zoom in on the relevant part, and see the description.

VO: The Protector

SUPER: Provide human qualities that machines cannot express.

VO: The Influencer

SUPER: - *Deliver leadership and innovation.*

VO: The Innovator

SUPER: - *Creative idea generators.*

VO: The Integrator

SUPER: - *Connect systems and people.*

VO: The Scorekeeper

SUPER: - *Create guiding rules.*

VO: The Builder

SUPER: - *Integrate AI and robots into the workforce.*

VO: The Performer

SUPER: *Use new tech to entertain.*

VO: The Curator

SUPER: *Design and deliver customer-centric experiences.*

VO: Each archetype is future-proofed, to some degree. But two, in particular, sit at opposite ends of the spectrum.

SUPER: *INNOVATORS*



VO: Innovators think creatively, thrive in ambiguity and operate in rapidly evolving environments. They deliver value that simply cannot be replicated by machines.

VISUAL: The Innovator Jobs Chart [Jobs w/ high & low risk of Automation / Job w/ growth potential]

SUPER: BUILDERS

VO: Builders create the physical and virtual assets for an organization. Many – though not all – of their skills can be performed by machines. 22

VISUAL: The Builder Job Chart [Jobs w/ high & low risk of Automation / Job w/ growth potential]

VO: Some believe that automation will result in lost jobs. But we see it as an opportunity to revolutionize the Canadian workforce...21

SUPER: *"The biggest increase in jobs are jobs that require many types of skills, not just one."*

VO: ...The Intelligence Revolution is not a zero sum game of humans vs machines. Instead, it is a chance for Canada to bring together the best attributes of both; and in doing so, embrace the promise...of the future. 38

198 WORDS

Please note: while we used archetypes as examples here, we can flip it and use jobs as examples



ARCHETYPES 3

VO: So what does the future-proofed worker look like? With the intelligence revolution, computers and humans will have different, but complementary strengths.

VO: For example, repetitive jobs increasingly will be conducted by computers, and jobs involved in empathy or critical judgement- that machines cannot deliver, would still be done by humans.

SUPER: *Archetype Wheel*

VO: This will result in eight new job categories described as archetypes...

SUPER: *Protector (zoom in on each archetype)*

VO: Interacts with humans when human agency is critical

SUPER: *Influencer*

VO: Challenges the status quo to achieve results

SUPER: *Innovator*

VO: Connects ideas by thinking creatively

SUPER: *Integrator*

VO: Makes connections between systems and humans

SUPER: *Scorekeeper*

VO: Safeguards rules and standards for humans and robots

SUPER: *Builder*

VO: Brings something physical or virtual into existence

SUPER: *Performer*

VO: Masters the art of entertainment

SUPER: *Curator*

VO: Designs and delivers customized experiences

SUPER: *Collaboration, Adaptability, Conceptual Thinking, Creativity*

VO: With these archetypes in mind, Canadians are also better served to think of terms of sustainable capabilities that are portable and transferable between many occupations.



VO: Regardless of how technologies evolve, people with the future-proof capabilities rooted in these archetypes will be positioned for success.

155 WORDS



ARCHETYPES 4

What does the future-proofed Canadian worker look like?

It's a million dollar question. One that can quickly slip into frustrating debate over which jobs might be lost or how many employees may be displaced. The truth is, no one can predict this with any accuracy.

But for those in denial that this revolution will affect them...it certainly will. So let's turn it into an opportunity.

SUPER: *"AI doesn't have any prejudice. All industries will be affected by it."*

We've identified the most critical capabilities that workers will need to succeed in the future. And we have grouped them into eight archetypes.

VISUAL: (SHOW WHEEL)

In the full report, each archetype is supported by critical future-proofed capabilities and is connected to a list of current jobs and future anticipated jobs.

For instance, as AI and robotics take over workplace tasks, the Innovator will help leverage human capital and deliver value that cannot be replaced by machines. Mechatronic engineering would fall into the Innovator.

Another example is the Builder archetype. Builders will be needed to integrate AI and robotics into the human equation, working side-by-side with tech. They will be the ones who emerge in new ventures like urban farming and auto-transport analysis.

So, what archetype would you be?

197 WORDS



RECOMMENDATIONS 1

VO: To succeed and survive In the Intelligence Revolution, we must adapt. That's why Canada must collectively take action in three areas.

SUPER: THE GOVERNMENT

SUPER: *Modernize provincial labour law and the social safety net.*

VO: ...The government must design solutions for traditional companies and the Gig Economy, including retirement planning, income taxes, EI, training programs, the 40 hour work week, and worker support.

SUPER: *Rethink Universal Basic Income.*

VO: It must determine the parameters: who is eligible? Is it time limited? Would income affect it? How will we pay for it? Will it encourage entrepreneurs?

SUPER: *Capitalize on Canada's strengths.*

VO: It needs to capitalize on our dynamic and varied innovation, and promote competition for federal funding...

SUPER: *Strengthen our commitment to immigration.*

VO: ...and it must attract the best talent, via a strategic, future-focused immigration policy.

SUPER: *Reimagine Canada's education system.*

VO: It's vital to update curriculum to address and promote the capabilities needed to succeed in the new digital world.

SUPER: BUSINESSES

SUPER: *Take a leadership role in promoting future-proof capabilities.*

VO: ...Businesses must add dynamic learning opportunities for employees.

SUPER: *Rethink educational opportunities*

VO: They must make learning available on demand, 24/7, to all employees on any digital platform.

SUPER: *Empower Canadian workers to manage their careers*

VO: And they should encourage employees to tap into the wealth of off-site, virtual learning networks.

SUPER: INDIVIDUALS

SUPER: *Take responsibility for actively managing our own careers.*



VO: ...Finally, individuals must learn how to work outside of traditional corporate structures, get comfortable with 'free-agent' mindsets, acquire new skills and experience, and think like an entrepreneur.

VO: Recommendations for action are common; genuine action is rare. Canada cannot afford to wait.

200 WORDS



RECOMMENDATIONS 2

VO: To succeed in the Intelligence Revolution, we must adapt...
...in three key areas.

SUPER: GOVERNMENT / BUSINESSES / INDIVIDUALS

VISUALS: As the VO narrates, simple, animated graphics of each point will appear.

VO: The government must modernize provincial labour law and the social safety net to reflect 21st century workforce realities. It must rethink Universal Basic Income and strengthen our commitment to immigration. It must reimagine Canada's education system, and adopt a bold, focused approach to capitalize on Canada's strengths.

SUPER: *"We shouldn't worry about how to retrain people who lost their jobs in manufacturing, but how to deal with the new rise of non-standard employment."*

VO: Businesses need to take a leadership role in promoting future-proof capabilities, rethink educational opportunities to ensure Canadians acquire the capabilities needed to succeed, and empower Canadian workers to manage their careers and thrive in the new world of work.

SUPER: *"Ideally, corporations would be training their own workers and anticipating what their industry is going to look like in the next 5 years and prepare for that."*

VO: And finally, individuals must take responsibility for actively managing our own careers by learning how to work outside of traditional corporate structures.

SUPER: *"One of the challenges is...for this world to work, that many individuals and institutions are capable of many changes in a short time."*

VO: Of course, recommendations for action are common; genuine action is rare. But Canada is an uncommon country.

VO: And by embracing the opportunity of the Intelligence Revolution – rather than resisting – Canada will take a leading role in this brave new world.

162 WORDS



RECOMMENDATIONS 3

VO: With the Intelligence revolution, our hope is that all levels of Canadians work together to develop unique solutions – solutions that will need to take place within four areas...

SUPER: *Government, Education, Business, Individual*

SUPER: *(Zoom in on government) Modernize provincial labour laws and the social safety net*

VO: Policymakers must update labour laws that were set in place to reflect the Great Depression of the 1930's.

SUPER: *Adopt a bold, focused approach to capitalize on Canada's strengths*

VO: Encourage additional centres of innovation and the best performers be promoted through deeper government investment.

SUPER: *Strengthen our commitment to immigration*

VO: Capitalize on this to bring the world's best talent to our country.

SUPER: *(Zoom in on education) Reimagine Canada's educational system*

VO: Overhaul our curriculum to ensure Canadians are acquiring the capabilities needed to succeed in today's digital world.

SUPER: *(Zoom in on business) Take a leadership role in promoting future-proof capabilities*

VO: Constantly upgrade business capabilities in order to recruit and retain top talent.

SUPER: *Empower Canadian workers to manage their careers and thrive in the new world of work*

VO: Deliver a holistic experience that will include full-time, contract, contingent and crowdsourced workers.

SUPER: *(Zoom in on individual) Take responsibility for actively managing our own careers*

VO: Continuously acquire new skills, knowledge and experiences to stay current and marketable in our field.

VO: Recommendations for actions are common; genuine action is rare. Canada cannot afford to wait.

144 WORDS



RECOMMENDATIONS 4

VO: We all have a role to play in future-proofing Canadians for the Intelligence Revolution.

SUPER: *Government*

VO: Canada's existing legislation is based on the employment model of one career - one employer.

VO: What if we re-examined labour laws and the social safety net for the 21st century?

VO: What if we increased immigration but focussed on the talents and capabilities of the Archetypes?

SUPER: *Education*

VO: From the physical set-up to the school year itself - Canada must reinvent education.

VO: What if universities became centres for lifelong learning rather than 3 or 4 years?

VO: What if Canadians could learn in shorter bursts - returning to school to deepen knowledge, add skills, and develop new opportunities?

SUPER: *Business*

VO: It's not just education. Business needs to take a leadership role.

VO: What if employers became curators of knowledge instead of organizers of training programs?

VO: What if business empowered Canadians to thrive in this new gig economy?

SUPER: *Individuals*

VO: Finally, as individuals, we must accept the free-agent mindset and seize ownership of the gig economy.

VO: No matter what archetypes we relate to, taking an active role in upgrading skills and capabilities will help us thrive in the Intelligence Revolution.

185 WORDS