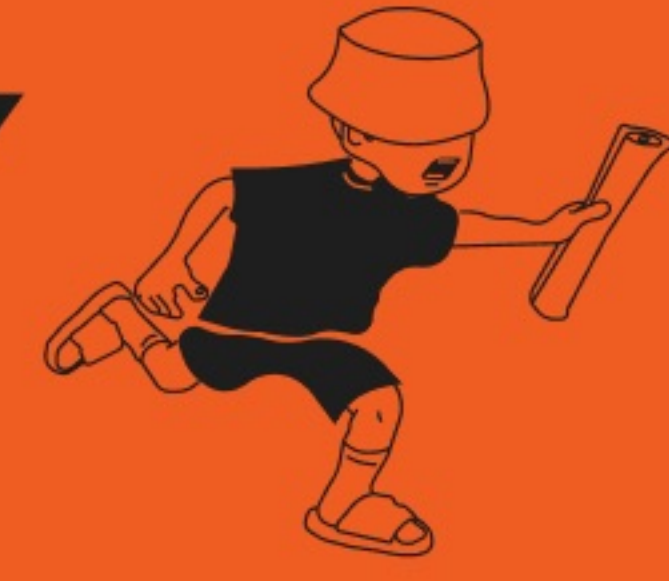


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Future Frictions in Innovation & Reconfiguring Work in the Age of AI.

Innovation, a concept frequently associated with expansive, 'open space,' is undergoing a transformative reevaluation in the age of artificial intelligence. Traditional design and innovation processes, often fixated on identifying gaps, unmet needs, and untapped markets as opportunity spaces, typically presuppose that the introduction of a product or service will follow a straightforward, additive trajectory. However, the accelerating integration of AI technologies introduces a new dimension to this narrative. The intricate interplay between human ingenuity and machine capabilities gives rise to unforeseen challenges and complexities. As we navigate this evolving landscape, the future of innovation is likely to be characterized by dynamic frictions, demanding a reconfiguration of how we approach work and creativity in the intricate dance between human and artificial intelligence

In this paradigm shift, where machines become not just tools but active collaborators, questions emerge about the nature of human-machine partnerships. As we delve deeper into the realms of AI-driven innovation, a nuanced exploration of the ethical, social, and economic implications becomes imperative. How do we ensure equitable collaboration? How can organizations foster a culture that embraces the symbiosis of human and artificial intelligence without compromising fundamental human values? The pursuit of innovation in the age of AI requires us to grapple with these intricate questions, charting a course that harmonizes technological progress with ethical considerations and human-centered design. Beyond the allure of breakthroughs, the future of innovation beckons us to embark on a thoughtful and deliberate journey, where the potential frictions serve as catalysts for meaningful and sustainable progress.



Design isn't just
for designers.
Leadership isn't
just for leaders

Being human-led goes beyond launching great products. Although the skills you've acquired still apply, it's about applying them differently. *Let's look at three qualifications you have:* 1- Understanding behaviors is crucial for solving challenges, extending beyond digital products. 2. Navigating ambiguity is crucial, proving invaluable in various life situations and unexpected challenges.



3. Approaching problems differently is your unofficial job description. *Challenges ahead:* 1- Embrace divergence in your inner circle; success thrives with diverse perspectives. 2- Acknowledge privilege; program attendance is a privilege, emphasizing the need to diversify decision-makers. 3- Lean into the journey; being a human-led leader demands relentless evolution with patience and self-kindness. *These challenges aren't solved overnight. They involve iteration, collaboration, reflection, and inevitable stumbles.*

“It is more than necessary to be that balloon that does not allow itself to be pulled back to the ground, because it gives you the courage to *lead change* “
Don't become the angry comedian or the dull rock star. Reach out to your loved ones with empathy and create with them a life that you don't regret. Be persistent, don't try to be perfect. After all, every day is a prototype of the next.

By Rodrigo Isasi.

