



Berkeley **ExecEd**

Future of Technology

Intro Webinar - Ryan Liu (September 9, 2021)



Agenda

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Learning Facilitator
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01 Introductions | Faculty



Olaf Groth

Professional Faculty Member
UC Berkeley Haas School of Business



Tobias Straube

Research Co-Lead, UC Berkeley Executive Education
Associate Partner for Analysis at Cambrian Futures

01 Introductions | Learning Facilitator



RESIDES: San Francisco Bay Area (California, U.S.A.)

★ About Me:

- Born and raised in **Honolulu, HI** with wife and toddler
- Two B.Sci. in **Engineering** and **M.B.A.** (UC Berkeley, Haas School of Business)

★ Academics:

- Enjoy **teaching** on subjects including business/product strategy, leadership development, engineering management, and cybersecurity (UC Berkeley, UC Davis, University of the Pacific)
- Currently a lead **Lecturer** at the UC Berkeley School of Information (I School) teaching in the Master of Information and Cybersecurity (MICS) degree program

★ Profession:

- Currently a **Strategy and Operations Leader** at Google working in YouTube focused on emerging experiences and community for users working across data science, engineering, legal, marketing, product management, user experience, trust and safety, and others
- Previously worked in **technology and management consulting** at Accenture and Booz Allen Hamilton for 12+ years specializing in cybersecurity, enterprise risk management, and privacy
- Served **Fortune Global 500 clients** across multiple industry sectors ranging from financials, health care, and industrials to communication services, consumer (discretionary and staples), information technology, and utilities

01 Introductions | Course Participants



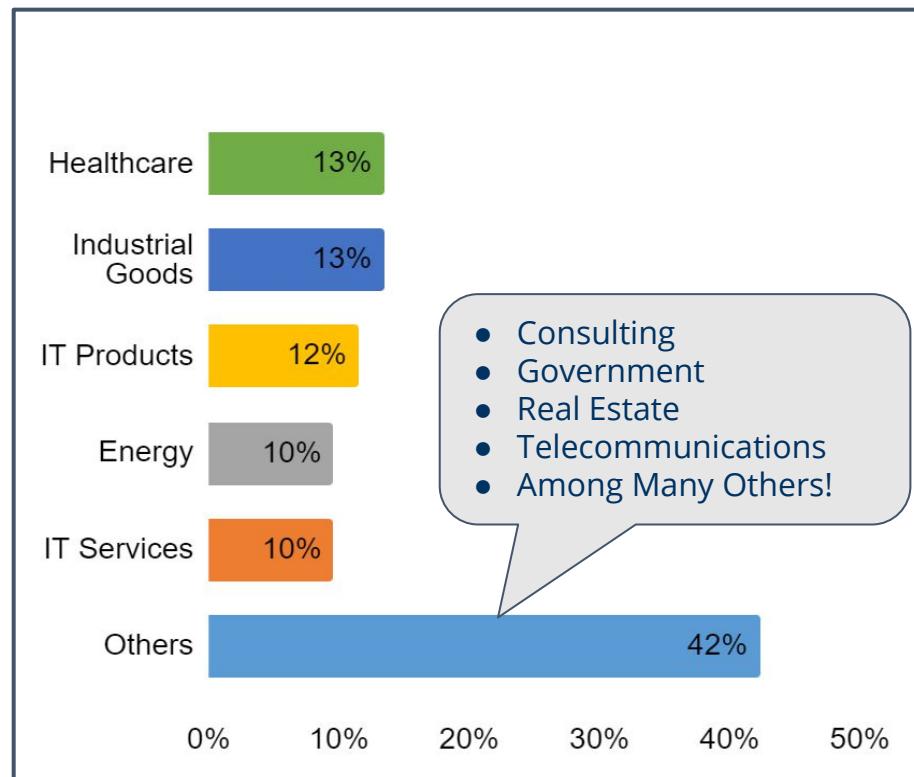
**54 participants
from 13 countries**

Countries include:

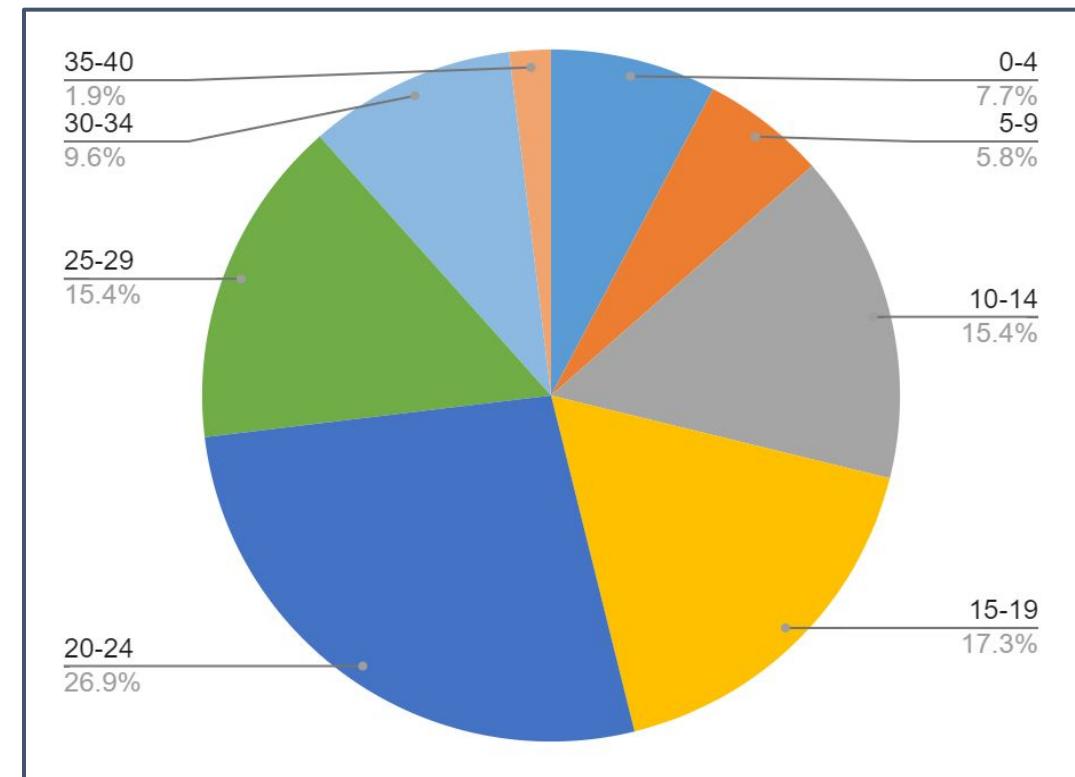
- *Australia*
- *Brazil*
- *Canada*
- *China*
- *Chile*
- *Israel*
- *Italy*
- *Japan*
- *Netherlands*
- *Philippines*
- *Spain*
- *Switzerland*
- *United States*

01 Introductions | Course Participants

Top Industries



Years Work Experience



02 Learning Journey | Learning Objectives

Successfully navigating the future of business requires embracing the opportunities that emerging technologies present during digital transformation. It also demands a **proactive strategy to turn the unknown into opportunities** and identify areas for growth.

Completing this program will empower you to:

- Explore trends, insights, and **implications** of key disruptive technologies
- Apply foresight tools and frameworks to **evaluate opportunities** in tech-driven futures
- Build **resilience** in your organization amid technology disruption
- **Leverage** disruptive tech insights to drive innovation strategy
- Create a technology portfolio to **gain competitive advantages** in your industry

02 Learning Journey | Course Overview

Key Dates:

- Start Date: September 2, 2021
- End Date: November 11, 2021
- Last Day for Refunds: September 16, 2021 [Module 2, Day 1]
- Last Day for Deferrals: September 30, 2021 [Module 4, Day 1]

Program Details:

- Duration: 9 Weeks
- Modules release: Every Thursday
- Canvas Live Course ID: [3412](#)
 - Modules will be released on a weekly basis based on schedule on the right

Live Session Details:

- Faculty Webinars: 4
- Learning Facilitators Webinar: 1, Intro Webinar
- Office Hours: 1 Per Week
- Networking Session: 1, Virtual Networking (September 17, 2021)

Program Outline & Schedule:

Module #	Module Name	Release Date
-	Program Orientation	2021-09-02
Module 1	Introduction to Tech Futures	2021-09-09
Module 2	Artificial Intelligence and Data Science	2021-09-16
Module 3	Compute Power	2021-09-23
Module 4	Internet of Everything	2021-09-30
Module 5	Robotics and Automation	2021-10-07
Module 6	Cybersecurity	2021-10-14
Module 7	Fintech and Blockchain	2021-10-21
Module 8	Portfolio Strategy	2021-10-28

02 Learning Journey | Course Calendar

Module	Activity Type	Assignment Name	Release Date	Due Date		
1	Drag & Drop	Five Steps of the Gartner's Hype Cycle	2021-09-09	2021-09-16		
	Discussion	Applying Gartner's Hype Cycle to Leverage a Technology in Your Organization				
	Drag & Drop	Strategic Implications Based on S-Curve				
	Assignment 1.1: Analyzing the Evolution, Colliding Trends, and Strategic Implications of a Technology					
2	Drag & Drop	Drag-and-Drop Activity 2.1: Differences Between Machine Learning and Deep Learning	2021-09-16	2021-09-23		
	Discussion	Discussion 2.1: Applying Machine Learning and Deep Learning to Your Organization				
	Drag & Drop	Drag-and-Drop Activity 2.2: Four Options to Approach the Build-or-Buy Choice				
	Discussion	Discussion 2.2: Improving AI Readiness For Organizations in Your Industry				
	Peer reviewed	Peer Review Assignment 2.1: Creating a Data-Driven Culture in Your Organization				
3	Drag & Drop	Drag-and-Drop Activity 3.1: Three Types of Computing	2021-09-23	2021-09-30		
	Discussion	Discussion 3.1: Deciding Between a Public or a Private Cloud in Your Industry				
	Discussion	Discussion 3.2: Creating Compute Power Resilience in Your Organization				
	Peer Review Assignment 3.1: Addressing a Problem Using Compute Power					
4	Drag & Drop	Drag-and-Drop Activity 4.1: Four Levers of Data Generation	2021-09-30	2021-10-07		
	Discussion	Discussion 4.1: Potential Applications of IoE in Your Industry				
	Drag & Drop	Drag-and-Drop Activity 4.2: Augmented Reality vs. Virtual Reality				
	Discussion	Discussion 4.2: Leveraging Colliding Trends of IoE in Your Organization				
	Drag & Drop	Drag-and-Drop Activity 4.3: Three Approaches for Safeguarding Data				
Assignment 4.1: Leveraging IoE Ecosystem to Build a Multi-Sided Platform						

Module	Activity Type	Assignment Name	Release Date	Due Date
5	Drag & Drop	Drag-and-Drop Activity 5.1: Four Dimensions of Industrial Robots	2021-10-07	2021-10-14
	Discussion	Discussion 5.1: Applications of Robotics in Your Industry		
	Drag & Drop	Drag-and-Drop Activity 5.2: Four Views for the Future of Work		
	Discussion	Discussion 5.2: Planning for Symbio-Intelligence for Your Organization's Future		
	Peer reviewed	Peer Review Assignment 5.1: Enabling Human-Machine Productivity in Your Organization		
6	Drag & Drop	Drag-and-Drop Activity 6.1: Four Types of Cyber Threats	2021-10-14	2021-10-21
	Discussion	Discussion 6.1: Strategies to Reduce Potential Risk in Cybersecurity		
	Drag & Drop	Drag-and-Drop Activity 6.2: Steps in the NIST Incident Response Framework		
	Discussion	Discussion 6.2: Rethinking Cybersecurity in Your Organization		
	Assignment 6.1: Creating a Plan to Ensure Cybersecurity			
7	Drag & Drop	Drag-and-Drop Activity 7.1: Six Core Functions of the Financial Industry	2021-10-21	2021-10-28
	Discussion	Discussion 7.1: Disrupting Financial Industry Using Cryptocurrencies		
	Discussion	Discussion 7.2: Analyzing a Fintech Regulation		
	Drag & Drop	Drag-and-Drop Activity 7.2: Three Categories of Blockchain		
	Peer reviewed	Peer Review Assignment 7.1: Applying Digital Ledger to a Business Transaction		
8	Drag & Drop	Drag-and-Drop Activity 8.1: Understanding Four Stages of Technology	2021-10-28	2021-11-04
	Discussion	Discussion 8.1: Investing in Pacing and Key Technologies in Your Industry		
	Drag & Drop	Drag-and-Drop Activity 8.2: Managing Adjacent vs. Transformational Innovation		
	Discussion	Discussion 8.2: Key Takeaways from This Program		
	Assignment 8.1: Improving on Your Business Portfolio			

02 Learning Journey | Completion Reqs.

To successfully complete the program and get a certification of completion, participants must:



Earn
80/100
points

&



Complete
Capstone
Project

Assignments

- 8 Assignments (4 Peer Review Graded, 4 LF Graded)
- Each Assignment: 4 Points; **32 Points in Total**

Drag & Drop

- 16 Activities (Completion tracked in Canvas)
- Each Drag & Drop: 1 Point; **16 Points in Total**

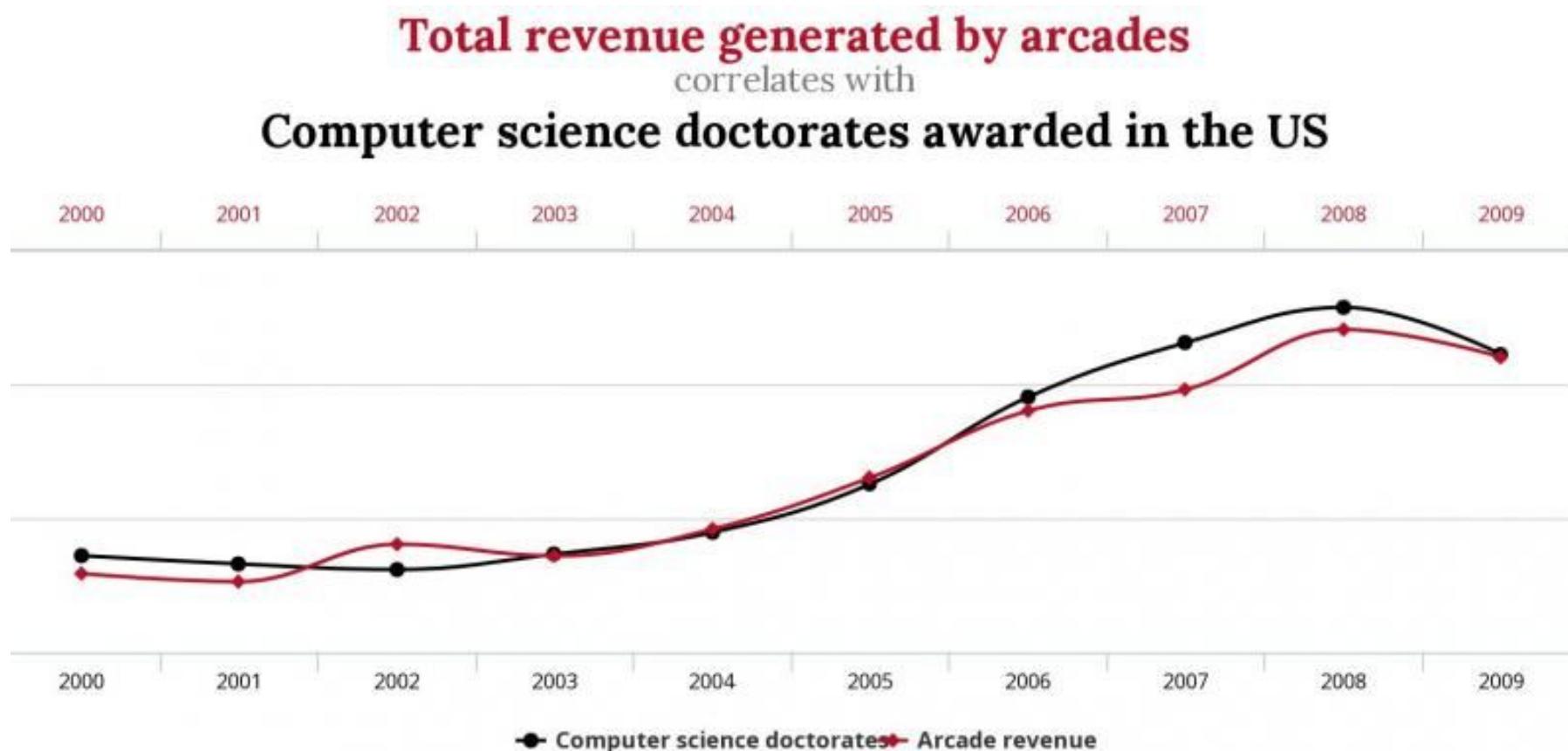
Topic Discussions

- 16 Topics (Emeritus Program Support Graded)
- Each Topic Discussion: 2 Points; **32 Points in Total**

Capstone Project

- Capstone will be graded by Learning Facilitator (LF)
- Capstone Total Points: **20 Points**

02 Learning Journey | Completion Reqs.



02 Learning Journey | Faculty Webinars

Module	Topic	Date	Time	Presenter
-	Intro Webinar	2021-09-09	3 PM UTC 8 AM PDT	Ryan Liu
1	Deep-Dive on Disruption Forces and Logic	2021-09-15	3 PM UTC 8 AM PDT	Olaf Groth
4	Deep-Dive on Platforms: Multi-Sided Platform Mode	2021-10-06	3 PM UTC 8 AM PDT	Olaf Groth & Tobias Straube
7	Deep-Dive on Phenomena & Impact: Playing the Logic on the Five Forces	2021-10-21	3 PM UTC 8 AM PDT	Olaf Groth
8	Deep-Dive on Triage: Portfolio Adjustment	2021-11-03	3 PM UTC 8 AM PDT	Olaf Groth

02 Learning Journey | Office Hours

Berkeley
Haas



Account



Dashboard



Courses



Calendar



Inbox



History



Canvas Help

☰ Future Technology > Pages > Live Sessions Schedule

Home

Modules

Announcements

Live Sessions

People

Support

Live Sessions Schedule

Note: All session times are given in UTC because our participants are in time zones around the world.

For your convenience, we recommend the following:

1. Use [World Time Buddy](#) to convert UTC to your local time. Please reference this [tutorial](#).

OR

2. Use the Canvas Calendar time zone settings and Calendar feed import feature. Please reference the tutorials below:

- [How to subscribe to Calendar feed using personal Outlook calendar](#)
- [How to subscribe to Calendar feed using Google calendar](#)
- [How to update your time zone in Canvas](#)

▶ Orientation Week: Introductory Webinar

▶ Week 1: Office Hour with Ryan Liu

- Learning Facilitator will host **weekly Office Hours**
 - Answer your questions
 - Learning enhancement opportunities
- Participation is not required but **highly encouraged**
- Office Hours are **recorded and posted** on the Canvas Learning Platform
- For details on **ALL webinar** schedule and timing, check Canvas > Live Sessions

02 Learning Journey | Networking Session

Join fellow course participants, Dr. Olaf Groth, and Ryan Liu for virtual networking!



Source: [GIPHY](#)

September 17, 2021

- **12:00 - 1:00 PM PDT**
- **7:00 - 8:00 PM UTC**

Calendar Event Invites Sent

03 Tool Demo | Canvas (1 of 3)

If you have a question, what do you do?

The image shows the Canvas LMS interface on the left and a support workflow diagram on the right.

Canvas LMS Interface:

- Header:** Future Technology
- Left Sidebar:** Berkeley Haas, Account, Dashboard, Courses, Calendar, Inbox, History, Canvas Help.
- Recent Tab:** Home, Modules, Announcements, Live Sessions, People, Support (highlighted with a red box).
- Content Area:** Shows a 'Browse by topic' section with categories like Completion Requirements, Badges and Certificates, Live Sessions, Assignments, Videos, and Vocareum Assignment Tips.

Support Workflow Diagram:

1. Go to Support Tab (points to the Support tab in the sidebar).
2. Browse by common topics on the knowledge center (points to the 'Browse by topic' section in the content area).
3. Submit a support request if your topic is not answered on the knowledge center (points to the 'Submit a request' button in the bottom right corner).

Bottom Right: Search our Help Center, SEARCH, and a 'Submit a request' button (highlighted with a red box).

- Find Answers to Problems on the Knowledge center
- Submit a support request

03 Tool Demo | Canvas (2 of 3)

How do you submit a support request?

Submit a request

The form consists of several input fields:

- Your email address ***
- Select one which best describes your query ***:
 -
 - Understanding the course content and the assignment requirements
 - Help with submissions, extensions, accessing materials and everything else
 - Enrollment, payment, certificates
- Subject ***
- Description ***:

Please enter the details of your request. A member of our sup...
- Course ID ***:

Please enter your course ID from your course URL. Example - <https://student.emeritus.org/courses/001> wherein 001 would be your course ID. It's a 3 to 4 digits number.
- Attachments**:

Add file or drop files here

Below the form is a **Submit** button.

1. Fill in required fields
2. Select a topic:
 - (1) Content related issues
 - (2) Technical issues
 - (3) Enrollment issues
3. Write a brief description
4. Course ID: 3412
5. Attach files (If needed)
6. Submit

Support tickets will:

- Get your question to the right person
- Ensure a quick response
- Allow you to track whether you've received a response
- Allows back-end tracking to ensure every ticket receives an answer

03 Tool Demo | Canvas (3 of 3)

04 Recommendations | Getting the Most

1

Attend **Office Hours** with Learning Facilitator and **Faculty Webinars** and be participative

2

Complete the **Course Activities** and intentionally apply insights in your daily lives both personally and professionally

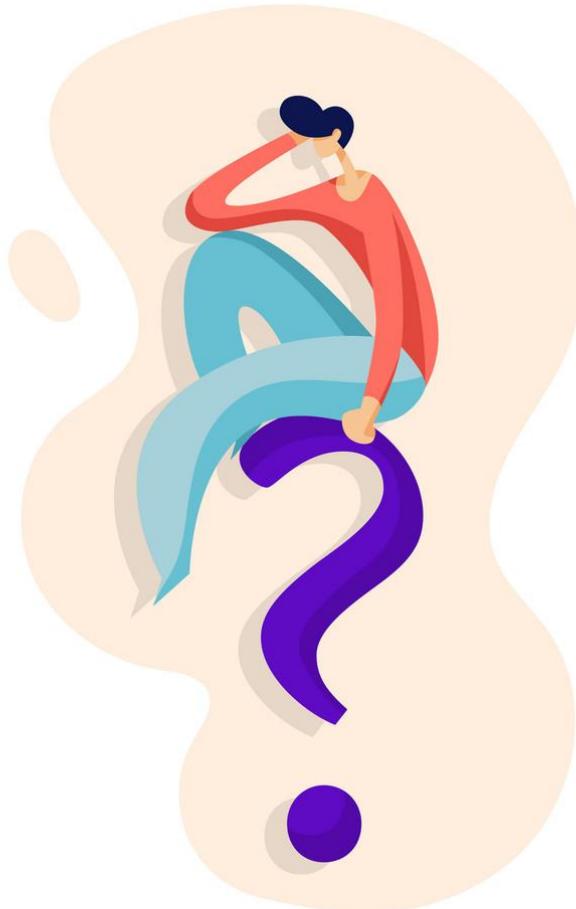
3

Participate in **Discussion Boards** (Topic and Q&A): Ask questions if something is not clear and collaborate with fellow learners

4

Complete **Weekly Feedback Surveys** and provide us your insights. They will help us improve!

04 Recommendations | Call to Action



**Learn about and use these technologies in your everyday life.
For example:**

- Keep up with AI and Internet of Everything (IoE): Find one **new use case** that makes you more effective (personally or professionally)
- Automate** an aspect of managing your calendar
- Understand and **implement** a security feature and/or behavior associated with your home network or mobile device
- Try **virtual** cryptocurrency portfolio management
- Come up with your **own idea(s)** and share in the Q&A board

Q&A

Place your questions in the Zoom Q&A box

- OR -

Raise your virtual hand and unmute