

**Balancing The...**

**AI**

**VS**

**Human**

**equation -**

**A Corporate Guide To The Future For Senior  
Managers & Execs**

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**20 pages that will either make change or change nothing**

# Introduction.

Over the years I've worked in many areas of human development, from limiting behavioural characteristics to aspirational strategies and entrepreneurial endeavour. However, over the last decade my focus has been on the inevitable social shift AI will bring, as a catalyst to advancing human consciousness.

This social re - evolution will be initially most heavily felt by those within the corporate giants, places by their very nature where the relentless drive of seeking to maintain a commercial edge, consistently forces a hard decision between the human development equation, and the cost cutting exercise of human wastage due to technological advances.

WILL AI BE USED TO RELEASE US TO BE MORE CREATIVE & CONSCIOUS IN THE WORKPLACE OR WILL AI SIMPLY BE USED TO REPLACE US – ALL?

It's the biggest dilemma to face all senior managers since the age of the industrial revolution, and it's one that will have far reaching ramifications that will simply keep accelerating away, regardless of our attempts to manage and control the situation.

In this brief 20 page essay, the intention is to give you an insight into the future, as well as balance the equation of investing into human potential, AI, or both.

We face difficult times ahead, and for those senior executives who seek to put their heads in the sand and limit their thinking, the opportunity for the early preparation that is essential to effectively negotiate these troubled waters, will be lost. And so too, an amazing opportunity to actualise and utilise the biggest single resource any company has – the latent potential of their workforce – the human factor.

Just think, if there was a way that you could enhance the innovative and creative capability of each and every member of your staff, so they thought quicker, problem solved better, and became more progressive and dynamic by as much as 100 or 200%, how would this affect the profitability of not just the company as a whole, but the wellbeing of each and every individual within it?

Whilst this is an interesting prospect, and one that would revolutionise the workforce virtually overnight in terms of team-work, self-management, motivation, awareness, as well as conflict resolution, it would still only be a temporary measure. For regardless of what we do or don't do, AI will continually replace every process driven role within each

and every organisation. This means senior management and head office staff as much as those working on the front line.

So in this book, we will together uncover the untapped potential every employee has, as well as how we can strategise for a universal AI transition, where not only people's jobs will go, but also their careers, industries and their sense of personal value. And in so doing, prepare ourselves and those we are responsible for, with a new strength of identity and purpose for a very different future to the past we have known.

The most important question for you as we take this journey together, is to ask yourself whether you believe you have more potential than you are currently accessing in your mind. And if you do, what would it mean to you if you could fully realise that extra potential in yourself, as well as every employee in your company.

So just how much latent potential is there really lying dormant in you?

10%, 100%, 1000%?

And what are you prepared to do to realise and release it — if you had a path to follow that would take you there?

# Part ONE

## The problem

So let's dive into the autonomous deep end, and see what the challenge really is.

AI IS COMING and nothing is going to stop it's relentless progression. It's a subject few people can come to terms with — with regard to the implications and the time-frame we are on to a total loss of all jobs.

In fact, most people are certainly not comfortable talking about AI, as it's simply not a subject that seems to have an upside when it comes to any member of a corporate workforce. And here I mean senior execs, middle management, IT, and everyone else within any organisation.

Anyone, with just one lazily eye looking at the AI juggernaut coming over the horizon, will be aware that issues of global warming and our carbon footprints, pale into insignificance when it comes to the social revolution that we are all facing — and there is no escaping. Whilst this contentious statement is going to get quite a few eyebrows raised by those who follow the popular band-wagon of global catastrophe, the more pressing social issue of mass-redundancy is making its way in from left-field, under the radar, in-time to do immediate and long-lasting damage to people's lives and livelihoods, regardless of what they do or don't believe.

The real wake up call comes when you yourself are made redundant, and your mind moves rapidly towards paying bills and searching for a new job in a jobless market, rather than thinking about our global weather position.

So, here I'm not going to pull any punches or soft-soap the issue. My job is to get your attention, and then whilst I have it, put the facts in-front of you, so you are left in no doubt what is going to happen in the near future and what options you have to take.

It will be then up to you, where you want to focus your mind, your attention and your effort; either to remain within your current bubble of understanding and subjectivity, or expand your world view out, and thus begin to prepare effectively for the inevitable changes and challenges we face in balancing the AI VS HUMAN equation.

This is a choice you will find difficult, as the information I'm about to share with you may challenge or even annoy you; and for many, they will simply want to put this short e-book away and pretend the world will always stay as it is — because it's easier to think that way and do nothing, as it's not their problem — until it is. And at that point, it's a little too late to do anything but suffer — instead of strategise,

Suffering of course is not a good position to take, if you are in any senior exec position, for you would be negligent in your responsibility to your shareholders, your workforce and yourself, if you did not consider the radical nature of the near future — with an eye on balancing profitability with your corporate social responsibility to those who you will be making money for, and your human responsibility to those you will be making redundancy to.

Of course, you could just simply think only of yourself and rely on a healthy redundancy package of your own to see you through troubling times; if you too became superfluous to requirements, as you undoubtedly will. But that's for you to decide as we turn these pages.

But between now and the loss of your job, your career and your industry, it's possibly a good time to look at structuring and strategising with the future in mind, given the war we face between human potential and AI; as well as assessing the likely winners and losers so you have a chance to come out on top.

## THE DENIAL PROBLEM

“A significant number of senior management and key decision makers are in denial when it comes to AI and how it will impact on the workforce”.

Few people have a sensible comment when it comes to the employment/AI equation, simply because for the majority of the time, their thinking is a reflection of the environment they function within.

Our brain's plasticity changes based on function, and the environmental dynamics we place our brains within ends up programming us with a particular level of restrictive or progressive thought capability. As we know, in the corporate world thinking out-of-the-box is a real challenge for many who live their lives within a repetitive non-thinking function far away from entrepreneurial ideals. For in old neuroscience terms, we are conditioned through our education and employment to think in left-brain, type-one, process driven thought from the age of five.

As a result, our thinking is structured around what we interpret as tangible definitives — A plus B equals C. We see the world through deductive, left-brained, logical reasoning, so thinking out-of-the-box,

over the hills and far away, is virtually impossible within a mindset that seeks certainty at every corner, encased within a very limited life view that is hard to change; because it's defence system is the ego and layers of self defeating conditioning we will discuss.

So negotiating a future where our thinking needs to be based around inductive reasoning, A plus B equals an uncertain potential and one of many, is a little difficult to get used to. Especially when we are suffering from unconscious patterns such as these three well researched psychological paths:

**Illusory Superiority** — we navigate reality within our adopted box of unconscious understanding, yet think we are thinking well out of the box; thus creating a false ego-based reality.

**Imposter Syndrome** — we think others think more of us than we are; in effect we feel we are an imposter in our social or professional roles, and one day we may be found out.

**Ignorance Is Bliss Principal** — by unconsciously choosing a defensive identity, we absolve ourselves of the need to think out of the box, and instead reject anything that threatens that restrictive perspective world view.

As you will note, each path is a very limiting mindset especially in terms of the confines of a work place or even a happy life. When you position a person suffering any limiting pattern within an environment which only demands a certain level of capability — governed by a work dynamic that represents the majority of their waking hours, the two create part of what is called a *shell identity* — one that seeks validation and certainty within an illusory world of limitation, far away from the core limitless potential the individual was born with. Thus people suffer internal conflict, confusion, stress and pain — with symptoms of delay, denial, doubt and distraction.

As you read these last paragraphs, you may be self-calibrating as to how you yourself possibly fit into these categories. The longer you have been within a given environment, the more difficult it will be for you to self-assess exactly what your shell or core identity are. Few people will admit to selecting ignorance or illusory superiority in their own behaviour, as they are both an unconscious choice, even when the results of their conscious behaviour is symptomatic of these issues. However, imposter syndrome is something many people at senior levels may resonate with.

#### WHAT DOES THIS MEAN FOR PROFITABILITY?

There are are two reasons we begin our discussion at this point. Firstly, your own state of denial, as well as what we will refer to as your *band*

*width* of resonant frequency — how we decode reality through a series of conscious and unconscious filters that create what we call “Islands of certainty in the sea of eternity” — is important. (We try to create our islands in our relationships, our work roles, and what we think normal behaviour should be, as well as what we expect from others, governed by our beliefs, unconsciously and consciously adopted.)

“*Our way is the right way*” — *we think*, as it gives us a sense of security, as well as serving the ego and the ‘shadow self’ (Carl Jung), which are prevalent in the undeveloped inauthentic social identity (existentialism), prior to self and social actualisation (Abraham Maslow).

A consequence of where you have placed your mind in terms of work environment, will be that you will only be able to see a world view through that restrictive adopted perspective lens filter. This is difficult to really come to terms with at first and be fully aware of, as our egos like us to think we are all that we can be; because we are in a defensive state — constantly defending and re-establishing our indefensible position, within the superficial corporate and social world’s we exist.

Consequently, I’m going to ask YOU now — that you consciously take the harder choice to open your mind away from judging this material within your own world view and individual perspective reality. It’s not a contest of belief systems, we are just looking for progression. So I’m asking you to simply put one foot in front of the other, in order to uncover new potentials as well as an old limitless resource, that you may not have considered or ever acted upon — for yourself or for others within your organisation.

Secondly, in the AI VS HUMANITY equation, for us to see the potential growth of both, we have to first step out of our own limiting belief systems and use inductive reasoning to see the alternative paths ahead. For when we do, we get a much clearer understanding of the future as well as the options available to us. If however, we remain within our own personally decorated mental maze — our box of limitation, our bag of selective ignorance over the head — we can only function and see within this framework; which is restrictive by its very nature. Thus here, we will take an open and progressive psychological look at the issue, rather than an academic report that provides knowledge — but not wisdom.

This simple truth and simple choice of approach for you — as you will see, will become a very important step in how you may wish to strategise your corporate growth from this point forward. For if you really can expand your mind into new paradigms of thought — the question I will repeat is ***how far can you go***, and what would it be like if your whole company followed suit, let alone all of society?



## THE AI REALITY

As we have touched upon, there is no single role or position that will not be affected by AI. Most will come to an end in the near future, and by this I mean 10-15 years. This is a hard realisation for many people to make, as the ego makes the individual see themselves as somewhat important and irreplaceable within the workplace and their perceived social identity.

Without this sense of self-importance, we would not be able to function within the corporate competitive environment; yet it is often found to be an illusion — especially when we take a holiday, only to return and realise we were not quite as essential as we thought. So with this in mind, we need to put away our sense of what makes us of limited value but self important, to uncover what truly is our potential — without limitation.

## THE OLD SYSTEM

The problem with our current educational system and work environments, is they are 'process orientated' in their conditioning; this means we perform a function that in one form or another is repeated again and again regardless of complexity. And as such, all these roles can be replaced by machine-learning, even as it stands. It's just a question of scaling, adapting and adopting current technology, to fulfil a specific role, and then any role as costs allow.

AI is currently capable of replacing many professions including medical, legal, transport, accountancy, management, call centre, IT, customer liaison, banking, finance, insurance, production, manufacturing, logistics and retail, amongst others. As a result, the prognosis for unemployment over the next ten to fifteen years by management consultants such as Deloitte and KPMG, as well as universities such as Oxford, extends beyond 40%.

This is a figure that the average person cannot envisage in terms of what it will mean for our current way of life; in addition, people still hang onto the notion that dramatic change due to AI is well beyond the span of their lifetimes.

Nothing could be further from the truth, as just one look into the eyes of Elon Musk when he is asked about AI — yet holds back his thoughts — tells you everything you need to know about the real situation we all face in a universal state of denial (Elon, after all, is both the harbinger of AI and the voice of concern with regard to what change his own cutting edge technology will bring for society (driverless cars means a million Uber drivers out of work and the whole transport industry no longer needing a human)).

## SO WHERE ARE WE ON THE AI EVOLUTIONARY PATH?

Today planes fly themselves and cars self-drive; while algorithms play the stock market —in an arena the human mind simply cannot keep up with due to the amount of big data that can be processed by an algorithm. Operations are performed and diagnosis's made, accounts are done, predictions are created, anything is possible. All this exists, even at the early stages of quantum computing, a leap in processing which heralds a million times more power than our current desk top computers afford.

Right now, strategic development, marketing, security, even policing and military roles are replaceable, and in truth, it's not so difficult to envisage the complex issues of government and democracy being handled by AI in the near future; as our politicians seem to negate their usefulness by fostering increasing levels of hubris and self-serving career agendas. Attitudes that alienate public opinion, as well as trust in their leaders ability to create effective social and financial management for all. Why not know the best way to go from the start without the debate. This is what AI gives us.

Even our dear old judges — passing sentence, will be a thing of the past, as algorithms are already determining the appropriate term to dish out to the convicted. However, with increases in surveillance and the onset of blockchain accounting, the question is — *will crime actually feature in our lives at all?* - especially if Elon musk has his way and we become connected to the cloud; so our thoughts, wishes and desires may be policed before the act of crime ever happens. It is after all — the future.

This may seem science fiction, a bit Orwellian 1984, even though it's nearly 2020. But we are on the threshold of Aldous Huxley's Brave New World, that will change our society far beyond our current comprehension, long before singularity ever arrives on the scene and takes us all on that giant leap into the unknown.

OUR CORE PROBLEM IS ONE OF ASKING WHAT THE FUTURE WILL BE.

When we ask what will the future be like — people tend to think in terms of a shift from A TO B, of life now and what life will be then. A bit like how the Matrix machines, or Skynet in the Terminator, evolved and then stopped evolving to create a new reality to fit a story line. However, this is a Hollywood illusion, for technology is exponential in its accelerated growth, and simply does not stop in its progression in terms of development and speed, as it begins to serve itself beyond our limitations. So the future will not be a change from an A to B reality, but always an evermore rapid progression — every-day, through the alphabet of new realities out into the limitless universe and beyond. Is a

snowball running down a hill, ever bigger ever quicker beyond our control. We may have started the ball rolling, but even now we have lost our grip completely.

But here and now we are in a time of transition, so THE real question is — what jobs are actually safe? And the answer within the current commercial process dominant paradigm — is none. So what does this leave for humans to do, when AI can effectively do everything?

This step takes a bit of serious alternative thinking for anyone to get their head around; as the usual answers range from — the robots will be taxed to pay for our existence when they do the work — which is not exactly sensible for any company that just let go the staff to cut costs, to now pay for the ex-staff beach parties with the new profits; to working in the woods and being given vouchers to trade for food, or everyone will be in IT even though AI WILL TAKE ALL IT AWAY.

In fact, anyone who talks in terms of jobs, employment etc, is still thinking within the old paradigm of human behaviour that served us for better or for worse for a few thousand years. This will become a thing of the past. The future means we will spend our time developing ourselves in partnership with AI within a completely different way of thinking and primary use of our brains. And here is why.

We first have to ask ourselves — what are our tradable assets as individual human beings — once our process dominant roles and activity are replaced as it inevitably will be. You cannot compete with a machine that works 24/7/365 without a moan, a day off sick, and always at an ever increasing speed. Or maybe you think you can?

What will we do when our job, our career and our industry is gone, along with every other industry. This is why the future we face us unlike any past experience we can reference, in a social or business sense. And unlike the industrial revolution where new process driven jobs sprouted in other areas due to the growth of entrepreneurial endeavour — the problem we face lies in our type of thinking.

We are seeing the end of a social epoch — of the employed man and woman in a process subservient mindset, into a development of the creative mind as the foremost tradable asset.

# Part TWO

## The Solution

### THE UNDISCOVERED ASSET THAT CAN CHANGE YOUR COMPANY TODAY

The equation that constantly troubles the boardroom table is ... when you invest into automation, it's a quantifiable return, but when you invest in human beings, the result is a little more woolly.

Take out five 50k jobs with machine learning, and you not only save a quarter of a million, but you also no longer need the usual logistics to employ them in terms of space, energy, furniture, management, pensions and welfare. It's a big profitability win, but not so much a people friendly solution. However, as we are governed by relentless commercial forces, saving money by axing the dead-wood, is unfortunately what's got to happen, and is always going to happen in a capitalist world.

On the other hand, we can invest into our people, in terms of coaching, training and developing them; but the results are difficult to quantify on the bottom line.

As a result, it doesn't take long for an accountant to work out which is a sure and immediate bet to propose for the board to back — before AI replaces him at the decision table too — and then them, so the table becomes superfluous.

If your competitor is going FULL AI, regardless of your moral human dilemma — so are you to stay competitive. And so it goes relentlessly on, to a theoretical point I like to call Point Zero. A point in time where it ceases to be commercially viable to provide goods and services in strict economic terms, and we experience a shift away from profit to looking at influence.

### LETS LOOK AT THIS POTENTIAL FOR A MOMENT

Let's look at the future of business for a second. Let's take a hotel, where the owner replaces the management, customer service, reception, catering and cleaning staff with AI. All currently possible with our levels of technology. Whilst another hotel at the end of the street, holds onto good old humans doing the job.

Which one will you book into — the one that can put you up at half the price, or the one having to pay the employees? Now you may say you

like the human touch, but are you really going to pay extra for that privilege, especially when the chef has a bad day, and the food isn't so good as the AI robot cooking perfectly every time — no delays, emotional fits or toilet breaks or food poisoning.

Then you want to get on a plane — and your choice is an airline that is ALL IN with AI, with a perfect flight record without pilots or cabin crew, or another that preserves the sentimental notion of the human factor, even with the human error factor — a crash every so often (on average there are 27 crashes each year, mostly human error).

One flight where the airline lets go all the pilots and cabin crew to cut costs, and the other where you have to pay double for the human privilege. Which do you choose?

Let's say you want to consult a lawyer about a problem you have. Do you go to the one who charges 300 bucks an hour, and has to take a few days to look at case law to help you, or an AI that has the answer within a millisecond for a fraction of the price?

It's all very well being nostalgic — thinking the world needs a human in the equation, but in these contexts, unfortunately our competitive commercial world is the ever present force that drives progress regardless of the human cost. But what happens when two hotels compete who are run by AI; what about the AI airlines or the lawyers that compete?

Well, as there are no costs other than fixed ones, then the price can go as low as you want even to zero profit and beyond — to take all the clientele you can. It's a price war, where the end result if industries take out the physical costs of production, down below the fixed costs threshold — a new game starts to be played, one of user numbers and levels of influence. This is where Point Zero sees a shift from profitability, to the mass power of influence. Of course, this is a simplified theoretical point, but the factors are already in play today, and given the power of influence Facebook has over billions of users as its primary leveraging asset, it's not so difficult to see we are heading for some very strange times indeed; in terms of not just employment, business, education, or economics, but also what value we each become in a society that no longer needs us.

## DISCOVERING OUR LATENT POTENTIAL

SO with an uncertain future ahead of us within our current working dynamic, we need to look into our creative potential to find our future value to ourselves, society and AI.

AI IS NO LONGER FINDING A PLACE IN OUR SOCIETY, WE ARE LOOKING TO FIND OUR ROLE IN ITS.

Here in lies the trick to changing your current levels of profitability, by addressing your workforce in terms of their latent potential.

If you remember, I asked you to open your mind a little, so we could see outside of the box for a while, and play with some contexts that inductive reasoning will allow us to see — potentials at the edge our current mental labyrinths. If you did this, then we are still on the same ride together, pulling back the curtains to look at different perspectives beyond those three common limitations of illusory superiority, ignorance is bliss and impostor syndrome.

Consequently, your mind has opened just a little and your vision has widened maybe. Then I asked you the next question — how far can this widening go and what would happen if your company employees experienced a shift in their innovative, creative, and motivational potential? Maybe 100-200%, maybe more.

How would this affect your profitability, and how might this shift prepare your workforce for the inevitable redundancy that will come regardless of what we do or don't do? Of course, from a social responsibility perspective, it would be better to let people go with everything we can that can help them navigate the social re-evolution we face. This is in terms of mental preparation for a change of identity — away from possibly many years identifying themselves within a corporation that provides security and purpose in employment, but limited personal growth in existential terms beyond a CV that has no value.

This shift, we will now look briefly at from a scientific, psychological and sociological viewpoint, to uncover just what a powerful underdeveloped resource you have at your disposal within your organisation; as well as a look into the future roles we can all step into — that AI will not compete with us over, but complement us with. Namely, our limitless creative and innovative potential.

Let's start by looking at this latent potential within 98% of your workforce.

The notable late Dr George Land carried out a study out for NASA, to isolate a way to find out how they could recruit and develop innovative staff. Through the research with 1600 children, they found that 98% of 4/5 year olds had a genius level imaginative capacity, but subsequently went into the following decline ...

US Study of Office of Equal Opportunity:  
10 years old — only 30% retain this level of imagination  
15 years old — only 12% retain this level of imagination

Adults tested:

31 years old — only 2% retain the same levels of imagination as a 5 yr old.

Of course the big question is, is this genius level lost for good, or is it just suppressed — and most importantly, can it be reignited?

Just as a point of understanding, many organisations look for new blood, as the young impressionable mind as we know, has a higher level of motivation and innovation — the earlier you catch it. Dr Land's study gives us an insight into what happens with the human mind when it's placed into a negatively competitive conditioning environment, especially when combined with recent studies of how toxic stress causes brain damage resulting in progressive mental limitation, not growth.

Now before you say — *“this is not the case with our company, everyone works at full capacity and there's no politics, brain fogging or sandbagging here”*, let's just look at the stats again.

Eighty five percent of people secretly loath their jobs and more than seventy percent dislike or don't respect their bosses, so it's a rather common problem. One that results in people feeling they've been overlooked, thinking they have suppressed potential, that they're not valued, and they have to reluctantly play a political game to get ahead.

On top of this you have what I referred to as sandbagging, a term well known in the management consultancy world, where people create defensive positions, and don't step out to be more creative and innovative, due to a fear of negative critique and a loss of position. In effect, most people are in what's called 'brain stem' thinking, a fear based place — where neuroscience tells us very few lights are on, instead of neocortex, where the whole brain lights up like a creative Christmas tree.

Coming back to toxic stress, it's an important aspect we have to look at, one that actually corrodes the synapses, causing brain fog, anxiety, depression, burn-out, and blocks in our creative/problem-solving capabilities. So is it any wonder over time, people become less and less innovative and enthusiastic; so much so that they think they've seen everything before, and are not open to new ways of thinking.

In our teens and early twenties we develop new rivers of thought for new experiences, but over time we end up placing new experiences in old

rivers as the mind closes down due to the limitations our environmental and situational dynamics place upon us. We simply see less and less creative opportunity.

THE NEURO PLASTICITY OF THE BRAIN CHANGES DUE TO WHAT WE INGEST, STRUCTURAL CHANGES, AND MOST IMPORTANTLY FUNCTION — WHERE WE PLACE OUR BRAINS IN TERMS OF ENVIRONMENT AND WHAT WE ASK THEM TO DO.

So in summary, when we take a person at the age of five, with limitless imaginative potential, and then condition them into ‘type one’ — process driven thought to be effective in a process driven role, where their brain suffers continual synapses damage and slows down, we know by the age of 31 only two percent still have a genius level of innovative capacity. But even those remaining are still suppressed within a negatively political environment.

NOTE: It’s exactly the same dilemma for football. Research tells us that professionals heading the ball causes brain damage, but do we then stop heading balls when we’ve always done it and accept it as normal?

OLD WAYS VS NEW INSIGHT — AI DOESN'T HAVE THE DILEMA

So when it comes to redundancy, there is not much left in a person’s sense of worth or identity outside of what it was in the corporate mental jail on a CV. It’s a bit like putting blinkers on a racehorse and getting it to pull a cart at walking pace for years in one direction, and then letting it off into the wilderness with the blinkers still on. It’s going to have difficulty fending for itself, let alone surviving.

This is where we have to ask ourselves ... if we can change the way people self-identify towards a more innovative capability, as well as change the working environment they experience, in-terms of support, value and opportunity, instead of suppression, politics and limitation, does this mean they can become a considerable asset in terms of creative potential for the business?

The answer is a resounding YES, but it’s actionable quality, is completely dependant on your attitude to your own personal growth potential. For it is very difficult to recognise the facility for growth in others, if you are not at all convinced in your own capacity to elevate your mind to higher states of awareness. This is where the culture in a business starts with the belief system at the very top, and works its way down right through every management layer. However, for the purpose of this exercise we will make the assumption that your desire to see your workforce excel and benefit the company in the short to medium term, as well as be prepared for a life beyond the security of the corporate blanket, is



something you are prepared to invest time and resources into. Next comes the how.

## THE HUMAN INTERFACE

If we are going to look at the current activity of 98% of the human race (which is process left brain dominant), in terms of competition with AI, we are going to only have one of two outcomes if we use our current thinking:

Number one, we are going to lose each and every time simply because of the speed, consistency and dependability of AI. Secondly, we are going to have to accept that to work with AI, we will need to become part of the infrastructure, in other words a wearable or implanted method of interfacing with the cloud. But even at this level, we are still restricted by the limitations the individual puts on themselves by their sense of self-identification — limitless or limited, and the subsequent self-programming of their personal supercomputer — the mind, through their thought and language patterns to support this identity.

## SO... IS THERE ANOTHER WAY?

Coming back to that question of — ‘what is the real asset of a human being, once you take their career skill away and all process driven jobs?’ — it is their creative and innovative capability and their willingness to explore this.

In the current work environments, it's much better to have a self-motivated, self-managing, aware individual, who is thinking quicker, acting quicker, solving problems and creating solutions without the need for KPI's etc. This sounds like the ideal employee, one that isn't sandbagging or feeling the need to play the political game to advance their career, but accelerating their thinking every day and pushing the boundaries of what they thought was possible with others on the same path.

Sounds too good to be true doesn't it — but has it really come to this — where we have lost faith in our fellow human beings' potential, even when we know from research that from the age of five this very potential has been suppressed within 98% of people, to such a degree they now doubt their own sense of identity and positive purpose within the organisation or out of it. This is where corporate culture is very very important, for if you change the environmental belief system within the culture of a company — amazing things happen.

Firstly, if we show value to a person and get them to value themselves, they can grow and flourish. However, if we want to supercharge this dynamic, then we have to look a little deeper into how the mind works and how we can effectively reprogram it.

If we take the suggestion of Dr Bruce Lipton, notably that the unconscious human mind works at 40 million bits of data per second, and the conscious mind works at 40 bits of data per second, it doesn't take a genius to gather, that if the unconscious mind is in command it's going to win the behavioural battle all day and everyday. This means unconscious beliefs and negative self-identification will govern the identity of the individual, causing limitation. In effect, the person programs the computer of their mind through their own unconscious limiting language and thought patterns, creating a reality that fits the adopted perception of their reality. They just don't know they are doing this.

It's difficult to appreciate at first sight, that people are governed by the unconscious, and are in a lower state of consciousness trying to work things out within the limitations of the conscious mind against the massive power of the unconscious; fearing making mistakes at every turn, avoiding failure or negative criticism – as well as seeking validation for all the wrong reasons with the wrong people.

It's not a nice mindset to be in, as you can't really work anything out beyond the jail of your own mind; a jail that you don't know you're in in the first place; with your only option being to find someone who knows better than you within your frequency of thought band width— if that is, your ego allows it, rather than work things out for yourself and developing your mind.

THE PROBLEM IS ... HOW DO WE BEGIN KNOWING WE DO NOT KNOW WHAT WE DO NOT KNOW.

Put simply, people decode reality within a resonate frequency that only allows them to think within that bandwidth; governed by the unconscious identity. It's a reactive state of unknowing that they cannot see beyond, and represents the first layer of consciousness – process subservient. This is the problem with most organisations, as the majority of their workforce are underperforming in this state, and identify themselves within its restrictions – thinking this is all that there is, and literally not seeing beyond their unconscious limitations.

In contrast, those who choose the aspirational or entrepreneurial path – level two in terms of consciousness, are goal subservient, and everything they think and do has to be aligned with that goal. Thus they cannot think outside of what they seek – to see a bigger picture or even identify

beyond the ego's limits in terms of empathetic or innovative understanding. One reason why 9 out of 10 businesses go bust.

The key to getting to level three — THE SHIFT, comes from learning to ask more incisive introspective questions in a guided situation. Here, the process is not to coach the person towards personal insight, but to train them as a trainer in how identity works and change their language patterns to program the computer of the mind to work for them rather than against, within a socially supportive environment.

COACHING ADDRESSES THE INDIVIDUAL MIND, BUT DOESN'T CHANGE THE ENVIRONMENTAL DYNAMIC OF CULTURE. QUANTUM PSYCHOLOGY TRAINING CHANGES ALL ASPECTS OF THE INTERNAL AND EXTERNAL WORLD UNDERPINNED BY COMMUNITY.

Put simply, we think on average 40-60,000 thoughts a day, so if they are regressive or restrictive in nature, the individual will self-doubt and suffer anxiety or depression, as well as the possibility of personally and socially destructive tendencies. If they are balanced between negative and positive, then progression and innovation are cancelled out — a state of being without ever seeing. However, if a person is moved into the fully progressive/positive mindset of awareness, the individual accelerates in terms of potential, but only when supported by a community/culture that is moving in the same direction. There is a fundamental correlation between mind and environment.

On one side, **what** we feed into our minds ends up with the reality we experience, and on the other, **where** we put our minds, ends up with the thoughts that support the reality we experience. So it's difficult to know where one begins and the other ends.

However, TO MAKE THE CONSCIOUSNESS SHIFT — this has to be founded on a change to the identity (self perception and awareness), as well as an understanding of HOW we can make A SHIFT — the way we understand ourselves within five important contexts called life dynamics: personal, social, environmental, situational and universal.

These are the building blocks that are the keys to releasing suppressed potential, and once learned and practiced in alignment with seven laws of the limitless identity, open the mind to a limitless state of creativity. In effect, we re-engage a learning state similar to the theta brain wave that existed when we were five.

Within the corporate environment, the potential for growth is considerable — if that is the culture can be changed into a positively critical one, instead of a negatively berating one — just the same as the internal voice in a person needs to be changed to a progressive dialogue.

Once a person is opened to an awareness of how language and thought patterns instruct their unconscious mind — the super computer we all possess, and they begin to hear and notice the self-programming in themselves and others, it's impossible to put the genie back inside the bottle. By then starting to self-edit and edit others — which is fun and addictive, there is a rapid change in the dynamic they wish to create around them as well as the self-belief that they can. In effect, they see how much potential they really have and others have, and more to the point, begin to believe they can be more than they are as they now know the path they need to take as well as how helping others too accelerates this.

They have a map and a blueprint, even a personal philosophy of a limitless nature which was never there before, as well as the support to action it.

It is not necessary to train all the staff in these principles, only a core unit who have the natural inclination to help their fellow workers to a greater level of personal and social awareness. Thus, unlike coaching or mentoring the individual, we address the whole company culture with a progressive core, and in so doing create a progressive environment of awareness and super creativity, a psychological virus if you like, that will accelerate the overall well-being, and productivity of the business within a quantum shift of how each person identifies themselves within the group.

Reigniting and rekindling the creative potential of a person, leads to self and social actualisation, which means a greater level of awareness and personal power. It's an amazing consciousness shift that accelerates creativity and innovation — the two faculties that form the basis for the future activity of humans in collaboration with AI.

Given that all process driven roles will be replaced over time, the province of the mind that lies suppressed, dormant and underdeveloped — but with limitless potential, is where we need to invest our time and resources. Unfortunately, the social suppression with regard to innovation, is so much so, that very few people identify themselves as creatives; and as we know from Dr Land's research, this results in less than two percent of people over thirty who still display their five year old capability.

This is why — ***how a person identifies themselves*** — is the key to growth, and how, given the right guidance and environment, they can find their true potential once again, accelerating it by helping others to the same path.

Our potential to be more than we are in a creative sense is never lost, for everyone dreams at night, to the extent of creating people, places, events and even worlds beyond the waking state's imagination – or so it seems. For when we were five years of age, our imaginary worlds were indeed very expansive and without limitation. So for all our future growth and even survival, it is our ability to realise this capability – to be creative visionaries working with AI to manifest our collective, co creative ideas – that will take us into a future beyond our current imagining.

**THE FUTURE IS NOT A SHIFT FROM A TO B, BUT AN ACCELERATION BEYOND Z INTO THE UNKNOWN.**

The age of negative commercial dominance is coming to an end, as the seventh social epoch – which means our consciousness development begins, just as the catalyst to accelerated human mental growth arrives, in the form of AI. We know how to accelerate the mind, it's just whether the gains are enough to inspire the individual to do so right now and overcome the suppression, or AI will simply be seen as the 'easy pill' to make the change. Unfortunately with the latter, the self identification based around personal limitation may stay the same.

Within the corporate environment, we are blessed with closed tight-knit ecosystems that are the perfect place to introduce new ways of thinking in line with super states of creativity, communication, confidence, and consciousness; so we can all look to a future with AI where our minds are progressive and functioning at a capacity to cope with change without fear, but a sense of adventure and wonderment, with or without the concept of employment.

The alternative is we keep everyone in a state of being, that is deaf, dumb and blind to our potential, and so lose the opportunity of not just a generation, but the opportunity that all human social evolution has led us to in the coming decade.

The door to opportunity is opening, and as the decision maker for all within your governance, you are the key, but this door has a time-frame on it. Right now, you can take your company into the future by exploring the latent potential of every person in your organisation and developing them through a viral cultural change approach. It's all there waiting in psychological and behavioural terms, all you have to do now, is pick up the phone and explore a step into the future, for your company, your shareholders, your workforce and yourself.

**YOUR NEXT STEP**

To arrange an initial presentation or telephone consultation, simply contact [admin@councilforhumandevelopment.org](mailto:admin@councilforhumandevelopment.org)

CHANGE IS COMING...

THE QUESTION IS... HOW EASY DO WE WANT IT TO BE, & DO WE WANT TO BE IN THE DRIVING SEAT?

## **OUR ECO SYSTEM**

### **COUNCIL FOR HUMAN DEVELOPMENT**

A not for profit movement of consciousness trainers seeking to work with corporations & individuals to develop human potential in line with the social re evolution AI brings; developing the human blockchain technology and training

#### **MindGYM Club**

A training platform designed to accelerate the mind by using a formalised program of mental development on the human blockchain  
Foundation : Mind Mapping  
Wisdom : Quantum Psychology  
Application : Theoretical Consciousness

#### **Human Blockchain**

A fully autonomous training and investment platform into human consciousness potential, based on blockchain technology; enabling private investment into global human growth within a secure encrypted structure, utilising the consciousness token for transactions.

#### **Consciousness Coin**

Crowdfunding a token to be used for rapid international exchange to enable secure transactions for investors and investees on the human blockchain platform