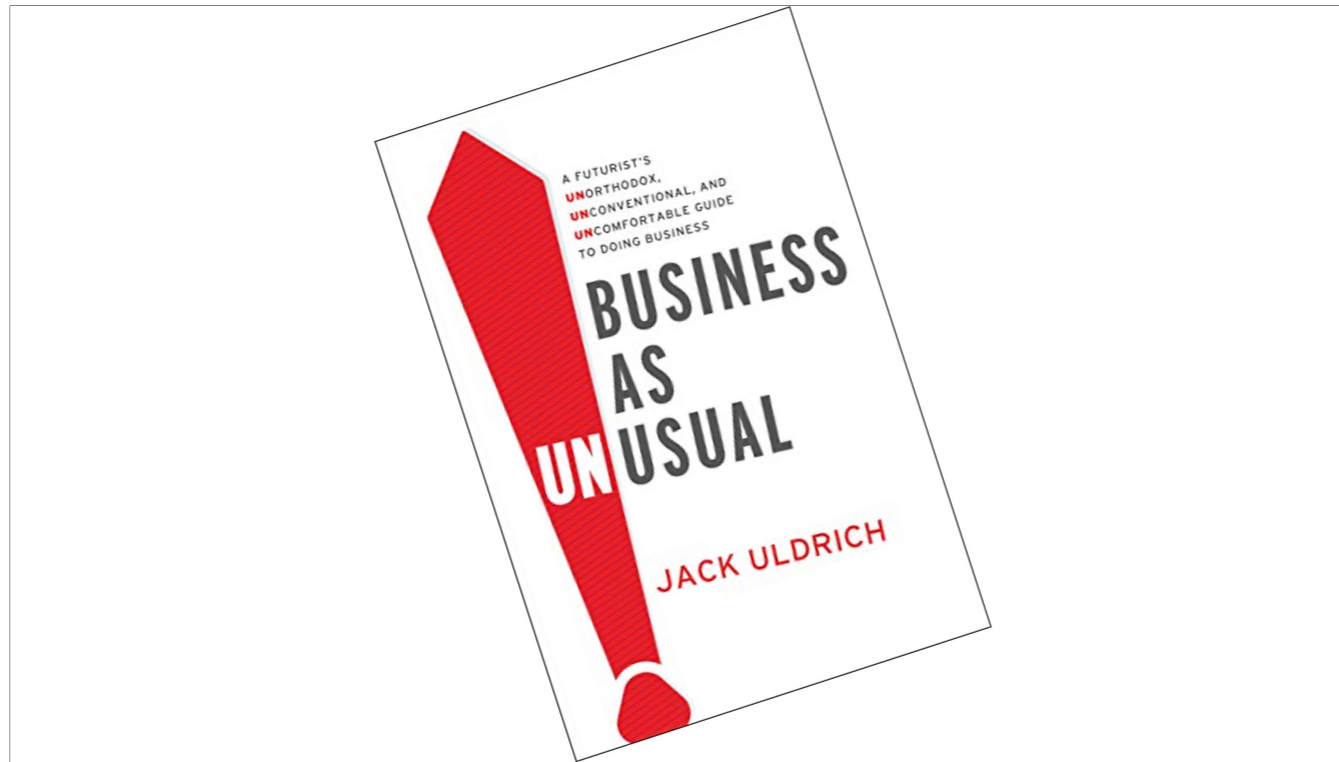


Final

Jack Uldrich  
Farm Credit Foundation  
Minneapolis, MN  
September 25, 2024

Jack Uldrich  
@jackuldrich  
[www.jackuldrich.com](http://www.jackuldrich.com)



This presentation is based upon my book, "Business as Unusual". I will outline 10 "un"conventional ways to future-proof your thinking and your business ...



Place hand on heart—want to make a real, physical impression upon you.

**A** Awareness

**H** Humility

**A** Action

But first, let give you a “Big AHA”

AHA =  
Awareness  
Humility  
Action



Who could have predicted a pandemic? The trick is not to “predict” but to prepare for bad things ...



I did not foresee this coming ... as the future of work.



The quote I am about to show is a factual statement (at least from my perspective as a futurist) ...



“Today is the slowest rate of change we will ever experience.”

Let me explain why the future may well arrive faster than you expect. The short answer is this: Our computing processing power is growing exponential. Here's a real world example from the world of quantum computing ...





September 20, 2024



## **Why virologists are getting increasingly nervous about bird flu**

September 19, 2024





Project Starlight ... new omni-channel methods of communication are springing up. What are the implications for remote work and better meetings?



Holograms: Loughsborough University, UK ... Guest lecturers!



Earlier this year ...John Deere is looking for a new “Chief Tractor Officer” ... humanizing JD



Consumers/customers want speed and convenience ... the expectations of your customers and your employees are going to continue to increase. People will want and expect near instant delivery and satisfaction. Let me explain why using a recent example from Taco Bell.

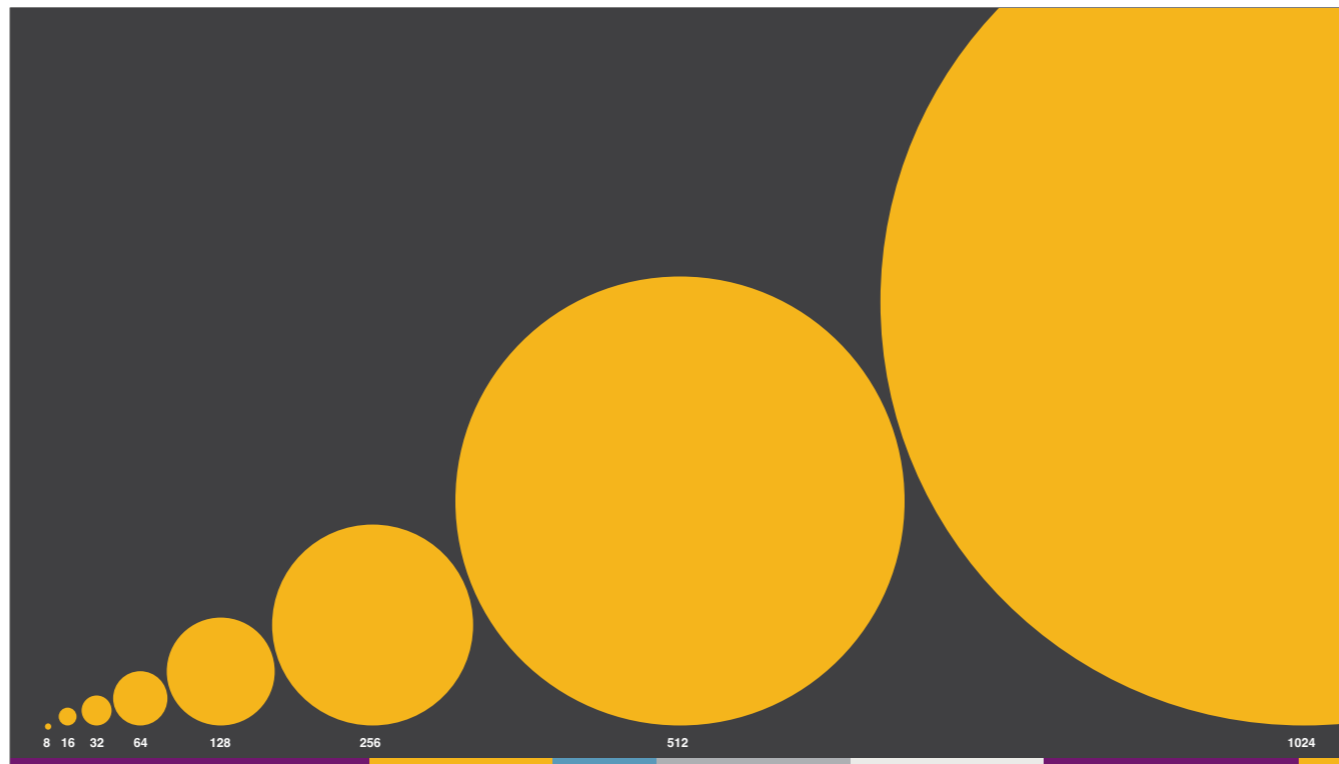


For many people, getting more frequently eases their life





To future-proof your business you must learn to explore the unknown ...



# technologies will continue to grow:

1. Satellites



Let me tell you a story of how and why our future is changing so quickly ...

In 2010, the President of the US commissioned a “blue ribbon committee” to determine how long and how much money it would take to get back to the moon.

Answer: 12 years and \$36 billion dollars



## Trend #1: Satellites

The reality? Elon Musk did 50% faster (6 years) and at a fraction of the cost (\$1 billion). As an added benefit, the rockets are reusable!

This will change where we live, how we work, how we educate, how we deliver some health care ...

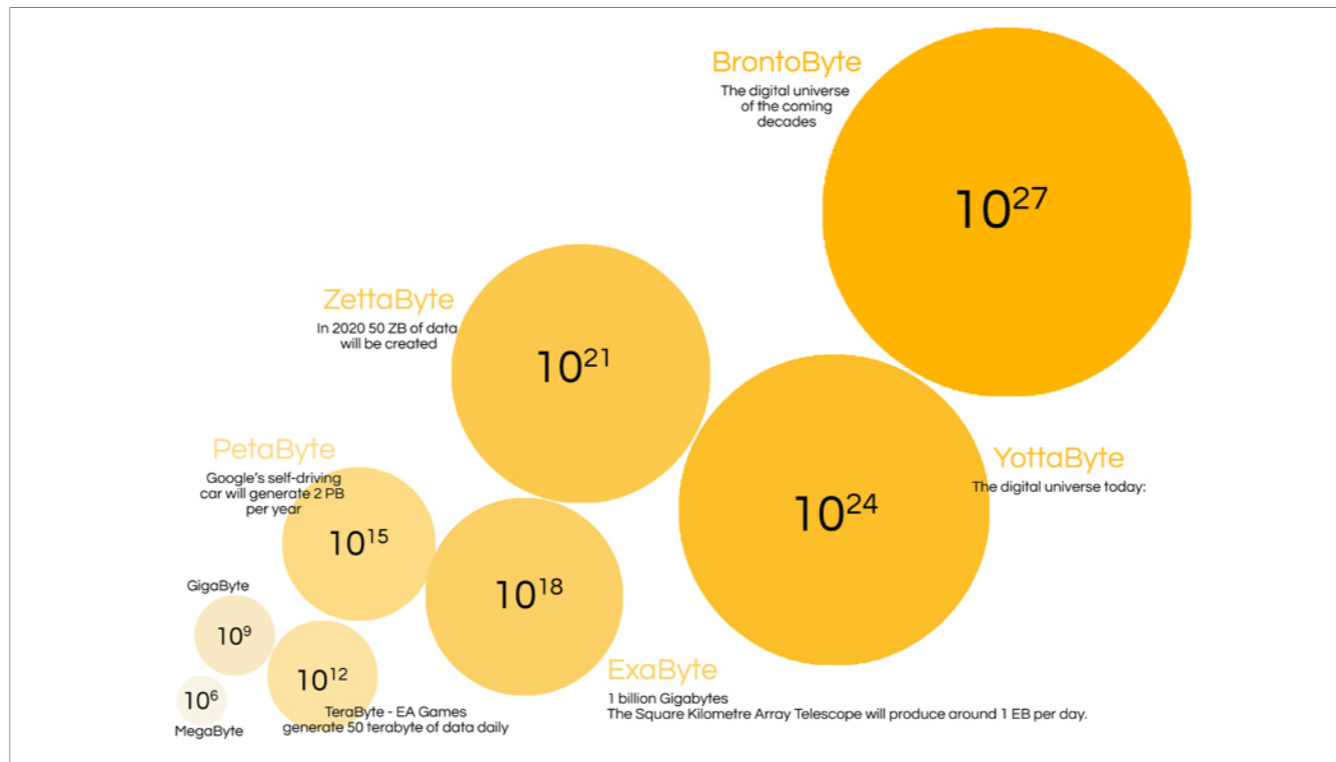


Starlink satellites ... will enable:

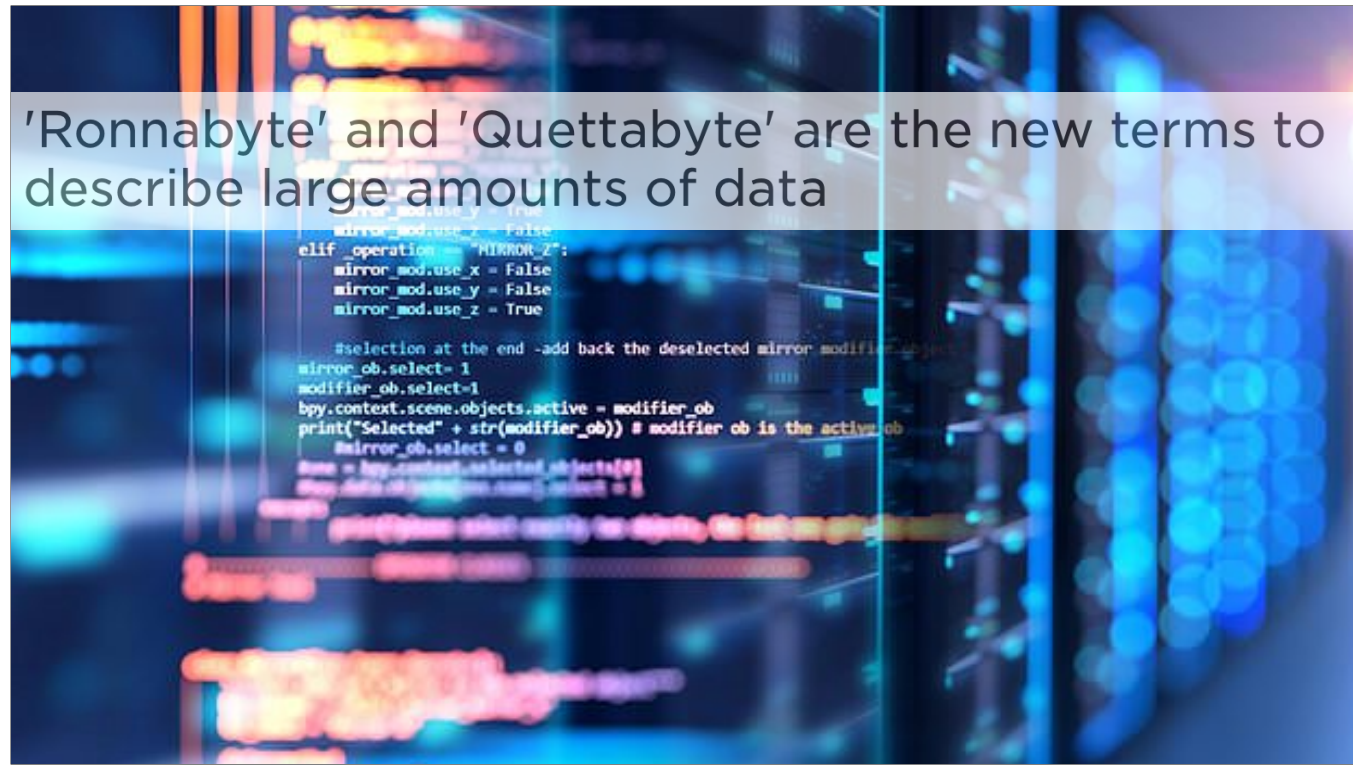
- Precision ag
- Transform rural communities
  1. Enable remote work
  2. Better telemedicine
  3. Better education for kids



Rural internet will get better—remote work?



We just at the beginning of the “data revolution” ... after “Brontobytes” will “Ronnabytes” (10 to the 30th) and then “Quettabytes”—just for your reference, a Quettabyte is 1 million times more data than a Brontobyte. (Quantity as a quality all it’s own.” Let me explain. using a story from WWII

A photograph of a server room with blue ambient lighting and rows of server racks. A semi-transparent rectangular box is overlaid on the image, containing text and code. The text at the top reads: "'Ronnabyte' and 'Quettabyte' are the new terms to describe large amounts of data". Below the text is a block of Python code. The code includes comments and logic for handling mirror operations and object selection in a Blender-like environment.

'Ronnabyte' and 'Quettabyte' are the new terms to describe large amounts of data

```
mirror_mod.use_y = True
mirror_mod.use_z = False
elif operation == "MIRROR_Z":
    mirror_mod.use_x = False
    mirror_mod.use_y = False
    mirror_mod.use_z = True

#selection at the end -add back the deselected mirror modifier
mirror_ob.select= 1
modifier_ob.select=1
bpy.context.scene.objects.active = modifier_ob
print("Selected" + str(modifier_ob)) # modifier ob is the active ob
mirror_ob.select = 0
name = bpy.context.selected_objects[0]
name.data["name"] = name.name + ".select = 1"
print("name select: " + name.name + ".select = 1")
```

November 23, 2022 ... 10 to 27th power (ronnabyte) and 10 to the 30th power (quettabyte).

Data is just one area where we will see an astounding amount of change. (Data Literacy).

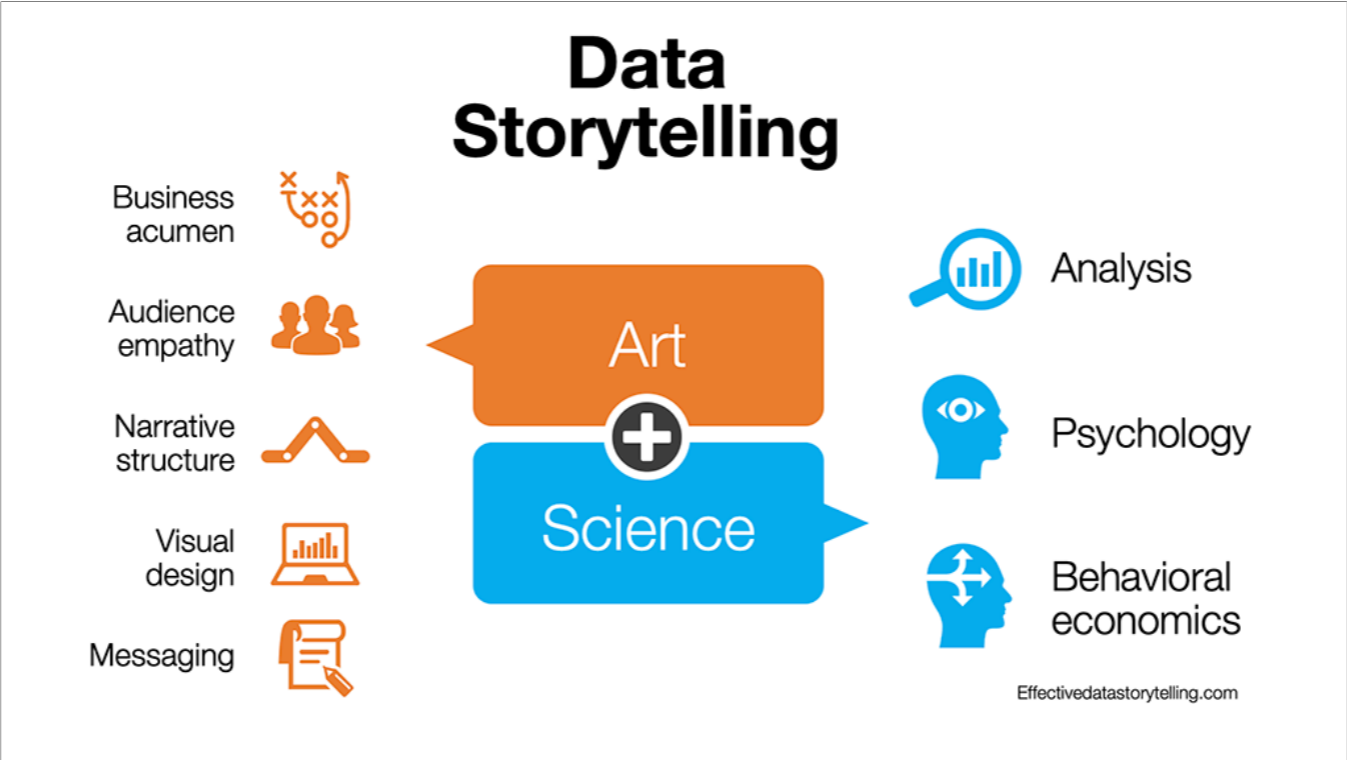




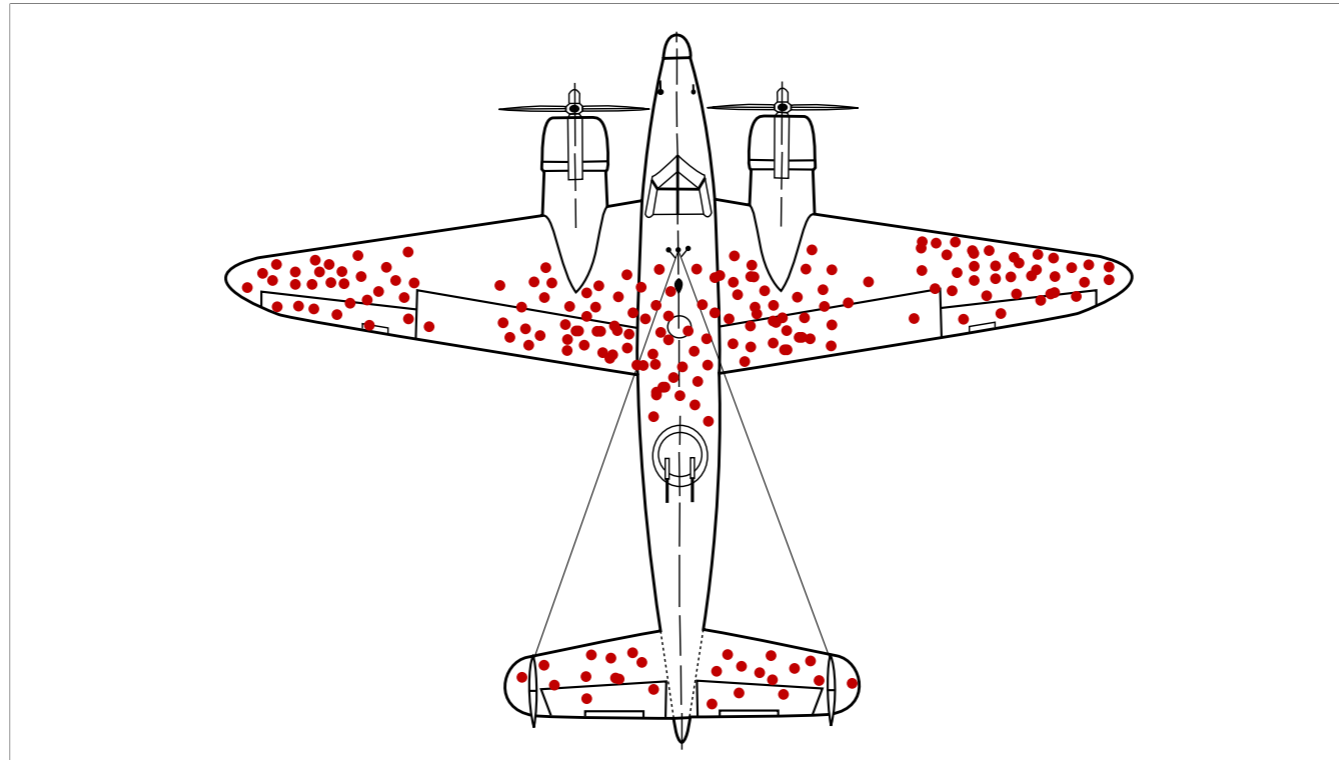
Most employees will be unskilled in the area of data literacy ... structured data vs unstructured data



Data Protection Officers



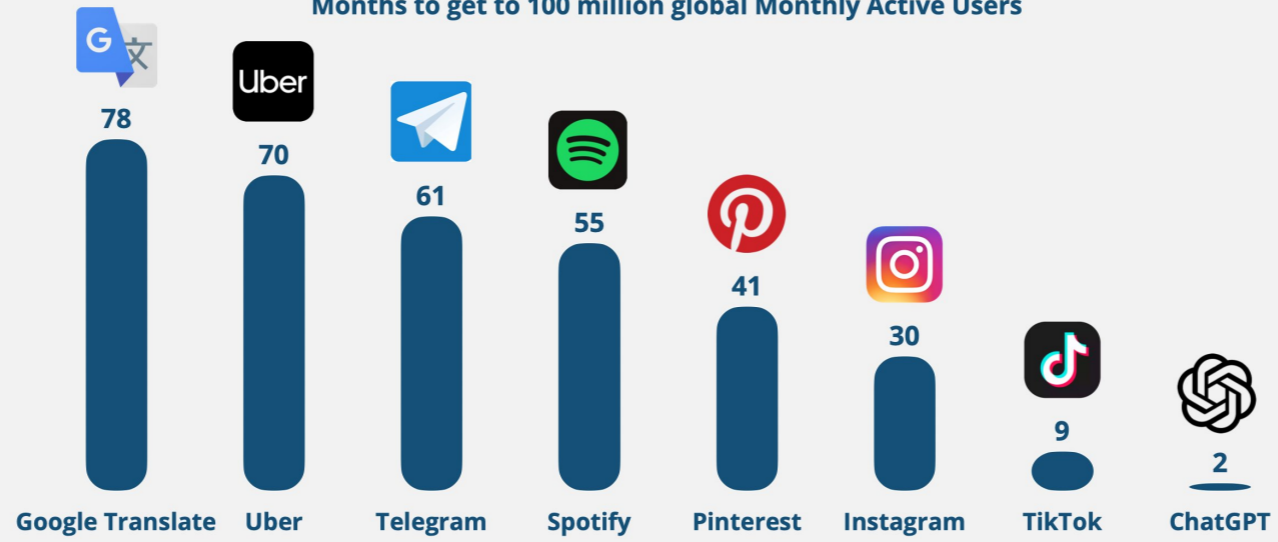
Data "Story tellers"/Data Visualizes



Data “Story tellers”/Data Visualizes ... data is going to help see what we haven't been able to see.

# Time to Reach 100M Users

Months to get to 100 million global Monthly Active Users



Source: UBS / Yahoo Finance

@EconomyApp

APP ECONOMY INSIGHTS



None of this is real ...



AI is helping with **recruitment**. Create the best chance for future success!

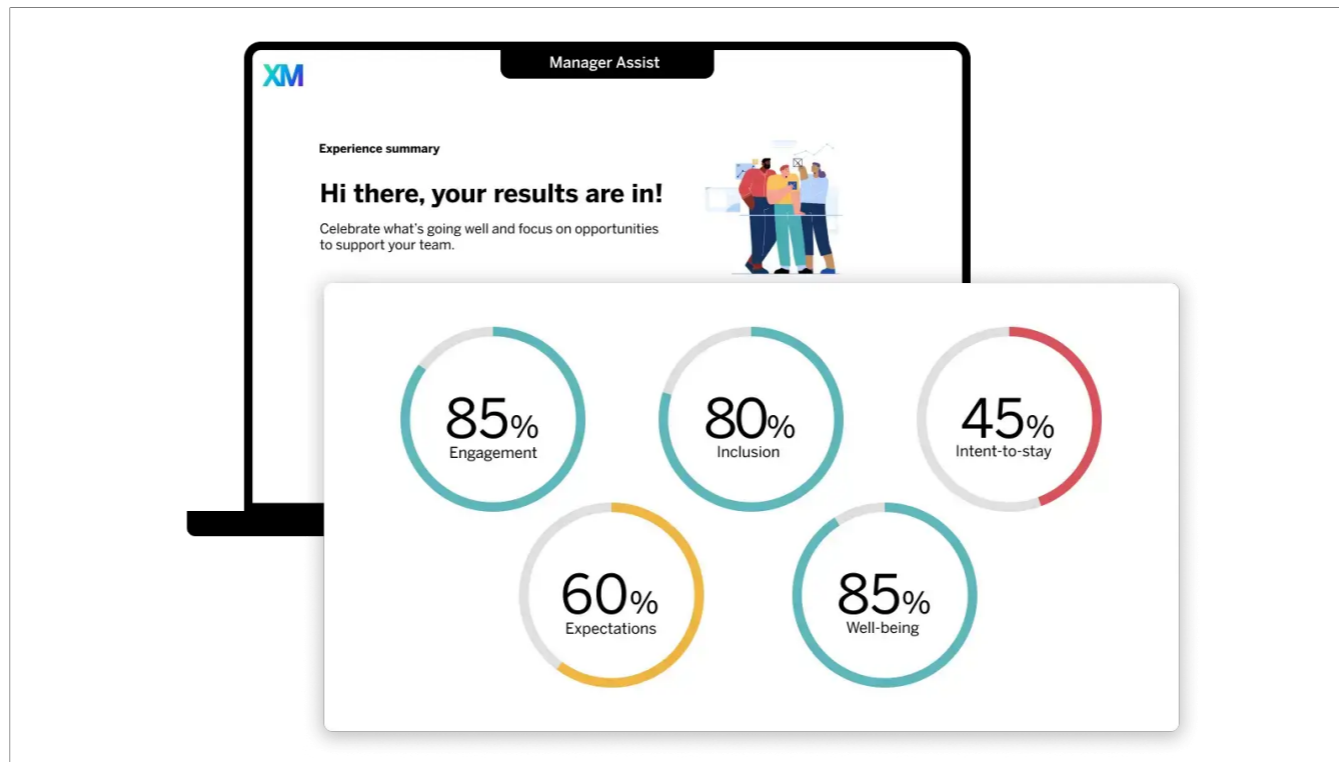
To tackle this problem, Unilever partnered with Pymetrics, a specialist in AI recruitment, to create an online platform, which means candidates can be initially assessed from their own homes, in front of a computer or mobile phone screen.

First, they are asked to play a selection of games that test their **aptitude, logic, and reasoning, and appetite for risk**. Machine learning algorithms are then used to assess their suitability for whatever role they have applied for, by matching their profiles against those of previously successful employees.



Hilton Hotels is using AllyO to answer job candidates questions about the hiring process, **onboarding questions**, etc.





AI is helping with **Employee engagement** — using AI to discern which employees might be most likely to leave.

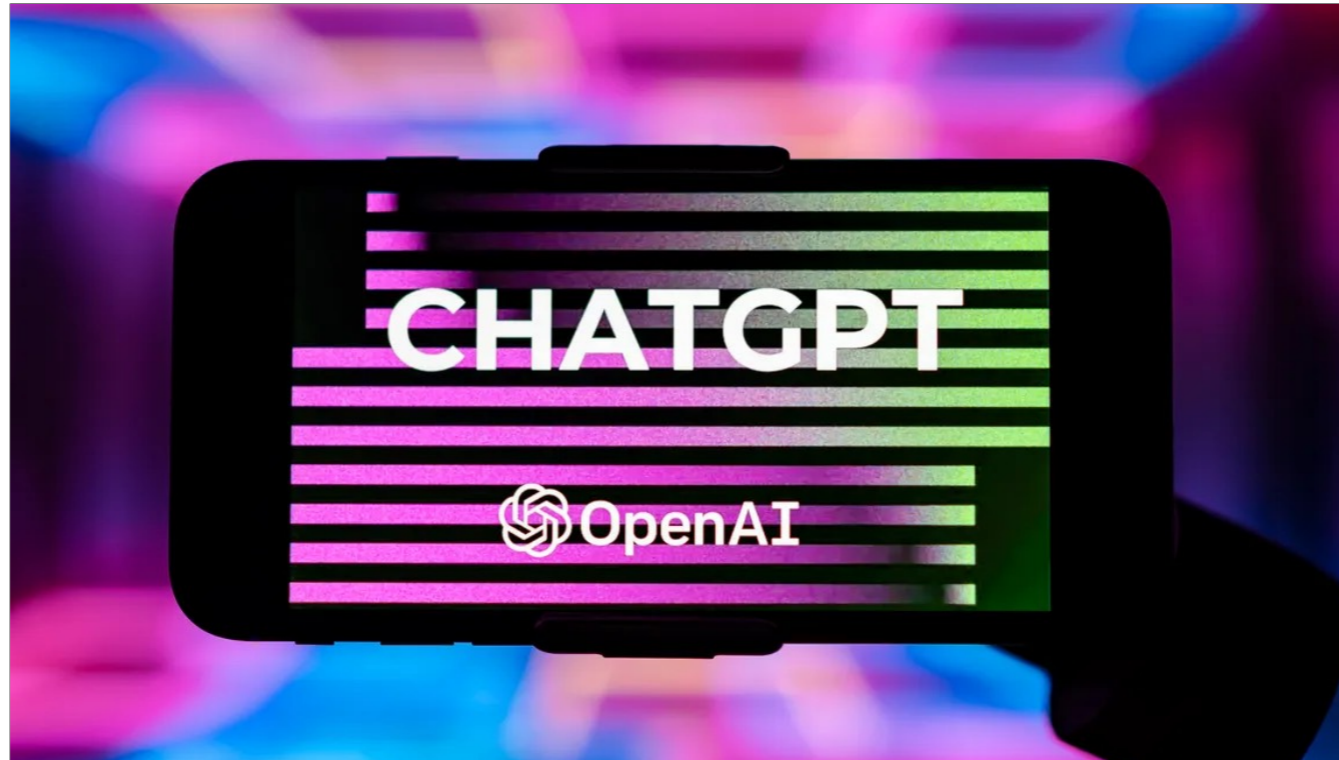
# Talk with an AI executive coach to see how you like it.



degreed EXPERIMENTS

START CHATTING

“Degreed” — personalized learning paths based on interests and skill gaps.



Invest \$20 a month and experiment with ChatGPT.

Chat GPT ... December 2022. The future of “search” is poised to change dramatically ... AI will give ever-increasingly clear and detailed answers to our queries. It will change how we search for things. It could also transform education in some not-so-positive ways.

**JU** I am HR specialist working in the agricultural financing sector. Please tell me what I need to know about artificial intelligence in order to do my job better and wiser? Thank you.

As an HR specialist in the agricultural financing sector, understanding



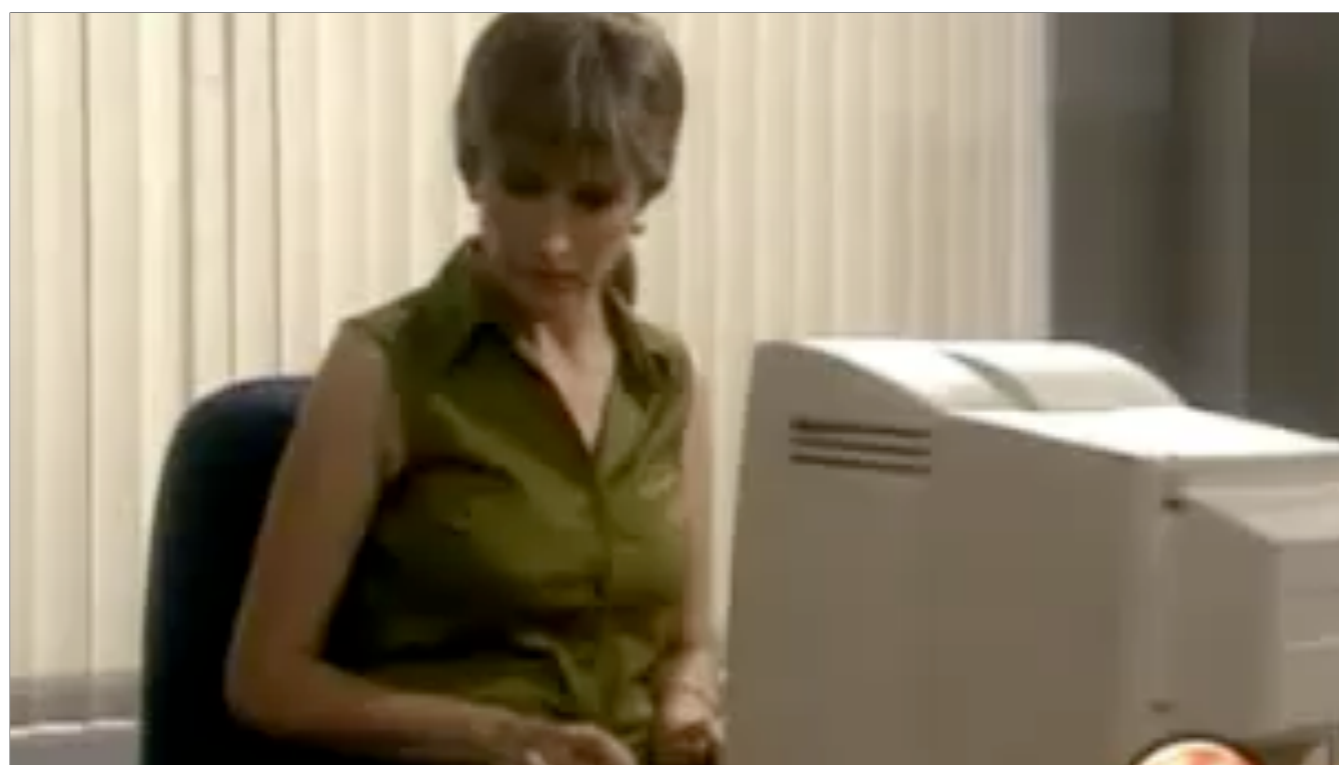


**"AI won't put HR professionals out of work, but it will put those HR professionals who don't use AI out of work."**

- Jack Uldrich

"AI won't put HR pros out of work. It will put those HR pros who don't leverage AI out of work."

HR + AI = better





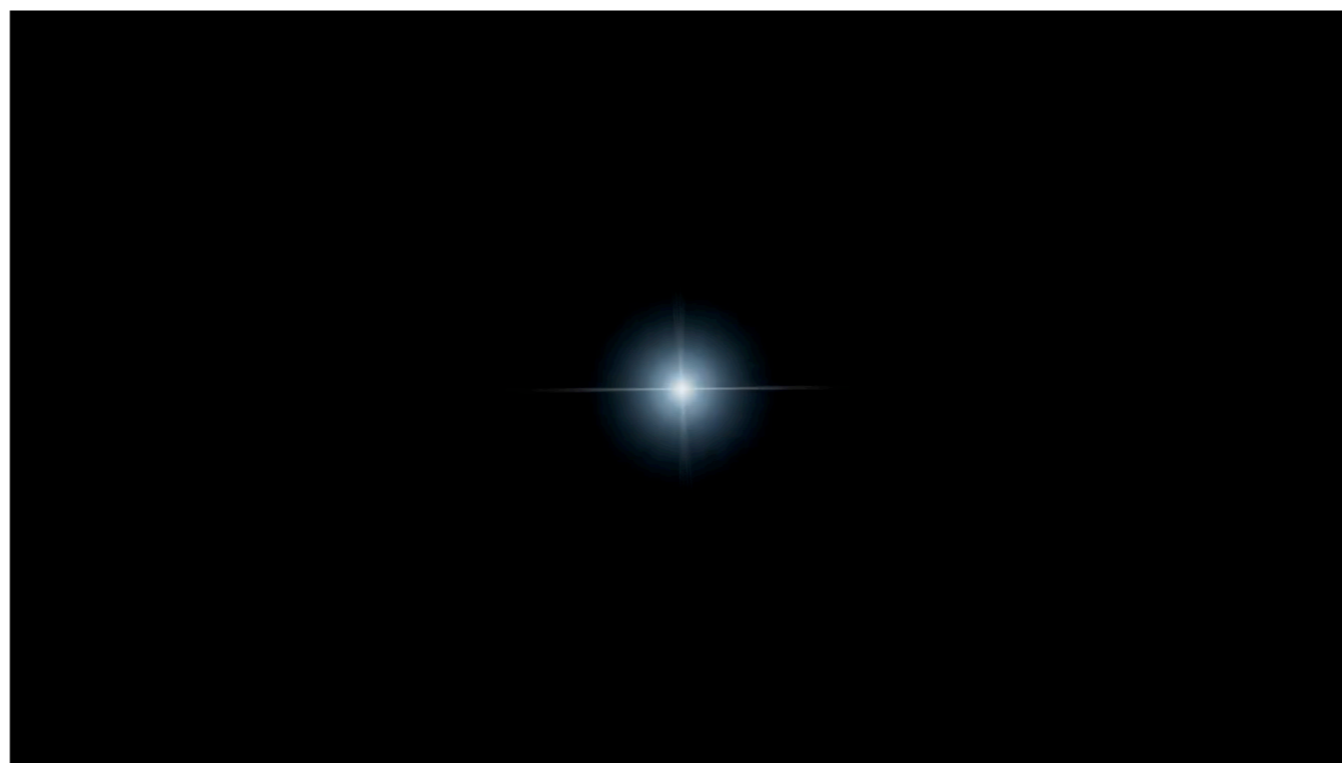


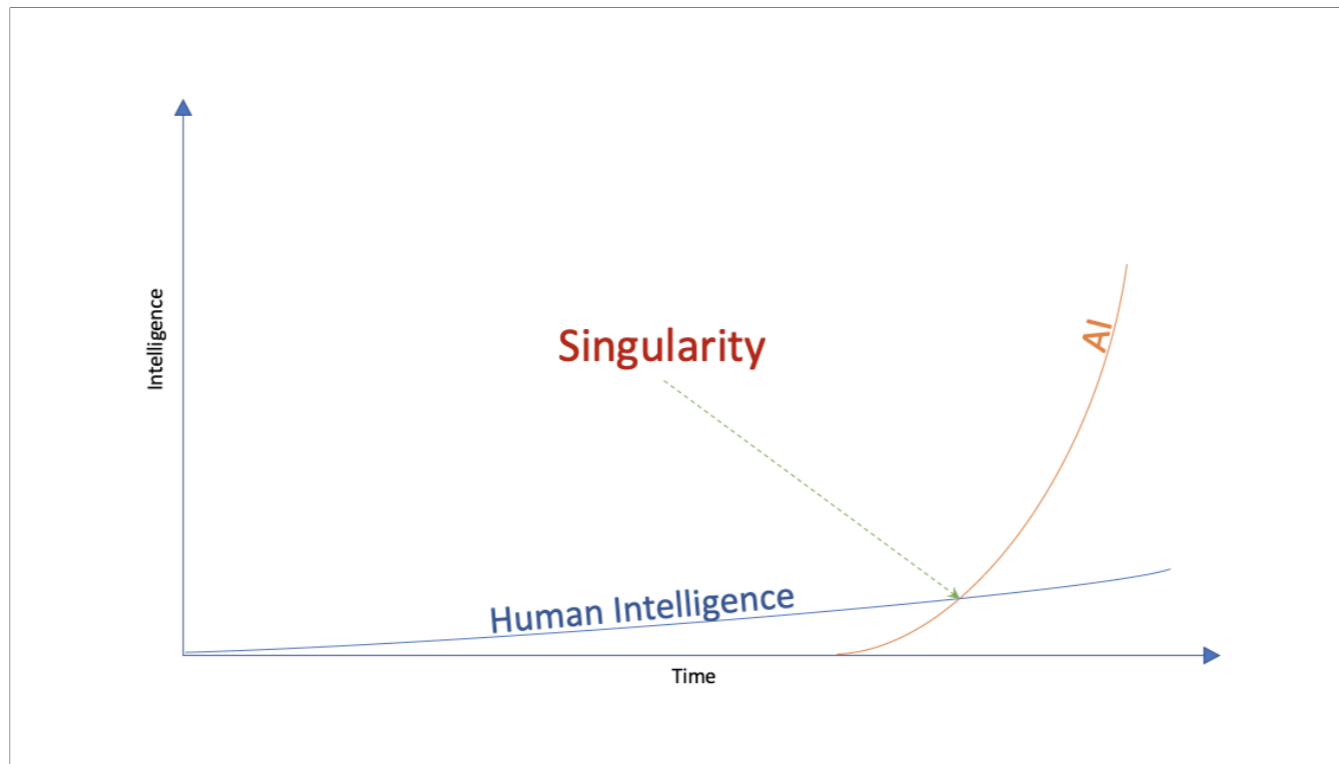
Watch it.





This is why the future will continue to accelerate.





Society is headed toward a very different place, potentially

# AI scientist Ray Kurzweil: 'We are going to expand intelligence a millionfold by 2045'

Zoë Corbyn



The Guardian–June 29, 2024 ... Kurzweil (who has been remarkably and consistently right in his predictions for the past 20 years) still predicts AI will exceed human intelligence by 2029 ... in just 5 years!

This has a variety of serious implications that the next generation of Thrivent leader for example ...



And you may soon have “The entire Internet in your head.”







EMBRACE **UNCERTAINTY**





TRUL

To future-proof yourself, agri-businesses must learn to embrace ambiguity.



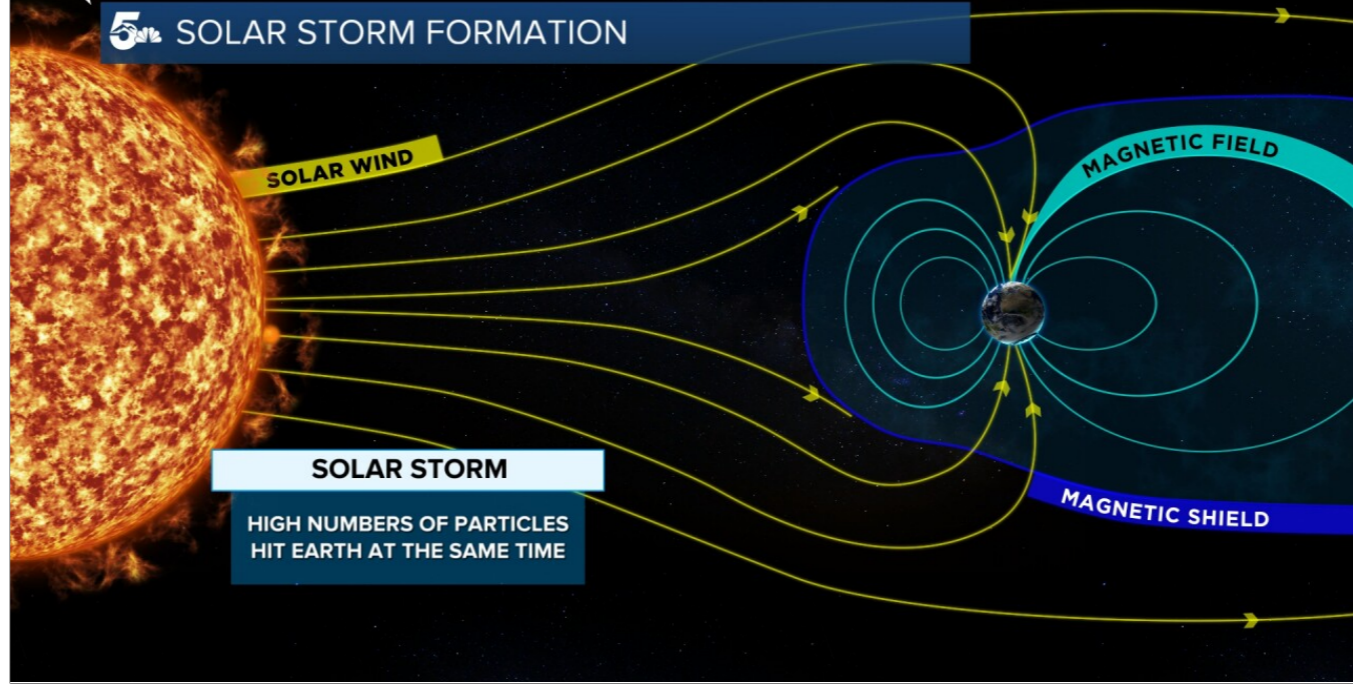
Let me show you what I mean by convergence: AI + robotics + Data + Cloud computing will change life for some farmers ...



TRUL

Think Ambiguously

# 5abc SOLAR STORM FORMATION



SOLAR WIND

MAGNETIC FIELD

**SOLAR STORM**

HIGH NUMBERS OF PARTICLES  
HIT EARTH AT THE SAME TIME

MAGNETIC SHIELD



Trend: Cyber-security

Solar storms knocks some tractors

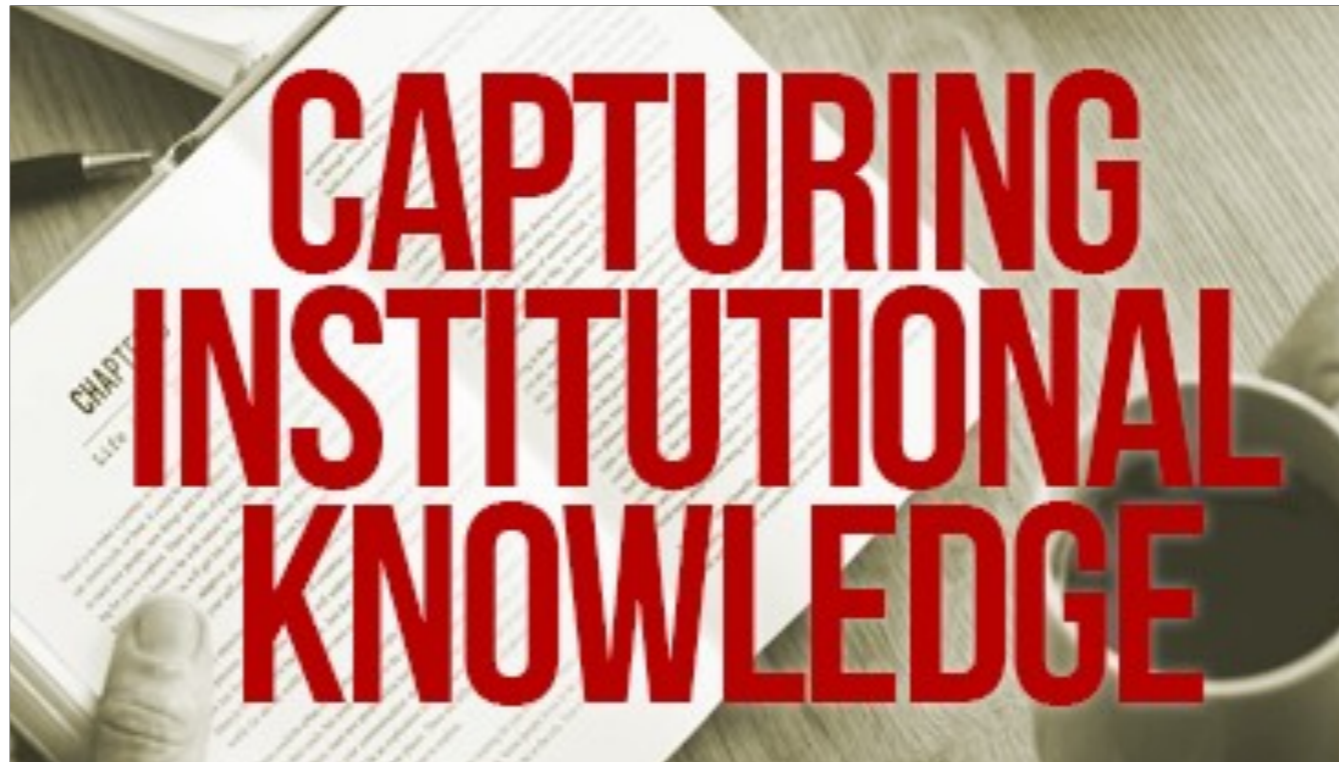


But this world may NOT happen or, alternatively, it might arrive and then go away ... the possibility of cyber warfare is real. (Just imagine the recent "Microsoft/Airline fiasco but 1000X worse)

Thriven must be resilient.









In a world of change, soft skills will actually become more important.



To innovative, you must always be prepared to “unlearn” what you think you know. Let me provide an example ...



Tell funny story,



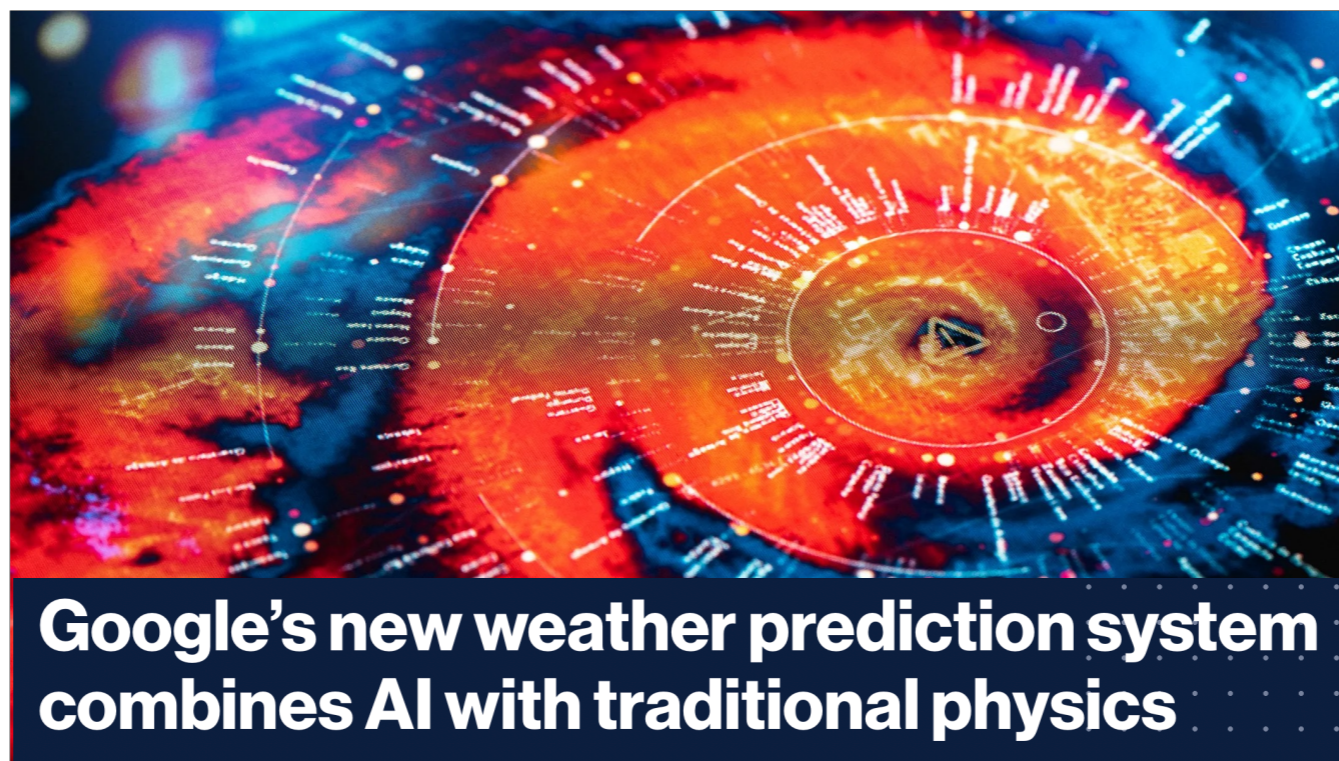
Relate this and **un**learning to need to approach the future with humility.



What two colors are the yield sign?



AI is going to require even farmers and agribusinesses to unlearn ...



## Google's new weather prediction system combines AI with traditional physics

A fraction of the cost, better modeling—both short-term and long-term: use to hedge bets; commodity traders will use as well. **Aurora: 10-day forecast 5000 times faster!**

“You certainly can’t move your farm, but you you can get your livestock inside”! (Warning times for tornadoes are moving from 15 mins to one hour.)”

You can also get your people and equipment to safety.





## **AI-powered personal weather forecasts promise to boost crop yields**

“smart ordering systems” Enhanced customer service ... kind of, like, better weather forecasts



November 29, 2023

**AskNorm has unveiled “AcreVision”**

Artificial intelligence (AI) is on its way to helping humans efficiently sort through farmland data to answer complex questions, such as how much a field is worth and who is likely to buy it.

# 60–70%

An estimate of the percentage of manual tasks that can be eliminated from the commercial lending process by ingesting income statements, balance sheets and footnotes into unified and adjusted statements.<sup>23</sup>

AI ... the opportunity to reduce costs.

Inquires resolved went from 10 to 60%!

Soon, paying bills, loan applications, and replacing lost credit cards



**15% to 30%**  
increase in credit  
approvals with no  
change in loss rates



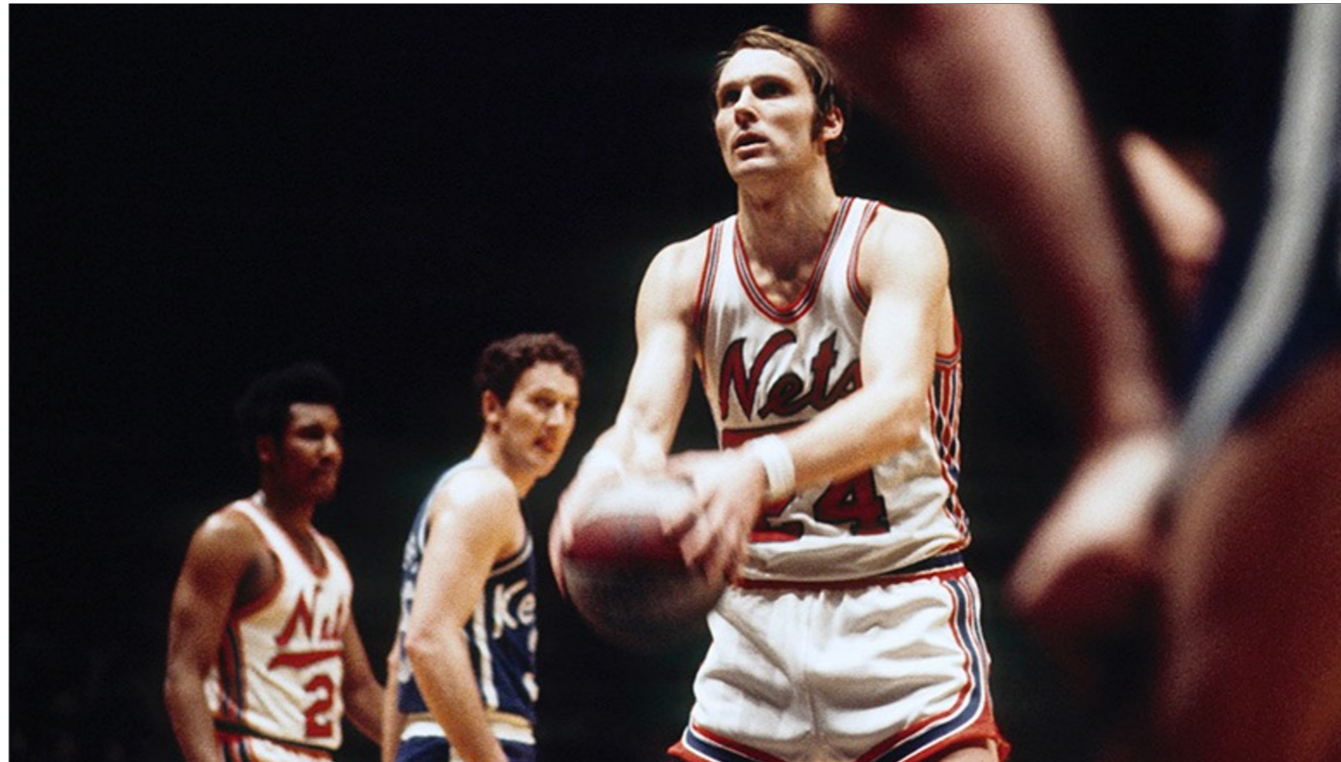
Not too soon for HR pros and companies to begin exploring an “AI-first” strategy.



Your company will soon need a Chief artificial intelligence officer

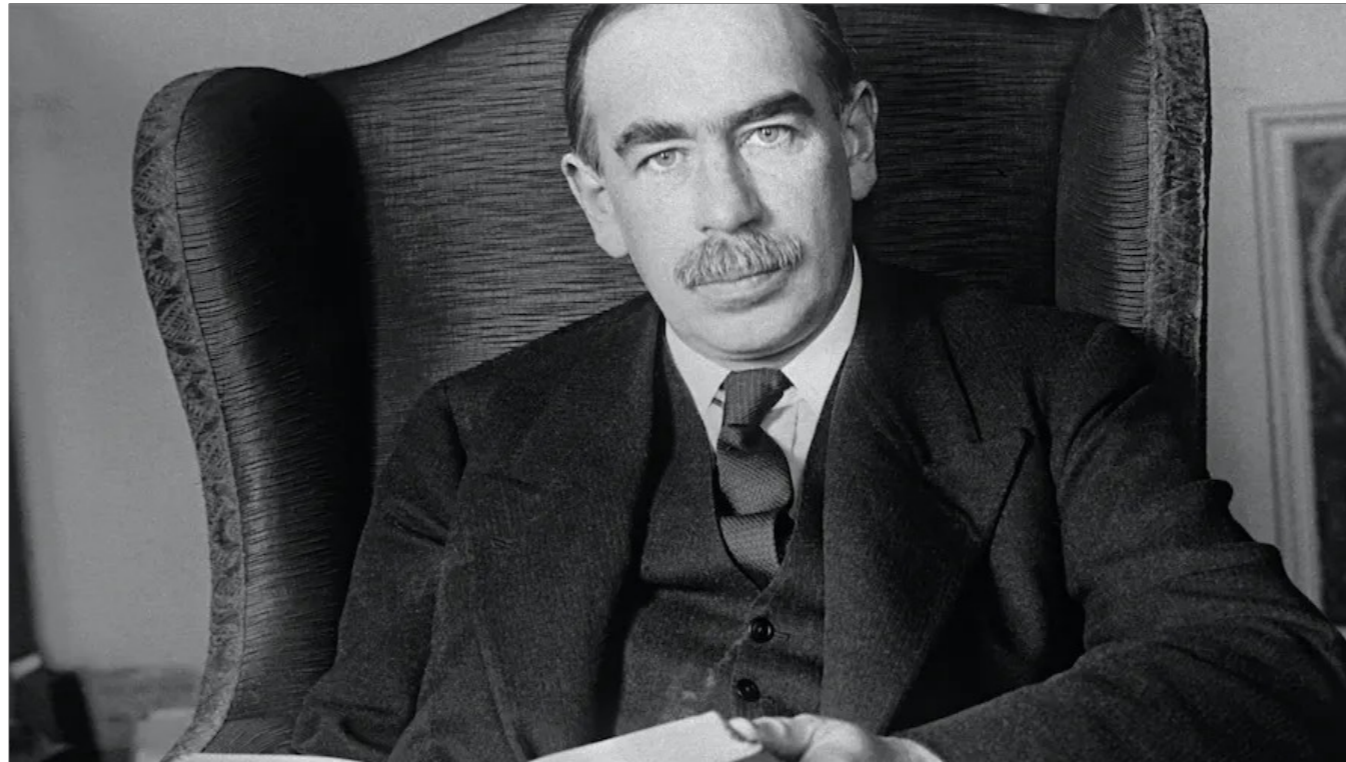


GET COMFORTABLE  
BEING UNCOMFORTABLE



Think uncomfortably





Worldly wisdom teaches that it is better for  
reputation to fail conventionally than to succeed  
unconventionally.

(John Maynard Keynes)



Trend: Cover crops ...

In 2023, **only about 7 percent of farmland** was covered in cover crops

**CoverCress** — cover crop; increase oil yield for renewable biofuels; high-protein animal feed. (Increase income, potentially)



Trend #8: Agrovoltaics

Two weeks ago: Aug. 19, 2024

A Purdue University research team has demonstrated how to optimize yield in corn fields equipped with solar power arrays that throughout the day cast dynamic shadows across growing crops.

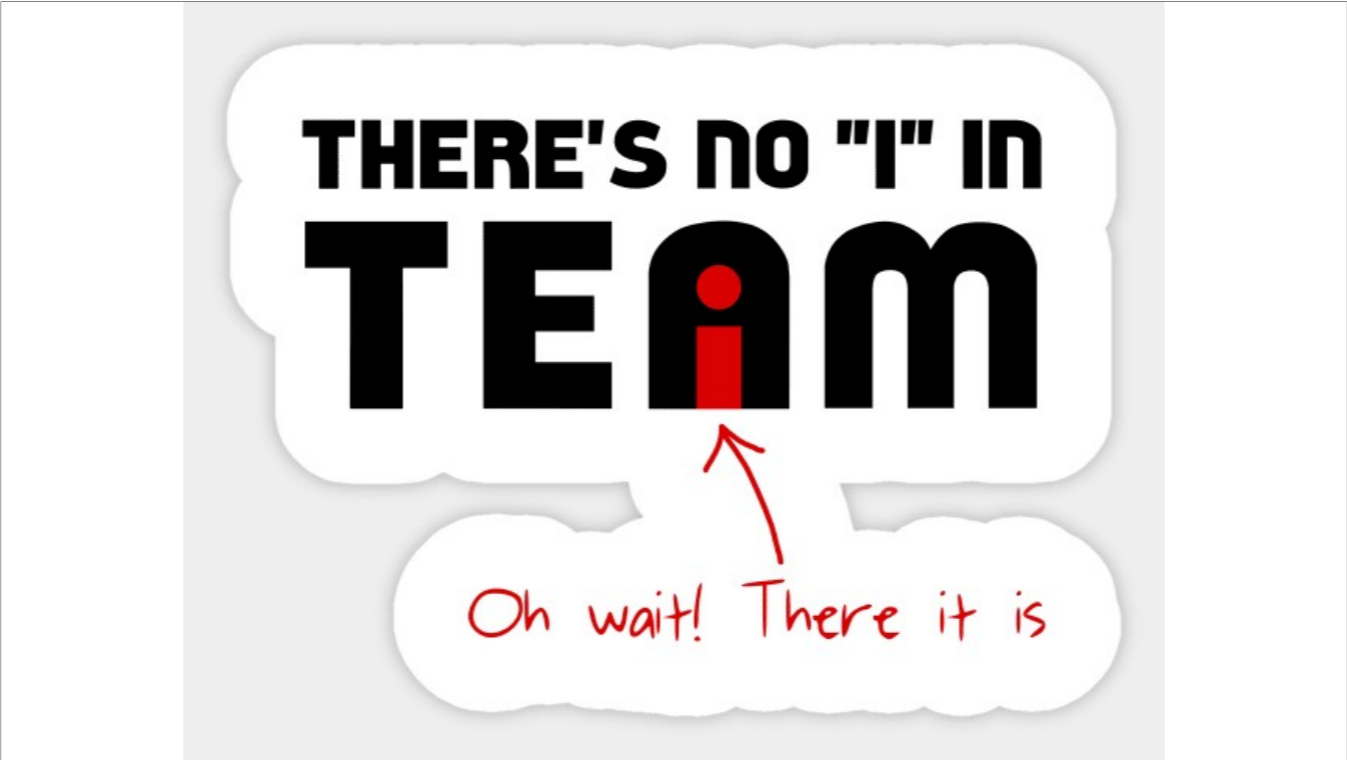


Vertical/Urban ag

**Diverse Teams  
Feel Less  
Comfortable —  
and That's Why  
They Perform  
Better**

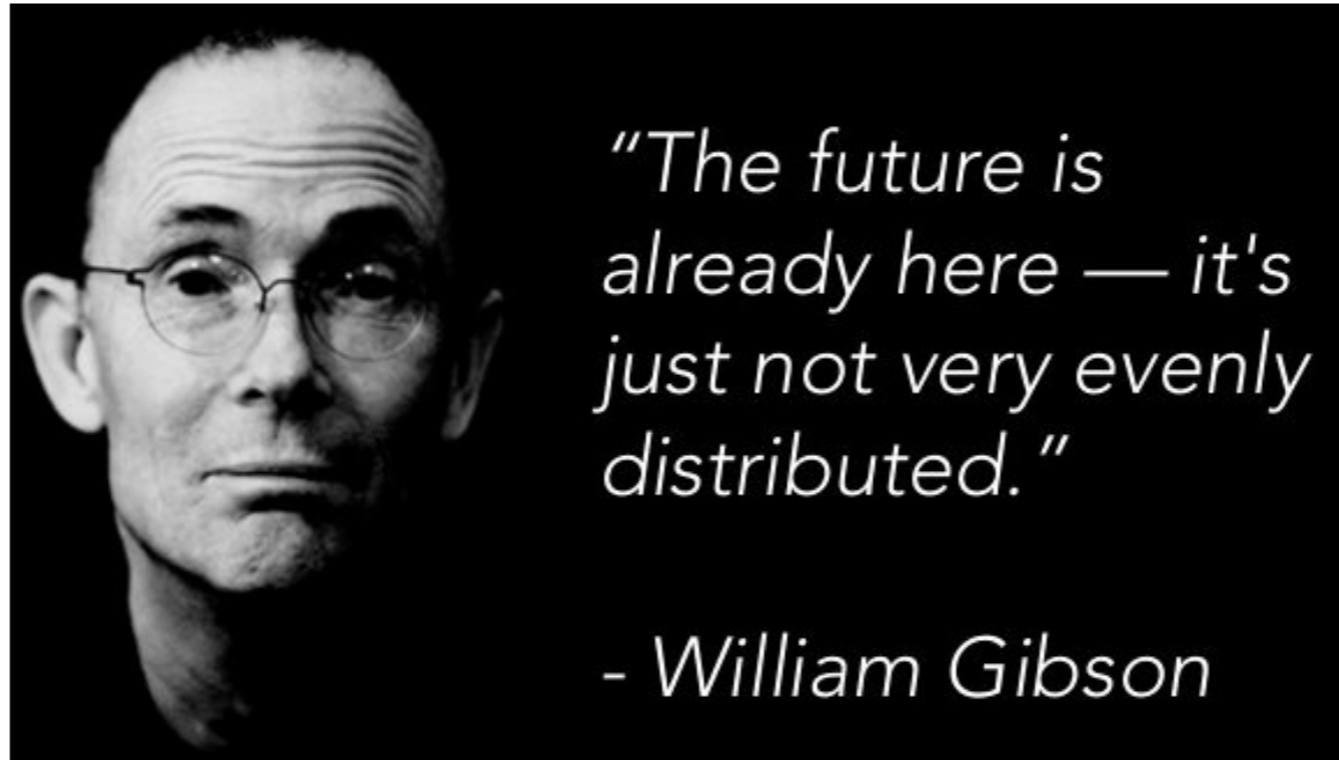
by David Rock, Heidi Grant, and Jacqui  
Grey





Individuals  
Iconoclasts  
Independents  
Innovators

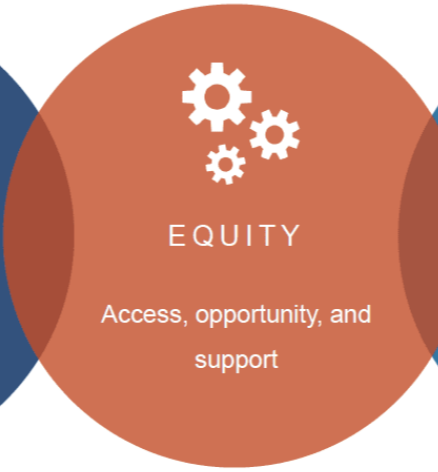


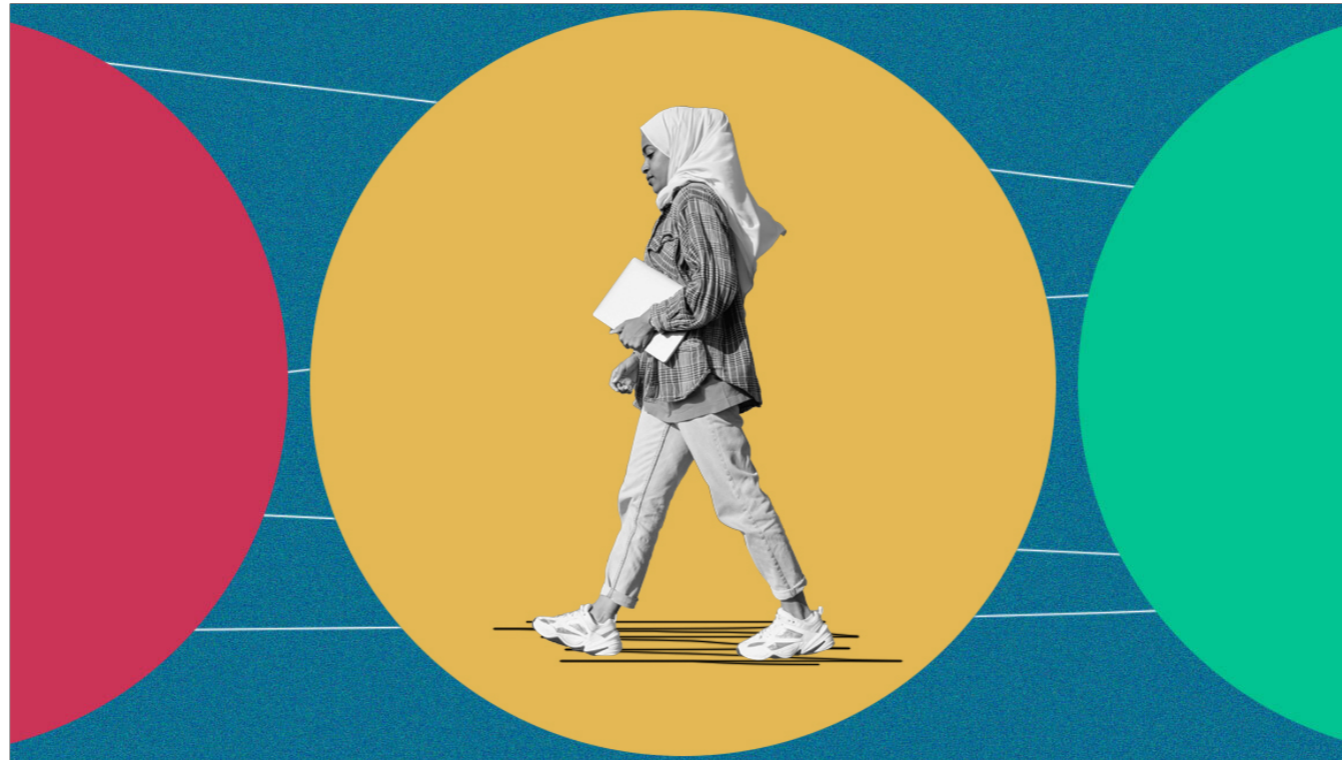


*"The future is  
already here — it's  
just not very evenly  
distributed."*

*- William Gibson*

Individuals  
Iconoclasts  
Independents  
Innovators





Spirituality/religion in DEI initiatives



How will spirituality and purpose-driven work mingle, co-exist and grow in importance?



TRY UNORTHODOX IDEAS



Let use a non-community college example to explain how different the future may be ... smart toilets could transform the healthcare industry



Think CONVERGENCE ... use Uber/Lyft example



Genomics + 3D printing = Customized drugs ... which means employees will expect drug coverage for higher priced drugs.

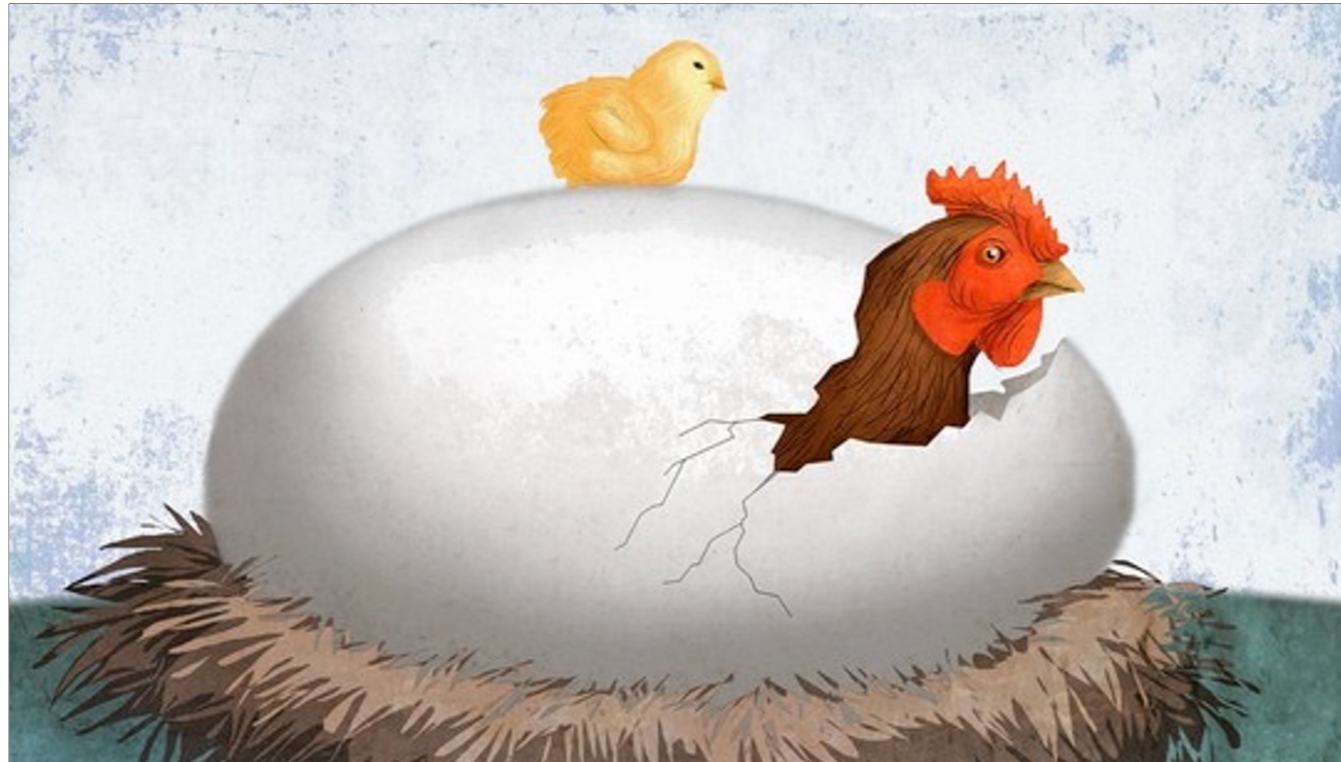




Paradox of the future ... more choices, longer wait times



To innovate you must be willing to listen to and learn from unconventional voices ...



One way to do this is to get a reverse mentor ... someone younger than yourself. Why? Because they see the world differently and they can help you innovate.



Here's quick test to see if you might benefit from a reverse mentor ...



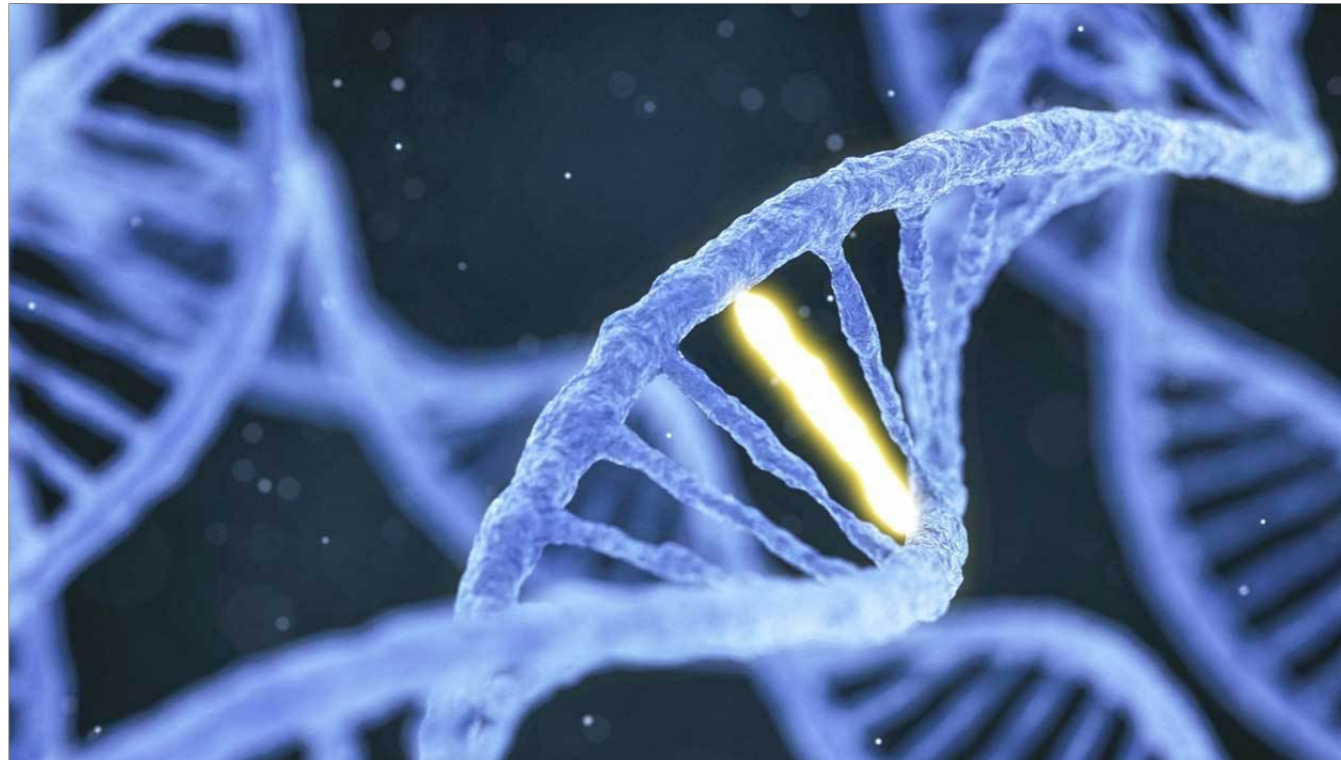
Agri-businesses and agri-marketers will have new tools to reach new audiences ...



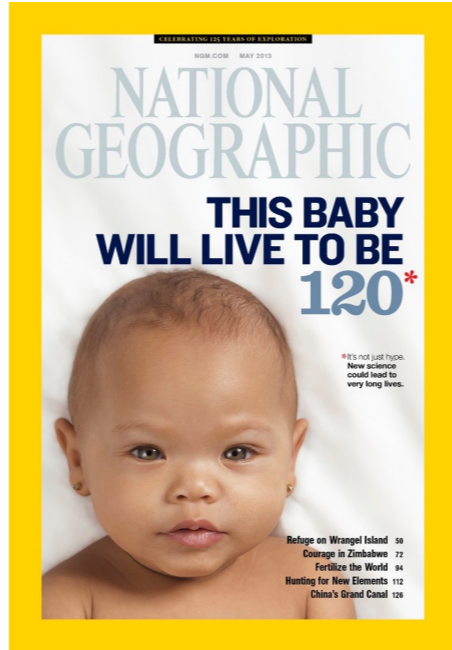
New tools like this will lead to more real-time data analyst jobs.



To innovate, you must be willing to question/challenge deeply held assumptions.









Obviously, how we think about retirement plans will change. Could it also cause society to consider other things? Such as a ...



... shorter work weeks?



Innovators think about those things most people don't want to think about ...



The hysteria ...

Eliminate 40% of all jobs ...

**N** Now: Today

**N** Next: 12-18 Months

**F** Future: 2-10 Years

Some paradoxical/ambiguous advice ...To think about the future effectively, we must think about time slightly differently. Instead of thinking now, next, future ...

**N** Now: Today

**F** Future: 2-10 Years

**N** Next: 12-18 Months

Think Now, FUTURE, Next ... agribusiness leaders must spend more time thinking about the deeper future and preparing farmers for a different future

“

65% of students starting elementary school today will eventually work in jobs that don't exist yet





Artificial Intelligence is a huge opportunity for community colleges — retain workers!

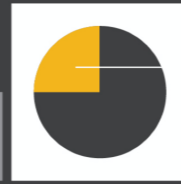


M

T

W

Th



Friday  
Future Fifteen



## Think week

1. Friday @ 4:45 pm
2. unplug / shutdown
3. 15 minutes
4. think about the future



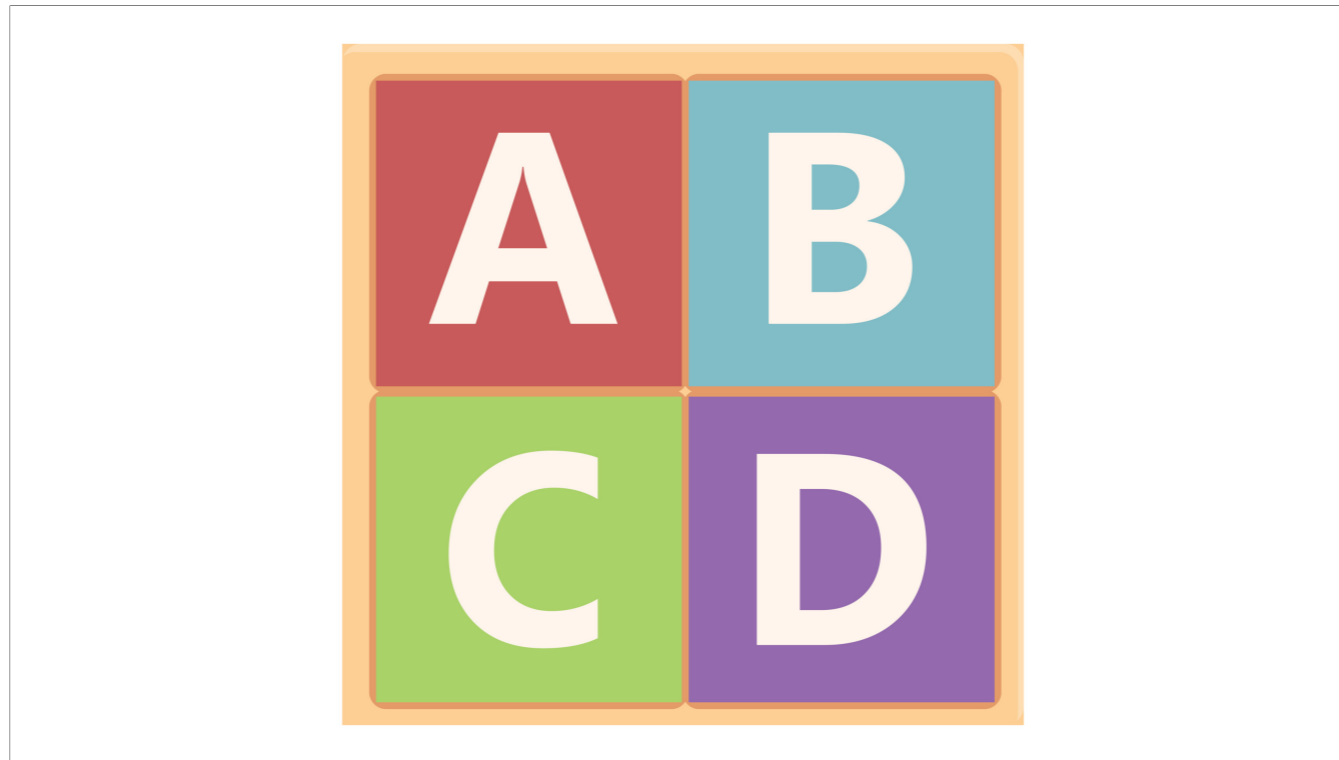
Please list 20 futurist jobs that an HR executive in the ag/farming finance industry might be looking for within the next 5 to 10 years



It is easy to see which jobs may be going away. It is far harder to discern those jobs which don't yet exist.

13. Quantum AI Payment Security Tester: Uses quantum computing to test and improve AI-driven payment security systems.
14. Empathic AI Financial Coach: Develops AI systems that provide emotional support alongside financial advice.
15. Virtual Reality Payment World Builder: Creates immersive VR environments for conducting complex financial transactions.





Careers of the near future:

A=AI

B=Blockchain

C=Cybersecurity

D=Data Analytics

FINISHED FILES ARE THE RE-  
SULT OF YEARS OF SCIENTIF-  
IC STUDY COMBINED WITH  
THE EXPERIENCE OF YEARS.

A little test for why you need to take time to think!

FINISHED FILES ARE THE RE-  
SULT OF YEARS OF SCIENTIF-  
IC STUDY COMBINED WITH  
THE EXPERIENCE OF YEARS.

If you use the data to “see” new opportunities, TD Bank can benefit immensely.





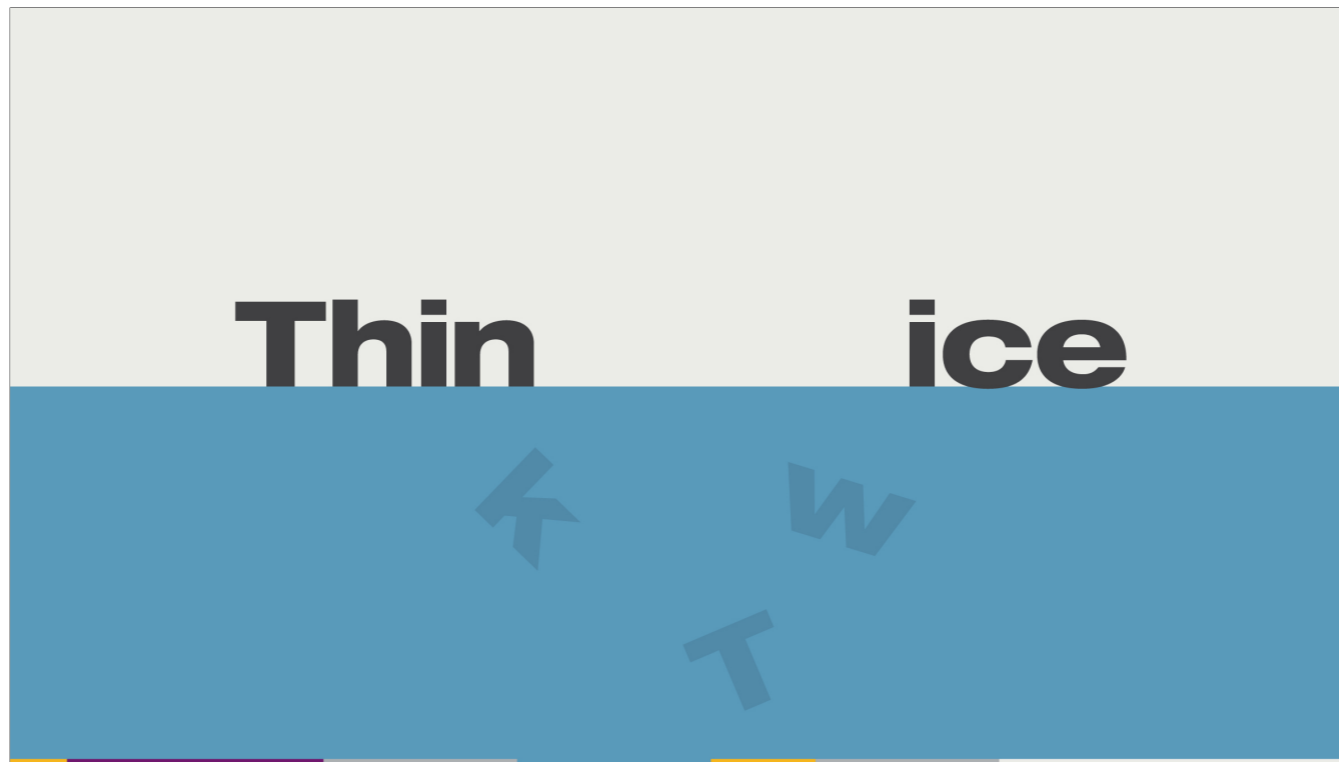
E=Empathy. The softest skills are the hardest to master.



AgCountry has created a suicide hotline

# Think Twice

Think Twice ... you might be on “thin ice”



Think Twice ... you might be on "thin ice"

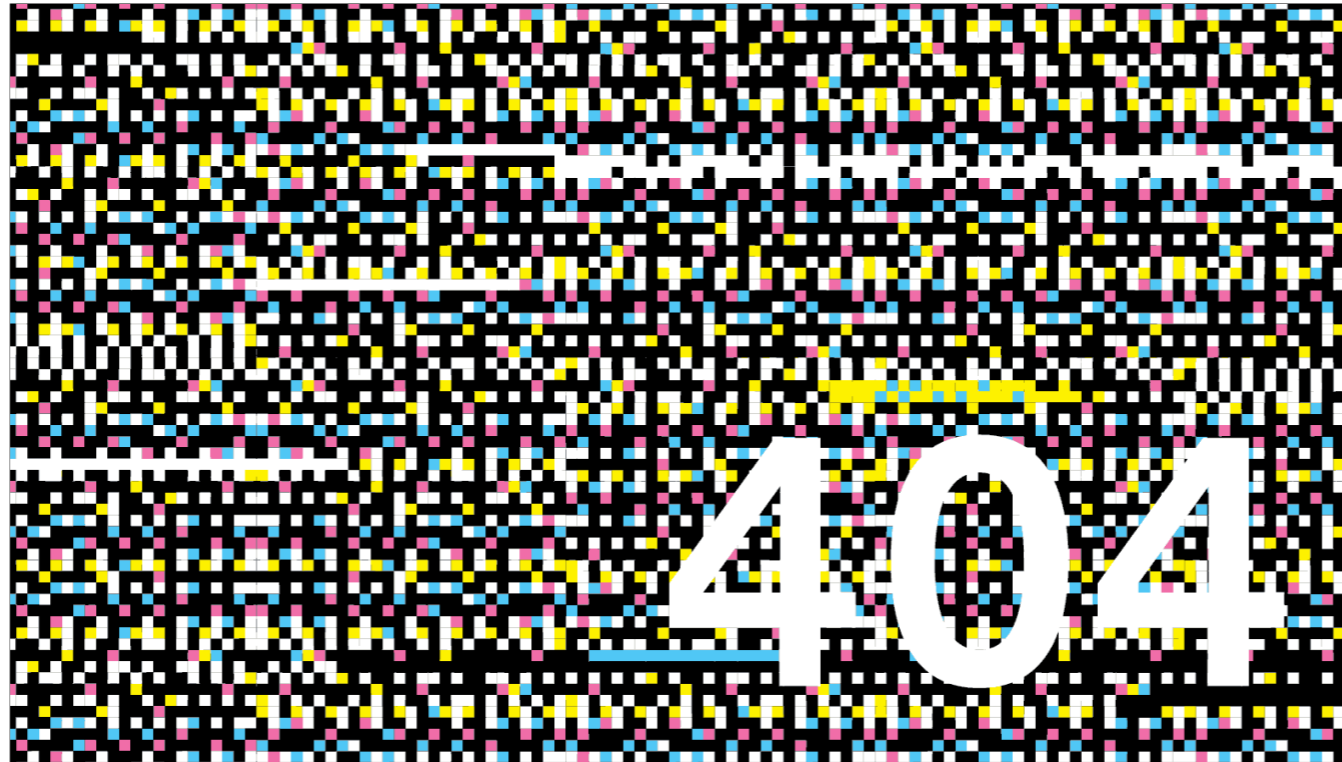


New question: What does this really mean?

#1: Misinformation — speak as a former naval intelligence officer and as a person of faith

Truth is real, photos are not!

These next photos will disrupt some of you, but please remember that they are just AI-photoshopped ...



The Internet is breaking!



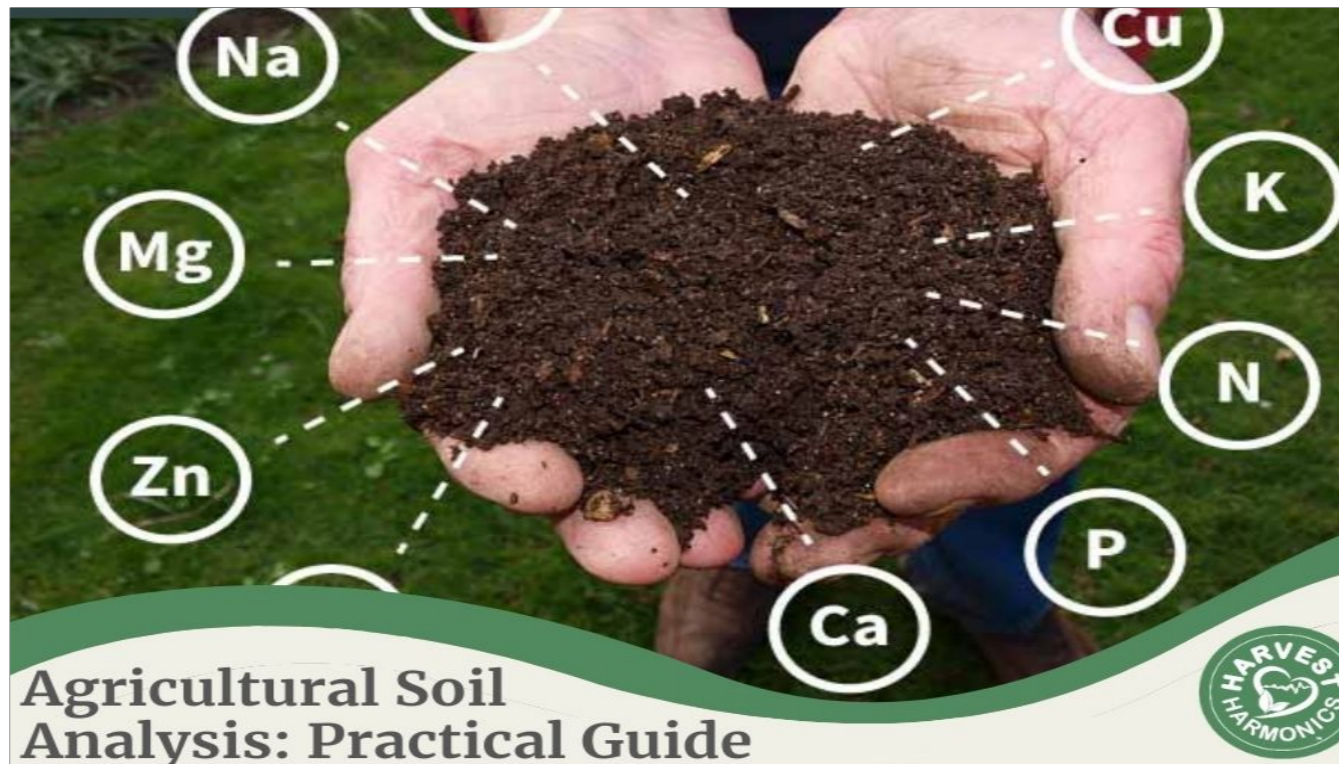
Trend Climate change



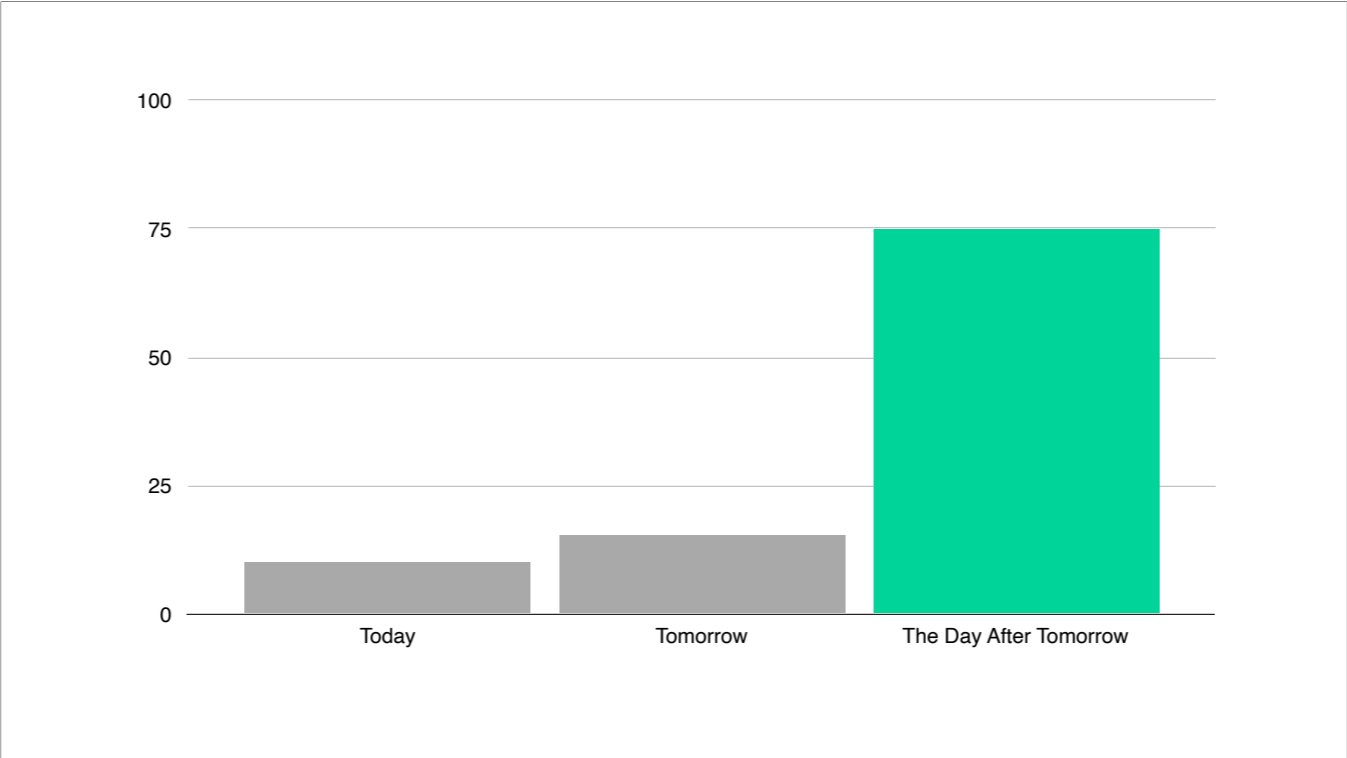
Trend #PFAS

The state of Michigan doesn't want to sample the soil because it is afraid of finding the answer!





We may need more soil analysts ...





**This is a \$15 trillion opportunity for farmers to fight climate change**

Trend #13: Regenerative Ag

Regenerative ag is a huge opportunity? Some agribusiness will need to unlearn where and how they source protein ... **get paid to solve problems!** (You are **NOT** just feeding the world ... you are helping to save the world).



**WE'RE  
HIRING!**

**CARBON  
CREDIT  
SPECIALIST**



**APPLY NOW**



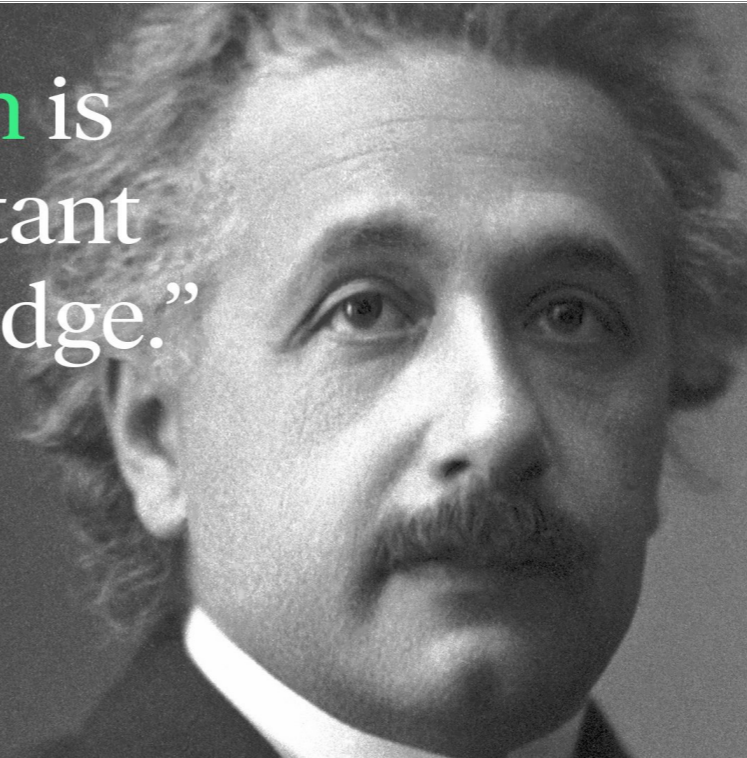
The only way to predict the future ...



IMAGINE THE UNIMAGINABLE

“Imagination is  
more important  
than knowledge.”

ALBERT EINSTEIN  
Nobel Prize in Physics 1921



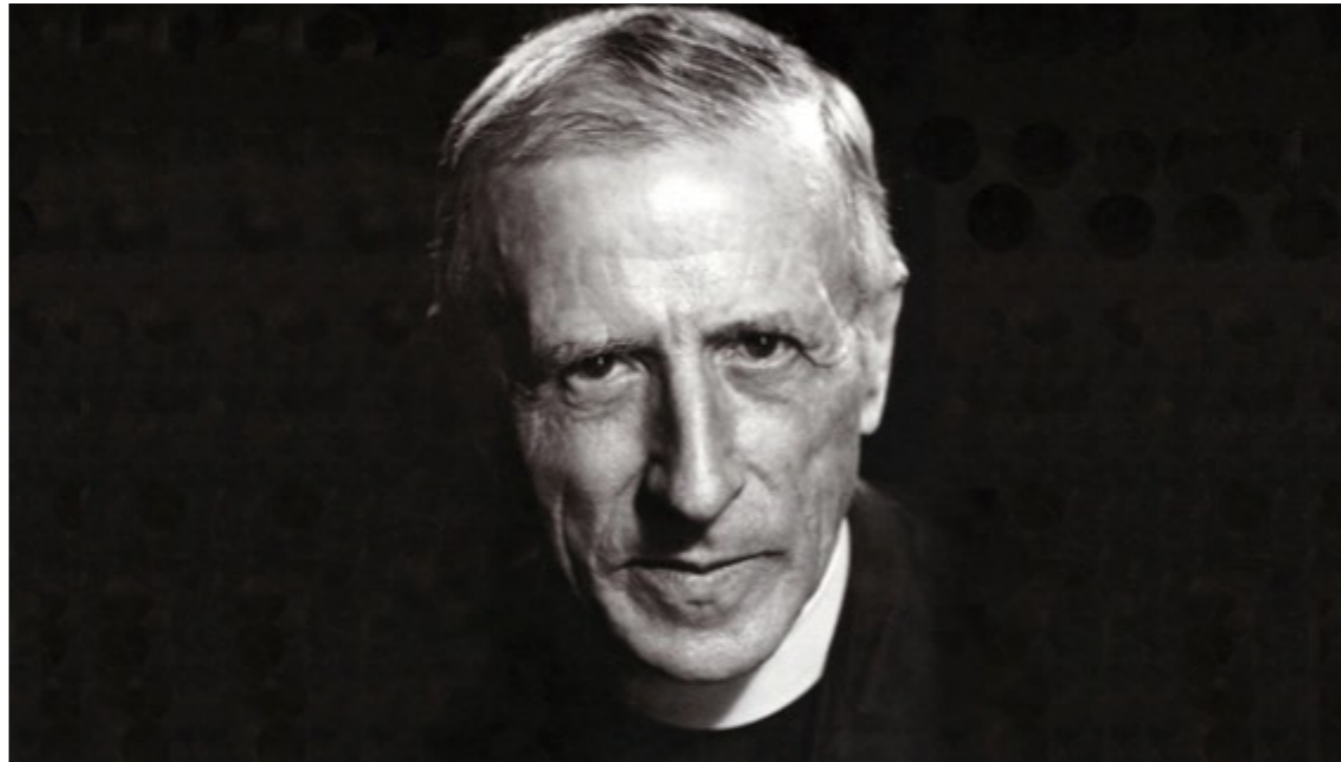
Think with Imagination

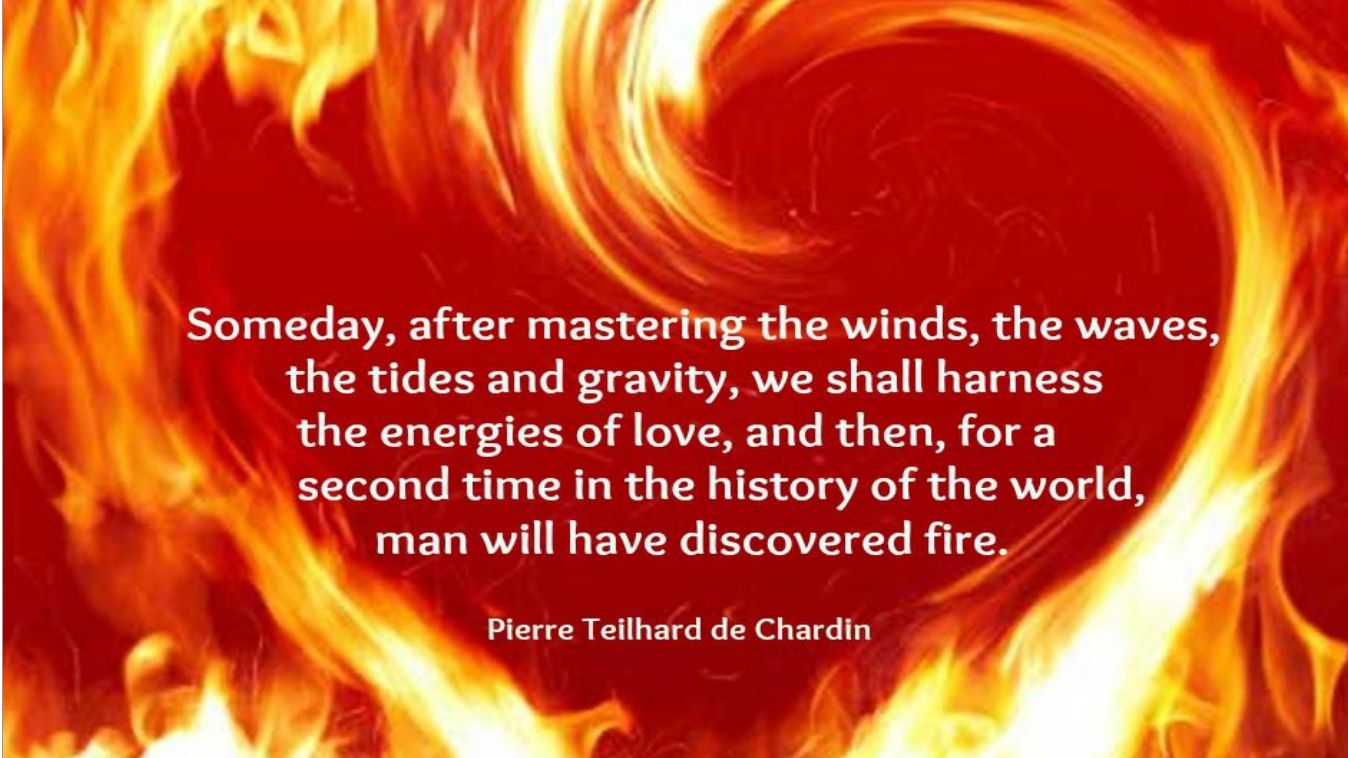
**"Artificial intelligence will have a more profound impact on humanity than fire, electricity and the internet."**

**Sundar Pichai, the CEO of Alphabet**









Someday, after mastering the winds, the waves,  
the tides and gravity, we shall harness  
the energies of love, and then, for a  
second time in the history of the world,  
man will have discovered fire.

Pierre Teilhard de Chardin



Take heart ... you will need courage, but remember you're human and AI isn't.



Community colleges have a sacred responsibility.