



consejo

Profesional de Ciencias
Económicas de la Ciudad
Autónoma de Buenos Aires

EL FUTURO DEL TRABAJO Y EL TRABAJO DEL FUTURO

Alejandro Melamed
Noviembre 2017



Welcome to

 **WWDC17**

San Jose, CA, June 5-9





Yuma Soerianto (10)



Masako Wakamiya (82)



Tu teléfono es 120 millones de veces más rápido que todas las computadoras de la misión Apolo de la NASA



**Un chico con un teléfono inteligente
tiene acceso a más información que la
que el presidente de los Estados Unidos
tuvo hace sólo 15 años atrás**

ERA “CO”

Co-creación
Co-laboración
Co-munidad
Inteligencia Co-laborativa
Co-working
Co-nectividad
Co-mpartir
Co-operación
Co-ompetencia

An aerial night view of a city skyline, likely New York City, featuring numerous illuminated skyscrapers and a street with light trails from traffic. The text "LO QUE VIENE..." is overlaid in large, bold, yellow letters across the middle of the image.

LO QUE VIENE...

VICA

Cambiante fácilmente

Imprevisible

No sabemos para dónde

Impreciso

Borroso

Desconocido

Enredado

Cantidad de información que abrumba

Confuso



1957 |

13 hombres para entregar una computadora



2017 |

13 computadoras en una sola mano

CAMBIOS DE RAÍZ EN INDUSTRIAS



Booking.com








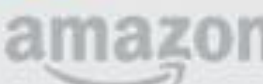












despegar.com





2006 TOP 10
88
YEARS

Started in 1929

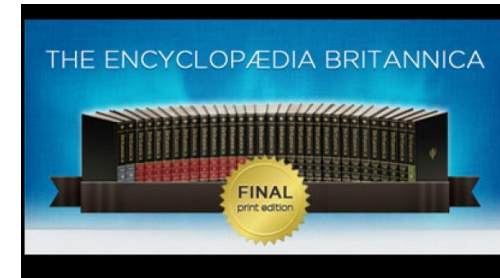
	2006	Brand Value 2006 \$MIL.	2017	Brand Value 2017 \$MIL.
1	 Microsoft	62,039	 Google	245,581
2	 GE	55,834		234,671
3	 Coca-Cola	41,406	 Microsoft	143,222
4	 中国移动 China Mobile	39,168	 amazon	139,286
5	 Marlboro	38,510	 facebook	129,800
6	 Walmart	37,567	 AT&T	115,112
7	 Google	37,445	 VISA	110,999
8	 IBM	36,084	 Tencent 腾讯	108,292
9	 citi	31,028	 IBM	102,088
10	 TOYOTA	30,201	 McDonald's	97,723



2017 TOP 10
42
YEARS

Started in 1975

¿QUIÉN SERÁ LA PRÓXIMA?



CADA MINUTO DE TU DÍA

Hace 10 años

Hoy

Dentro de 10 años

**EL FUTURO
DEL TRABAJO
Y EL TRABAJO
DEL FUTURO**

The title is presented in four horizontal blue banners with white text. The banners are slightly offset and tilted. The word 'FUTURO' appears at the top and bottom, 'TRABAJO' in the middle, and 'Y EL TRABAJO' in the second banner. The word 'DEL' is placed between 'Y EL TRABAJO' and 'DEL FUTURO'. The word 'FUTURO' at the bottom ends with a gear icon. There are also gear icons between the second and third banners. A yellow squiggly line is on the right side of the top banner, and a grey squiggly line is on the left side of the bottom banner.

FUTURO

Del lat. futūrus.
adj. Que está por venir

4.0

1.0 REVOLUCIÓN INDUSTRIAL

2.0 AUTOMÓVIL

3.0 AUTOMATIZACIÓN - COMPUTACIÓN

**4.0 BIOTECNOLOGÍA - IMPRESORAS 3D - NUBE -
NANOTECNOLOGÍA**

Horse vs. Automobile

BEFORE you discard your horse and buy an auto it is well to think of the cost.
Figure how much you spend for harness and then think of what new tires amount to.
Figure up what it takes to feed Dobbin in a year and then think of gasoline, repairs and storage charges.
Dobbin is worth what you paid for him two years ago, where's the man with an auto that can say the same?
Come in and get a new harness instead of a new car and remember that Dobbin will take you through snow and mud as well as on good roads and that his carburetor is never out of order.

Ed. Klein
732 Massachusetts Street

Caballo vs. Auto

ANTES de desechar tu caballo y comprar un auto, pensá en su costo.

Calculá cuanto gastás por el arnés y después pensá en cuanto cuestan los neumáticos nuevos.

Hacé la cuenta de cuánto cuesta alimentar a Dobbin en un año y después en la gasolina, arreglos y guardado del auto...

The background of the image is a blurred, close-up view of a car's dashboard. Several gauges are visible, including a speedometer on the right with markings for 170, 190, and 210, and a tachometer on the left with markings for 6 and 7. The gauges have yellow and red needles and markings, and the overall lighting is dim with a reddish-orange glow.

**ACELERACIÓN DEL CAMBIO
CICLOS DE INNOVACIÓN
CADA VEZ MÁS CORTOS**



2017 *This Is What Happens In An Internet Minute*



NUEVOS MODELOS DE NEGOCIO

The background features a dark, textured grid of small hexagons. Overlaid on this are larger, semi-transparent hexagonal shapes in various colors (red, orange, yellow, green, blue, purple) that appear to be part of a complex, interconnected network or data structure. The overall aesthetic is futuristic and digital.

La empresa de taxis mas grande... no es dueña de los taxis: **Uber**

El principal proveedor de hotelería... no tiene propiedades: **Airbnb**

La empresa mas grande de telecomunicaciones... no tiene infraestructura: **Skype**

La empresa de medios más popular... no crea contenidos: **Facebook**

Los principales proveedores de software... no desarrollan aplicaciones: **Google y Apple**

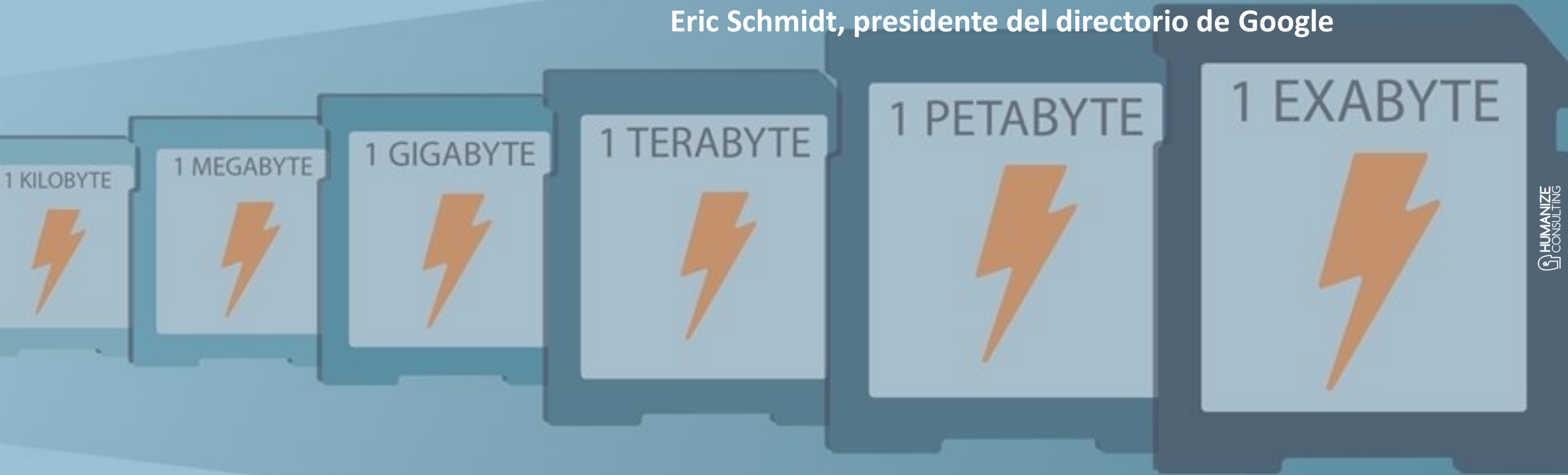
El principal vendedor de películas... no tiene salas de cine: **Netflix**

UBERIZACIÓN

Transporte
Hotelería
Finanzas
Alojamiento para mascotas
Cocheras
Mensajería
Viajes compartidos
Free lancers
Traductores
Ropa usada

Todo el conocimiento generado desde el inicio de la civilización hasta 2003
representa **6 exabytes de datos**
Ese mismo volumen lo generamos hoy cada
dos días

Eric Schmidt, presidente del directorio de Google



How life flourishes in
polar darkness p. 1207

An eco-research reboot for
Guantanamo Bay p. 1209

The biggest methane leak
in U.S. history p. 1197

Science

515
WED 20 MARCH 2014
\$7.00 (U.S.)

AAAS

A new horizon

The Pluto probe sees up close

Hoy sólo el **0,007%** de la información del planeta está en papel

TRABAJO

*Del lat. vulg. *tripaliāre 'torturar', der. del lat. tardío tripalium 'instrumento de tortura compuesto de tres maderos'*

No se trata de estar empleados,
sino de **hacernos empleables!**

5Ws + H

¿Qué?

¿Quién?

¿Cuándo?

¿Dónde?

¿Por qué?

¿Cómo?

¿QUÉ?

¿Qué hubieras respondido?

Community Manager

TRABAJOS QUE ANTES NO EXISTÍAN

Desarrollador de Apps

Conductor de Uber

Ingenieros de autos sin conductor

Gerente de sustentabilidad

Creadores de contenido para YouTube

Operador de drones

Profesor de zumba

¿Qué responderías?

Ascensorista

TRABAJOS QUE YA NO EXISTEN

Operador telefónico

Mecanógrafo

Deshollinador

Lechero

Farolero

Vendedor de hielo

¿Te imaginás?

Ingeniero de partes del cuerpo

FUTUROS TRABAJOS

Nano-médicos

Guías de turismo, arquitectos y pilotos del espacio

Consultores en bienestar de la cuarta edad

Abogados virtuales, para conflictos legales entre personas que vivan en países con diferente legislación

Cirujanos de aumento de la memoria

Desorganizadores organizacionales

¿QUIÉNES?



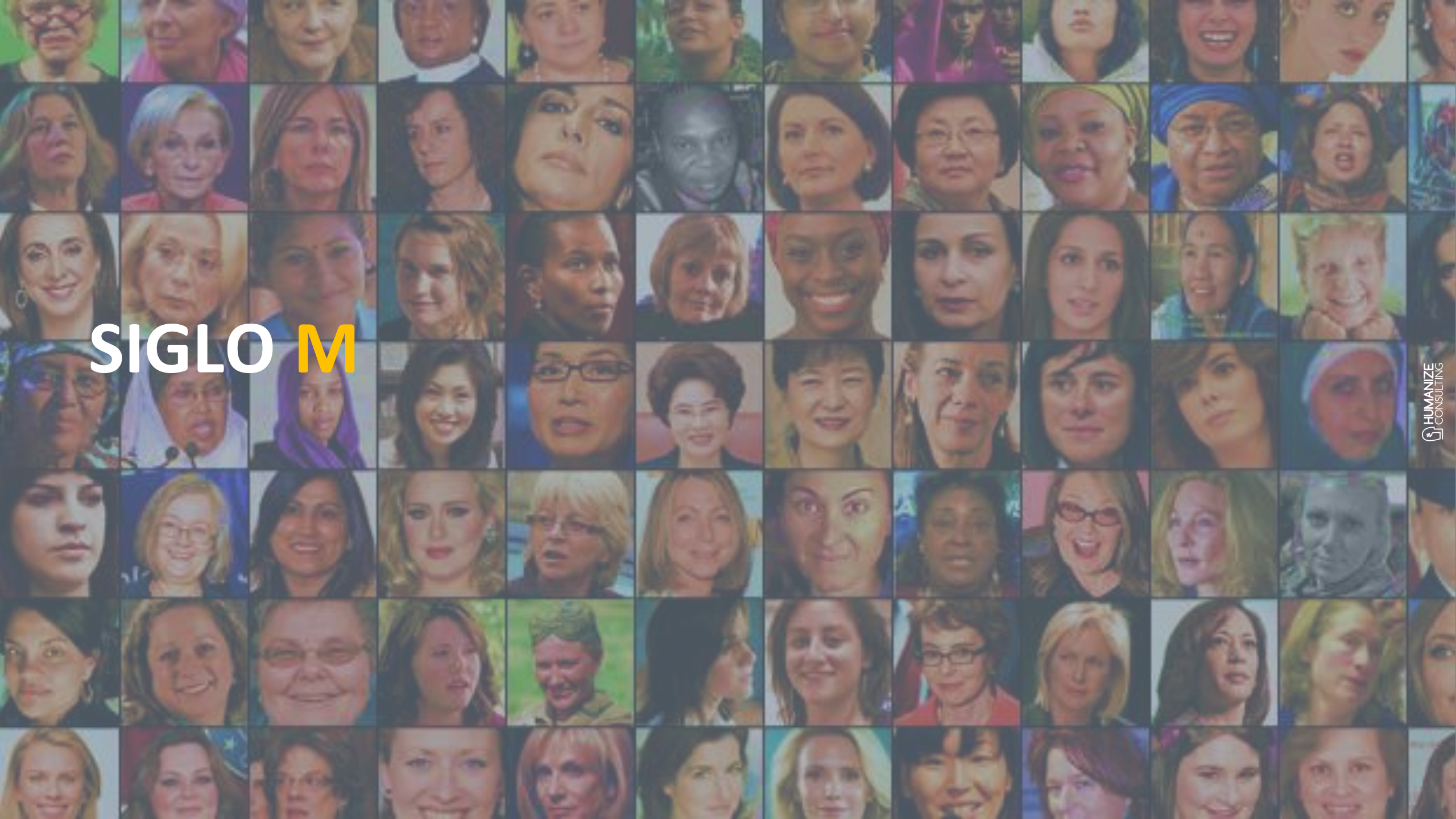


MAYOR EXPECTATIVA DE VIDA





GENERACIONES CONVIVIENDO



SIGLO M

¿CUÁNDO?

WWW

Whatever Whenever Wherever

24/7/365

ONE LIFE

¿DÓNDE?

WWW

Whatever Whenever Wherever

¿POR QUÉ?

PROPÓSITO Y SENTIDO

¿CÓMO?

AGILIDAD + TECNOLOGÍA

**¿ESTAMOS
PREPARADOS?**

WORLD
ECONOMIC
FORUM

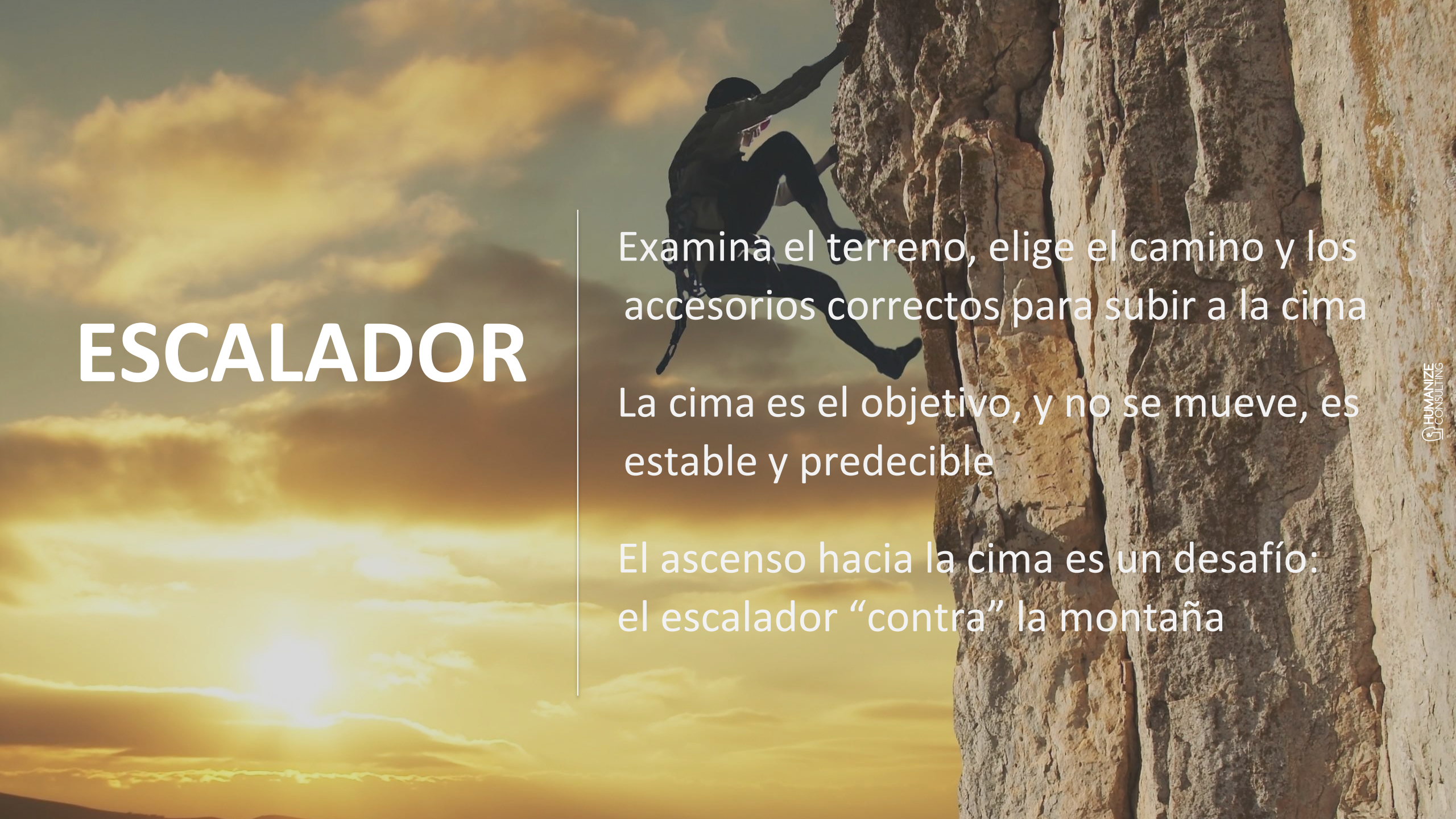
These are the
10 skills you'll
need in the
workplace
by 2020

Flexibilidad cognitiva
Negociación
Orientación al servicio
Juicio y toma de decisiones
Inteligencia emocional
Coordinación con los demás
Manejo de personas
Creatividad
Pensamiento crítico
Resolución de problemas complejos

ESCALADOR

SURFISTA

ESCALADOR



Examina el terreno, elige el camino y los accesorios correctos para subir a la cima
La cima es el objetivo, y no se mueve, es estable y predecible

El ascenso hacia la cima es un desafío:
el escalador “contra” la montaña

**¿Y POR CASA
CÓMO ANDAMOS?**

Will Your Job Be Done By A Machine?

May 21, 2015 · 4:08 PM ET

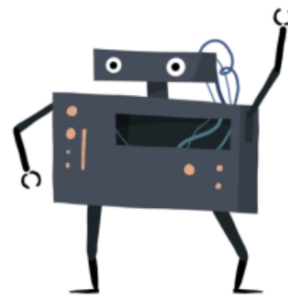
QUOCTRUNG BUI 

Machines can do some [surprising things](#). But what you really want to know is this: Will your job be around in the future?

We have the "definitive" guide.

Researchers took a shot at estimating how technology will affect the job market in 20 years. Find your job below to see what the data say about your future.

Business and Financial Operations  Budget Analysts 



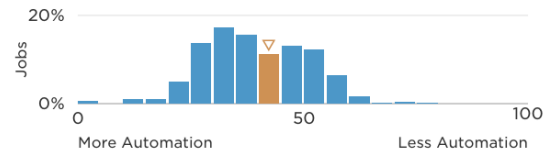
Budget Analysts have a

93.8%

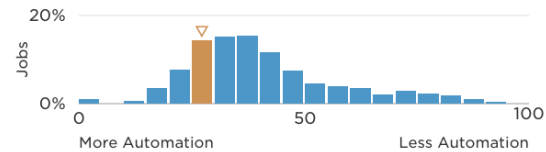
chance of being automated.

How do we know this? Some aspects of a job are easier to automate than others. It all depends on the tasks. Look at the orange bars to see how Budget Analysts compare with other professions...

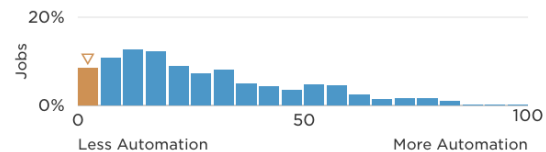
Do you need to come up with clever solutions?



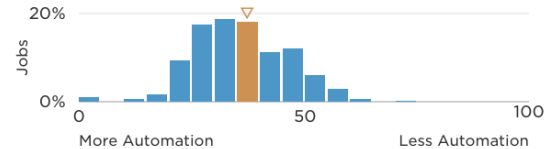
Are you required to personally help others?



Does your job require you to squeeze into small spaces?



Does your job require negotiation?



Notes

WILL ROBOTS TAKE MY JOB?

13%



Management Analysts

SOC CODE: 13-1111.00

Conduct organizational studies and evaluations, design systems and procedures, conduct work simplification and measurement studies, and prepare operations and procedures manuals to assist management in operating more efficiently and effectively. Includes program analysts and management consultants.

WILL ROBOTS TAKE MY JOB?

25%

Managers, All Other

SOC CODE: 11-9199.00

All managers not listed separately.

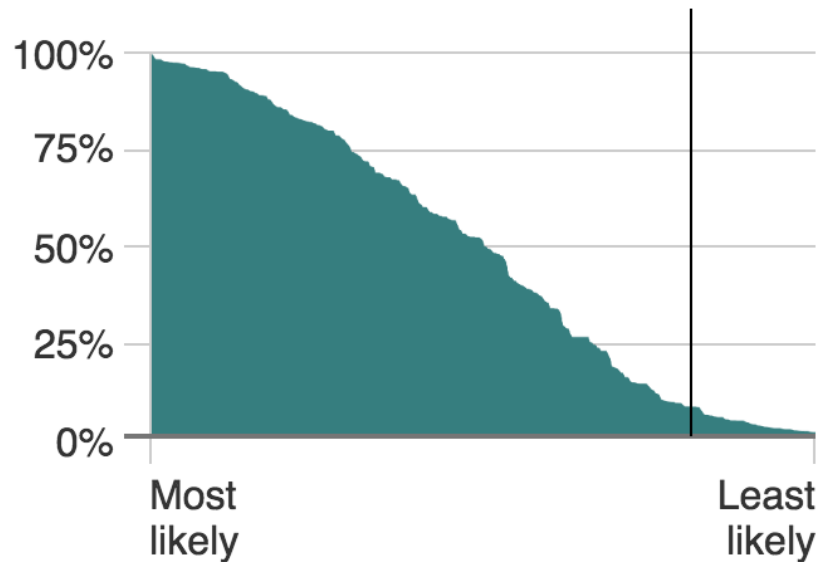


Management consultants and business analysts

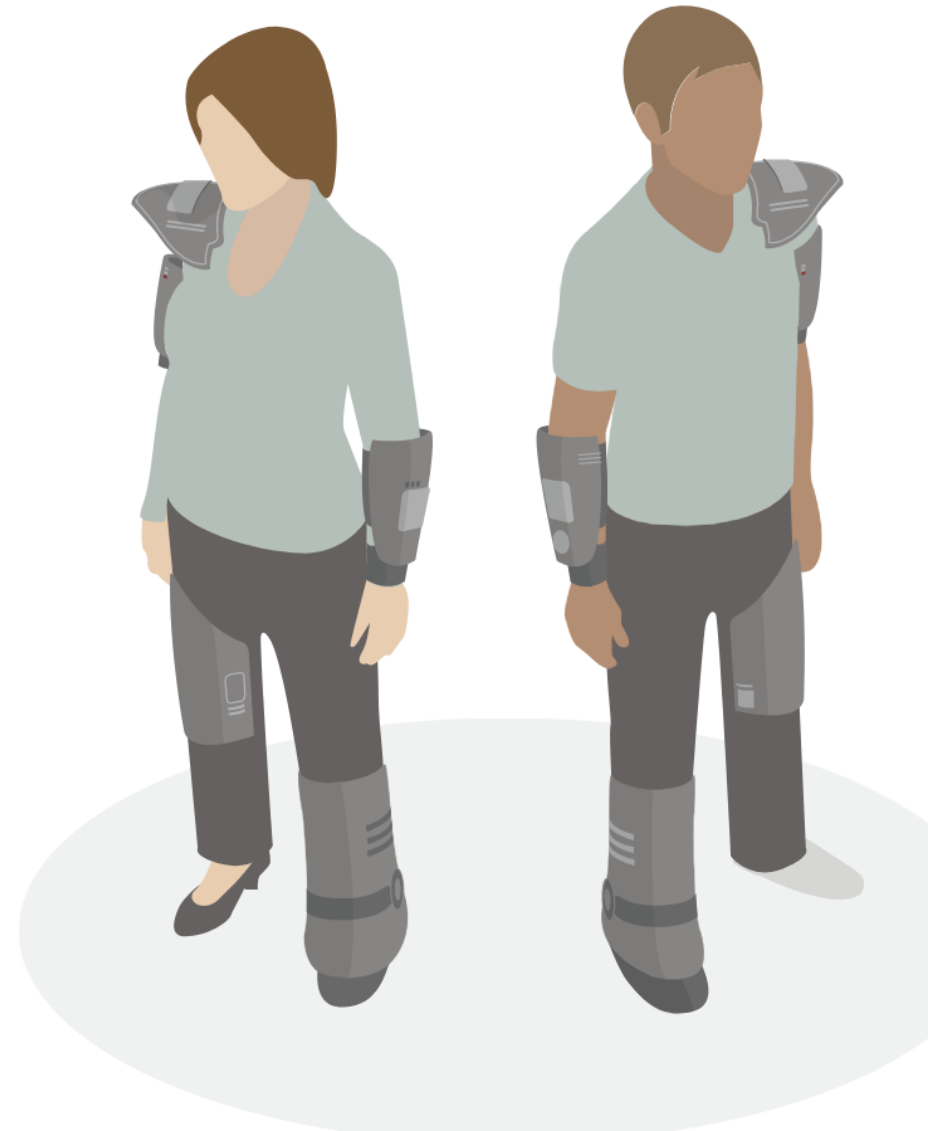
Likelihood of automation?
It's quite unlikely (7%)

How this compares with other jobs:

298th of 366

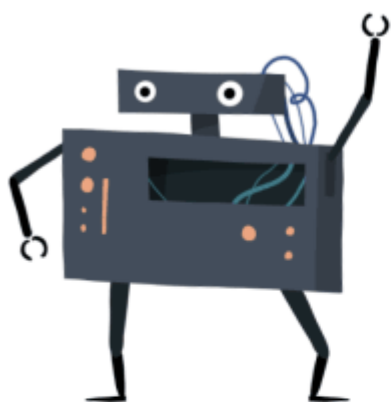


[Share my result](#)



Business and Financial Operations ▼

Accountants and Auditors ▼



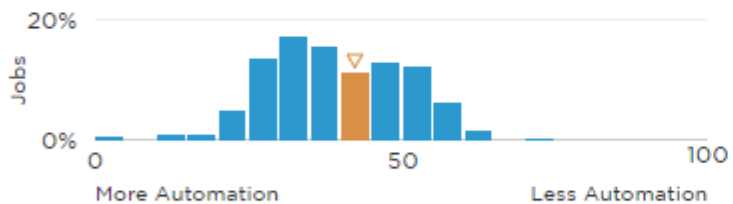
Accountants and Auditors have a

93.5%

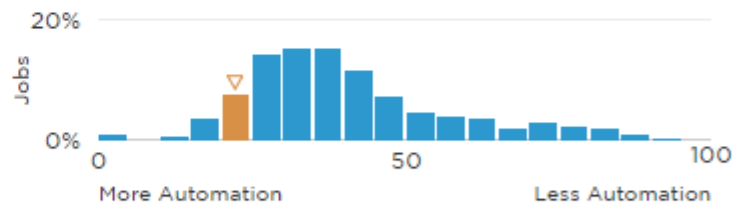
chance of being automated.

How do we know this? Some aspects of a job are easier to automate than others. It all depends on the tasks. Look at the orange bars to see how Accountants and Auditors compare with other professions...

Do you need to come up with clever solutions?



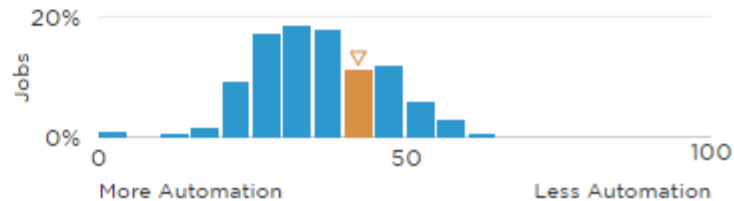
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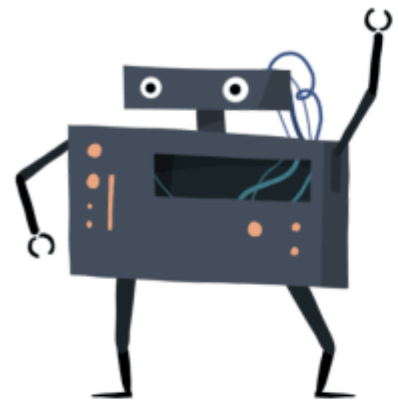
Does your job require you to squeeze into small spaces?



Does your job require negotiation?



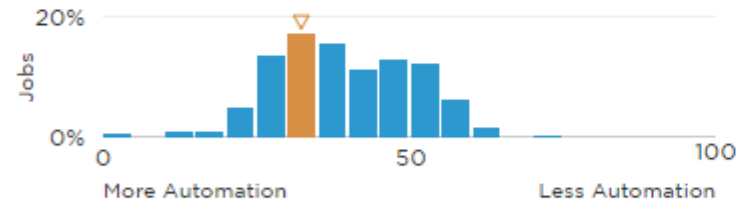
Business and Financial Operations ▾ Tax Preparers ▾



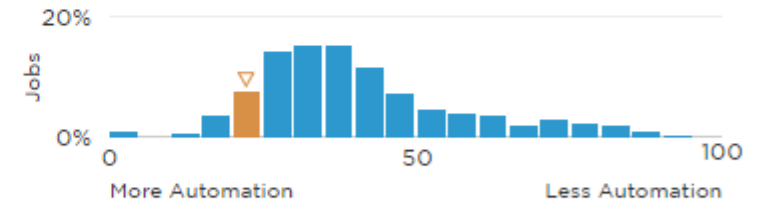
Tax Preparers have a
98.7%
 chance of being automated.

How do we know this? Some aspects of a job are easier to automate than others. It all depends on the tasks. Look at the orange bars to see how Tax Preparers compare with other professions...

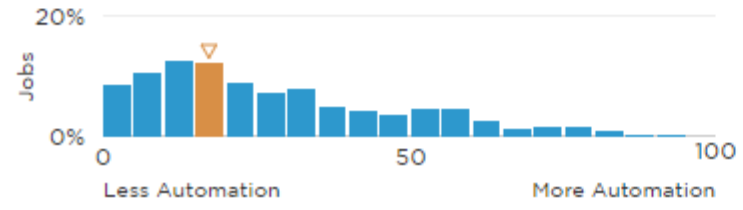
Do you need to come up with clever solutions?



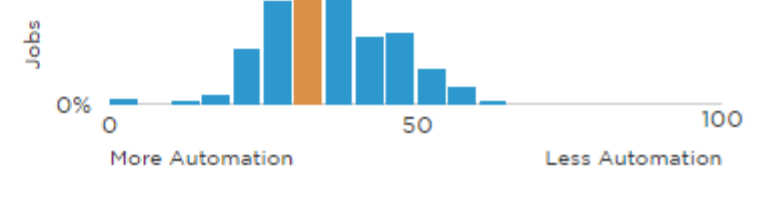
Are you required to personally help others?



Does your job require you to squeeze into small spaces?



Does your job require negotiation?



Education, Training, and Library ▾ College Professors ▾



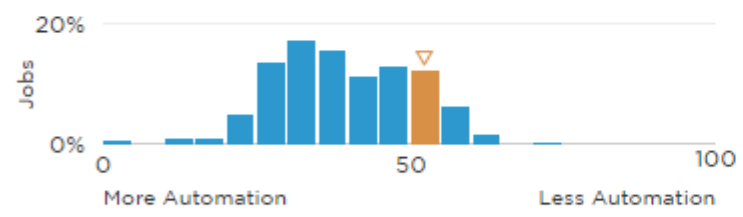
College Professors have a

3.2%

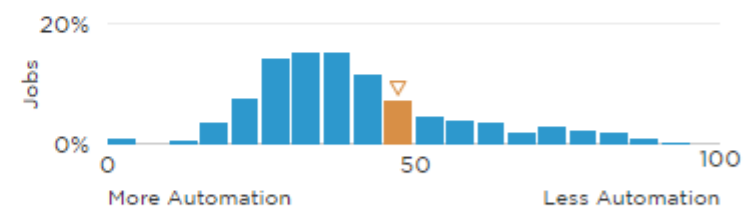
chance of being automated.

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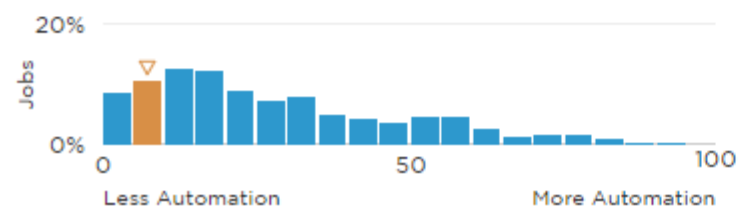
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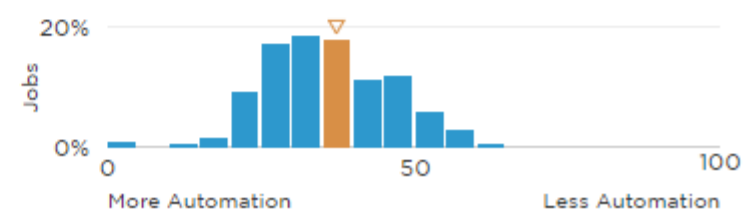
Are you required to personally help others?



Does your job require you to squeeze into small spaces?



Does your job require negotiation?



PROFESIÓN GLOBAL

Inter-dependencia

Inter-conectado

Conocedor de negocios internacionales
y tendencias

Tercerización internacional

Nuevos mercados

TECNOLOGÍA

Entenderla

Apalancarla

Información en tiempo real

Tecnologías móviles

Redes sociales con clientes
y colaboradores

VALORES

Integridad

Competencia

Aprendizaje permanente

Objetividad

Compromiso con la excelencia

Relevancia en el mercado global

ABRAZANDO EL FUTURO

APRENDIZAJES

Es un mundo pequeño,
después de todo

El futuro ya está acá

El cambio es inevitable

Las generaciones trabajan juntas

¿QUÉ TENEMOS QUE HACER?

Estar abiertos al cambio

Ser ágiles

Ser colaborativos

Tener pensamiento propositivo

SINTETIZANDO

**NO CAMBIARON
LAS REGLAS DEL JUEGO...**

The image features three black dice with white pips, arranged on a textured, light-colored surface. The dice are slightly out of focus, with the one in the foreground being the most prominent. The lighting creates soft shadows and highlights the texture of the dice and the surface they are on.

CAMBIÓ EL JUEGO!



INNOVAR COMO SI EL FUTURO
DEPENDIERA DE ELLO (DEPENDE...)



**SEAMOS
PROTAGONISTAS
DEL CAMBIO**

¡MUCHAS GRACIAS!

