

WILL WE BE REPLACED BY  
**ROBOTS?**



**FIRST, WHERE IS  
MARKETING & ADVERTISING  
HEADED?**

# THE FUNDAMENTAL DRIVERS

**1 - MOBILE**

**2 - SOCIAL**

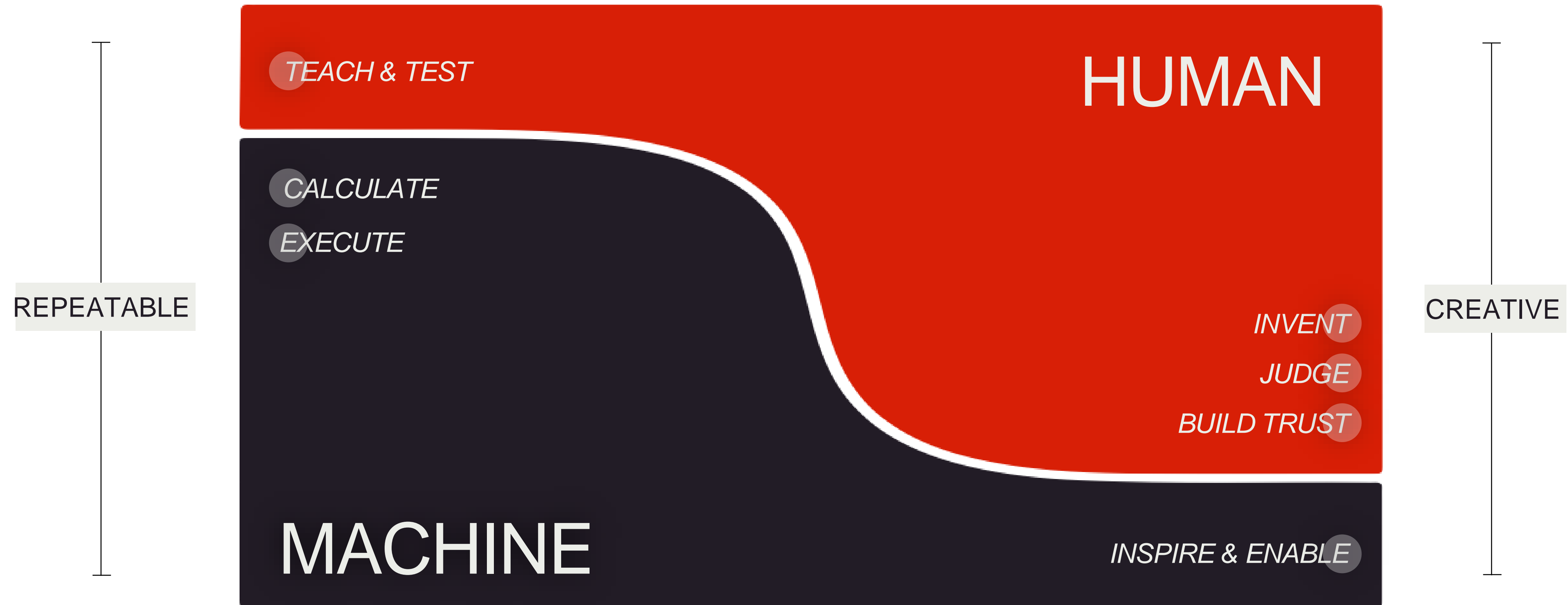
**3 - GAMING**

**4 - COMMERCE**

**5 - PUTTING IT ALL TOGETHER**

**WILL HUMANS BE  
REPLACED BY ROBOTS?**

# HUMAN & MACHINE



# IMPLICATIONS FOR STUDENTS

- 1 - Max out on human skills**
- 2 - Work with machines**
- 3 - Build career fuel**

## IMPLICATIONS FOR EDUCATORS

**1 – Are you teaching Creativity?**

**2 – Are you honing Judgment?**

**3 – Are you building Trust?**

**4- Are you enhancing Collaboration?**

# CAREER FUEL

- 1 - Transportable skills**
- 2 - Meaningful experiences**
- 3 - Enduring relationships**



# **FUEL #1** TRANSPORTABLE SKILLS

**Persuasive Communicator**

**Getting things done**

**Giving and asking for help**

**Talent magnet**

**Risk Taker**

## **FUEL #2** MEANINGFUL EXPERIENCES

**Get outside your comfort zone**

**Feel the flop sweat — opportunity to fail**

**Launch a product**

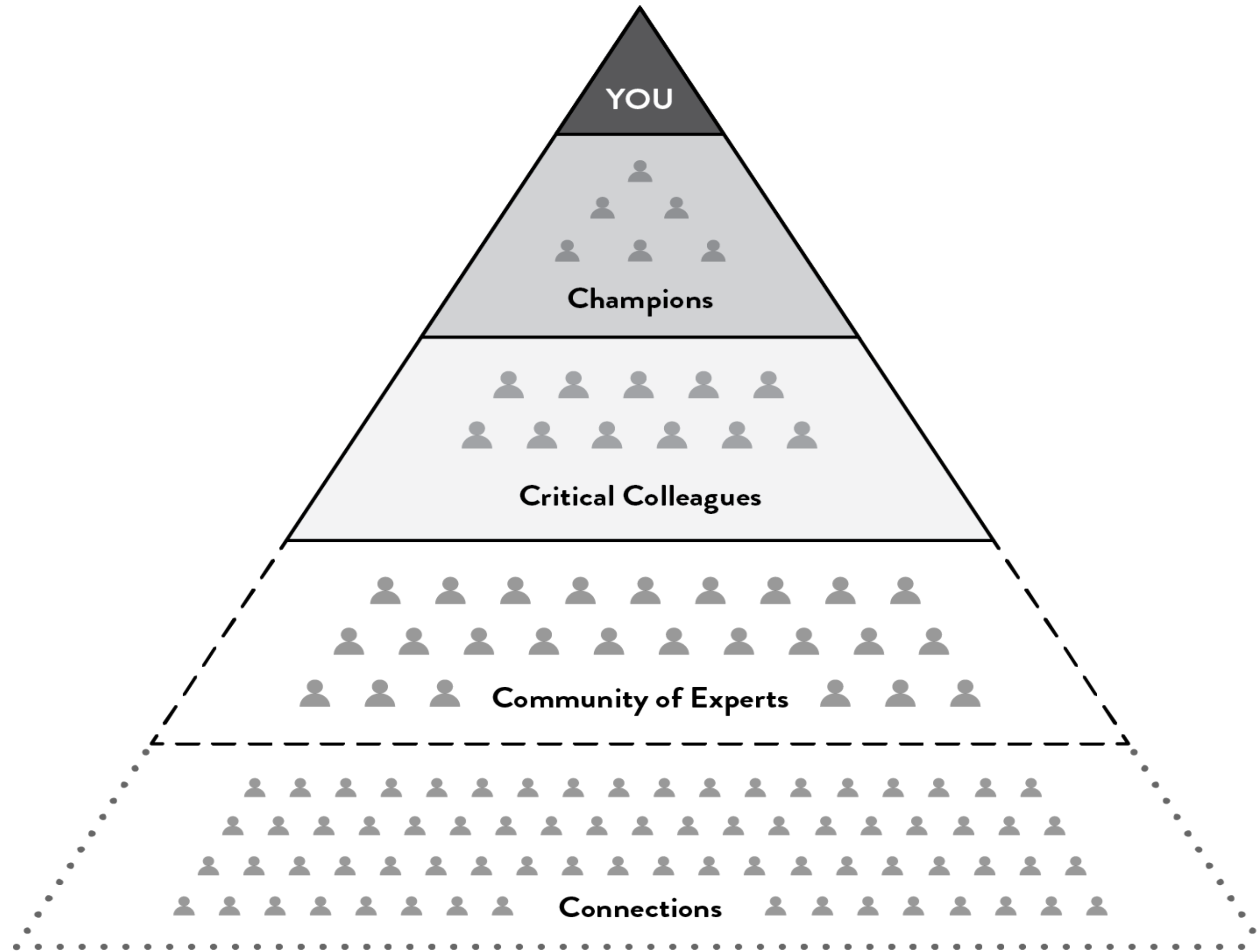
**Host an event**

**Volunteer for a special assignment**

## **FUEL #3** ENDURING RELATIONSHIPS

**The people who make a decisive  
difference in your career development.**

**Not just 'contacts' - relationships**



# CAREER ECOSYSTEM

# **CAREER HEALTH** THE FOUR GOLDEN QUESTIONS

**1. AM I LEARNING?**

**2. AM I HAVING IMPACT?**

**3. AM I HAVING FUN?**

**4. AM I FAIRLY REWARDED?**

**WORST CAREER ADVICE EVER**

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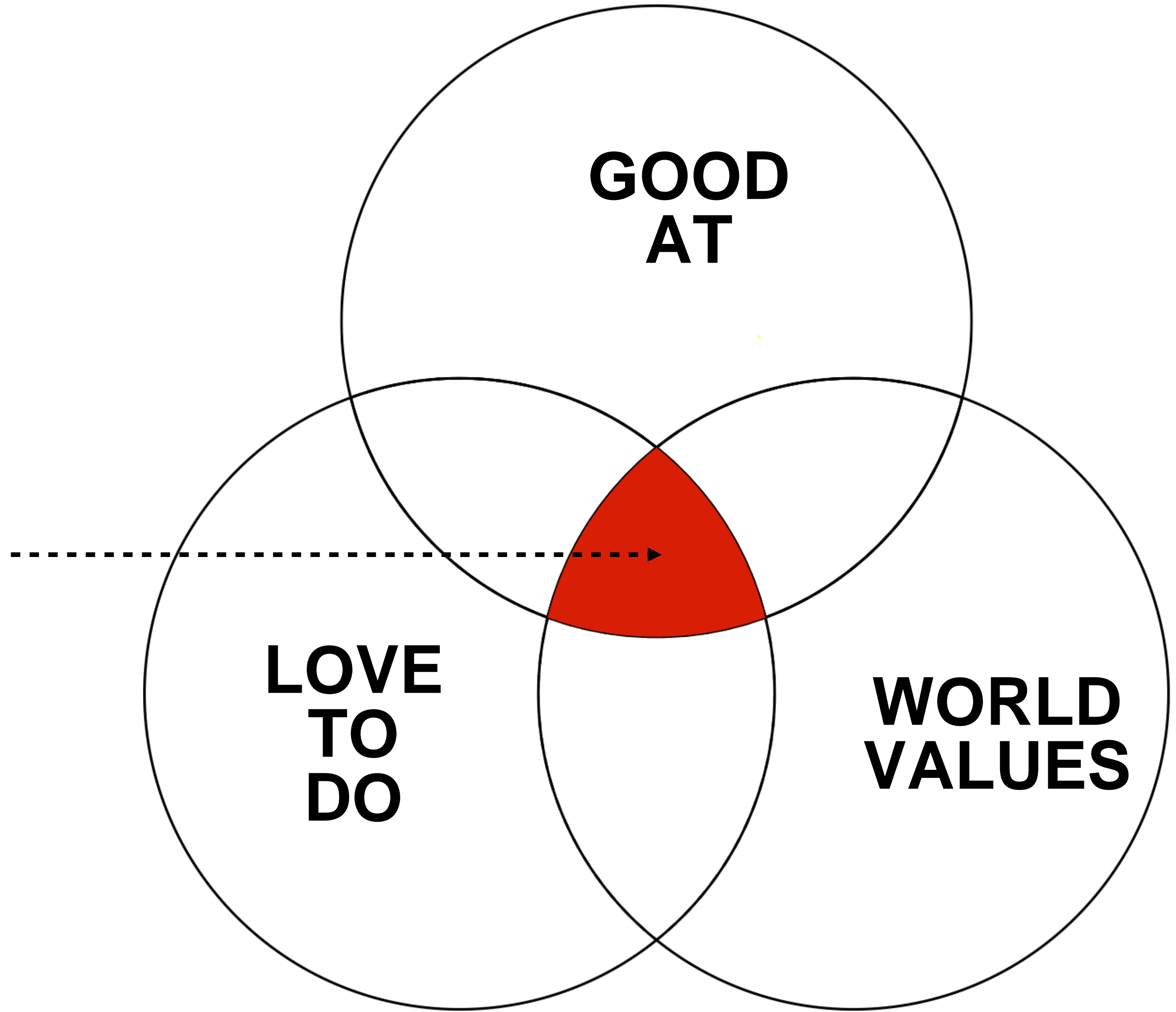
“Just do what  
you love.”

# **PROOF:** HERE'S WHAT I LOVE TO DO





YOUR TRUE  
CAREER **SWEET**  
**SPOT**



HELP YOUR STUDENTS BECOME  
THEIR BEST HUMAN SELVES