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Futurists

“Because something is happening
But you don't know what it is
Do you, Mister Jones?” Bob Dylan

"It is the business of the future to be dangerous." A.N.Whitehead

The Future is Now

Marshall McLuhan understood the power of the media long before those in control did. And if he were alive today, he'd be spouting all kinds pronouncements regarding **ChatGPT**. If **The Medium is The Message**, then the world is awash with a newer version of the Y2K apocalypse. What me worry? No.

I'm in the optimistic camp. I believe the world is basically good and that all new technology has served to benefit mankind, if used properly and by well meaning human beings.

As an efficiency expert, I'm thrilled by the possibility that a great deal of annoying things might actually get solved. Like what? Like my pet peeve where companies have contacts on multiple platforms. They hire IT consultants (for exorbitant amounts of cash) to install marketing programs to capture more contacts and,"NOW all of the contacts from the other five platforms will flow into this one." But the contacts on the other five platforms can't be consolidated onto one single-easy-to-use system. That never happens. Because...wait for it...IT folks only know how to plug in the platforms, not run/teach the programs, and besides the companies who sell such platforms don't play nice with each other. In my perfect world some of these people will go out of business and some new AI will magically gather all of the contacts and beam them into an easy-to-use new single place. You heard it here first. It's gonna happen!

I also think this is a fabulous opportunity for my grandchildren to go into **copyright law**. The law suits have already erupted. The copyright office has flatly said anything produced by a machine can't qualify (but how can they tell?). My rose-tinted glasses see opportunities everywhere. But these will be turbulent times in reality. Plagiarism has been

plaguing the academic world for years. But again, most people are ethical and most people wouldn't steal other people's ideas, art, or finances.

The Wall Street Journal's recent article [**The Jobs Most Exposed to ChatGPT**](#), in my opinion, brings up another significant negative point: job loss. Job loss due to the incredible speed with which these technologies are exploding in realtime. Clearly training is an issue. Knowing in advance which careers will fall to the hatchet--hopefully not mine--will help a few retool. But I think there's a greater issue: our natural human hesitation against any kind of *change*. And why?

People fear **uncertainty**. What's that phrase? Better the devil you know, than the devil you don't know. They despise **surprise** and are generally resistant to new technologies and these AI programs have hit the public faster than anything before. Feelings of **incompetence** roll into the picture too. That can happen from a leadership position where younger, more tech savvy employees, may have mastered a program first; or it can cause angst among team members vying for similar advancements in an organization.

Hire those excited about change, as Rosabeth Moss Kanter famous for her Kantor's Law says: "those who master change persist and persevere. They have stamina. They are flexible. They expect obstacles on the road to success and celebrate each milestone. They keep arguing for what matters." They may seem like real thorns on one's side as well. Be patient, they are your future success story.

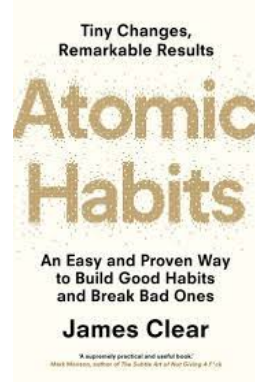
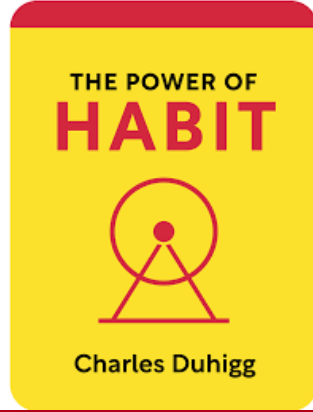
However the majority of people are **creatures of habit**. Routines become automatic, but change jolts us into consciousness, sometimes in uncomfortable ways. And there's the rub. As **Kenyes** observed: "It is better to be conventionally wrong than unconventionally right and this is because following others may help individuals to maintain good reputations; it makes sense to follow the crowd because there is safety in numbers." It explains the recent bank contagion to a degree. The **herding** reflex makes it all the more difficult to break a habit. In *Atomic Habits* there's a rather frightening example of how a large group can actually convince a test subject that her correct answer is incorrect.

So it isn't simply one thing--training--to stay current with changing technology. Leaders, I strongly suggest, please consider the human frailties that are associated with this onslaught of new technologies. I also suggest to those who fall into the group that looks to the future as an adventure where the journey provides the greatest rewards--read the two books below. Be wary of your thoughts. It's difficult to be a loner. Your brain is not wired that way. It also helps to realize what others are trying to overcome. Whether attempting to master new programs like ChatGPT or changing to a better diet, habits enter into all choices and peer pressure can often turn one's best intentions back into the world of comfort.

The future is now. [**Here are 25 cool things you can do with ChatGPT**](#). Enjoy the ride.

Thank you,





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Remember the average person may only read one book a year.

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