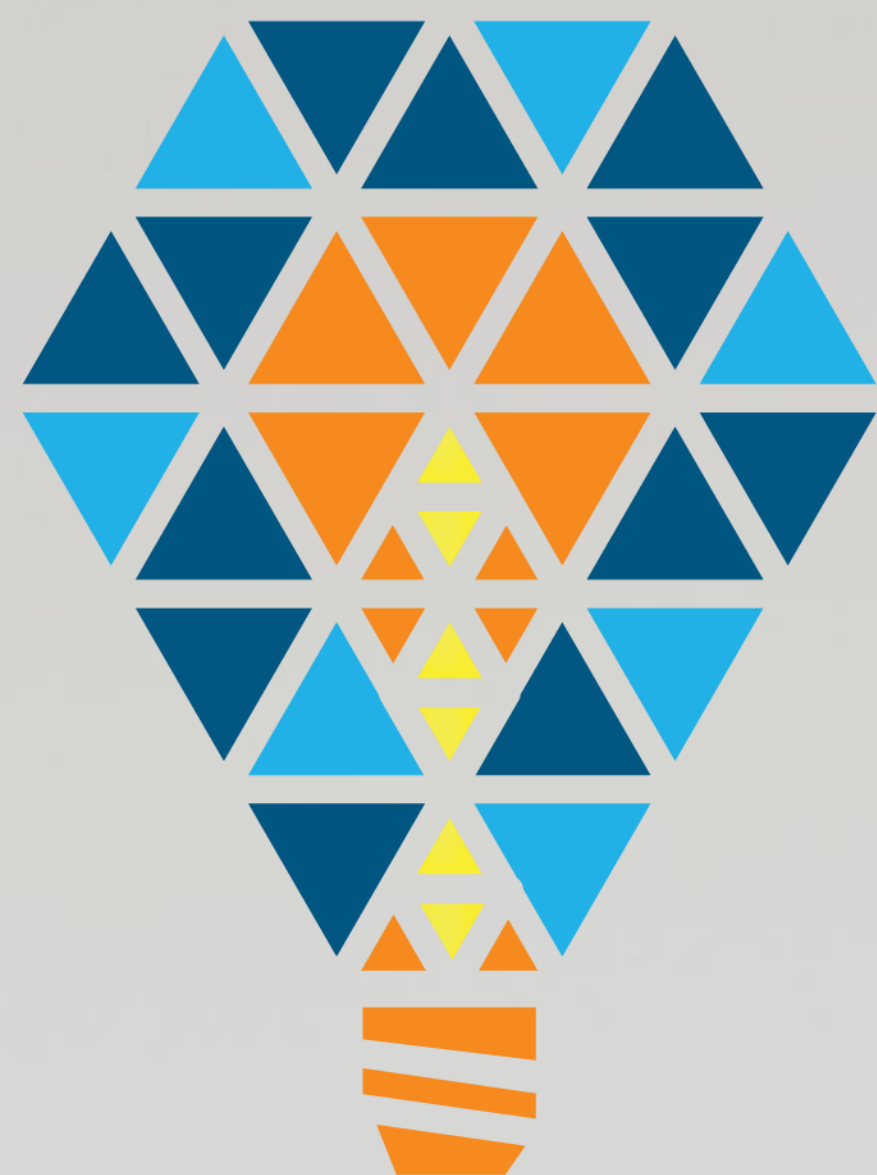




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The Human Advantage in Innovation



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Technology compounds.

Humans don't.



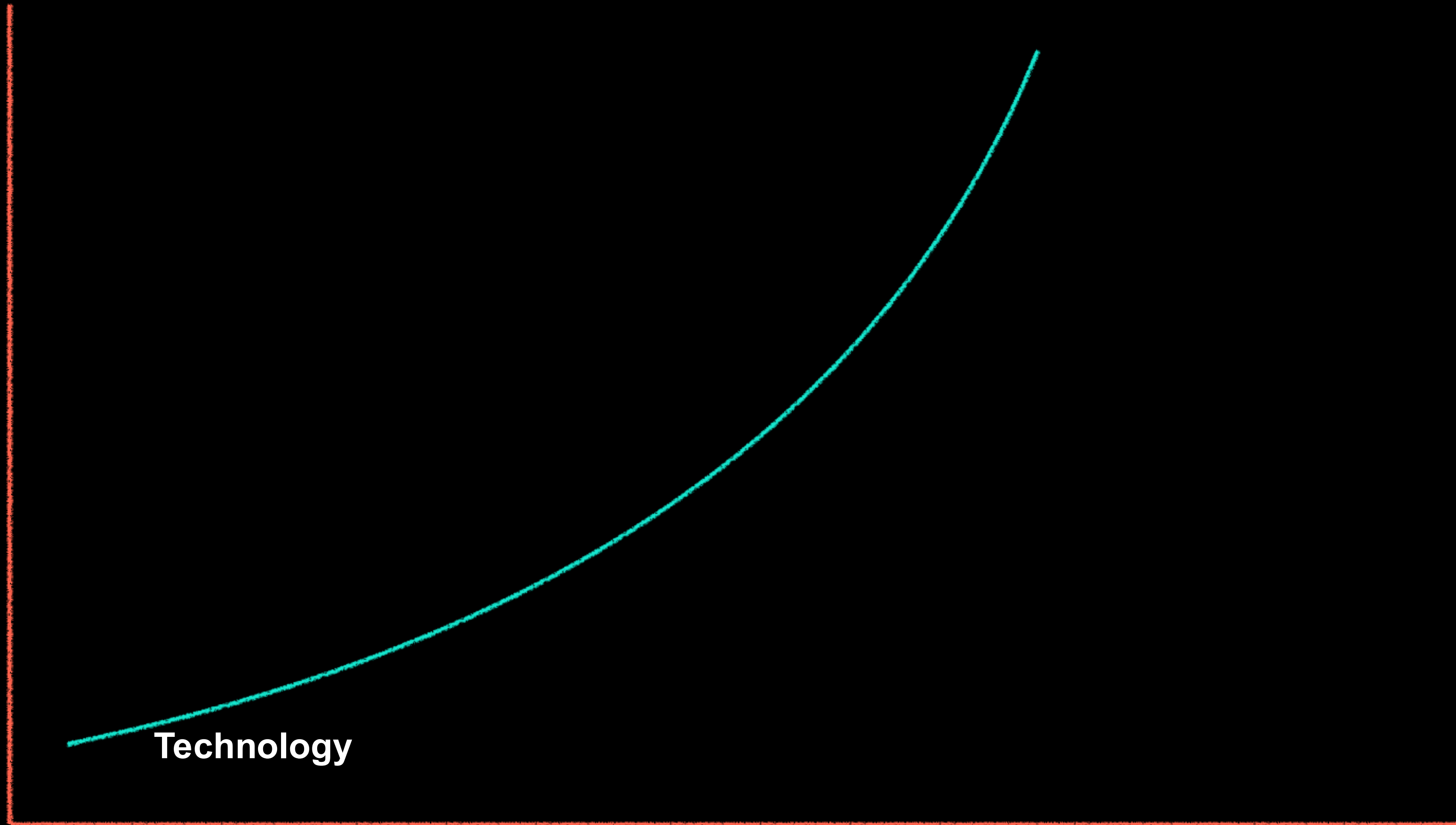
Rate Of Change

Human Adaptability

Time



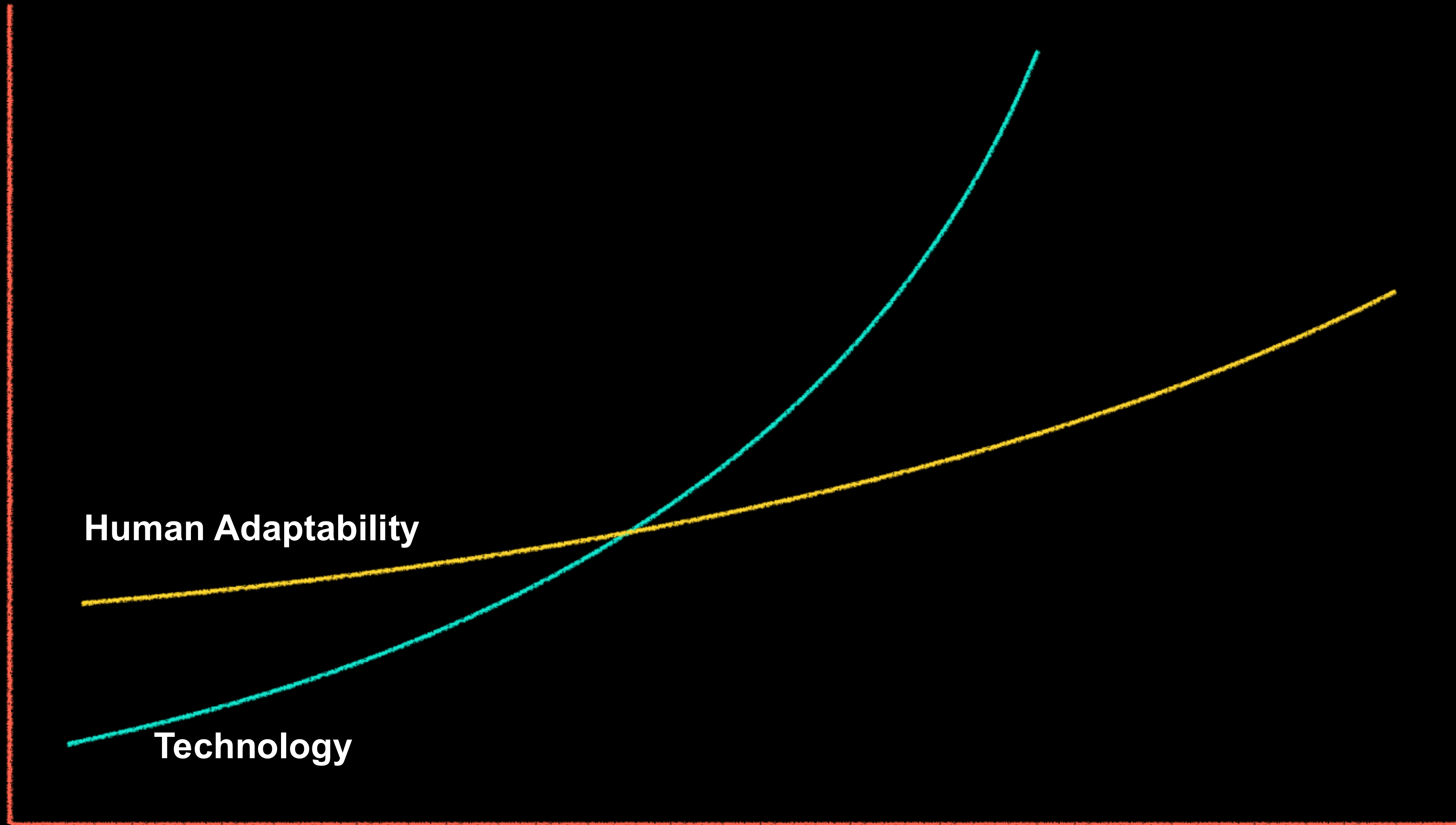
Rate Of Change



Technology

Time

Rate Of Change



Human Adaptability

Technology

Time

Rate Of Change



Time



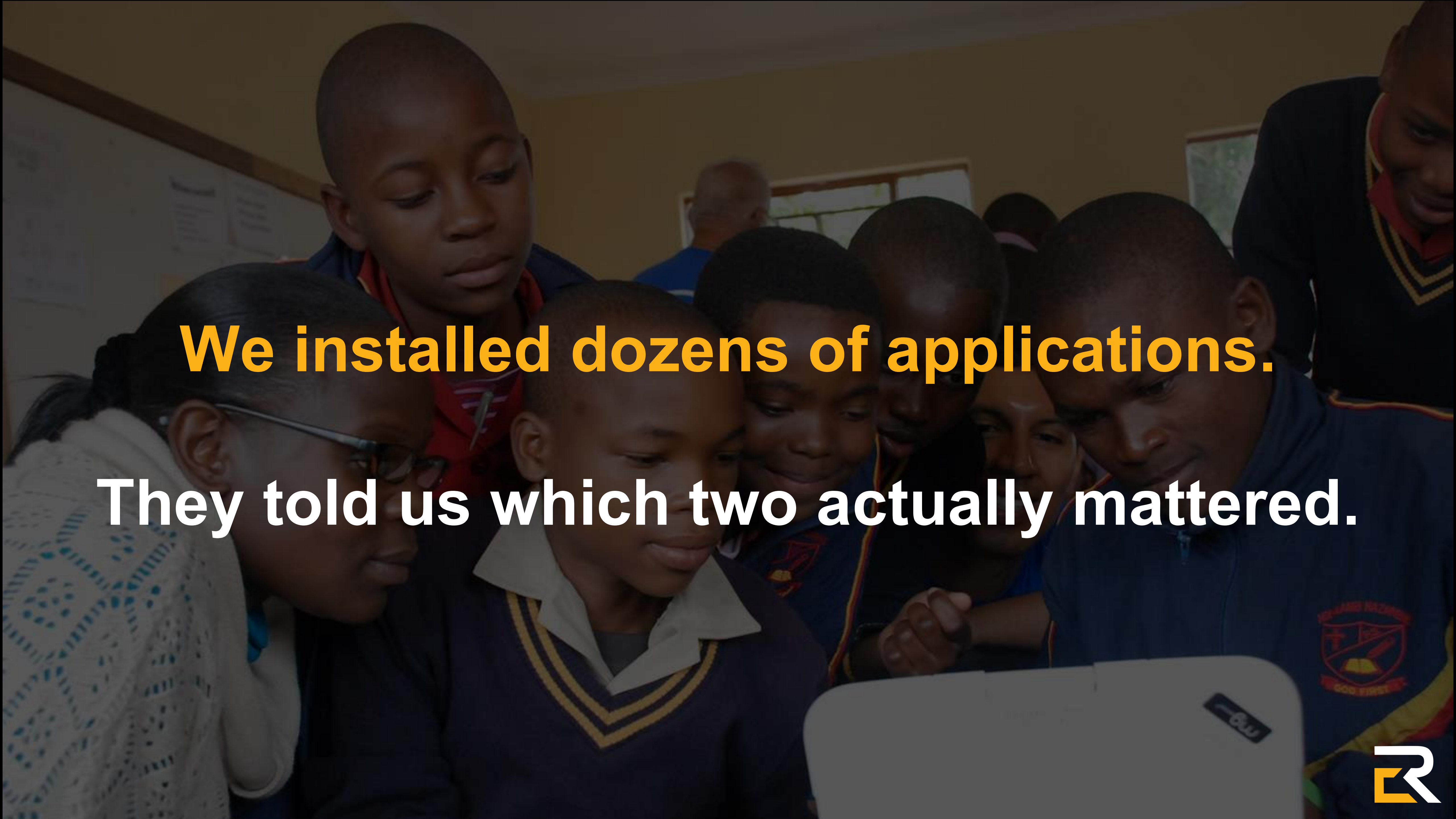


**The premium experience
is human**







A group of African school children, mostly boys, are gathered around a tablet computer in a classroom. They are all looking intently at the screen. The children are wearing school uniforms. The background shows a classroom setting with a whiteboard and other students. The image has a dark overlay.

We installed dozens of applications.

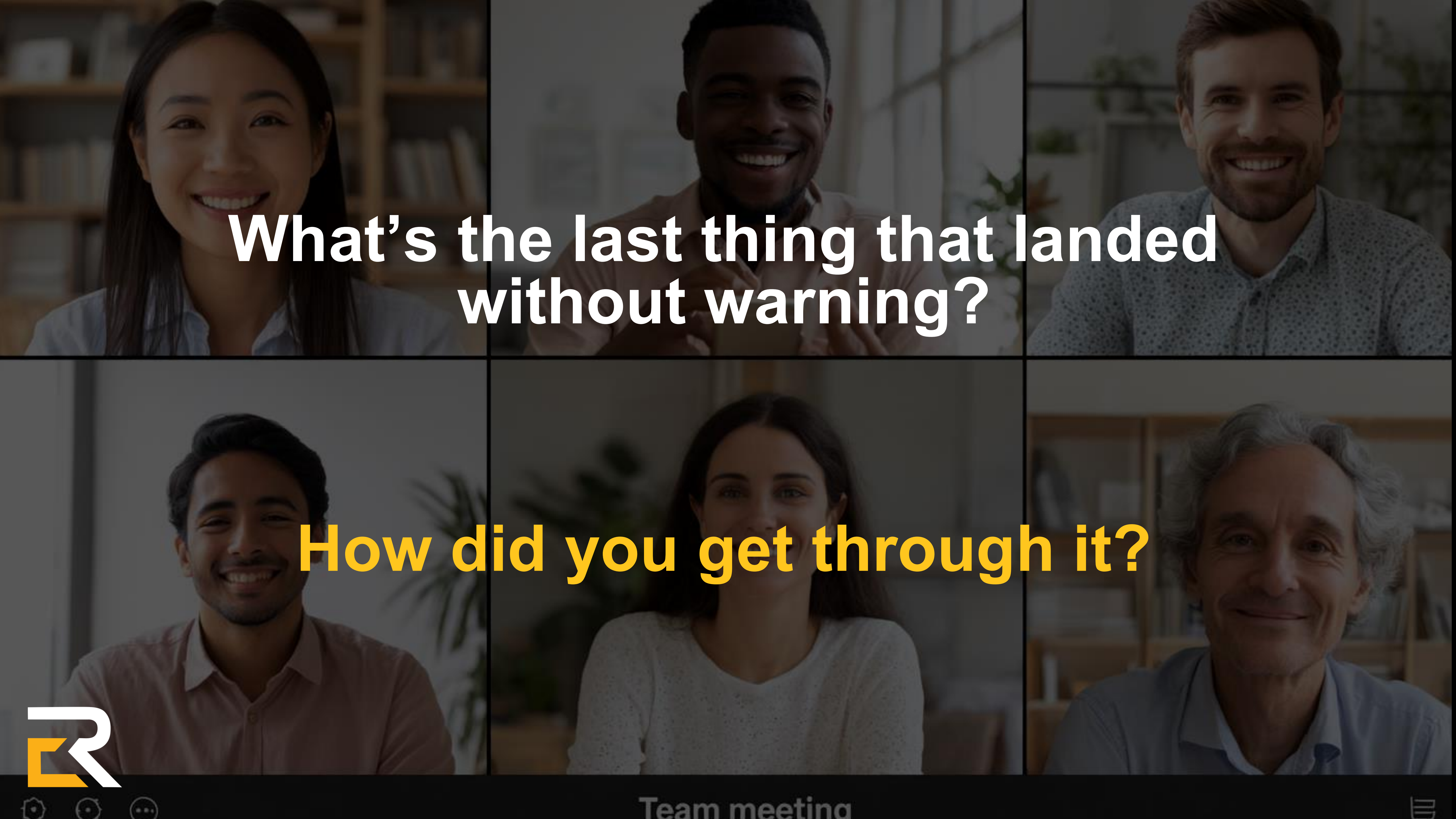
They told us which two actually mattered.



A conceptual image showing a human hand holding a glowing blue circuit board. The background is dark with golden bokeh and faint circuit patterns. The text "Fit the tools to the team." is overlaid in the center in a bold, orange-yellow font.

Fit the tools to the team.





**What's the last thing that landed
without warning?**

How did you get through it?



ADAPT

CONNECT

TRANSLATE



ADAPT



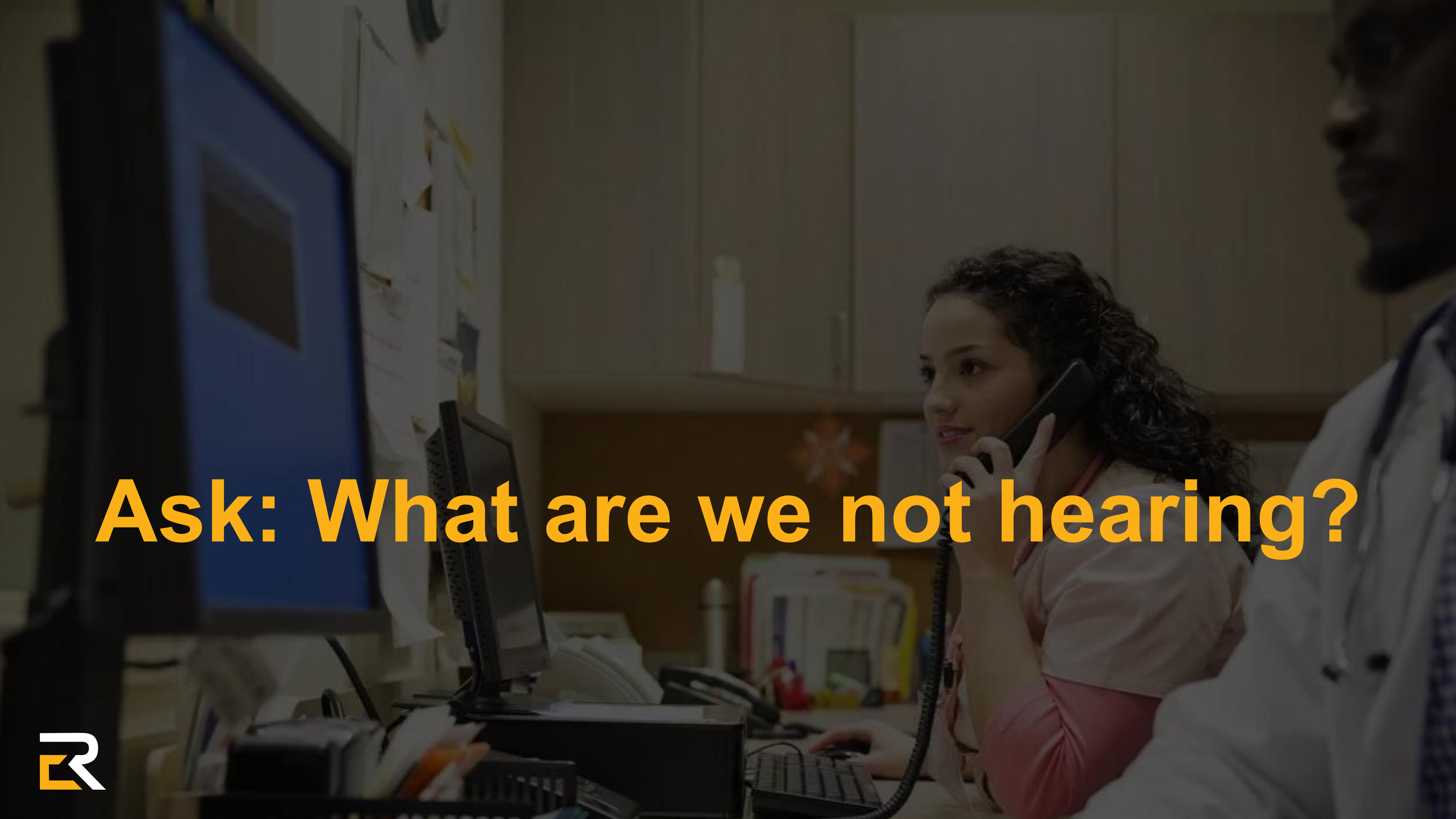
**It is not about saying yes to
everything.**

**It's about being open to the
possible.**



CONNECT



A woman with dark curly hair, wearing a pink medical scrub top, is seated at a desk in a medical office. She is holding a black mobile phone to her ear with her left hand and has her right hand on a computer keyboard. In the background, there are wooden cabinets, a blue door, and various office supplies. To the right, a man in a white lab coat with a stethoscope around his neck is partially visible, looking towards the woman. The overall scene is dimly lit, with a dark overlay across the image.

Ask: What are we not hearing?



TRANSLATE



Connected Devices

19 billion in 2024

40 billion in 2030



Machines multiply capacity.

Humans multiply meaning.



What have you made clear?



ADAPT

CONNECT

TRANSLATE



Human Capability



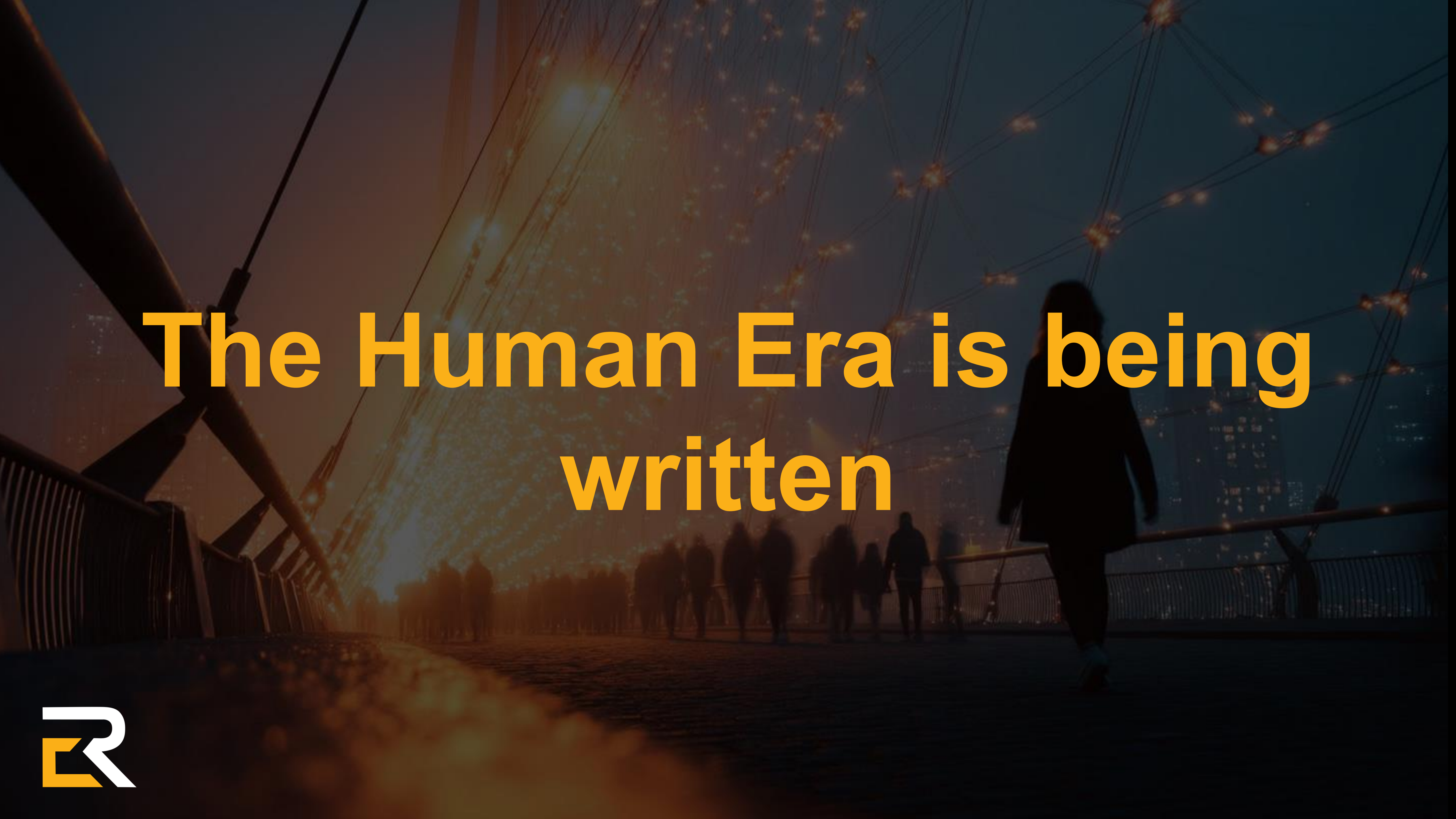






The Best of Humanity



A person is walking away from the camera on a bridge at night. The bridge has a metal railing and is illuminated by warm, glowing string lights that hang from above. In the background, a city skyline is visible under a dark sky. The overall mood is contemplative and serene.

The Human Era is being written



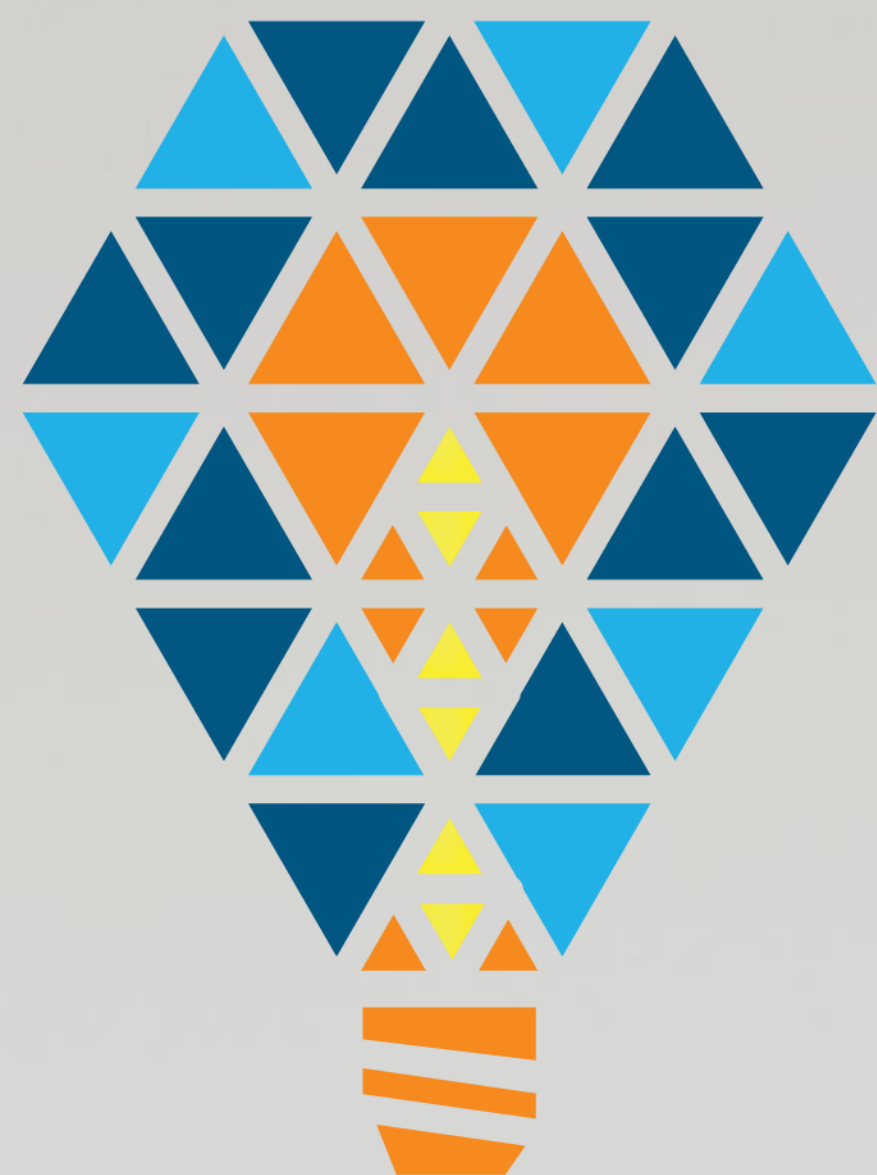


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