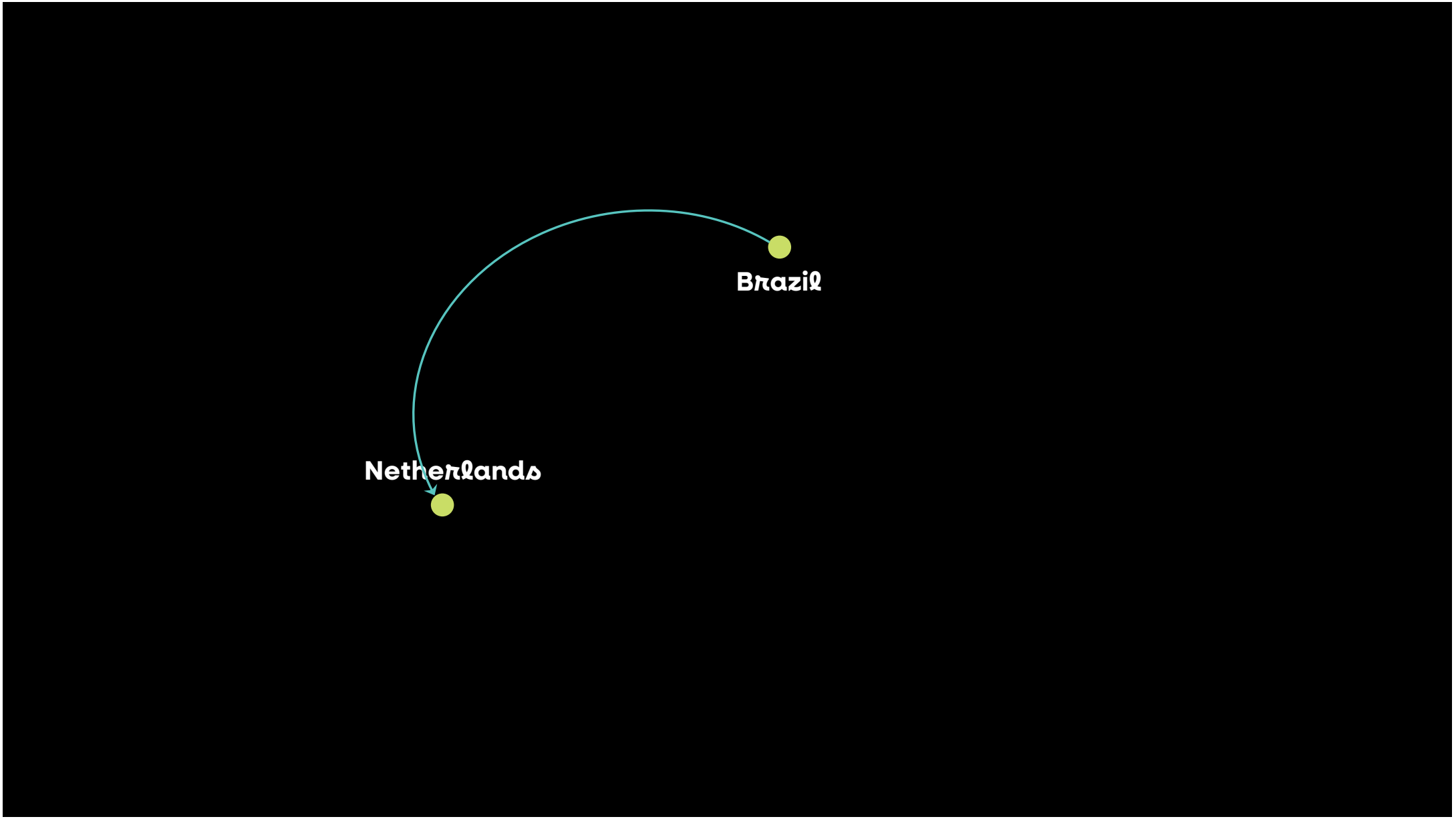
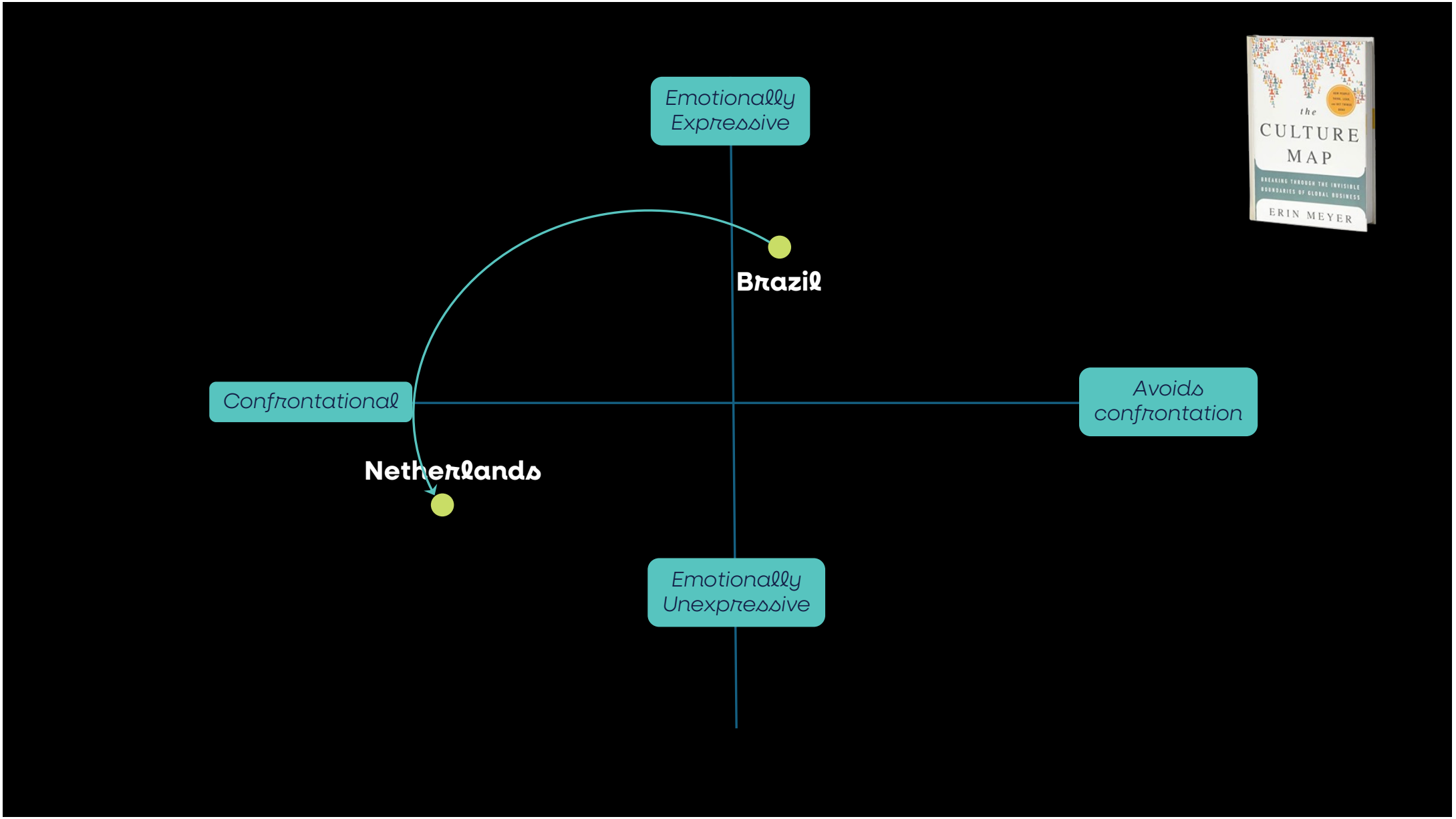
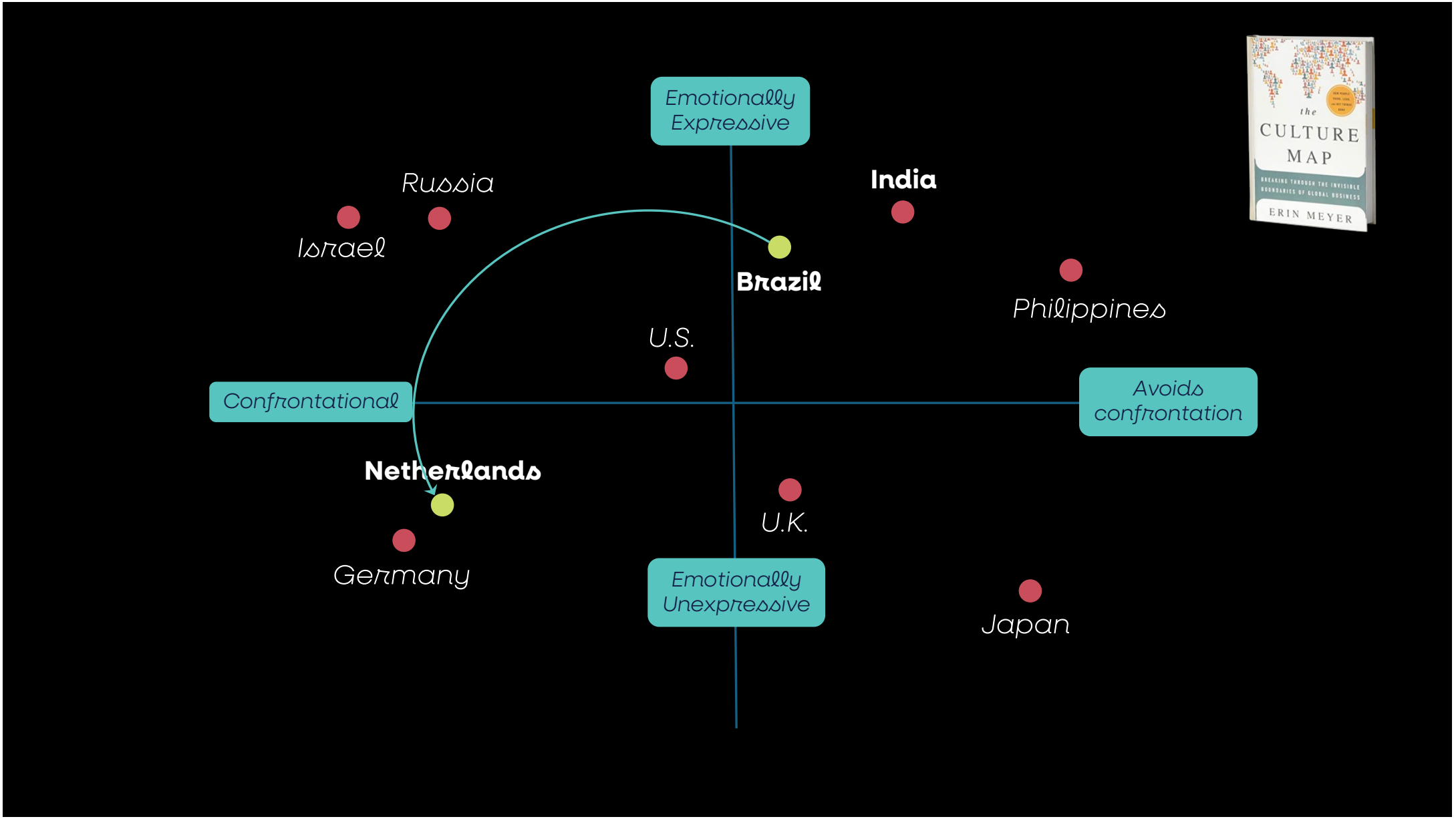
The Human
in the loop
Understanding our past to
design our future.
By Giu Vicente

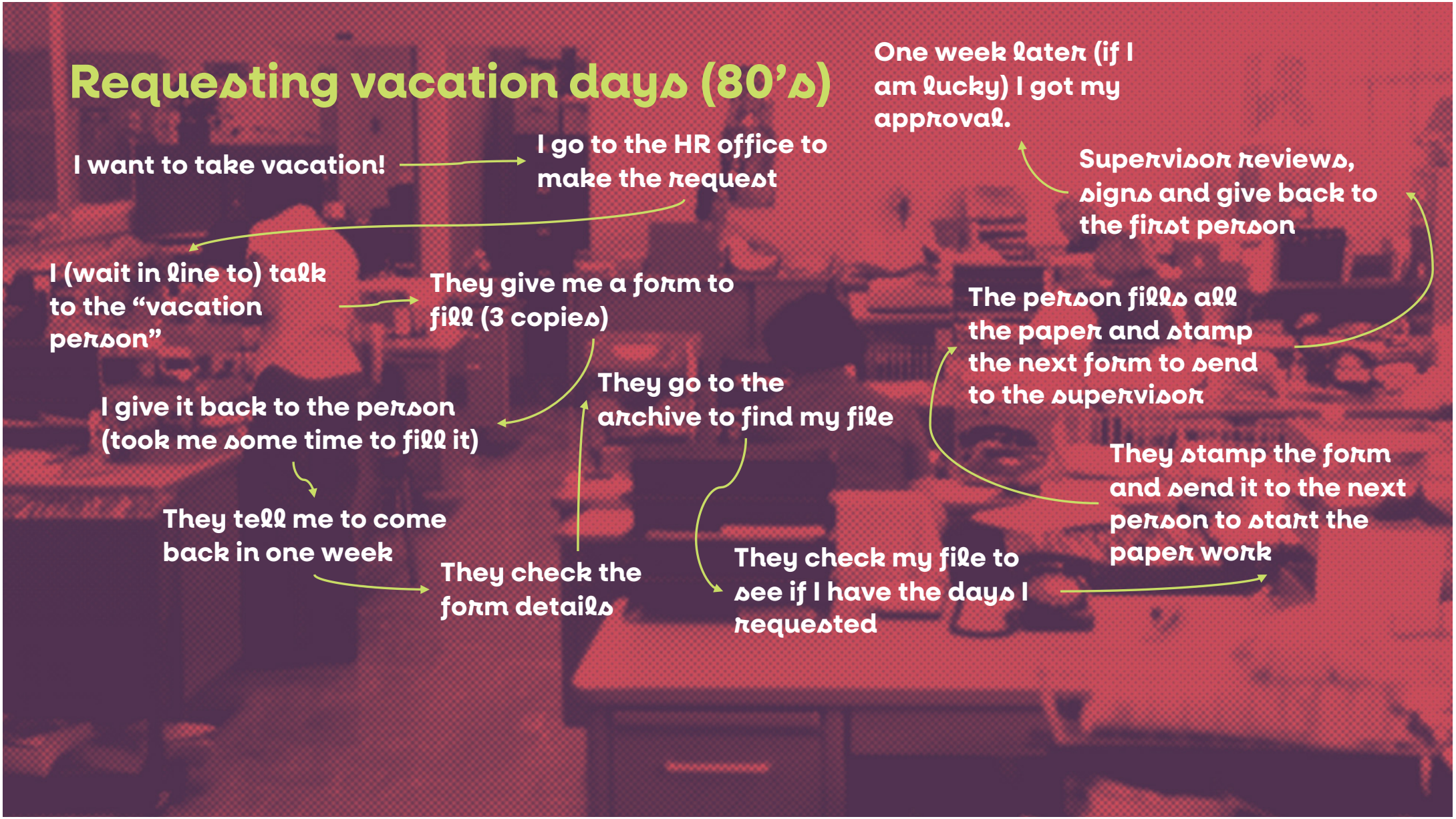

Brazil
Netherlands


Emotionally Expressive
Brazil
Confrontational
Avoids confrontation
Netherlands
Emotionally Unexpressive
the CULTURE MAP
BREAKING THROUGH THE INVISIBLE BOUNDARIES OF GLOBAL BUSINESS
ERIN MEYER


Emotionally Expressive
Russia
India
Israel
Brazil
Philippines
U.S.
Confrontational
Avoids confrontation
Netherlands
U.K.
Germany
Emotionally Unexpressive
Japan
the CULTURE MAP
BREAKING THROUGH THE INVISIBLE BOUNDARIES OF GLOBAL BUSINESS
ERIN MEYER

What is your first memory about office?

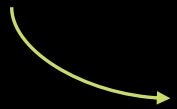
* Brazil early 80's
What was the
work experience*?


Requesting vacation days (80's)
I want to take vacation!
I go to the HR office to make the request
I (wait in line to) talk to the "vacation person"
They give me a form to fill (3 copies)
I give it back to the person (took me some time to fill it)
They go to the archive to find my file
They tell me to come back in one week
They check the form details
They check my file to see if I have the days I requested
They stamp the form and send it to the next person to start the paper work
The person fills all the paper and stamp the next form to send to the supervisor
Supervisor reviews, signs and give back to the first person
One week later (if I am lucky) I got my approval.

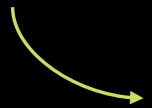
Requesting vacation today

I want to take vacation!

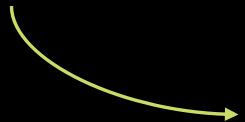
I go to the app



I sent the request



Few hours later



I got my approval.

How did we get *here*?

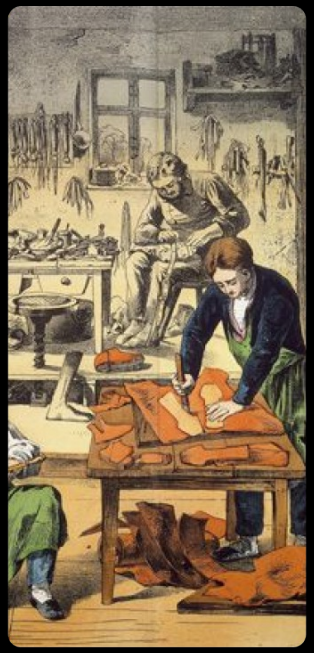
technology

“A hammer is an extension of a human arm, just as a computer is the extension of a human brain.”

Pierre Lévy, philosopher & sociologist

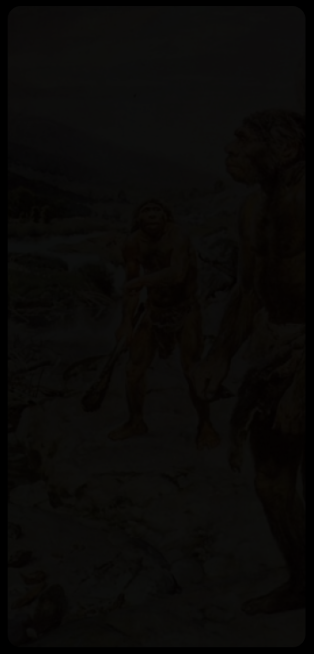
Technology milestones over time

Stone tools	Agriculture	Artisanship	Machinery	Computers	?
Builders = Users	Builders = Users	Builders ≤ Users	Builders ≠ users	Builders ≠ Users	Builders ≠ Users



Stone tools

Builders = Users



Agriculture

Builders = Users

Artisanship

Builders ≤ Users

Transforming

Materials

Machinery

Builders ≠ users

Transforming

Energy

Computers

Builders ≠ Users

?

Builders ≠ Users

Transforming

Information

effecient

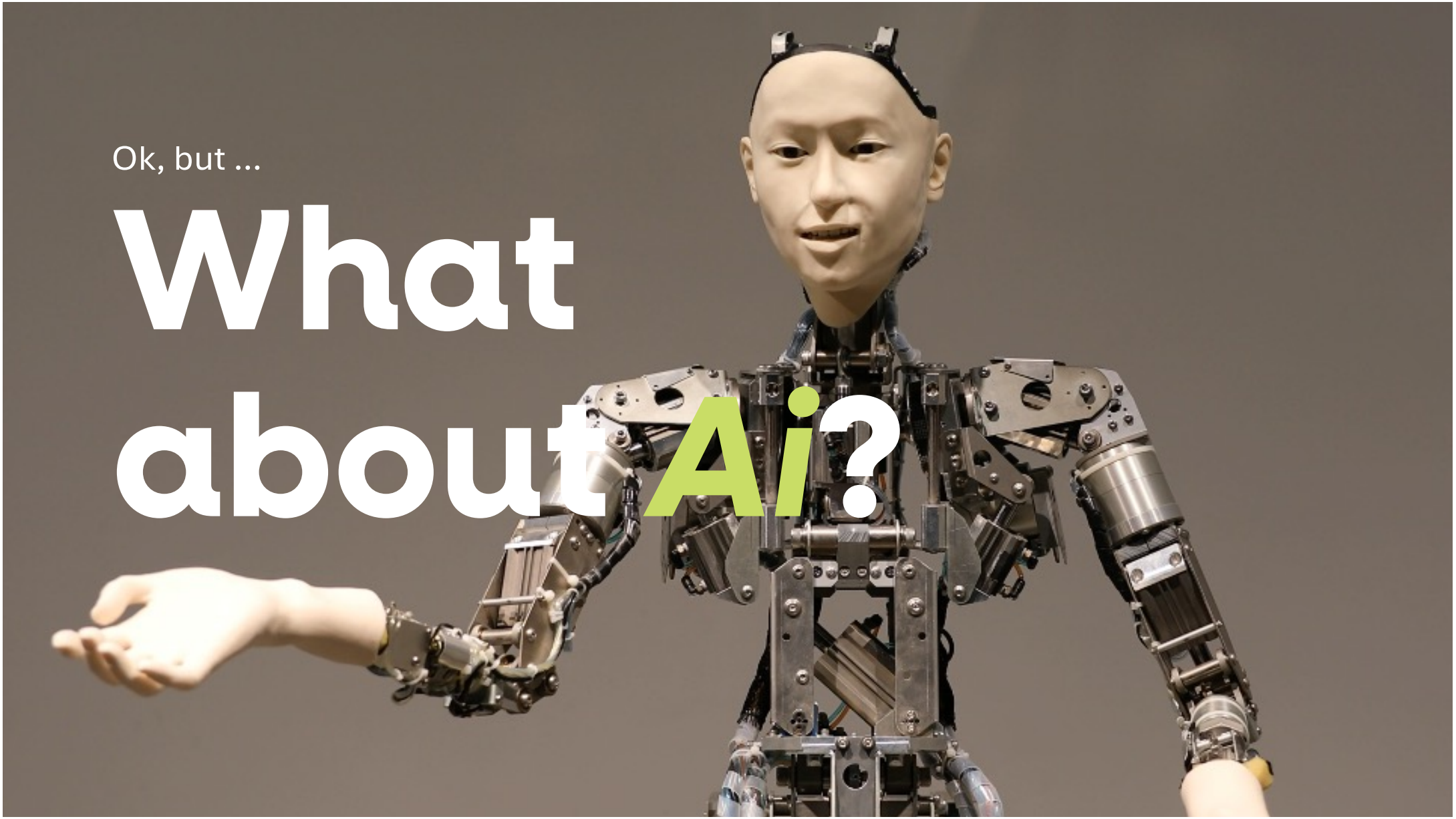
technology

easy to use

Making people want something

Making people want something

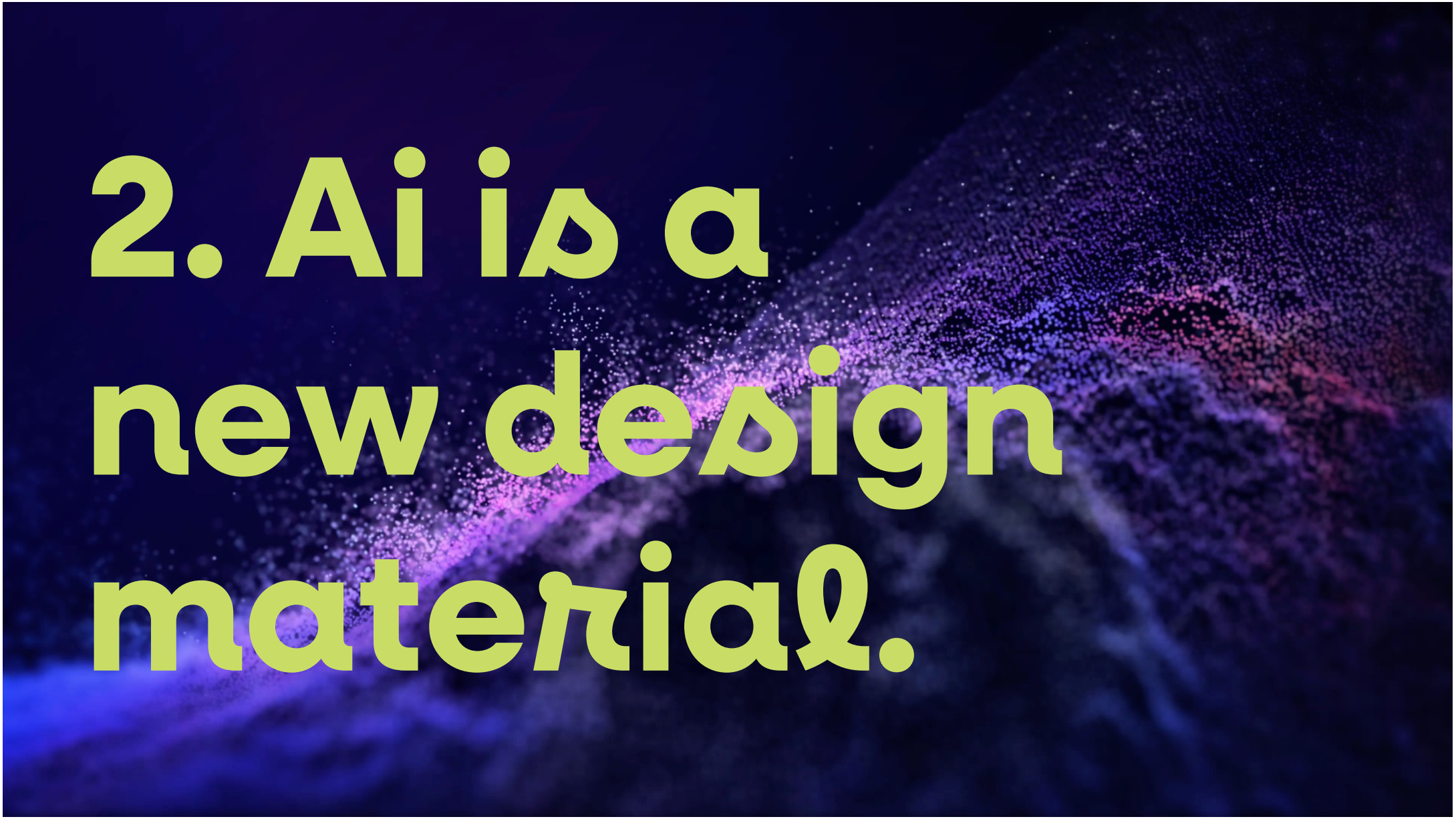
Making something people want


Ok, but ...
What about Ai?

The Human in the loop

a.k.a. You!

1. Be
empathetic
& inclusive


2. Ai is a
new design
material.

3. Embrace the unknown

Summary

✨ Using GenAi

Technology Evolution

Discusses the historical evolution from basic tools to modern AI, emphasizing technology's role in human development.

Work Evolution

Contrasts the old way we use to work and how today it should be focused on simplicity and efficiency.

Human in the Loop

Stresses the importance of human involvement in AI to ensure ethical, inclusive, and effective design.

@GiuVicente

Thank you