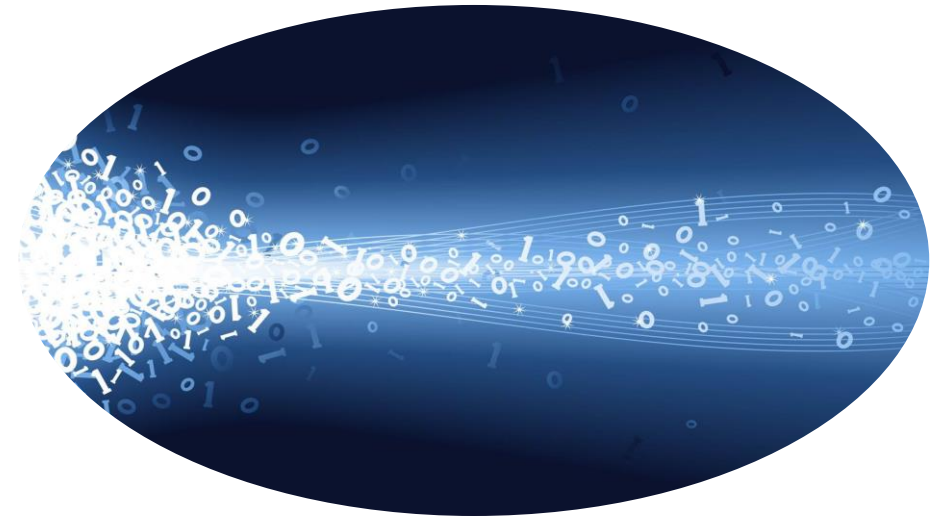# The Future of Work:
Why LinkedIn Should Kill the Resume and Launch the Age of the Experience Graph

Presented by:
Garry Golden

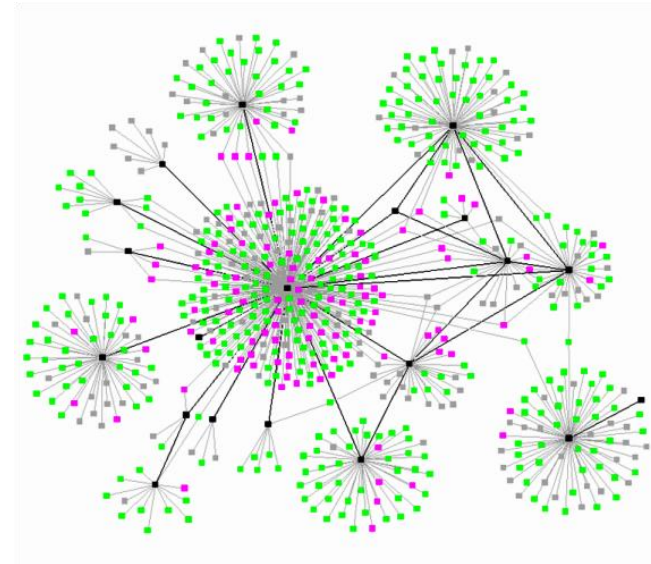LIFE 2018 HOUSTON LANDMARK INNOVATION FORUM & EXPO

August 21, 2018

Scenario for 2020s
Moving Beyond the Resume with Experience Data

LinkedIn

Rise of the Experience Graph

In the News

In Fall 2018, Stanford Business School will pilot a program with **Experience.ai** to capture experience data from learning, project performance and decision processes within case study groups. Stanford's vision is for every student to retain rights to experience data and build a critical personal digital asset for the future.

True

False

Context of the *Creepy Line*

Google

Inevitability of Dealing with the *Creepy vs Compelling Line in..*

Data+AI Driven Work Experiences

Emergence of Key Datasets & AI-driven World of Work

Social Data

Health Data

Device + Infrastructure

EXPERIENCE API

"I did this..."

Learning & *Doing* Experience Data

Signal of Change from the Learning & Development (L&D) Community

SCORM

EXPERIENCE API

Activity Streams
<Actor, Verb, Object>
"I did this"

Learning Management Systems (LMS)
& Beyond?

The Case for ExperienceAPI (xAPI) – Capturing the *Doing Data*

3 hours

EXPERIENCE API

300 hours

Course
Outputs

"I did this…"
Statements

Real World
Outcomes

Assumptions 2020 – 2030:

❑ **Enterprise-grade Software Integration with ExperienceAPI (xAPI)**

❑ **Experience Data Appears Inside School, Workplace & Beyond**

Scenario: Talent Embraces Experience Capture Analytics

- ☐ Sarah *read* an article on blockchain for automating compliance
- ☐ Sarah **opened** an Evernote folder on blockchain solutions
- ☐ Sarah *watched* a Youtube video introducing the Ethereum blockchain
- ☐ Sarah *searched* for Ethereum Meetups in NYC
- ☐ Sarah *attended* the Crypto Compliance conference in NYC
- ☐ Sarah **created** a List of 'Ethereum Developers' (People) on Twitter
- ☐ Sarah *interviewed the Head of Blockchain Solutions at JPMorgan*
- ☐ Sarah *mentored with Joe Lubin co-Founder of Consensys*
- ☐ Sarah *completed* **a course** on Ethereum's Solidity programming language
- ☐ Sarah *demonstrated* her pilot Ethereum application at a NYC Meetup
- ☐ Sarah *taught* a Coursera MOOC on Ethereum for KYC / AML
- ☐ Sarah was hired as Lead Developer of Blockchain Compliance Solutions at Fidelity

EXPERIENCE API

"I did this…"
Statements

Case Study: Caterpillar

**Understanding
LMS/CMS Activity**

**Expanding
Video-based Analytics**

xAPI Spotlight

CAT®

See how Caterpillar is building a modern ecosystem with xAPI to train, retain, and develop the future workforce.

ExperienceAPI (xAPI) L&D integration with focus on training for Service, Sales, Leadership & Marketing.

When trying to help someone learn, the team considers these three vital questions:

1.**Where does the learner want to go?**

2.**What does the learner know?**

3.**How can we develop the individual?**

| Courses Passed | 5.61 | Track-Type Tractor Family | 33,334 | MORE | | MORE | | MORE | |

Signal: Virtual Reality + ExperienceAPI

CenarioVR **+** **EXPERIENCE API**

amazon

float

AQUINAS LEARNING

"I did this..."

Signal: Computer Vision + ExperienceAPI

Computer Vision on Jobsite

+ EXPERIENCE API

amazon

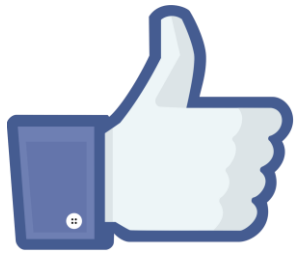The world's first deep learning enabled video camera for developers

AWS DeepLens helps put deep learning in the hands of developers, literally, with a fully programmable video camera, tutorials, code, and pre-trained models designed to expand deep learning skills.

Buy Now   Register your DeepLens

Scenario for 2020s: Early Adopters Embrace Experience Analytics

Assumption to Explore

By 2025, Experience Data Will Become Our Most Valuable Digital Asset

and Controversial

If we capture experience data…

EXPERIENCE API
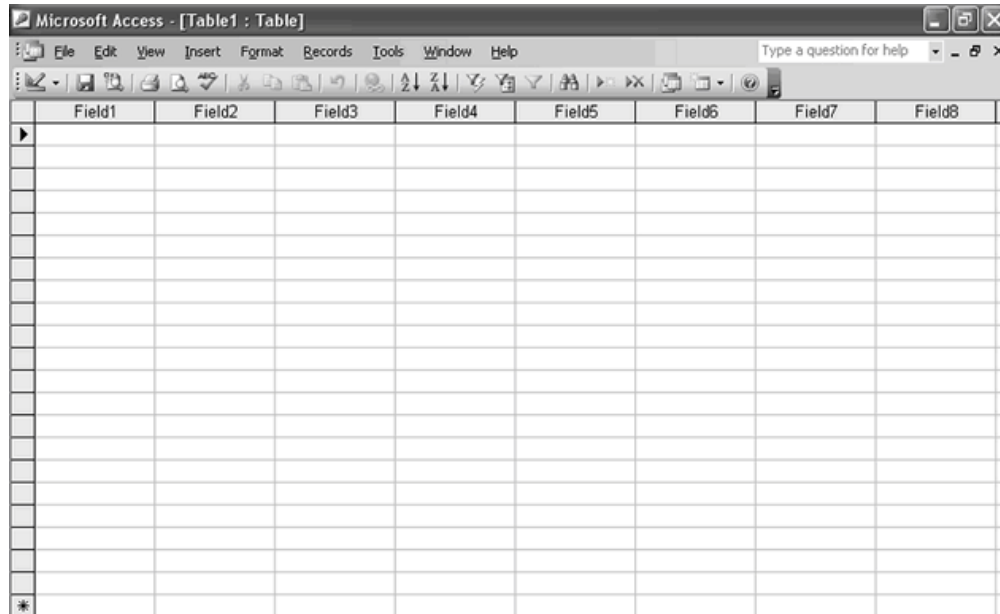
"I did this…"
Statements

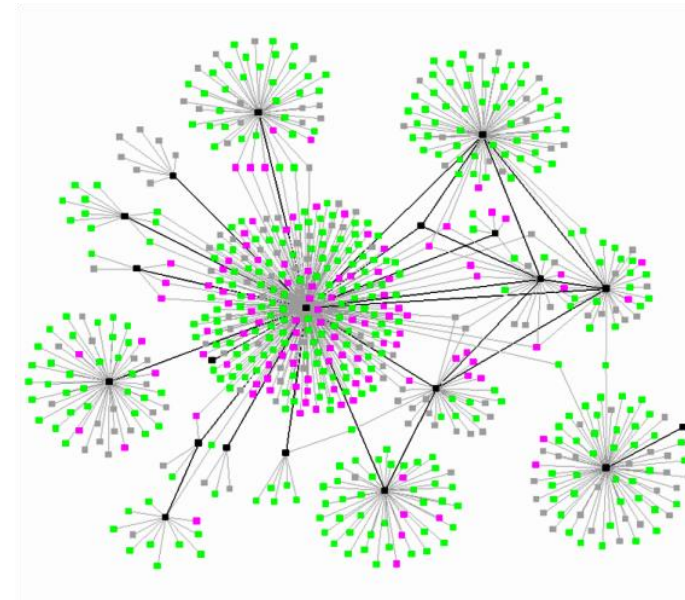**How do we approach regulations?**

How do we avoid the creepy line?

How do we make sense of it?
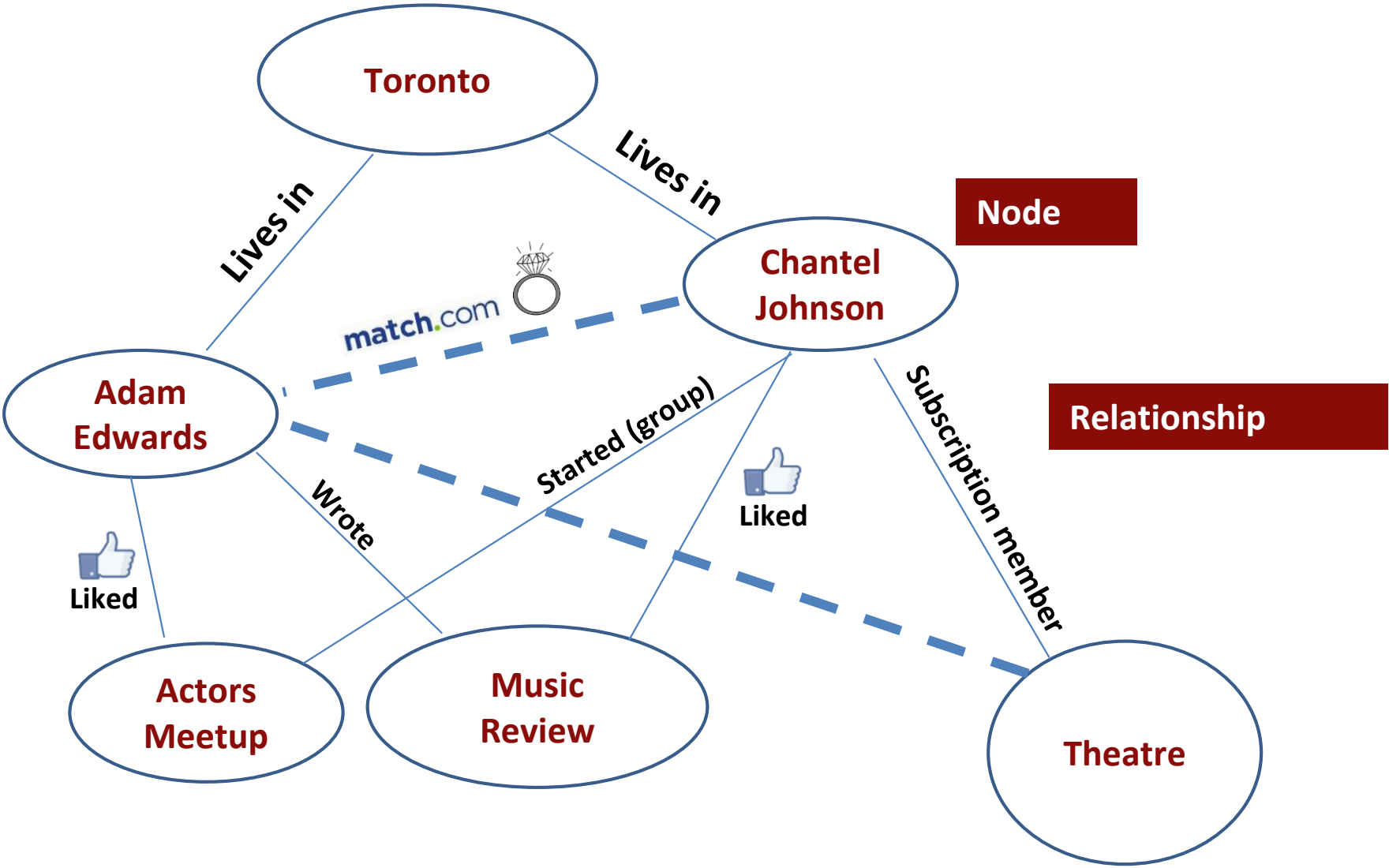
Building a Connected Data Foundation for Innovation

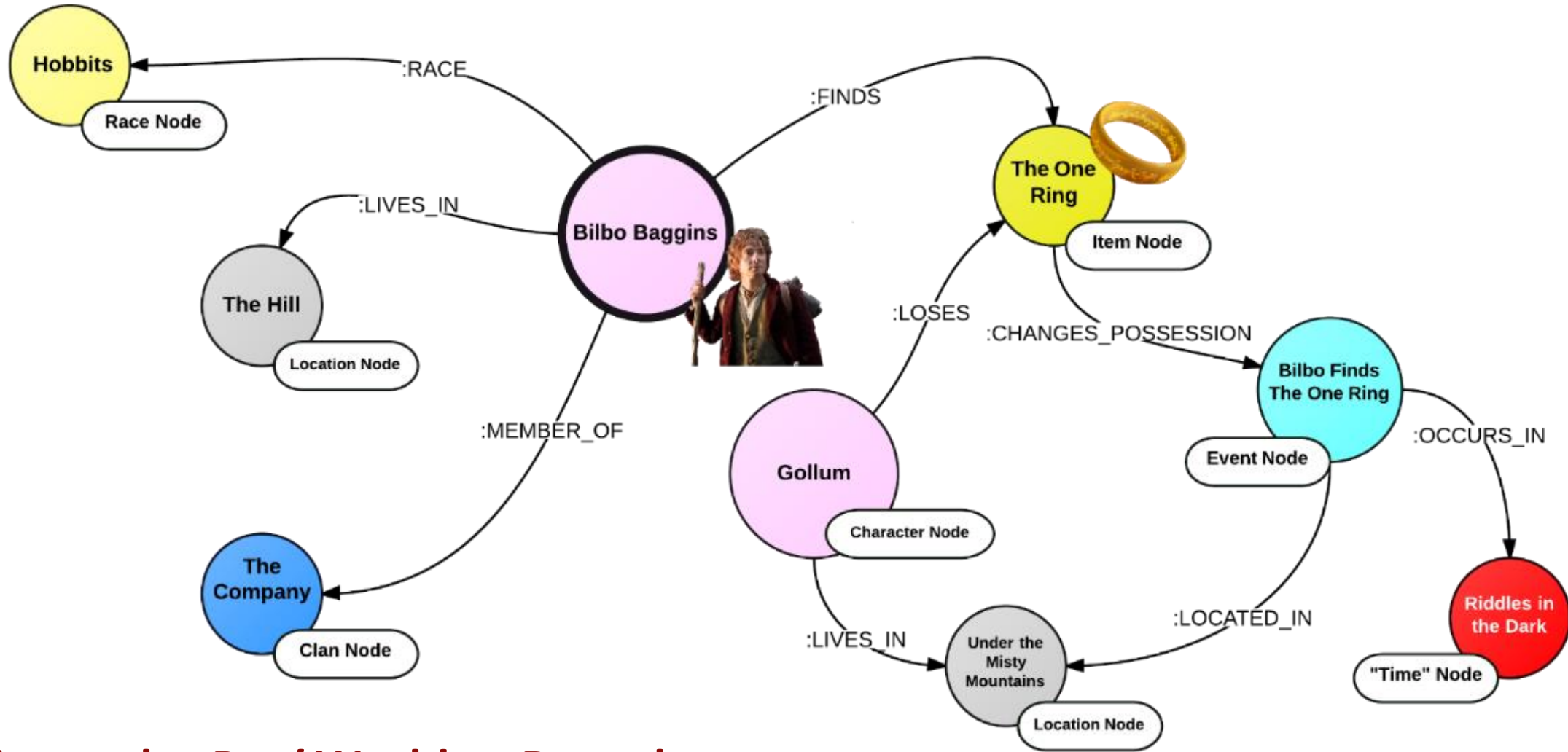**Tables = Past**

Graph Thinking = Future

Graph Database = Understanding Relationships + Connections
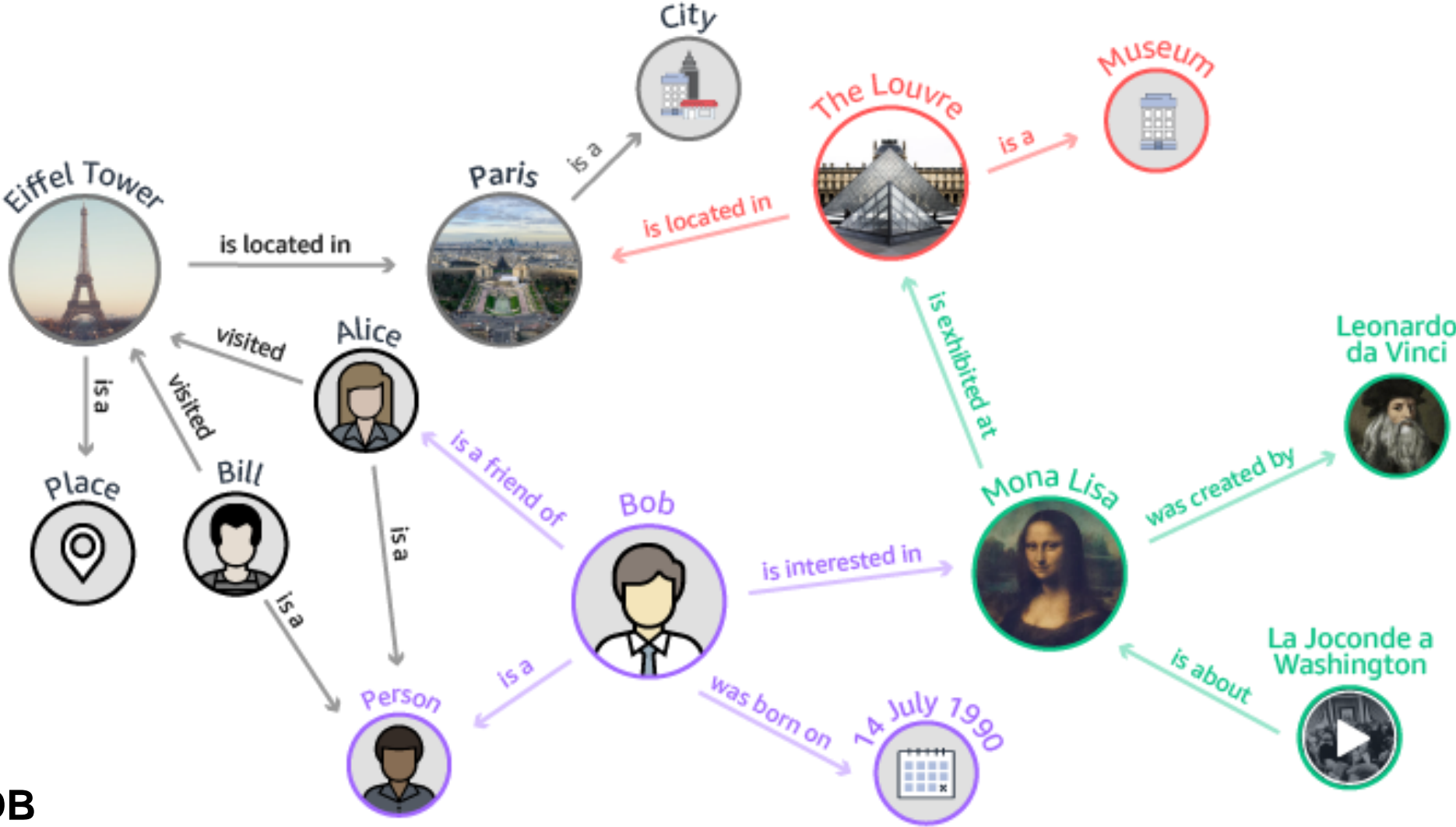
Graph Solutions for Understanding the Journey vs Outcomes

**Mirrors the *Real* World to Reveal
Influencer Profiles, Decision Pathways and Recommendations**

Mainstreaming Solutions for IT Teams

Neptune Graph DB

Real World Product = Enterprise Knowledge Graphs

THOMSON REUTERS
the answer company

OCTOBER 23, 2017

Thomson Reuters Launches first of its kind Knowledge Graph Feed allowing Financial Services customers to accelerate their AI and Digital Strategies

Graph network of 2 billion relationships brings to life a comprehensive view of the financial ecosystem so that users can uncover new, unexpected or difficult to find insights from connected data.
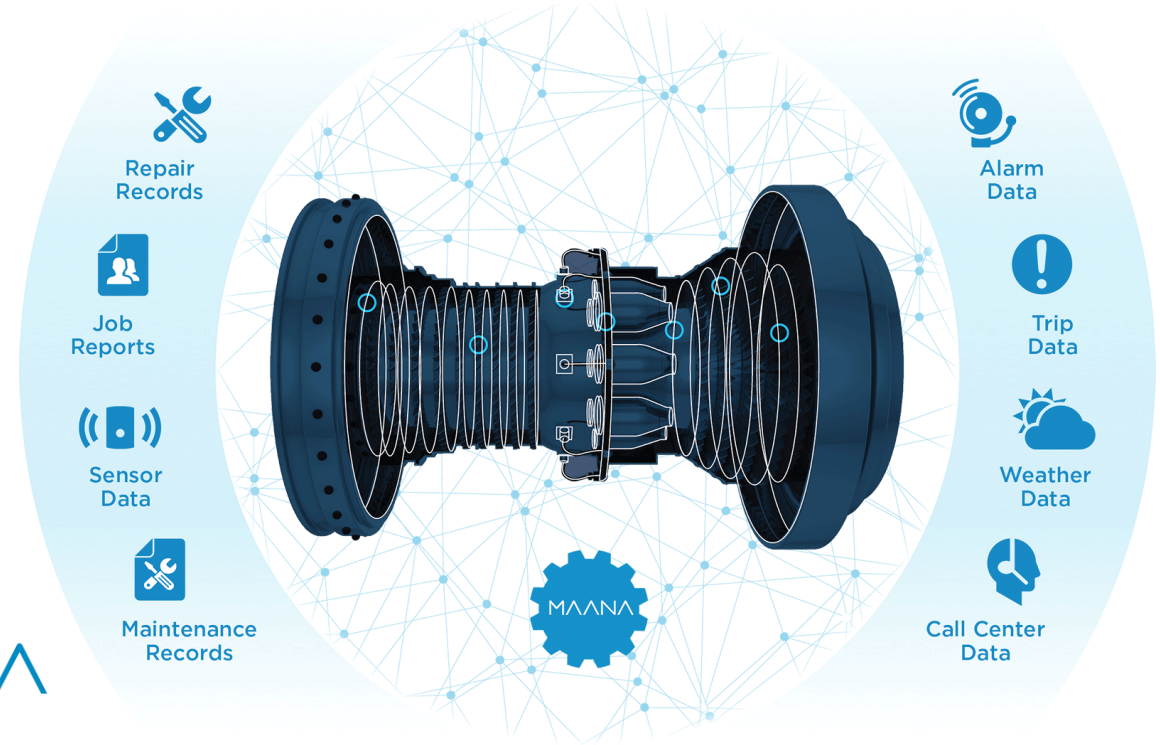
Rise of Enterprise Knowledge Graph Vendors

Knowledge Graph Applications

❑ **Discovery & Dissemination**

❑ **IoT for Supply Chains; Predictive Maintenance**

❑ **Natural Language Processing (Voice to Report Generation)**

❑ **Q&A Datasets**

Maana Knowledge Graph

Real World Product = The Economic Graph

Members – Companies – Jobs – Skills – Schools – Knowledge

Learning Curve

Experience Analytics
Learning Record Stores

Graph Analytics

Future of Work & Experience Graph – 2020s – 2030s

Key Questions & Implications

❑ *Becoming a Data-driven Culture (More Transparency & Accountability)*

❑ *Privacy: Ownership vs Access Spectrum of Experience Data*

❑ *Future Value of Experience Datasets in Training A.I. (ML/DL)*

❑ *Deciding on Pilot Cases vs Vision of Organization-wide Roll Out*

Uncertainties

❑ *xAPI Evolution alongside Semantic/RDF & Knowledge Graphs*

❑ *xAPI Integration by Enterprise Software Providers*

❑ *Adoption of Experience Graph by Niche Job Functions vs General Positions*

❑ *Techno-solutionist Over-Engineering?*

Thank you!

Learn More:
garrygolden.com/August21

Garry Golden

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