About Us

Firehead
Digital Communications
Recruitment | Training | Consulting
Information development is going to change. Rapidly.

“A new information delivery model for modern contexts, making both legacy and new content machine-readable data for human consumption.”
Industrial Revolutions

1st
Mechanisation, Steam and Water Power

2nd
Mass production, Assembly lines, electricity

3rd
Computer & Automation

4th
Cyber Physical Systems, networks, AI
What technologies am I talking about?

Some of the new technologies that are coming from AI:

- Augmented Reality
- Virtual assistants
- Bionics
- Internet of Things
- Predictive analytics
- Chatbots
- Machine learning
Information trends
The funnel of our change

• Fourth Industrial Revolution
• Industry 4.0
• Information 4.0
• Machine-human interface
• Molecular Content
• Our jobs as technical communicators
Industry 4.0

- Automation
- Robotics
- The labour market
The Future of Content

• The goal: provide a unique information response tailored for individuals in a specific given context

• That means developing content that predicts what we need next
Information 4.0

The Emergence of Content 4.0 for Industry 4.0

<table>
<thead>
<tr>
<th>Content 1.0 Publications</th>
<th>Content 2.0 Topics</th>
<th>Content 3.0 Components</th>
<th>Content 4.0 Molecules &amp; Objects</th>
</tr>
</thead>
<tbody>
<tr>
<td>One Owner One Delivery One Publisher</td>
<td>Many Owners Many Deliveries One Publisher</td>
<td>Many Owners Many Deliveries Many Publishers</td>
<td></td>
</tr>
</tbody>
</table>

Illustration: Collaboratively produced by Marie Girard (IBM) & Joe Gollner (Gnostyx)
It’s all about the user
Information’s bit in the revolution
Molecular content (or Information Modelling 4.0)

- **Autonomous** content
- **Simple** in style (minimalist)
- **Purposeful** – classed, based on user intent
- **Stagable** – assembled in compounds
- **Tagged** – dimensional matrix
- **Profiled** – persona oriented
- **Contextualized** – responds to contextual requirements
Your content will win if it is intelligent and ready.
So, what can I do to prepare for this brave new world?

- What do humans do better than machines?
- What do machines do better than humans?
- What can AI produce for us?
- What can we offload to AI?
What is a technical communicator to do?
1. Be a lifelong learner

- *How you learn, not what you learn, is the key thing.*

- Stored knowledge is an obsolete work approach
- Knowledge streaming is the way forward
- Embrace creative and critical thinking
- Make connections between sets of knowledge
- Change and adapt to new environments
2. Learn to beat a robot

- “You can either build the machines or compete with them.”
  - Susskind and Susskind

- “You can either have a human do a bad robot job, or a robot do a good robot job and get the human to deal with empathy, moral values and other human issues.”
3. Adapt to survive

- Embrace change
- Cultivate non-linear, flexible, and creative career skills
- Constantly upskill
- Work with humanity and empathy
- Develop resilience
- Travel
4. Rethink how you present yourself

- **New job hunting methods** – CVs will not be a complete application anymore
- **Transparency** : recruiters will make greater use of open data and psychometric testing
- **Resilience and adaptability** are what employers are looking for
- Watch what you put on social media!
Designing information for chatbots and virtual assistants
Some skills to pick up

• Overall knowledge of AI, IoT, AR, etc..

• Molecular and conversational content

• Working understanding of:
  • Taxonomies and ontologies
  • Design thinking
  • Agile mindset
  • Good grounding in ethics
Some tools to pick up

- **Microsoft DialogFlow** ([dialogflow.com](http://dialogflow.com)) – for conversational content, chat and voicebots

- **EDS** ([easydoccontents.com](http://easydoccontents.com)) – for molecular content and html

- **Oxygen XML Editor** ([oxygenxml.com](http://oxygenxml.com)) – XML tool

- **Adobe XML Editor** – XML tool with FrameMaker
Information 4.0 Consortium

Think tank of individuals and organizations to reflect on the role of information in Industry 4.0 and beyond.

- Manufacturing
- Software
- Universities / education Information specialists
- NGOs and associations

www.information4zero.org
• Recruitment

• Training

• Consulting

• Community news and involvement