

MATTHEW MOTTOLA
AND MATTHEW COATNEY

THE

*"Tap into the power of the
Human Cloud with this
forward-thinking book."*

— DANIEL H. PINK,
#1 New York Times bestselling
author of *WHEN* and *DRIVE*

HUMAN
CLOUD

HOW TODAY'S CHANGEMAKERS USE
ARTIFICIAL INTELLIGENCE AND THE FREELANCE
ECONOMY TO TRANSFORM WORK

A PDF COMPANION TO THE AUDIOBOOK

RISE OF THE CHANGEMAKER

BOOKS WE RECOMMEND

New Power: How Power Works in Our Hyperconnected World—and How to Make It Work for You by Jeremy Heimans and Henry Timms

The Future of the Professions: How Technology Will Transform the Work of Human Experts by Richard Susskind and Daniel Susskind

Humans Are Underrated: What High Achievers Know That Brilliant Machines Never Will by Geoff Colvin

The Second Machine Age: Work, Progress, and Prosperity in a Time of Brilliant Technologies by Erik Brynjolfsson and Andrew McAfee



RISE OF THE HUMAN CLOUD

BOOKS WE RECOMMEND

Modern Monopolies: What It Takes to Dominate the 21st Century Economy
by Alex Moazed and Nicholas L. Johnson

*Platform Revolution: How Networked Markets Are Transforming the
Economy—and How to Make Them Work for You* by Geoffrey G.
Parker, Marshall W. Van Alstyne, and Sangeet Paul Choudary

*Temp: How American Work, American Business, and the American Dream
Became Temporary* by Louis Hyman

WHY CHANGEMAKERS ARE MOVING TO THE HUMAN CLOUD

BOOKS WE RECOMMEND

Free Agent Nation: The Future of Working for Yourself by Daniel H. Pink

Gigged: The End of the Job and the Future of Work by Sarah Kessler

HOW CHANGEMAKERS ARE THRIVING IN THE HUMAN CLOUD

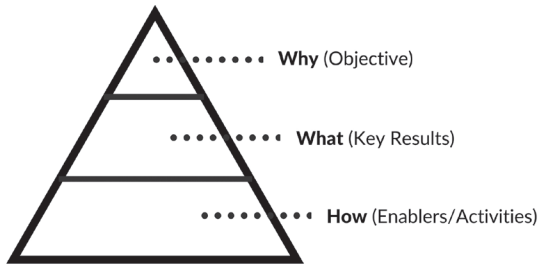


Figure 1

WHY TAPPING INTO THE HUMAN CLOUD IS THE NEW CORNER OFFICE

Organization Chart

versus

Human and Machine Cloud

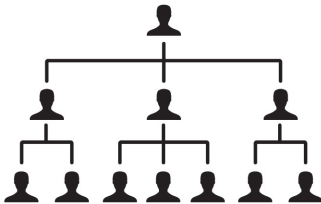


Figure 2

BOOKS WE RECOMMEND

The Million-Dollar, One-Person Business: Make Great Money. Work the Way You Like. Have the Life You Want. by Elaine Pofeldt

Company of One: Why Staying Small Is the Next Big Thing for Business by Paul Jarvis

HOW TO TAP INTO THE HUMAN CLOUD

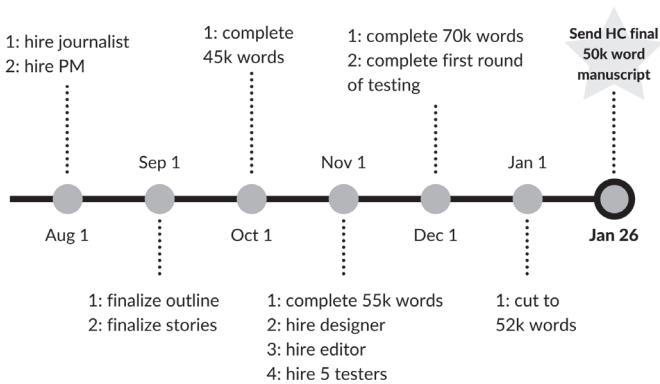


Figure 3

BOOKS WE RECOMMEND

Trillion Dollar Coach: The Leadership Playbook of Silicon Valley's Bill Campbell by Alan Eagle, Eric Schmidt, and Jonathan Rosenberg

The Lean Startup by Eric Ries

Measure What Matters: OKRs—the Simple Idea That Drives 10x Growth by John Doerr

WHY ORGANIZATIONS EMBRACE THE HUMAN CLOUD



Figure 4



HOW ORGANIZATIONS EMBRACE THE HUMAN CLOUD

BOOKS WE RECOMMEND

The Future Workplace Experience by Jeanne C. Meister and Kevin J. Mulcahy

WHAT'S ON THE HORIZON FOR THE HUMAN CLOUD

BOOKS WE RECOMMEND

Trillion Dollar Coach: The Leadership Playbook of Silicon Valley's Bill Campbell by Eric Schmidt, Jonathan Rosenberg, and Alan Eagle



RISE OF THE MACHINE CLOUD

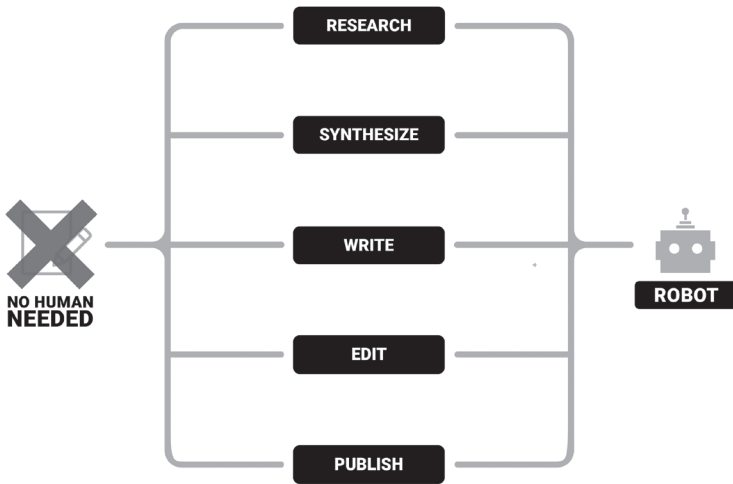


Figure 5

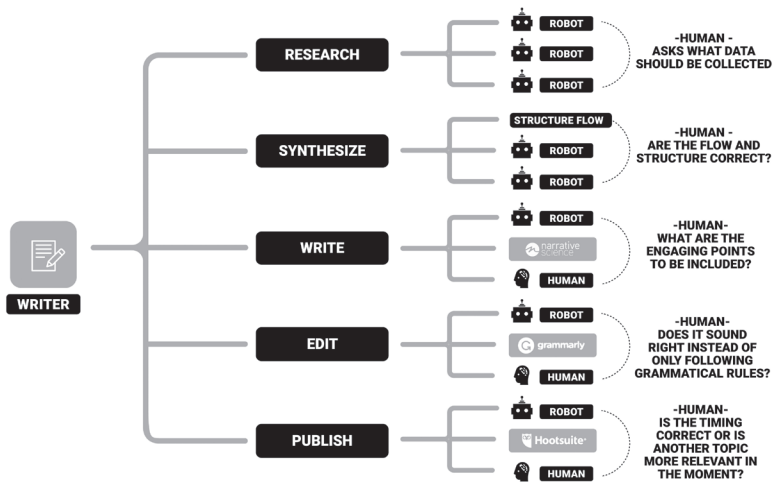


Figure 6



Figure 7

BOOKS WE RECOMMEND

AI Superpowers: China, Silicon Valley, and the New World Order by Dr. Kai-Fu Lee

The Most Human Human: What Artificial Intelligence Teaches Us About Being Alive by Brian Christian

HOW TO WORK IN THE MACHINE CLOUD

BOOKS WE RECOMMEND

Naked Statistics: Stripping the Dread from the Data by Charles Wheelan

The Signal and the Noise: Why So Many Predictions Fail—but Some Don't
by Nate Silver

The Situational Leader by Dr. Paul Hersey

TAPPING INTO THE MACHINE CLOUD

BOOKS WE RECOMMEND

Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die by Eric Siegel

UNLOCKING THE MACHINE CLOUD IN ORGANIZATIONS

BOOKS WE RECOMMEND

The Algorithmic Leader: How to Be Smart When Machines Are Smarter Than You by Mike Walsh

Applied Artificial Intelligence: A Handbook for Business Leaders by Mariya Yao, Adelyn Zhou, and Marlene Jia

Artificial Intelligence and Machine Learning for Business by Scott Chesterton

WHAT'S ON THE HORIZON

BOOKS WE RECOMMEND

The Lights in the Tunnel: Automation, Accelerating Technology and the Economy of the Future by Martin Ford

The Singularity Is Near: When Humans Transcend Biology by Ray Kurzweil