

**How curiosity and
creativity are your
superpowers in the
digital economy**



the human edge

Greg Orme

Praise for *The Human Edge*

‘Don’t be afraid. *The Human Edge* will teach you how to beat the machines in the AI revolution. After reading this book, I found the 4Cs became my daily mantra. Highly recommended for technophobes and digital natives alike.’

**Lisa Perrin, CEO, Creative Networks,
Endemol Shine Group**

‘Forget “project fear” – here’s how to survive and even thrive in a future shared with artificial intelligence. *The Human Edge* tells us why we won’t be being replaced just yet – and how you can make the partnership with AI work for you.’

**Mark Adams, Director of Communications,
International Olympic Committee**

‘The 21st century guidebook you and your kids need to stay one step ahead in the age of computerised competition.’

**Adrian Monck, Member of the Managing Board,
World Economic Forum**

‘The intelligent person’s guide to the future.’

**Jules Goddard, London Business School Teaching Fellow;
author, *Uncommon Sense and Common Nonsense***

‘An important book for anyone seeking to make an impact in our transforming world with those distinctive qualities that make us truly human.’

**Julian Birkinshaw, Professor of Strategy and
Entrepreneurship, London Business School; co-author,
*Fast!Forward: Make Your Company Fit for the Future***

‘Turn off your phone, un-divide your attention and read this important book. It’s an essential guide to keeping your job (and possibly your mind) in the 21st century.’

Richard Watson, author, *Digital Vs Human*

Human Edge, The

Table of Contents

Front Cover

Half Title Page

Title Page

Copyright Page

Contents

About the author

Authors acknowledgements

Publishers acknowledgements

PART ONE THE HUMAN CHALLENGE

1 Become a more human human: Why you need to stop competing with, and start differentiating from, artificial intelligence

2 Say hello to Frankenstein: How to distinguish yourself from AI (and robotic humans)

3 Who stole your imagination?: How to embrace your creative potential

PART TWO THE HUMAN EDGE

CONSCIOUSNESS

4 The power of purpose: How finding motivational meaning unleashes the 4Cs

Table of Contents

5 Fire up your laser: How to direct your creative energy in
adistracted world

CURIOSITY

6 Incuriosity killed the cat: Why you need to catalyse your
curiosity to learn faster than the world is changing

7 Find exciting problems: How to question everything to
weaponise

CREATIVITY

8 Luck is a skill: How to acquire the creative habit to
makeinspiration more likely

9 Sharpen your edge: How to borrow the secrets of
creative superstars to have more ideas

COLLABORATION

10 Raising ugly babies: How to build a powerful network
of human collaborators

11 Think big, start small, learn fast: Why you need to constantly
experiment to test your ideas to destruction or greatness

Epilogue: Whats next?

Notes

Index

Back Cover