

# RISE OF THE COBOTS!

## A New Model Of Collaboration In The Age Of “Intelligent” Automation

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While the headlines, hashtags, and Hollywood movies portend a terrifying army of Terminators sent to destroy us, the real story of robotics is the birth of a new breed of *Collaborators* engineered to advance us.

Enter the CoBots: an industry of collaborative robots, or smart machines, that work *alongside* humanity to make our lives easier, our processes safer, our work more productive—and our enterprises more profitable.

The “Rise of The CoBots” isn’t an issue of man against machine. It’s the advantage of man *with* machine vs. the disadvantage of man *without* machine. After all, the essence of automation, isn’t what it removes or replaces, but what it enables and empowers.

CoBots will provide a bounty of benefits—across improving efficiency, increasing safety, decreasing risk, and accelerating medical breakthroughs.

Moreover, CoBots will go where humans cannot: From exploring the heavens up above and the oceans down below, to inside our very own bodies, as with molecular-sized “nanobots” that will provide 24-7 health monitoring to prevent diseases from ever taking hold.

To be sure, robotics will drive a massive transformation in the nature of work. While CoBots will mostly automate tasks not replace entire jobs, intelligent automation will certainly drive a shake-up across many sectors.

But this is truly a race with—not against—the machines. Whereas robots are efficient at crunching numbers, conducting analysis, precision, and lifting heavy objects. . . humans still prevail at creativity, collaboration, leadership, developing strategies, igniting new industries, and identifying new opportunities.

As with all revolutions, in time we’ll be able to better tell: How many existing jobs robots will replace; how quickly smart machines can adeptly handle these jobs, and the number of new jobs and entirely new industries that will be created in their place.

The most stunning transformation, though, will be to our time. Intelligent Automation will afford us MORE time... to do MORE of the work that truly matters... and spend MORE time with the people that matter to us the MOST.



A New Model Of Collaboration For The New Age Of “Intelligent” Automation

### In This Session, Attendees Learn:

- The key benefits of “intelligent” automation, and CoBots, supported by case examples
- Key challenges to overcome, misconceptions to clarify, and fears to dispel
- The talent-tech model of collaboration

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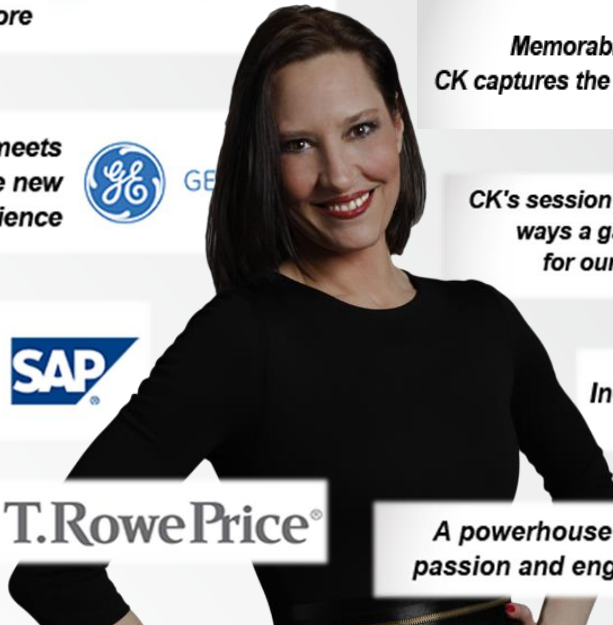
CK's session was in many  
ways a game-changer  
for our future plans   
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One of the most-gifted  
presenters I have ever seen 

Incredibly informative  
and entertaining 

CK has a gift ...  
we were all mesmerized! 

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passion and engaging delivery 



**Christina "CK" Kerley**

**The Next BIG Things In Next-Gen Tech**

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