

The Age of Creativity: From Knowing to Becoming

Opening

Your world, my world, our children's and grandchildren's world — is about to change. Welcome artificial intelligence.

Some see abundance. Others, dystopia. ... I see something else — a world of purpose: where **being different matters**, where THINKING — becomes valuable again, ... where learning and creativity are the focus of life. A world not of endings, ... but of continuous beginnings — a near-everlasting life of learning, ... embracing change, ... and creating anew.

Phew, that's a lot to digest for an opening.

Let's look back to see ahead — to see where we've come from and what has brought us here.

Personal Introduction

I was born in Brooklyn 84 years ago and over 60 years ago I adopted Canada — specifically Alberta, and more specifically St. Albert, the city named for Albert the Great — the Patron Saint of Science and Learning.

It seems fitting. My PhD was in the study of how our brains manage change: learning, remembering, and paying attention. But my career — well — it was less about studying change and more about managing it.

My career ... was as a change agent, hired (and often fired) for helping organizations anticipate and adapt. Not so much a forecaster, ... but a mentor — showing what was possible.

Along the way a wise mentor advised me, ... "Stretch 'em, but don't rip 'em." When you get fired for being too far ahead, ... it's usually because you stretched the future faster than others could follow.

That's about me. Now about us.

Our Journey through Change So Far

In our lifetimes we have witnessed:

O Wars and walls built, torn down, and built again.

O Inflation and near-financial collapse.

O Polio and a pandemic that redefined how we live and work.

O 9/11, school shootings, and tight security in travel.

O Technological marvels that reshaped our expectations: space travel and jet travel, the atomic bomb and the pill, plastics and pollution, the internet and now AI.

O And socio-demographic tsunamis – massive immigration, women in the workforce, higher education, increasing divorce and declining birth rates, changing our communities and dwindling families.

O We've witnessed assassinations and the politicization of nearly everything — from the state of the climate to what's read in libraries.

Transition to Present

And today — this very moment — the foundations of what we believe, what we trust, and what we know are shifting again — perhaps on a scale never before witnessed by mankind.

Our faith, our science, our education, our health systems, even our governance — are undergoing a transformation.

The quest to KNOW — the quest that defined centuries of civilization, that drew Adam and Eve from the garden of Eden — is coming to an abrupt end. Thanks to AI —

KNOWING has been disrupted.

Welcome Artificial Intelligence. Welcome the Age of Creativity.

This is not a forecast — this is a weather report. The storm is here.

AI Arrives

In just three years, AI has gone from a curiosity to a catalyst. Yes – in but three short years.

AI warrants data centers the size of cities, reallocates trillions of dollars, consumes energy on a scale hard to imagine and fuel, and triggers waves of layoffs even as it creates new opportunities for “companies of one.”

McKinsey Global states that over 300 million jobs worldwide are projected to be affected by AI automation.

At the same time, new AI-driven industries are generating markets valued at over \$4 trillion in personalized health, education, design, robotics, and entertainment.

AI doesn't just automate — it intensifies competition and, paradoxically, sparks creativity. In this new landscape, knowledge **is no longer the currency**, it is the **commodity**.

AI As The Great Equalizer and Divider

Let's pause and breathe.

How many of you have used AI? A LLM – Learning Language Model? In your business? This week?

I, having forecast years before what was about to become, was among the millions who embraced it early — November 2022. Since then, I've used various AI apps like Gemini, Perplexity, ChatGPT to:

O Interview – performing a psychoanalysis of Sigmund Freud (well ... an AI version of him) about his human psyche;

O Research — for dozens of weekly webinars and KEI's Network newsletters. And recently introduced a new member to the Network, an AI Agent – ARCOS: an Artificial Representative of Civility and Sovereignty. ARCOS is a polite, respectful, analyst and know it all;

O Gardening — and, yes, plan and cultivate a 100-yard hillside garden for the public of Dahlias, Snapdragons, Poppies, and Sunflowers — bordered by Wild Rose and bedded on Micro-Clover ... visit me in Oakmont.

XXXX SLIDES XXXXX

With its help, I've fought gophers and plant infections, named weeds, and ... rediscovered wonder.

All while caretaking, scheduling, cooking, writing, publishing, travel planning, producing, learning — and **dreaming bigger**.

- And the most remarkable part? It's free.

The Great Shift: From Knowing to Being

AI knows, so you don't have to.

But **you** with AI as your friend, can still learn — faster, deeper, more creatively than ever before.

It repairs and designs. ... It explains and explores. ... It translates, analyzes, it can speak and sing, and sometimes ... even imagines.

Everyone and every profession is affected — from accounting to engineering, teaching to therapy.

Routine knowledge work — what once defined expertise — is being absorbed by machines. ... As a result the value knowing is displaced as **relational skills** become paramount.

Personalization — **not** standardization — is the new frontier.

Know Thyself: Humanity's Last Great Frontier

When everything that can be digitized is known, when anything can be reproduced, the only domain left beyond AI's reach is the Self – us as humans. And that, my friends, is the future preserve.

Know thyself: Humanity's Last Great Frontier.

Invest time in it. Spend moments with it. Walk in the woods. Mind a garden. Muse more. Enjoy being alone – your self.

Because your Self — your conscience, your curiosity, your imagination — you are the last realm where machines cannot and must not intrude.

Forces and Sources of Change

Let's anchor this transformation in numbers:

O Computation: Global data generation now exceeds 180 zettabytes per year, doubling every two years. That's 3 more zeros after terabytes.

O Energy: AI data centers could consume 10% of global electricity by 2030 — equal to Japan's total output.

Note. Some are forecasting a crash of the existing energy infrastructure as we know it —unable to weather the AI tsunami. Others, as a cautionary note warn of an over-exuberance in the \$Ts of credit for financing datacentres.

O Work: In Canada, AI could automate 27% of tasks but create 1.2 million new creative roles. As for domestic use, robots are already at the door. (The subject of the KEI Network's webinar last fall.)

O Education: AI tutoring now offers learning at 1/1000th the cost of classrooms. Some see the class and the classroom itself as being displaced.

O Healthcare: Diagnostic accuracy in some imaging exceeds 97%. Discoveries and cures are underway including life extension far beyond what humans ever could hope for or imagine.

These numbers aren't just statistics. They represent a reordering of value — away from repetition, toward reflection. Away from memory, toward meaning.

The Human Advantage

So what remains uniquely human?

O Empathy — the ability to feel another's experience.

O Curiosity — the urge to ask “why” when machines are content with “what.”

O Playfulness — the joy of creating without purpose, or what I call “whimsy” with my grandchildren.

O Authenticity — the courage to be oneself in a world of copies.

These are **not** soft skills. They are the new hard currency of the creative age.

Closing Reflection

For decades, I worked as a change agent. Today, that title belongs to everyone. Each of us is a creative agent — responsible not just for reacting to change but personally shaping it far beyond the reach we ever imagined.

AI doesn't make us less human — unless we let it. Used wisely, it can make us more so. Because when machines do the knowing, we're free to do the imagining.

So — as we share in this extraordinary moment — remember that AI is not the enemy of creativity. ... It's the catalyst.

The future will not be owned by those who know the most — but by those who ... care, ... connect, and ... create the very best.

Let's invest— not just in technology, but in ourselves — our inner voice, our capacity to wonder, and our courage to imagine anew. Because in the end — AI can know everything. But only you —can dream.

ARCOS is there anything you'd like to add

_____ **Closing Humour** _____

Oh yes, before closing, let me warn you...

If following my presentation you experience any of the following — blurred vision, ... occasional hearing difficulty, ... onset of a leg or toe cramp, ... more frequent trips to the bathroom, ... stiff joints, memory lapses, or ... a growing love of naps — **please**... don't call me. You're not ill — you're simply, like me, ... a senior.

"In time we touched. Life and love will never be the same."