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DIGITAL DOG DIGEST



Knowledge
is POWER



THE INSIDE SCOOP

-  Harnessing the Power of AI in the Workplace
-  Scientia Potentia Est
-  Microlearning: Small Doses of Knowledge
-  Digi's Canine Corner
-  Digital Dog Direct News



HARNESSING THE POWER OF **ARTIFICIAL** **INTELLIGENCE** IN THE WORKPLACE

For decades, artificial intelligence (AI) was mostly sci-fi fantasy. From cyborg assassins in *The Terminator* to R2-D2 and C-3PO in *Star Wars*, the notion that machines could behave like humans and learn from experience, adapt to new situations, and perform tasks was very much a futuristic concept.

However, AI has made its way into every aspect of our lives. Voice assistants like Alexa and Siri, customer service chatbots, and online product recommendations based on browsing history are all examples of AI at work. AI uses advanced algorithms to enable machines to become smarter as they consume more data, which leads to more accuracy and speed.

Today, the million-dollar question is how AI will impact human jobs. In many industries where machines have replaced humans, it's a case of automation rather than AI. For example, most robots in manufacturing warehouses aren't capable of learning and making

decisions. They're simply programmed to perform the same simple tasks over and over.

But there's no denying the powerful impact of AI. Autonomous, self-driving vehicles are being used in pilot programs and could replace human drivers, especially for small, short deliveries. Self-service kiosks with digital voice assistants are being used in hotels to allow customers to check in on their own. We've all received interactive robocalls with appointment reminders and service information.

However, some economists believe AI can actually help the labor market by reducing prices, increasing demand, and creating new jobs and services to make up for positions that might be eliminated by AI. The general assumption is that blue-collar workers will suffer the most, but that isn't necessarily the case.

For example, author Martin Ford, who has written a bestselling book on robots, believes skilled trade workers, such as electricians and plumbers,

are the safest because their jobs require a lot of flexibility, hand-eye coordination and dexterity. He also says nurses shouldn't feel threatened by AI because machines can't replicate empathy and caring.

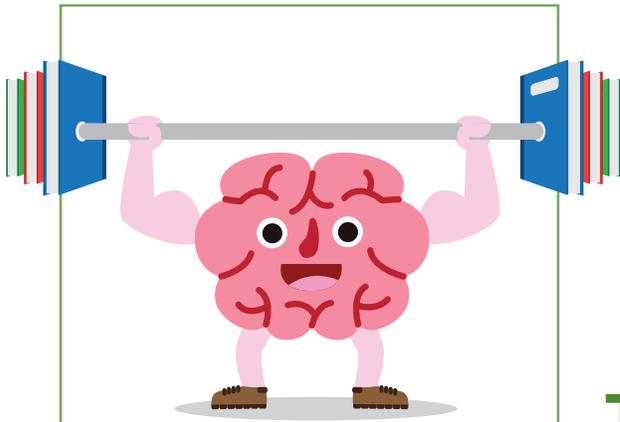
On the other hand, could a machine replace a high-paid consultant who makes recommendations based on data and experience? Could a machine analyze sales calls and transaction data more quickly and effectively than a human sales manager?

Many technology experts believe the best approach is to use AI to support your human workforce. Let AI handle mundane, routine tasks so humans can spend more time servicing customers, solving complex problems, and contributing to strategic initiatives.

The power of humans to communicate, empathize, motivate and inspire cannot be overstated. Ultimately, the true power of AI could very well be realized by freeing humans to be human, not replacing them. 🐾

SCIENTIA KNOWLEDGE **POTENTIA** IS POWER **EST**

THE SAYING "KNOWLEDGE IS POWER" comes from the Latin phrase "scientia potentia est" and is commonly associated with Sir Francis Bacon. He wrote extensively about the power of knowledge to advance civilization. The concept of this proverb has been traced back centuries before Bacon but the main idea that knowledge wields more power than physical strength still applies today. 🐾



MICROLEARNING: SMALL DOSES OF KNOWLEDGE DELIVER POWERFUL IMPACT

You know the pressure of the modern workplace. You have more responsibility but less time to deliver. At the same time, you need to squeeze in time to keep up with constantly evolving business trends and customer needs to stay ahead of the competition and make yourself more valuable.

Rather than annual training programs that can take days, you need brief, on demand training sessions. This has led to the emergence of microlearning, a powerful new training concept that uses concise, online learning modules to make learning more flexible and effective.

Microlearning allows you to focus on one small objective at a time and fully absorb information before moving on to the next module. With formats ranging from videos and podcasts to games and quizzes, you can search for modules that are directly related to a specific task or project.

We often discuss the power of personalized marketing. Now you can enhance your value with personalized training tailored to your specific goals. Even in small doses, knowledge is power. 🐾



TOP DOGS FOR THE WORKPLACE

The first thing we learned was there's no definitive list on what the best dogs are to bring to work. There are also as many different work environments as there are dogs so what might be a great fit for one pet might be a disaster for another. Think; loud or unusual noises, extra tight spaces, co-workers with allergies, white furniture, glass objects.

We chose a few different lists here but keep in mind that they only contain pure breeds or designer mixes. We also recognize that many lovable mutts share these office-worthy traits.

The general consensus is that a good office-going dog should be a low shedder, social toward strangers, good-natured, and an infrequent barker. Energetic puppies might be too much of a good thing!

According to Bustle.com the top 7 breeds to bring to work are: Yorkies (small, laid back); Maltese (quiet, independent); Schnauzers (independent, obedient); Australian Labradoodles (friendly, non-shedding); English Bulldogs (sweet personality, low-energy); Samoyeds (affectionate, smart); and Pugs (charming, big nappers).

An article in The Houston Chronicle referenced a study that used data from Animal Planet and the American Kennel Club. It scored dogs by obedience level, barking, energy level, trainability, protection ability, friendliness toward strangers, shedding, and affection level.

According to those scores, the top 12 breeds for workplaces are: Vizsla, Golden Retriever, Poodle, Newfoundland, Rottweiler, Great Dane, Staffordshire Bull Terrier, German Shorthaired Pointer, Miniature Schnauzer, English Cocker Spaniel, Flat-Coated Retriever, and Irish Water Spaniel.

As you can see there was not much crossover on the lists we found. We're sure there are as many opinions as there are pet owners—so what is your choice for the best dog to bring to work? 🐾



DIGITAL DOG DIRECT NEWS



L-R: Dave Mazur, Joel Geer, Jennifer Barletta, Ceil Dix, Larry Speaks, Jennifer Bednar, Jose Silva, Ken Maisel, Jay Adcock, Diane DiDonato.

Ten Years Plus from Ten Dedicated People!

At Digital Dog Direct we're proud of the fact that we have so many long-term employees. The following ten people have been with DDD for at least ten years, most of them for more!

★ Ceil Dix	33 years	Jennifer Barletta	14 years
Jay Adcock	19 years	Ken Maisel	12 years
Joel Geer	16 years	Dave Mazur	12 years
Diane DiDonato	15 years	Jennifer Bednar	11 years
Larry Speaks	14 years	Jose Silva	10 years

Ceil Dix takes the prize with an amazing 33 years of dedication, first at SHM Mailers and then staying on when the company became Digital Dog Direct.

We applaud each and every one of our team members and hope they continue to be a part of the DDD family for many years to come! 