



Disruptive Technologies for Knowledge Workers

Peter Drucker coined the term “knowledge worker” in 1957, and suggested “the most valuable asset of a 21st-century institution, whether business or non-business, will be its knowledge workers and their productivity.” This masterclass will explore the disruptive technologies facing knowledge workers, and ask the question “what’s the Uber equivalent for the office?”

Recommended audience

This masterclass is designed for executives in industries that employ knowledge workers and who want to be better prepared for the impact of disruptive technologies.

Key benefits

By the end of this masterclass, participants will be able to:

- Describe the principles of knowledge work and disruptive technology
- Identify the categories and roles of knowledge workers
- Appreciate the types of knowledge worker technologies available
- Recognise potential disruptions to their industry
- Position themselves for the disruptive impact of knowledge worker technologies

Topics to be covered

- Definitions of knowledge workers and disruptive technology
- Knowledge workers – office workers, physicians, pharmacists, architects, engineers, scientists, public accountants, lawyers, and academics, whose job is to “think for a living”
- Linkages to the work of Drucker, Jones, Savage, and Palmer
- The disruptive impact of Uber on the taxi industry and lessons for other sectors
- Case studies from insurance and professional services
- Knowledge worker technologies – digital transformation, automated workflow, decision support, enterprise search, content management, and mobile applications
- Changing business models and their impacts
- The next wave of disruption

Length of session

One full-day of combined short interactive lectures and group discussions

