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