

# Metaverse Book Club

2022

## The Augmented Workforce: How AR, AI & 5G Will Impact Every Dollar You Make

Your Host: Lily Snyder



# Your Host

## Lily Snyder

- Editor of The Augmented Workforce
- Speaker, VR/AR Global Summit
- Metaverse Researcher & Writer
- Certified Digital Conversationalist

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# Discussion Questions

1. In the Introduction, Cathy talks about her time as a cyborg. Is there a time in your life you felt you were part machine or were living in the future?
2. Cathy and John say the future will most likely be “protopian” – that “some problems are good to have.” What is a problem you noticed after reading the book that you think is good to have?
3. Did you already know about AR, AI or 5G before reading the book? Did your thoughts on the subjects change after?

# Discussion Questions

1. What technology examples in the book did you find most surprising?
2. At the end of the book, Cathy recommends to create a “human-centered” strategy for workers to accept new technology. “Human-centric” workplaces were a main theme in the 2022 CES talk *The “Next” Normal Workplace*. **How** will technology and the data it generates make the workplace, products and services better for employees?

# Discussion Questions

2022

Marketing & Sales

AI Chatbots → Virtual Influencers?

Aloy on the cover of Vanity Fair



2022

A 3D rendered character with shoulder-length brown hair, a black eye on the right side of her face, and a purple ruffled top. The character is centered in the upper half of the image.

# THANK YOU!

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Lily Snyder