

# The “New” Job Market

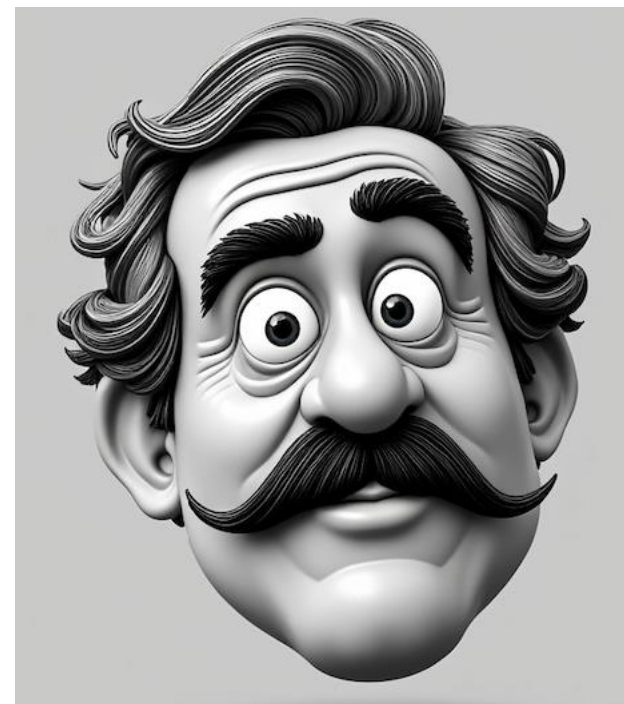
## CHALLENGES AND SOLUTIONS



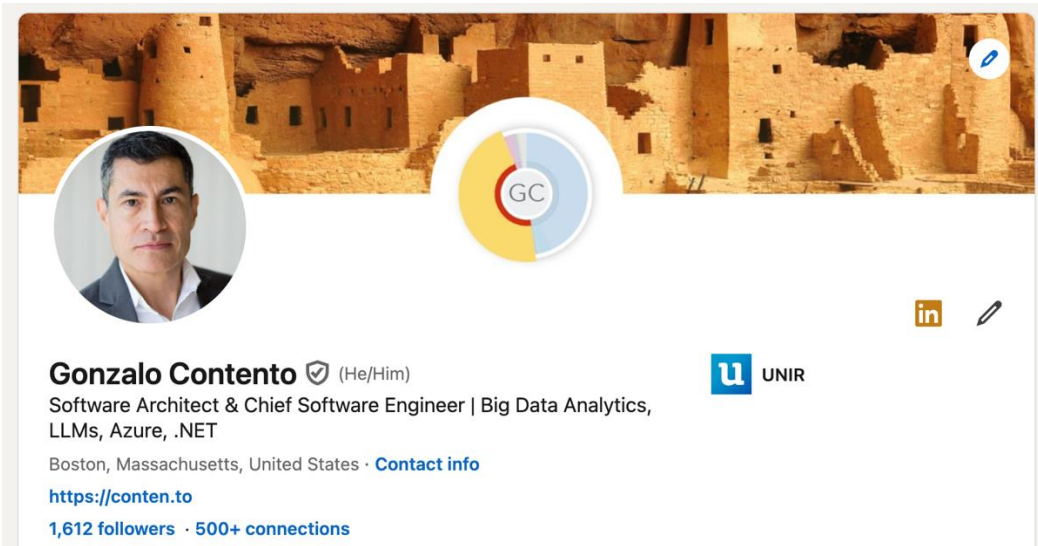
Poco después el ferrocarril empezó a prestar sus servicios. Macondo era un pueblo próspero, lleno de caras nuevas, con un salón de cine y numerosos lugares de diversiones. Entonces hubo trabajo para todo el mundo, menos para él. Siguió encerrado, esquivo hasta la mañana en que intempestivamente se hizo presente en el comedor a la hora del desayuno y habló con espontaneidad y hasta con entusiasmo de las magníficas perspectivas del pueblo. Esa mañana oí la palabra por primera vez. Él la dijo: «Todo esto pasará cuando nos acostumbremos a la hojarasca.»

***La hojarasca***

— Gabriel García Márquez



Via Grok/X



# Me?

- [X: @GonzaloContento](#)
- "PhD" from YouTube 😊
- ❖ "Masters" from Instagram 😊
- 30+ years ago ...



# I'm not a Tourist

This is not a social visit!

I'm privileged but I am not that privileged!

And it is not about my personal story or history

It is about you and everyone around you

**Robert Cornelius' Self-Portrait: The First Ever "Selfie" (1839)**



<https://publicdomainreview.org/collection/robert-cornelius-self-portrait-the-first-ever-selfie-1839>

Lee Sedol



## Do We Have a Problem?

"Houston, We've Had a Problem" / "Okay, Houston, we've had a problem here"

# What you are supposed to care!

C#, Java, Python, Rust, Javascript ...

Web 3.0: Blockchain, Cryptocurrency, Smart Contracts ...?

Big Data: Hacking humans

AI: ML/MLOps/ChatGPT?

Cloud: Azure/AWS/Google?

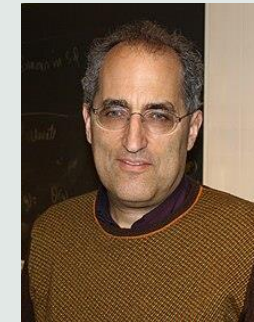
Do you speak English?

- [Duo Lingo!](#)
- <https://www.italki.com/>



[Sara Imari Walker](#)

Walker's research explores how life emerges from non-life, using theories like **Assembly Theory** to quantify complexity and distinguish living systems from non-living ones.



[Edward Witten](#)

His work has bridged the gap between mathematics and physics, contributing to areas like Morse theory, knot theory, and the development of M-theory, which unifies various **string** theories.

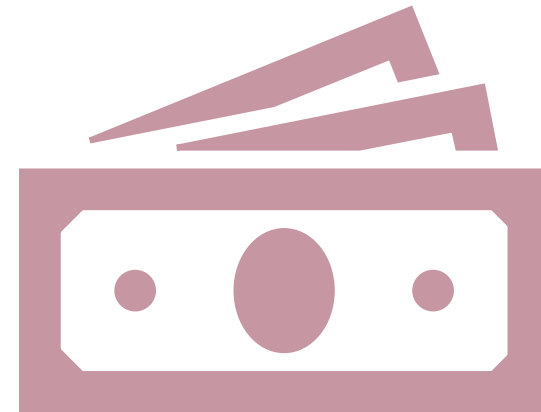


[Nima Arkani-Hamed](#)

His research aims to develop new theoretical frameworks that replace space-time with more fundamental structures, such as **quantum geometry**, where events are described without reference to traditional space-time coordinates.

# What you care about !

- Vision of your **Future**?
- Job: **BS, Ghost, “Investment” Jobs**?
- **Money**: all kind of !
- Social **Relevance** (not social appearances)
- **Emotional** Connection
- **Solidarity** Vs Handouts
- Social **Mobility** Vs Meritocracy







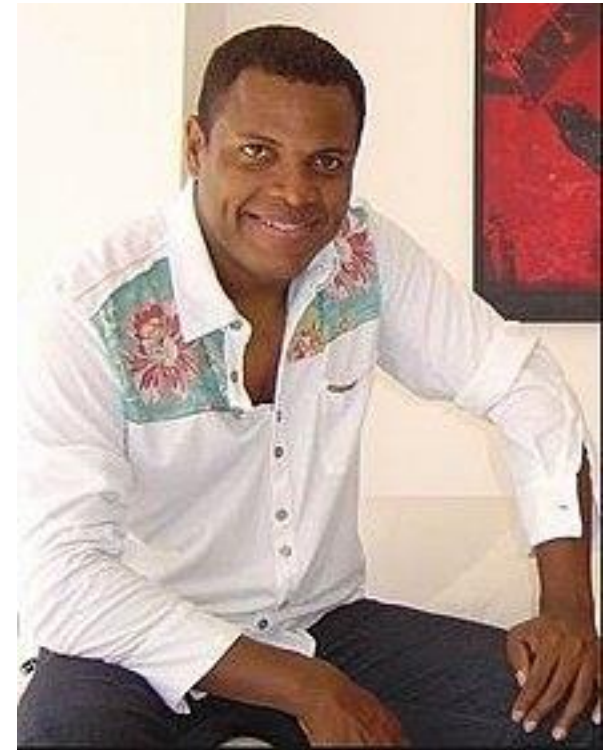
# It is not easy!

Die Wege des Lebens  
Nicht so, wie ich dachte  
wie ich sie mir vorgestellt habe  
Sie sind nicht so, wie ich dachte  
Die Wege des Lebens  
sind sehr schwer zu gehen  
Es ist schwierig, sie zu gehen  
Ich kann den Ausweg nicht finden  
-- O G



Los caminos de la vida  
no son cómo yo pensaba  
como los imaginaba  
no son como yo creía

Los caminos de la vida  
son muy difícil de andarlos  
difícil de caminarlos  
yo no encuentro la salida  
-- Omar Geles (1967-2024)



[Omar Geles - Wikipedia, la enciclopedia libre](#)

# Market Vs Economy

We are in a Global Market,  
and we must compete not  
just to survive but to thrive.



# Opportunity vs Meritocracy

- Historical Context

- Yuval Noah Harari:

- **Sapiens**
    - **21 Lessons for the 21st Century**
    - **Nexus**

Jeffrey sacks

- Richard Wolff:

- **Understanding Capitalism**

- Solidarity

- Michael Sandel:

- **The Tyranny of Merit**

- Scott Galloway:

- **The Algebra of Wealth**

# Revenge of the Nerd

The Voice: If you build it, he will come.  
– Field of Dreams





# Fictions! | Fictions?



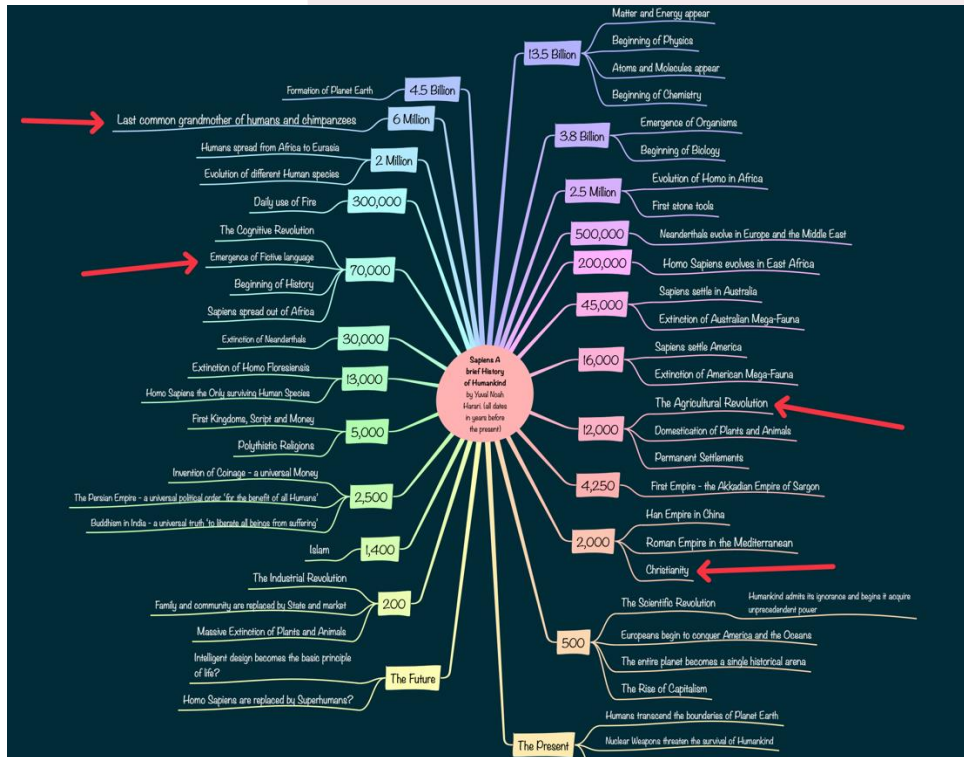
[Jorge Luis Borges - Wikipedia, la enciclopedia libre](#)

- Stories
- Myths
- Agency
- Corporations
- LLMs





# Time is (isn't) on your side!

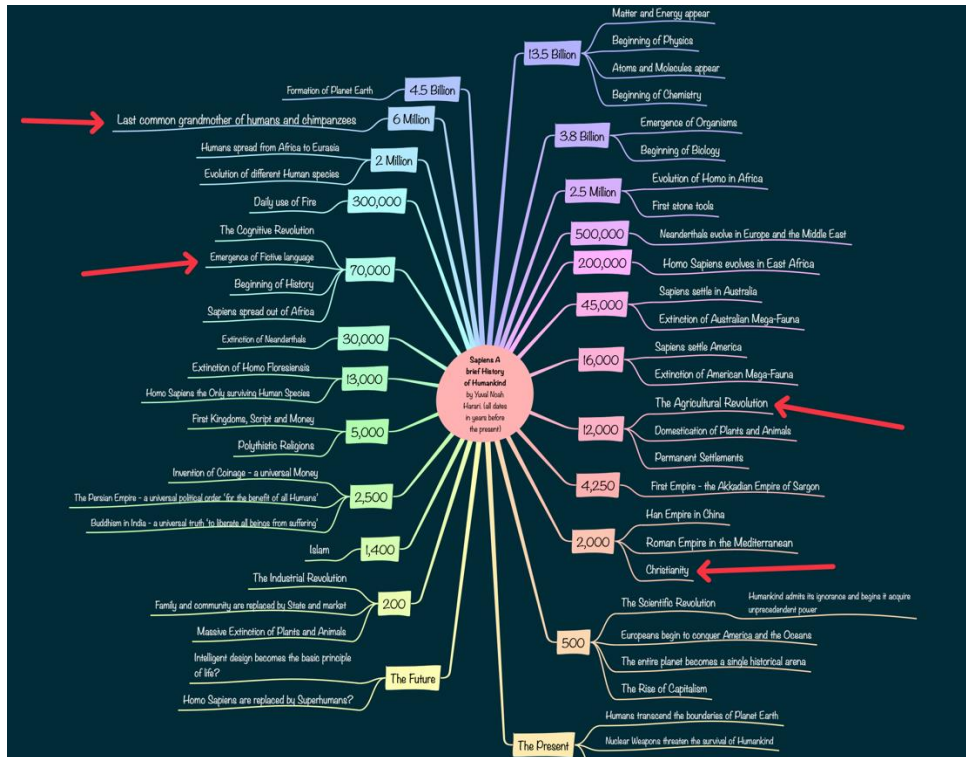


You will need not merely to invent new ideas and products – you will above all need to reinvent yourself again and again.

-- Yuval Noah Harari

[Sapiens A brief History of Humankind by Yuval Noah Harari. \(all dat... | Biggerplate](#)

# Perspective Matters



- Planet: 4.5 B years
- Fictive Language: 70 K years
- Agriculture: 12K
- Hinduism: ~3000 BCE
- The Buddha: ~500 BCE
- Christianity: 2K
- Industrial Revolution: 1760
- Radio: 1895
- TV: 1920
- Transistor: 1947
- No more dollars to gold: 1971
- Cell phone: 1973
- Apple I: 1976
- iPhone: 2007
- DeepMind AlphaGo: 2016
- Transformers: 2017 (Attention is all you need)

Sapiens A brief History of Humankind by Yuval Noah Harari. (all dat... | Biggerplate

# The 4Cs

An education based only on **Skills** Versus 4Cs

## Critical thinking:

- Engage!

## Creativity

- You do not have to be a genius!

## Collaboration

- Knowledge for the real world, YouTube, GitHub ...

## Communication

- English
- Social Networks: LinkedIn, Twitter, ...
- WhatsApp



![Image](file-service://file-ka15B2Vaf7FW5nN8yccdYJd5)



# Mr. Sawyer!

Compadre, le grité, ¿cómo se llama esto aquí? ¿La mina de Nus está muy lejos?

— Aquí es; yo soy el encargado de la tarabita para el paso, pero tengo orden de no pasar a nadie, porque no se necesitan peones. Lo único que hace falta son aserradores.

No vacilé un momento en replicar:

—Ya lo sabía, y por eso he venido: yo soy aserrador; eche la oroya para este lado.

—¿Y el otro?, preguntó, señalando a mi compañero. El grandísimo majadero tampoco vaciló en contestar rápidamente:

—Yo no sé de eso; apenas soy peón.

[¡QUE PASE EL ASERRADOR! Jesús del Corral](#)



# Things that we need to let go

Excessive nationalism (local)

Us versus Them

[ ]





# Things We Need to Cultivate

We can do it!

We can compete in a global market!

Digital transformation

Accounting

Investment

**Nutrition**

[ ]



# Self Reliance (Agency and AI)

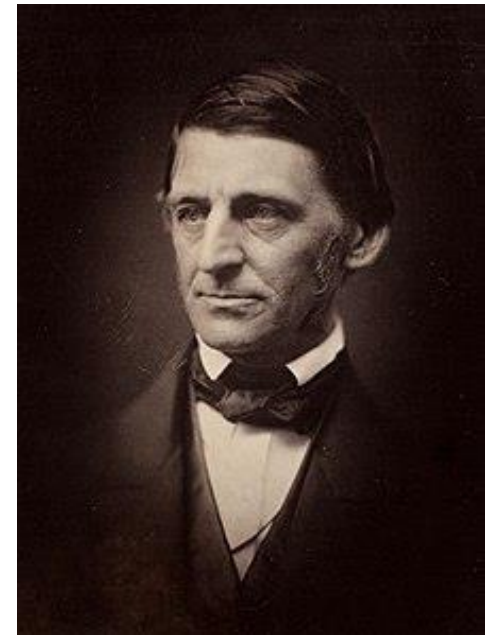
“Trust thyself: every heart vibrates to that iron string.”

Traducción:

“!Sálgase de las naguas de su mamá y enfrente la vida que le tocó!

-- *Rosina Castaño*

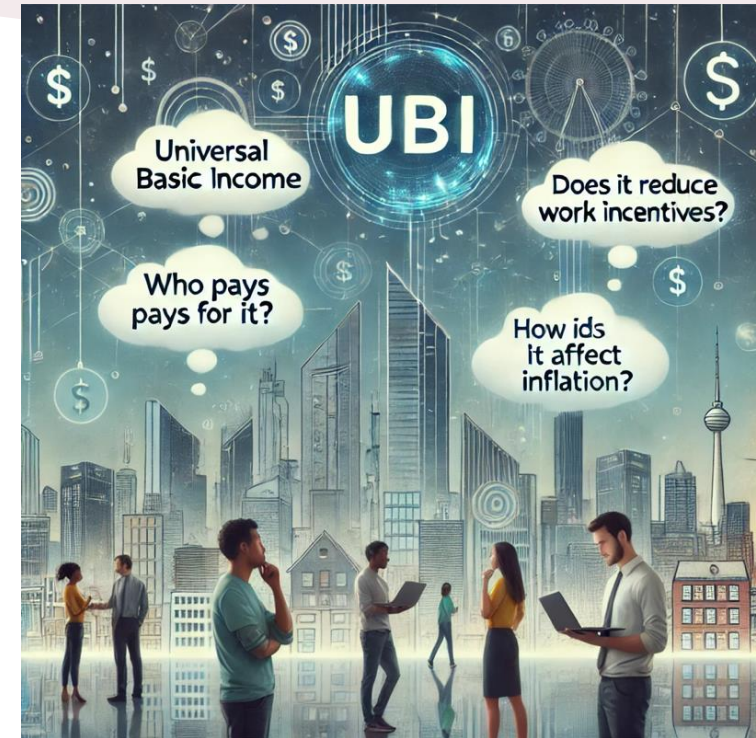
**Ralph Waldo Emerson** (Boston, MA, 1803 – 1882)



[https://en.wikipedia.org/wiki/Ralph\\_Waldo\\_Emerson](https://en.wikipedia.org/wiki/Ralph_Waldo_Emerson)

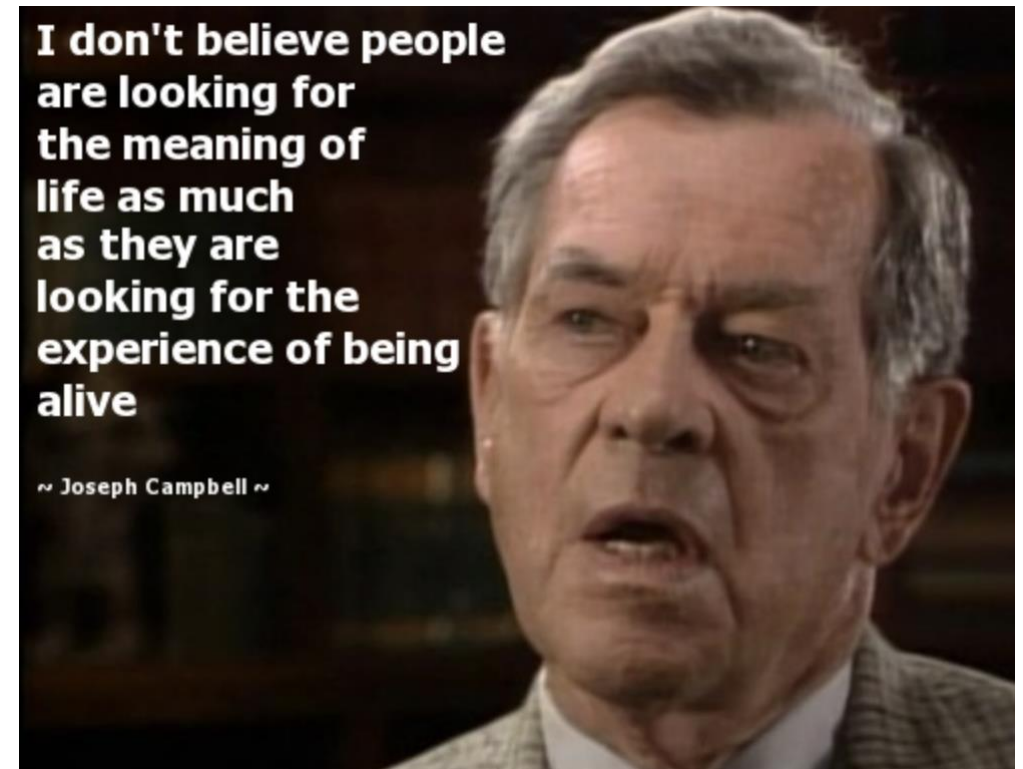
# Universal Basic Income (UBI)

- Why? Hyper automation and the inability to humans to catch up with AI
- How/What kind of? TBD
- Who/Where? “67%” of humanity (everywhere)
- When? TBD but sooner than “techno-feudalists” are saying.
- [ ... ]



# References

<http://gc2.me/refs>



[Joseph Campbell and The Power of Myth | Shows | BillMoyers.com](http://www.billmoyers.com/shows/joseph-campbell-and-the-power-of-myth/)



# Q&A

No eres el mismo que conocimos  
lleno de vida y de ilusión  
se nota a leguas de verdad  
que te lastima el corazón  
— *Diomedes Díaz*



[Travel Advisory](#)