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Dear Reader,

We are witnessing a colossal failure of human intelligence as global warming wreaks havoc from one end of the world to the other, with Pakistan bang center of climate induced disasters. And yet, it's artificial intelligence that occupies center-stage as if it is the answer to all our ills. Human genius does not lie in complexity; the hallmark of genius is simplicity born of clarity. Less is more. Could we learn to do a whole lot more with a whole lot less? Only the human mind can compute that conundrum, even as artificial intelligence guzzles with rare abandon that most precious and scarce resource, water, to keep its datacenters humming.

Our lead story by **Frank Furness** is on the exploding AI landscape and what business leaders need to know Right Now! LinkedIn's at it again—quietly updating the algorithm. They're now prioritizing quality and relevance like a hawk eyeing its prey. This means your content needs to be less about "look at me!" and more about "let me help you!" Think insightful advice, genuine knowledge sharing, and content that actually makes someone stop scrolling and think. They're actively moving away from the "viral" content that might have been great for a fleeting moment of fame but offered little substance. Quality over quantity is now not just a saying, it's the new algorithm!

Next up is **Emma Hinchliffe** who says that Marketing can be a mystery to founders and CEOs, especially in tech. She quotes Jennifer Johnson, a four-time CMO as saying that the way to set a CMO up for success is to let them into the core of the business. "They don't let the marketing person truly understand the vision, where we're going as a company, where can we be successful, what are we disrupting," she says. "The marketer needs to know that in order to really facilitate creating the right market positioning."

Our third piece is by **Peter Diamandis** who elaborates on the Stanford "Future of Work with AI Agents" study, saying that the revolution isn't about AI stealing jobs. It's about AI handling what people don't want to do anyway. As the Stanford data shows, nearly half of all workers are actively hoping AI will take over the repetitive junk so they can focus on meaningful work. Stop treating AI as a threat and start treating it as a tool.

Back of the book is Top-of-Mind, and this time we see how datacenters are making droughts worse as tech giants guzzle a vital resource. We also report on the practice of getting installed blinding, high-intensity LED headlights in vehicles which are proving to be a recipe for disaster on the roads.

Read on, stay safe, and get onto the front foot 😊

Explore JJ's curated articles for expert insights on emerging trends, managing people, business, and personal growth. Gain valuable knowledge and prepare for future challenges with confidence.

INSIDE:



**The AI Landscape Just Exploded:
What Business Leaders Need to
Know Right Now**

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**Three CMOs of multibillion-dollar
tech companies share the secrets
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The AI Landscape Just Exploded: What Business Leaders Need to Know Right Now



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Let's be honest: LinkedIn's at it again—quietly updating the algorithm while the rest of us are just trying to figure out which day to post and what emoji gets the most engagement.

If your once-thriving posts are now struggling to break 300 views, don't panic. It's not you—it's the algorithm.

And the good news?

With a few simple changes, you can adapt, thrive, and get your content seen by the right people.

LinkedIn's Algorithm Has Matured

Quality Over Quantity: The New Golden Rule

Remember when we all thought more posts, more likes, more everything was the answer?

Well, LinkedIn has decided to throw a wrench

in that particular machine.

They're now prioritizing quality and relevance like a hawk eyeing its prey.

This means your content needs to be less about "look at me!" and more about "let me help you!"

Think insightful advice, genuine knowledge sharing, and content that actually makes someone stop scrolling and think, "Hmm, that's useful!"

They're actively moving away from the "viral" content that might have been great for a fleeting moment of fame but offered little substance.

If your post is packed with value, solves a problem, or offers a fresh perspective, the algorithm is far more likely to give it a high-five and show it to a wider, more relevant audience.

So, less clickbait, more brain bait!

It's no longer about volume. It's about value. Here's a quick before-and-after snapshot:

The message is clear: LinkedIn is focused on elevating high-quality, niche-specific content that sparks real interaction.

What the Algorithm Now Prioritizes

LinkedIn's new AI-driven system rewards content that creates depth and dialogue. Key performance drivers include:

- **Dwell Time** – The longer someone reads, the more the algorithm notices.
- **Saves & Shares** – These signal lasting value.
- **Meaningful Comments** – Discussions matter more than quick compliments.
- **Niche Relevance** – Stay in your area of expertise.

Frank's Quick Tip:

Stop trying to connect with everyone on the planet. Focus on building genuine relationships with people in your industry, your clients, and your prospects. Quality over quantity – it's not just a saying, it's now the algorithm!

Early Engagement – The first 90 minutes determines broader reach.

The first 60-120 minutes after you hit "post" are critical.

This is your **"golden hour."**

If your content gets a burst of meaningful engagement during this time, LinkedIn's algorithm shows your post to more and more people, even beyond your immediate network.

So, time your posts wisely when your audience is most active.

And finally, LinkedIn is really pushing for **niche expertise**.

If you consistently share valuable insights on a specific topic, you'll be recognized as an authority.

This means your content is more likely to be shown to others interested in that niche, even if they're not directly connected to you.

So, pick your professional hill to die on, and plant your flag with insightful, consistent content.

In essence, the LinkedIn algorithm is maturing. It's less about viral stunts and more about building genuine connections, sharing authentic expertise, and providing real value.

Tactics to Retire

Here's what's no longer effective (and could hurt your visibility):

- External links in the post body (use the

comments instead)

- Tagging people who don't engage
- Low-effort engagement bait ("Comment YES if you agree!")
- Generic stock photos that add no real context

Authenticity and relevance are now non-negotiables.

What Still Works (And What's Growing)

- **Text-only posts** with strong hooks and substance
- **Carousel posts (PDFs)** – Educational slides continue to perform extremely well
- **Short native videos** – Especially those under 60 seconds
- **Vertical videos** – This format is rapidly gaining favour as mobile consumption dominates. LinkedIn is now prioritising vertical videos in the feed, making them ideal for thought leadership, quick tips, and event recaps. Keep it concise, clear, and captioned.
- Relatable storytelling – Share experiences, lessons, and real-world examples that resonate with your network

Frank's Winning Post Formula

- **Hook** – Start strong with a surprising insight or provocative question
- **Value** – Share useful advice, a compelling story, or a fresh perspective
- **Engagement Prompt** – Invite discussion with a clear question
- **Format** – Use white space, bullets, and simple visuals for readability

- **Consistency** – Post 3–5x per week with a clear theme or niche focus

Less Broadcasting. More Conversation.

LinkedIn is not a megaphone — it's a conversation platform. Instead of pushing messages, invite your audience to participate.

Try:

"What's the worst business advice you've ever received?"

"Is hustle culture hurting productivity?"

Genuine dialogue will always outperform a generic update.

Final Thought

LinkedIn's 2025 algorithm isn't trying to confuse you—it's trying to elevate quality content.

Yes, the bar is higher.

But that also means the opportunity is greater for those who bring real insights to the table.

Be consistent. Be helpful. Be real.

Need a LinkedIn Strategy That Works in 2025?

If you're a CEO, consultant, or sales leader looking to:

- Attract better leads
- Build authority in your niche
- Leverage AI and content to grow your visibility

Frank Furness
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Three CMOs of multibillion-dollar tech companies share the secrets to success they wish all CEOs knew

Emma Hinchliffe | 4 min read

– Marketing moves. Earlier this year, I had the pleasure of moderating a conversation between three high-level, repeat CMOs at March Capital's annual Montgomery Summit in Los Angeles. In between discussion of the right time for a startup to hire a true CMO, the latest uses of AI in marketing, and go-to-market strategies, another topic kept surfacing: what CMOs wish their CEOs knew.

Marketing can be a mystery to founders and CEOs—especially in tech. Sometimes, they hire a top-dollar marketer and don't know what to do with them. “For many CEOs, it's a black box—and it costs money,” says Johanna Flower, who was the first CMO for CrowdStrike, growing the now \$4 billion-in-revenue cybersecurity business through its 2019 IPO.

The way to set a CMO up for success is to let them into the core of the business, argues Jennifer Johnson, a four-time CMO who succeeded Flower as CrowdStrike's marketing chief. “One of the mistakes I see founders making is that they hire a marketing person and then they don't spend enough time with them. They don't let the marketing person truly understand the vision, where we're going as a company, where can we be successful, what are we disrupting,” she says. “The marketer needs to know that in order to really facilitate creating the right market positioning.”



Johanna Flower, Denise Persson, and Jennifer Johnson, all CMOs from Snowflake and CrowdStrike, discuss the future of marketing in tech with Fortune's Emma Hinchliffe at March Capital's 2025 Montgomery Summit.

Courtesy of March Capital

For a new CMO, defining that positioning is often their first task. That involves sitting with the CEO and teasing out of them the company's story and value, the way to win the battle for customers' minds. “What problem are you ultimately solving?” asks Johnson. Not why your product is faster, cheaper, or better—but what problem can you, specifically, fix.

Too many startups change that story multiple times—or don't take the time to refine it until they're years in. “Drafting your S1 is not the time to figure out your positioning,” says Denise Persson, the CMO of Snowflake, the \$3.6 billion-in-revenue cloud-based data platform. Marketers can't do that alone, however. “It's actually the entire company and the entire leadership team's role to help the CMO get that story right,” says Johnson.

Another myth these CMOs hope to bust? The concept of “healthy tension” between sales and marketing. “It's a very, very stupid idea,” says Johnson. “You start having that misalignment, and then someone will be fired—usually the marketer,” she says. “As a founder or CEO, you need to facilitate that alignment.”

Then, and only then, will that CMO hire pay off ■

Source:

<https://fortune.com/2025/07/21/cmoss-marketing-what-ceos-should-know-snowflake-crowdstrike-tech/>

1,500 Workers Just Revealed the Future of Your Career

Peter Diamandis | 8 min read

Why do workers want AI agent automation?

Source: Stanford “Future of Work with AI Agents” study

What it is

Which jobs will AI automate? Which jobs will allow humans to thrive?

Stanford recently released a massive study surveying 1,500 workers and AI experts, answering those questions.

The data is clear: bookkeepers, payroll clerks, data entry specialists, insurance claim processors, tax preparers, and telecom

workers top the automation hit list.

But here’s the surprising part: 69.4% of workers actually want AI to help them focus on high-value work, and 46.6% specifically want AI to take on repetitive tasks.

The revolution isn’t about AI stealing jobs. It’s about AI handling what people don’t want to do anyway.

Why it matters

We’re witnessing the greatest workplace transformation in human history, but the real story isn’t what everyone thinks it is.

What Workers Actually Want (It’s Not What You Think)

The jobs getting automated share one key

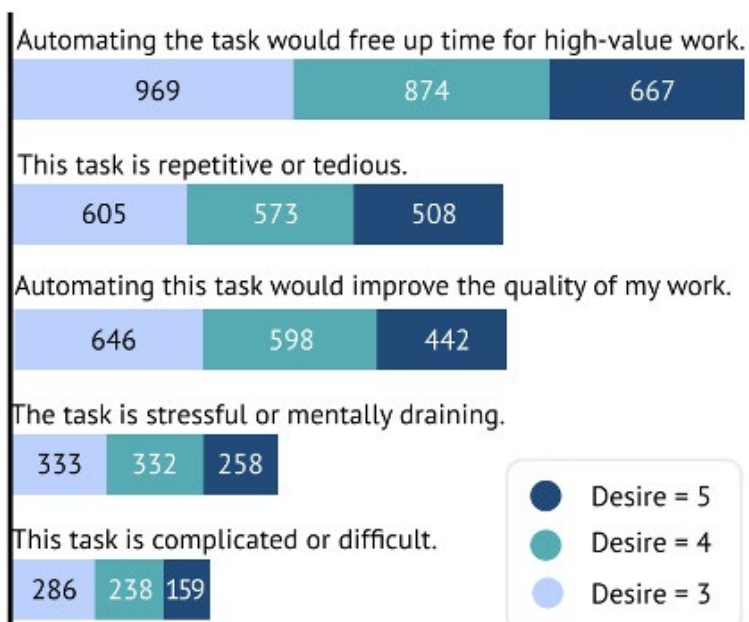
trait: they involve tasks that are prescriptive and repetitive. Most of these roles exist because people have to do them, not because they want to do them.

As the Stanford data shows, nearly half of all workers are actively hoping AI will take over the repetitive junk so they can focus on meaningful work.

The 15-Minute Daily Advantage

The solution isn’t to fear AI, it’s to be curious. It’s taking the time to engage your favorite chatbot and have a conversation. To learn and to become a power user ASAP. Everyone needs to start using AI tools daily to get ahead of this transformation.

Selected Reasons for Responses with Automation Desire ≥ 3 (N=3,618)



Source: Stanford “Future of Work with AI Agents” study

Here's how to start: take any task you're working on and ask AI, "How would I do this better?"

And every time the AI tells you something you don't understand, ask it "Why?" or "What does that mean?" Or ask it to give you an example, or to slow down its explanation and start with the basics. AI is the ultimate patient and personalized tutor (if you give it a chance).

You want to give your AI the raw data and watch it transform your capabilities.

The Jobs AI Can't Touch

The Stanford study reveals an important insight: workers resist AI automation in roles requiring creativity and human judgment. Only 17% want AI handling creative work, and many cite the "absence of human touch" as critical for certain roles.

This points to a fundamental truth: AI excels at prescriptive, bounded tasks but struggles with work requiring emotional intelligence, creativity, and complex human interaction. Will AI eventually tackle these areas as well? Probably, but not immediately.

The Winners vs. Those Left Behind

The winners won't be those who avoid AI or those who get replaced by it. They'll be the humans who learn to work with AI: using it to handle routine work while they focus on strategy, relationships, and creative problem-solving.

What 1,500 Workers Just Revealed

The Stanford research reveals something profound: 45% of workers lack trust in AI accuracy, and 23% fear job loss. But these fears are based on a misunderstanding of what AI actually does well.

AI is exceptional at processing information, identifying patterns, and handling repetitive tasks. It's terrible at the uniquely human skills that create real value: building relationships, making intuitive leaps, and solving novel problems.

Your Next Move (Before It's Too Late)

Stop treating AI as a threat and start treating it as a tool. The research shows that workers want AI to augment their capabilities, not replace them entirely.

Begin experimenting today. Use AI for research, writing assistance, data analysis, or brainstorming. Spend 15 minutes daily exploring how AI can make you more effective at what you already do well.

The gap between AI-savvy professionals and those still operating the old way is widening rapidly. Every day you wait, someone else is building AI-enhanced skills that make them more valuable.

The Bottom Line

The Stanford study confirms what forward-thinking professionals already know: the future belongs to humans who embrace AI as a collaborative partner.

The transformation is happening whether you participate or not. The only question is whether you'll be among those who use AI to become more valuable, or among those who get left behind because they refused to adapt.

Your next career move isn't about finding an "AI-proof" job. It's about becoming so good at leveraging AI that you become irreplaceable.

The data is clear. The choice is yours ■

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T.O.M
Top-of-Mind
#5



DATACENTERS MAKING DROUGHTS WORSE

“Tech giants are guzzling a vital resource” – NYT

Keeping computers cool not cool

In the age of Artificial Intelligence, WATER has become as critical to data centers, which power the development of the cutting edge technology, as electricity, writes Eli Tan (NYT, Thursday, July 17, 2025). “The facilities pump enormous amounts of cold water into pipes that run throughout the buildings to cool the computers inside so that they can perform calculations and keep internet services like social networking humming.”

Water taps in homes running dry

A datacenter like the one Meta completed last year in Newton County (Georgia, USA) typically guzzles around 500,000 gallons of water a day. Facebook-branded shovels were used in celebration during the ground breaking in 2018. Built at a cost of \$750 Million, it has caused the water taps in homes to run dry. New datacenters built to train more powerful AI are set to be even thirstier, requiring millions of gallons of water a day.

Exacerbating water shortages

Because electricity is more costly for datacenters than water, companies often prioritize building their facilities in places with cheap power, even if the area is drought stricken, says Newsha Ajami, a hydrologist and director of urban water policy at Stanford University in California. “That has exacerbated water shortages across the world. Water is an afterthought for tech companies where the thinking is that someone will figure it out later.” Water troubles similar to Newton County’s are also playing out in other datacenter hotspots, including

“In the age of Artificial Intelligence, WATER has become as critical to data centers, which power the development of the cutting edge technology, as electricity” – Eli Tan (NYT, Thursday, July 17, 2025)

Texas, Arizona, Louisiana and the United Arab Emirates.

Pakistan’s dilemma

Back home at the ranch, Pakistan’s Ministry of Finance has announced the allocation of 2,000 megawatts of electricity for Bit-coin mining and Arti-ficial Intelligence datacenters to ‘transform Pak-is-tan into a global leader in digital innovation’ (Dawn May 26, 2025). Finance Minister Muhammad Aurangzeb has said that this strategic allocation marks a pivotal moment in Pakistan’s digital transformation journey, unlocking economic potential by turning excess energy into innovation, investment, and international revenue. Power Minister Sardar Awaiz Leghari has said Pakistan currently had about 7,000MW of surplus capacity and had been advocating its sale to new sectors, like datacenters.

“Because electricity is more costly for datacenters than water, companies often prioritize building their facilities in places with cheap power, even if the area is drought stricken” –Newsha Ajami,

(hydrologist and director of urban water policy at Stanford University in California)

Pakistan’s underutilized power generation capacity is now being repurposed into a high-value digital asset. AI datacenters and Bitcoin mining operations, known for their consistent and heavy energy usage, provide an ideal use case for this surplus. Redirecting idle energy, especially from plants operating below capacity, allows Pakistan to convert a long-standing financial liability into a sustainable, revenue-generating opportunity. Bilal Bin Saqib, CEO of the Pakistan Crypto Council, has emphasized the transformative nature of this initiative, explaining that with proper regulation, transparency, and international collaboration, Pakistan can become a global crypto and AI powerhouse.

Water an afterthought?

At the risk of downgrading the euphoria of Pakistan's tech planners, the words of hydrologist Newsha Ajami bear repeating. "Because electricity is more costly for datacenters than water, companies often prioritize building their facilities in places with cheap power, even if the area is drought stricken. Water is an afterthought for tech companies where the thinking is that someone will figure it out later."

Water-scarce country

Pakistan is currently facing a severe water crisis driven primarily by rapid population growth, climate change impacts like extreme heat and droughts, and mismanagement of water resources, leading to dwindling water availability for its population and agriculture. The country's per capita annual water availability was already below 1,000 cubic meters in 2021, a threshold classifying it as water-scarce, according to the Harvard Political Review.

Around Phoenix some homebuilders have paused construction because of droughts exacerbated by

"Pakistan's per capita annual water availability was already below 1,000 cubic meters in 2021, a threshold classifying it as water-scarce"

– Harvard Political Review

datacenters. In Colorado, water use by datacenters has become a focal point of renegotiating the Colorado River's water treaty.

Community wealth under threat

Meta's datacenter uses about ten percent of Newton County's total water use daily, says Mike Hopkins, the executive director of the Newton County Water & Sewerage Authority. While having a good relationship with Meta, Mike is alarmed by what the new datacenter companies are asking for which is just not available. "What the datacenters don't understand is that they're taking up the community wealth. We just don't have the water."

The lure of tax revenue

For years, Newton County was a growing residential exurb of Atlanta, until that future was put on hold by the 2008 financial crisis. Instead, local officials sought out large industrial projects to fill the void. In the late 2010s, datacenters, which can generate millions of dollars in tax revenue, filled that bill. New tax incentives and cheap industrial power have made Georgia one of the top picks in the US for new datacenters.

In recent months nine companies have applied to build datacenters in Newton County, some asking for as much as six million gallons of water a day, more than

"Water is an afterthought for tech companies where the thinking is that someone will figure it out later" – Newsha Ajami

the county's entire daily use. Some applicants are tech companies as large as Amazon, according to the water permits, while other companies have used aliases to hide their identities.

The county's water authority is wrestling with how to accommodate the projects, and the tax revenue they bring, while saving enough water for residents. Its solution is to upgrade its recycling facilities that would cost more than \$250 Million in a race against the clock.

The strain on Georgia's water has been so severe that some legislators tried to slow down new developments with a bill to repeal tax incentives. Those efforts were vetoed by the Governor in the interest of economic development.

BLINDING, HIGH-INTENSITY LED HEADLIGHTS A RECIPE FOR DISASTER

Muhammad Salahuddin Khan in Lahore has touched upon a throbbing nerve in his letter-to-the-editor

published in Dawn, July 19th, 2025. The practice of getting installed blinding, high-intensity LED headlights in vehicles has been on the rise, he writes, citing it as one of the main reasons behind the rising number of road traffic accidents in the country. Compounding this hazard are the omnipresent, brightly lit advertisement screens installed along city roads. These dynamic, attention-grabbing displays are a major source of distraction, diverting drivers' focus from the road ahead. He recommends a multi-pronged approach wherein the government launches massive public awareness campaigns that educate drivers about the dangers of high-intensity lights, proper headlight usage, and the ramifications of illegal modifications.

Muhammad Salahuddin Khan also recommends that the traffic police must conduct frequent, targeted checks, especially at night, to identify and fine vehicles with illegal or improperly aligned high-intensity lights. The fines should be substantial enough to act as a deterrent.

The government should regulate the import and sale of after-market high-intensity LED kits. Investment in upgrading and maintaining streetlights on all major roads and highways is essential. The safety of commuters is paramount. It is time the authorities acknowledged the severity of these long overlooked issues and took swift and decisive action.

Thank God for some idealists in our midst. The powers that be, meanwhile, will do what they do best... ■

Column by Adil Ahmad, Correspondent, TCS Octara.Com