Screen 1: [Dr. Michele Costanza] Peter Drucker wrote in 1966, “Knowledge work is not defined by quantity.”

Screen 2: Hi, this is Dr. Michele Costanza. Peter Drucker lived from 1909 to 2005, and he studied, consulted, and was a prolific writer on the topic of how people in organizations manage and lead.

Screen 3: Peter Drucker wrote, “The only resource in respect to which America can possibly have a competitive advantage is education.”

Screen 4: According to Drucker, “The United States has a genuine advantage provided it can make the knowledge worker productive.”

Screen 5: Based on Drucker’s writings, think about this concept. Knowledge work is non-repetitive cognitive work, the least susceptible to automation with current technology. This includes managing others and applying expertise. If knowledge work is not defined by quantity

Screen 6: Then knowledge work cannot be managed and measured as assembly line factory work.

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