

A photograph of a blue double door with a grid pattern of panels. The door is set against a white wall. A dark grey horizontal band is overlaid across the middle of the image, containing the text 'GAA Closing Keynote' in white. At the bottom left, there is a small copyright notice.

# GAA Closing Keynote



# Brilliance in the Room

# Brilliance in the Room

- Thinking about the minds around you, what is a key question where input & perspective would help you?

# Brilliance in the Room

- Give insight in response to other questions
- Ask a follow up question
- Share your email/contact for a possible virtual connection & conversation

A woman with long brown hair in a braid, wearing a red, white, and blue striped t-shirt, is looking through a large silver telescope mounted on a ship's deck. The background shows a blurred view of the sea and a cloudy sky. A semi-transparent dark grey horizontal bar is overlaid across the middle of the image, containing the text "Looking Ahead" in white.

# Looking Ahead

# Projection/Reflection

- What do you wish you would have known on Feb. 1, 2020?
- What would you have done differently?

# Power of Foresight

# Power of Foresight

- Ability to see or plan for what will happen in the future







# Intuitive Foresight

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- Scanning behind you for trends, for that which may also come back

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# Intuitive Foresight

- Tracking behind you for trends, for that which may also come back
- What's ahead - scanning for the seen & unseen
- Present - many actions, decisions that allow us to navigate & progress
- Destination - know where we are headed



# Trends Across the Spectrum

# Trends Across the Spectrum

- Disappearing
- Established
- Emerging
- Horizon





# Disappearing

# Disappearing

- Idea whose time has gone
- No longer relevant/ Outdated
- Falling out of favor
- Being replaced
- May need to be let go OR
- May need to be brought back

# Disappearing



# Disappearing



# Disappearing



# Disappearing



# Disappearing



# Disappearing





# Disappearing

- What are key trends from the industry/from your professional journey/ from your personal journey that would go here?



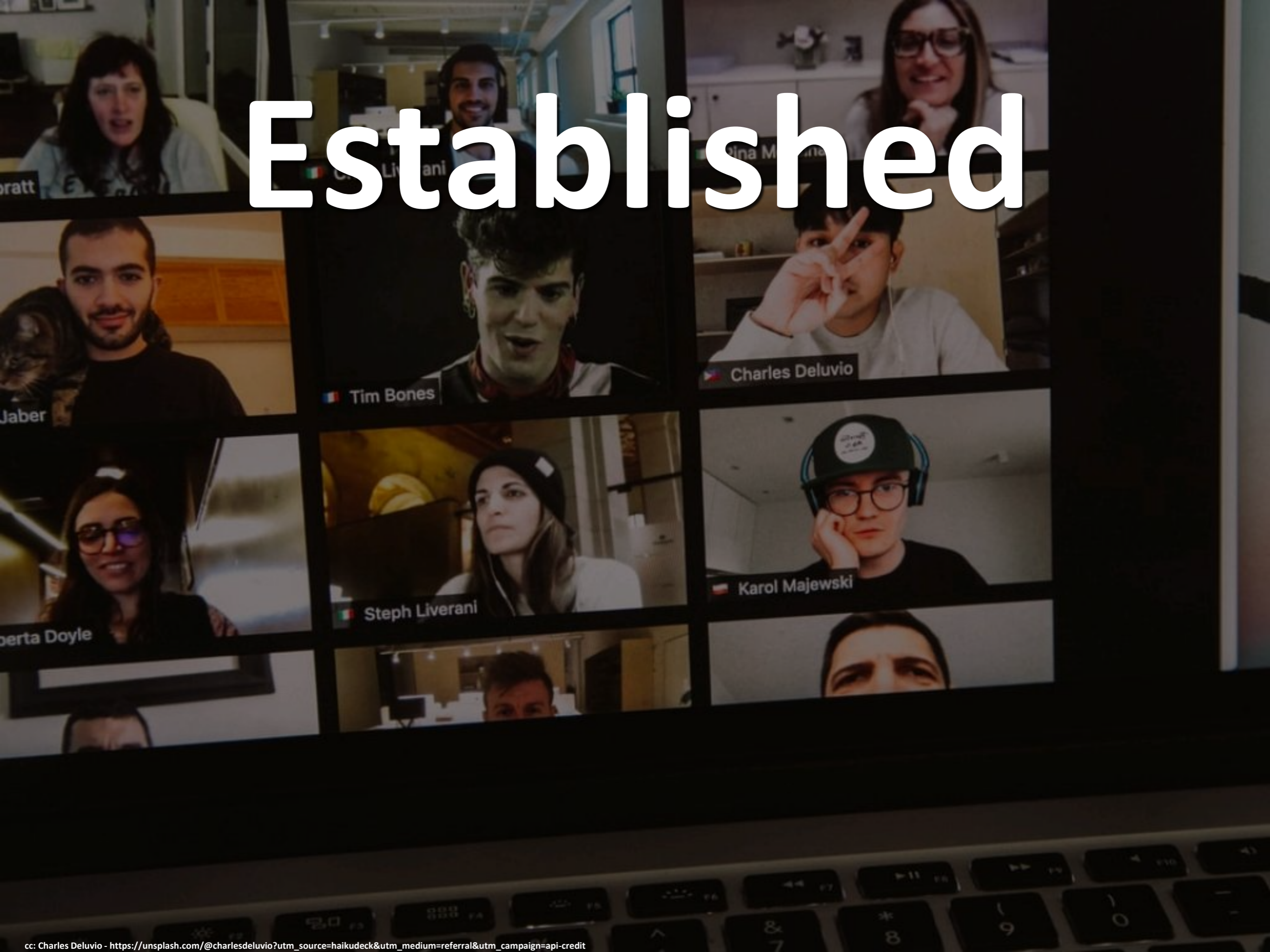
Established

ESTABLISHED

# Established

- Tried and true/traditional
- Accepted ideas
- Foundational
- Mainstream
- What's "in"
- Well funded
- Driving today

# Established

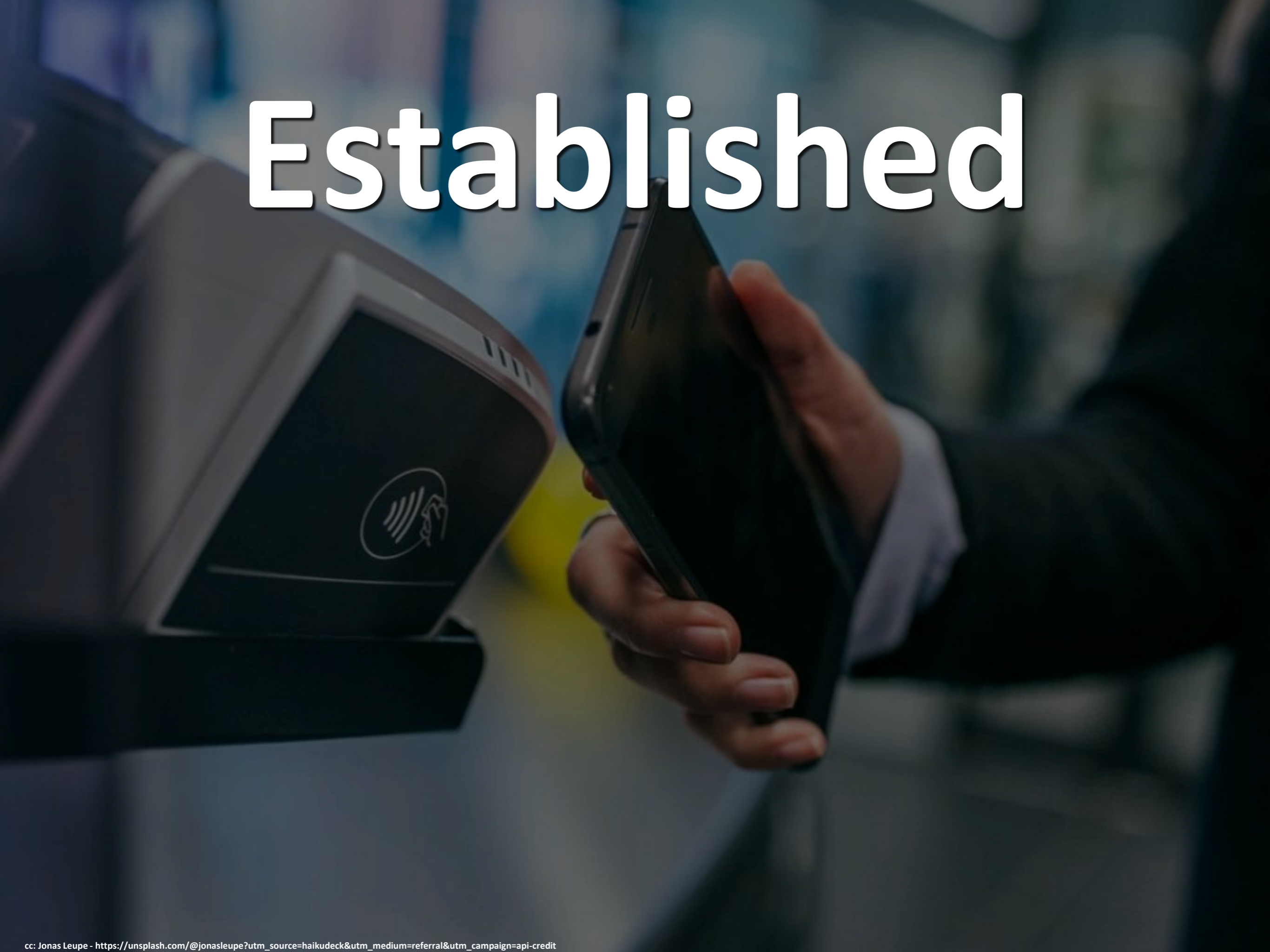


# Established

# Established



# Established



# Established

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More Options



# Established

- What are key trends from the industry/from your professional journey/ from your personal journey that would go here?

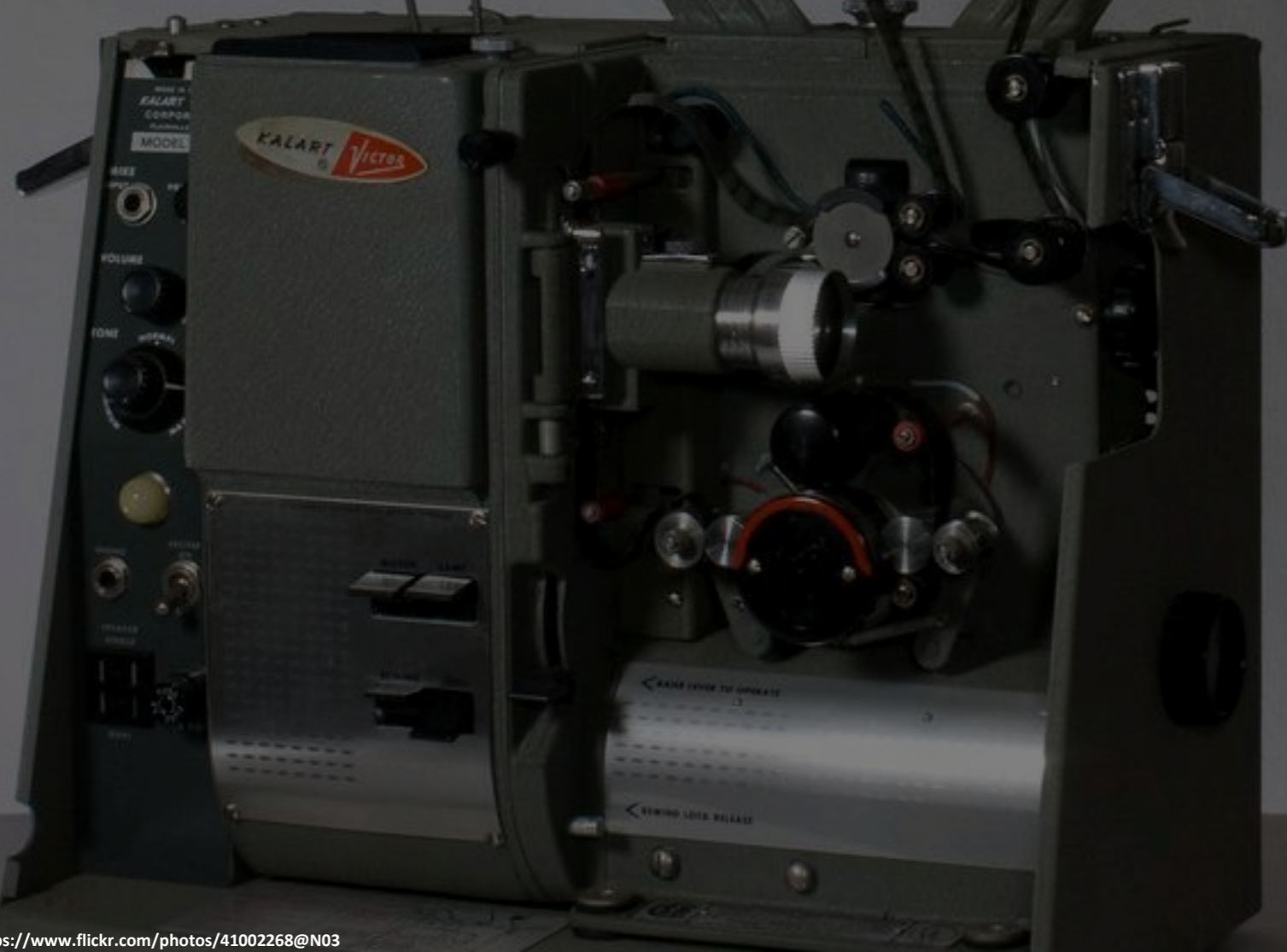
A large, modern building atrium with a curved glass facade. In the center, a large globe of the Earth is suspended. The word "Emerging" is written in large, white, bold letters across the middle of the image. The background shows the interior of the building with people walking on a balcony level.

# Emerging

# Emerging

- Experimental ideas
- Ideas gaining momentum or popularity
- Start to look up and track what you see

# Emerging



# Emerging



# Emerging



A cardboard box robot, known as a 'Kuroko' or 'Amazon.co.jp' robot, is the central focus of the image. It is constructed from brown cardboard boxes, with a large box forming its head and torso, and smaller boxes forming its arms and legs. The robot is standing on a circular black base. The background is a plain, light gray surface.

# Emerging

- In 2019, e-commerce to reach 24% by 2024
- July 2020, e-commerce hit 33%
- First half of 2020 saw an increase to the previous 10 years.

A cardboard box robot, known as a 'Kuroko' or 'Amazon.co.jp' robot, is the central focus of the image. It is constructed from brown cardboard boxes, with a large box forming its head and torso. The robot has a friendly, minimalist face with two black dots for eyes and a black triangle for a mouth. It stands on a circular black base. The background is a plain, light gray surface.

# Emerging

- Brand loyalty?
- 60% of consumer-goods companies even moderately prepared for e-commerce-growth opportunities



# Emerging

- Virtual work
- Hybrid

# Emerging



- Healthcare cost
- Aging population
- Staffing shortages
- Hospital capacity
- Tele-medicine

# Emerging

- What are key trends from the industry/from your professional journey/ from your personal journey that would go here?

A dramatic sunset over a body of water. The sky is filled with dark, heavy clouds, with a bright, glowing band of orange and yellow light breaking through near the horizon. The water in the foreground is dark and reflects the colors of the sky. The word "Horizon" is written in large, white, bold, sans-serif font across the center of the image.

# Horizon

# Horizon

- Where do you look to the horizon?

# Horizon

- Office of the Director of National Intelligence
- Global Trends 2040: A More Contested World
- The goal is not to offer a specific prediction of the world in 2040; our intent is to help policymakers and citizens see what may lie beyond the horizon & prepare for an array of possible futures.

# Horizon

- McKinsey & Co.
- Trends that will define 2021 and beyond: 6 mos. on

# Horizon

- Deloitte: Predictions



# Podcasts

- Exponential Minds
- Should This Exist?
- The Secret History of the Future (Economist)
- The Future of Everything (WSJ)

# Anticipatory Intelligence

- Organizations will employ machine learning (which occurs without explicit programming) and predictive analytics to predict demand, optimize pricing, and adjust sales and marketing campaigns.
- Use of predictive analytics is likely to be uneven, and leading users may pull away from the pack.

# Anticipatory Intelligence

- Concerns about privacy and surrendering decision-making to machines
- Availability of user-friendly applications accessible to non-experts.

# Declining Trust



- In the United States, trust in institutions—including government, media, science, and medicine—is falling, with important social, political, and economic implications.
- This decline in trust could fuel deeper political polarization and further erode social cohesion.

# Declining Trust



- The role of filter bubbles and misinformation.
- Evolution of technical means to obscure or fake reality and manipulate people's perceptions

# Evolving Cities

- Urban areas are changing under the influence of unfolding economic, environmental, technological, and social trends.
- COVID-19 has spawned many acute effects, some of which are proving persistent—especially those involving where people work.
- Remote work

# Evolving Cities

- Climate-induced problems and potential solutions
- Impact of family type on relocation decision

# Fraying Cybersecurity

- Risks to digital infrastructures are growing, even as dependence on them rises.
- Employees are both worried and harried—concerned about digital privacy and security in the workplace, and tired of the difficulty and complexity of maintaining system security
- Risks from the internet of things and how effectively they are addressed



# Fraying Cybersecurity

- The scale and scope of future digital disasters
- Whether courts will extend existing liability protections for non-tech products (e.g., cars, large appliances) to the Internet of Things

# Marketing & Advertising Transformation

A white dog, possibly a Bull Terrier, is sitting on a dark surface next to a vintage gramophone. The dog is looking towards the camera. The gramophone has a large, ornate wooden horn and a wooden base. The background is dark and out of focus.

- Digitization continues to reshape advertising and marketing as advertisers embrace content innovations and more precise consumer targeting.
- Innovations in modes and models for content delivery are opening new routes for advertisers and blurring the lines between marketing and content.

## Marketing & Advertising Transformation

- Interfaces like Alexa and Siri will be critical gatekeepers in a growing proportion of consumer transactions.
- AI platforms will be locations of experiments with new advertising approaches.

## Marketing & Advertising Transformation

A white dog, possibly a bulldog, is sitting on a dark surface next to a vintage typewriter. The dog is looking towards the camera. The typewriter is a classic wooden model with a carriage and a paper roll. The background is dark and moody.

- As the costs of digital advertising drop, and the targeting of individual users improves, targeted messaging will allow for ads directed at specific users.
- Willingness of consumers to pay for online news and entertainment

# Horizon

- Anticipatory Intelligence
- Declining Trust
- Evolving Cities
- Fraying Cybersecurity
- Marketing & Advertising Transformation

# Horizon

- What are additional horizon trends?
- What horizon trends are the most exciting or concerning?
- How will horizon trends impact how you work, how you live?

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# Translating Trends



# Translating Trends

- Learning
- Probable
- Possible (Innovation)
- Preferable (Scenarios)

# Innovation Reflections

- What are the possibilities for the future that you want to see? Where you can have impact?
- 3-5 possibilities

# Designing the Path

- What are the first steps to take today that will prepare you for those possibilities?
- That will guide you towards those possibilities?

A hand holding a pencil, with a tray of colored pencils and a sketchbook in the background. The scene is set against a dark, textured background. The hand is positioned on the right side, holding a pencil horizontally. The tray of pencils is on the left, and the sketchbook is partially visible behind it. The text "Foresight as Regular Practice" is overlaid in the center.

# Foresight as Regular Practice

# Foresight as Regular Practice

- Thinking about the approach of today, where is the opportunity for regular adoption of foresight practices into your routine?



# Brilliance in the Room