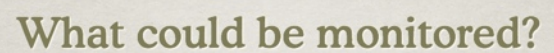




## David Zach, futurist 21 Sep 2011



David Zach  
**futurist**



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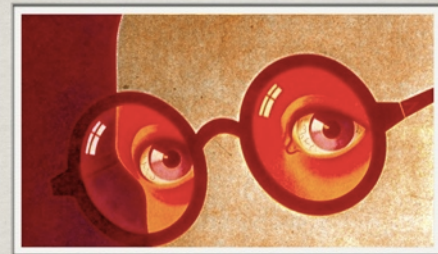
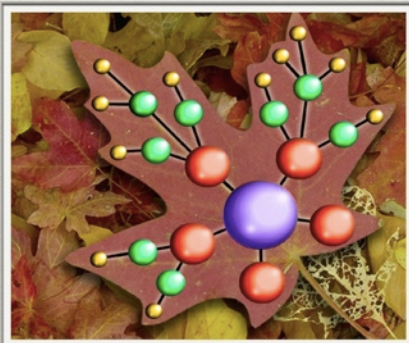
## What should be measured?



## Automation: Inventory? Inspection? Carding? Checkout?



## 2. The Implications Future

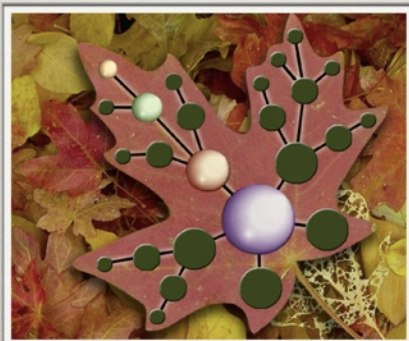


### a. **Everything** could be tracked:

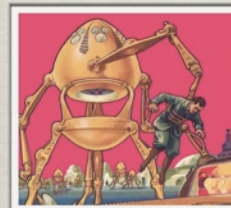
Production/storage/distribution/consumption/consumer ...

### b. Data: recognized, acquired, sold: Sabre

## 3. The expected future



Can we afford it?



Will the public accept it?

(Will they have a choice?)



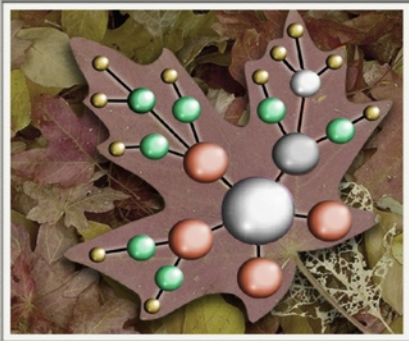
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## 4. The alt/success future



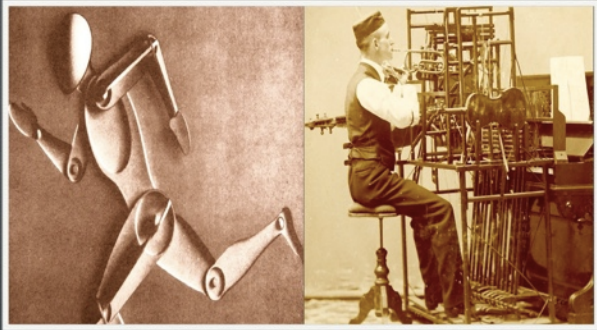
## alt/success

Who else could  
innovate with this?



Where else might  
competition come from?

## C. Innovative Futures



## The Innovation Paradox



Best practices: <b>Think</b>	1	Open source: <b>Think</b>
Bottom line [practical]	2	Horizon [potential]
Tradition [build upon past]	3	Future [leave past behind]
Walls & doors [structure]	4	Openness [no limits]
Credentials [singular path]	5	Smarts [many paths]
Pursuit of ... [work & life]	6	Promise of ... [worklife]
Close-minded	7	Open-minded

## Measuring the measurable

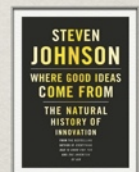
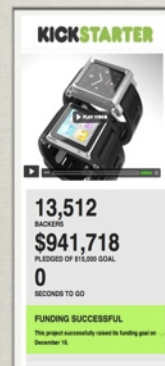
$$1 + 1 = 3$$



*Torture numbers and they  
will confess to anything.*

Gregg Easterbrook

## Crowdsourcing economies



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## D. First We Shape Our Tools ...



# Factories & logistics



The collage consists of five square images arranged in a grid-like fashion. The top-left image shows a red industrial machine with a digital display. The top-right image shows a modern, multi-story factory building with a brown roof and blue windows. The bottom-left image shows a large pile of colorful pills or capsules. The bottom-middle image shows a mechanical assembly with orange and yellow components. The bottom-right image shows a scientist in a white lab coat working with a microscope and a computer monitor.



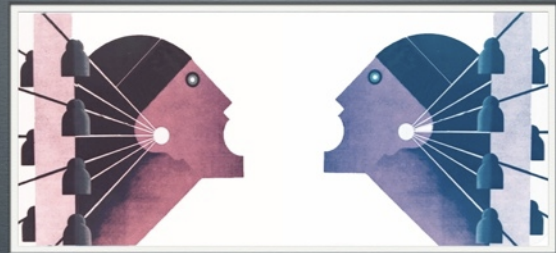
#### 4. Live/Work/Shop *inside* of a box



A photograph of a street scene in Nanjing, China. A person is walking on a sidewalk next to a row of traditional Chinese buildings. The buildings have multiple stories and traditional architectural features. The street is paved, and there are some streetlights visible. The scene is captured in a slightly grainy, vintage-style photograph.



E. ... And Then Our Tools Shape Us.



# 1. Unlimited choices

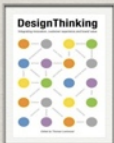


The image displays three book covers side-by-side. The first cover on the left is for 'Design Thinking' by Steven Dyer, featuring a network diagram of colored dots. The middle cover is for 'CHANGE BY DESIGN' by Tim Brown, with a red background and white text. The third cover on the right is a colorful illustration of a person in a turban holding a large golden disc, with another person in the background, set against a backdrop of mountains and a castle.

Customers = co-workers.

Professional ~~boundaries~~.

The Concierge model.



### The Concierge model.

## 2. The most amazing tools ...

18-24: 3200 txt mssg/mth.

Majority of 18-25 y.o.  
admit: txt while driving.

txt > f2f: s/s

Multiatsking..

Work on a computer?

Nicholas Carr, *The Shallows*:  
Intensive multitaskers are  
“suckers for irrelevancy,” says  
Clifford Nass, one professor  
who did the research.  
“Everything distracts them.”  
Mersench offers an even  
bleaker assessment: As we  
multitask online, we are  
“training our brains to pay  
attention to the crap.”

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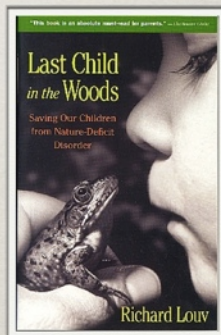
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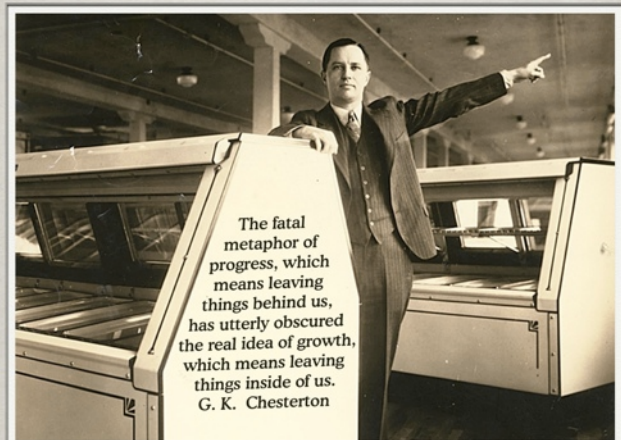
### 3. "Milk from a nice clean store ..."



- a. Unnatural childhood.
- b. Denatured knowledge.



## F. Looking Back



For more information on having Dave speak at your event, please contact:

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