



# Futurist Slide Sampler

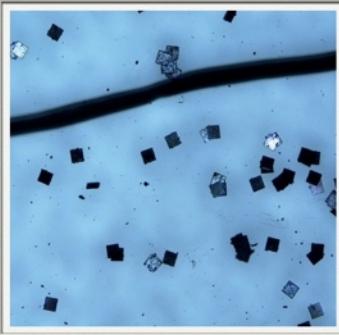


## Strategic Futures

David Zach, futurist 21 Sep 2011



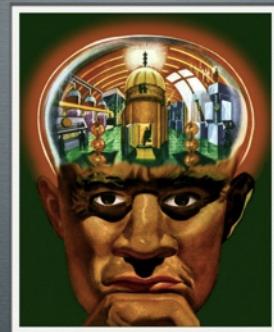
### 1. The Age of Information (bypass)



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### B. What Will You Do?



### 1. The Age of Information (bypass)



### What could be monitored?



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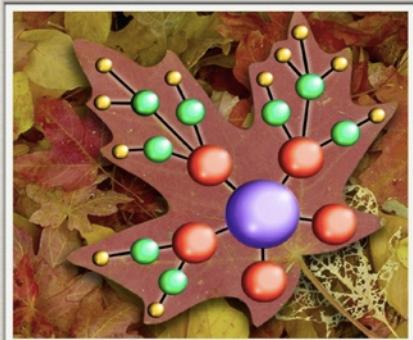
## What should be measured?



Automation: Inventory?  
Inspection? Carding? Checkout?



## 2. The Implications Future Implications

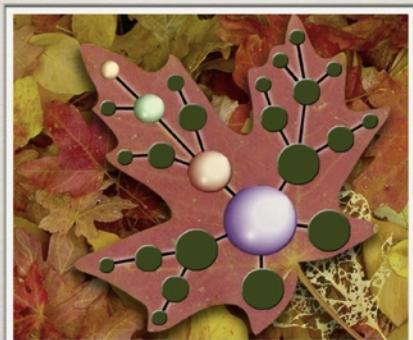


a. **Everything** could be tracked:

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?)

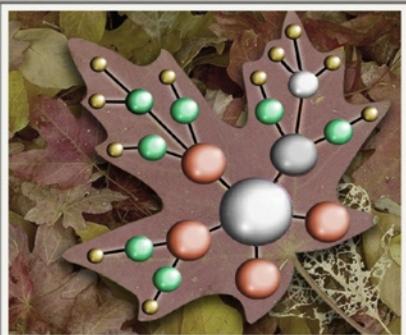


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#### 4. The alt/success future



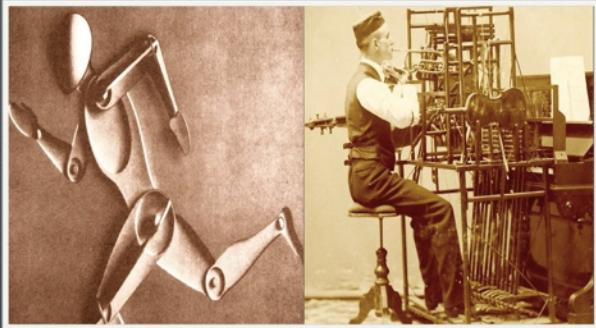
#### alt/success

Who else could  
innovate with this?



Where else might  
competition come from?

#### C. Innovative Futures



#### The Innovation Paradox



Best practices:  Think

Bottom line [practical]

Tradition [build upon past]

Walls & doors [structure]

Credentials [singular path]

Pursuit of ... [work & life]

Close-minded

Open source:  Think

Horizon [potential]

Future [leave past behind]

Openness [no limits]

Smarts [many paths]

Promise of ... [worklife]

Open-minded

#### Measuring the measurable

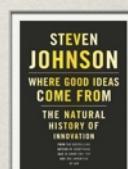
$$1 + 1 = 3$$



*Torture numbers and they  
will confess to anything.*

Gregg Easterbrook

#### Crowdsourcing economies



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



## Factories & logistics



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

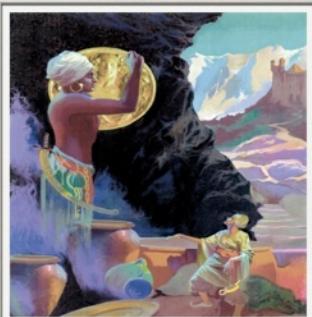
*World Builder* by Bruce Branit



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



## 1. Unlimited choices



Customers = co-workers.

Professional boundaries.

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.”  
Mersenich offers an even  
bleaker assessment: As we  
multitask online, we are  
“training our brains to pay  
attention to the crap.”

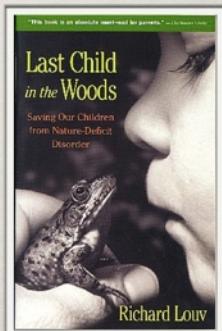


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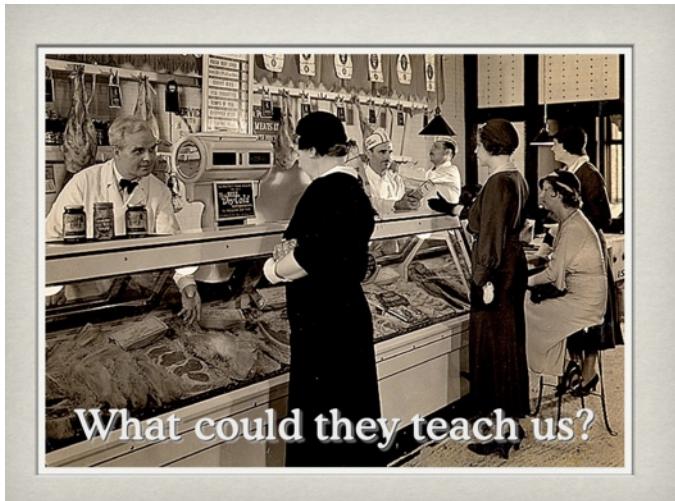
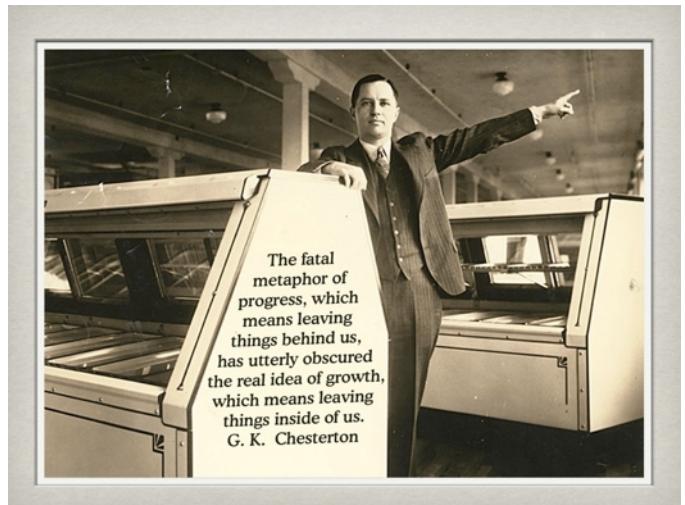
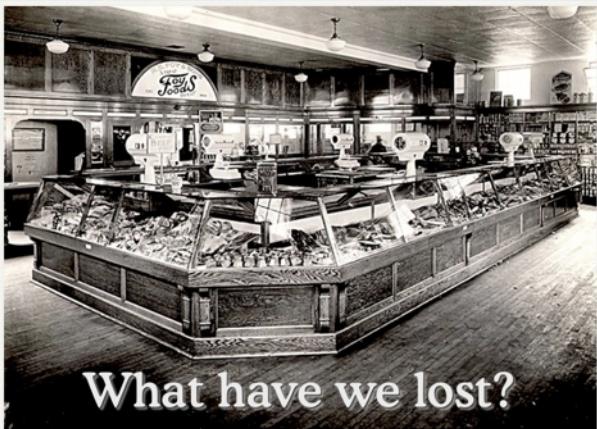
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### 3. "Milk from a nice clean store ..."



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

### F. Looking Back



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