



Making Sense of the Future

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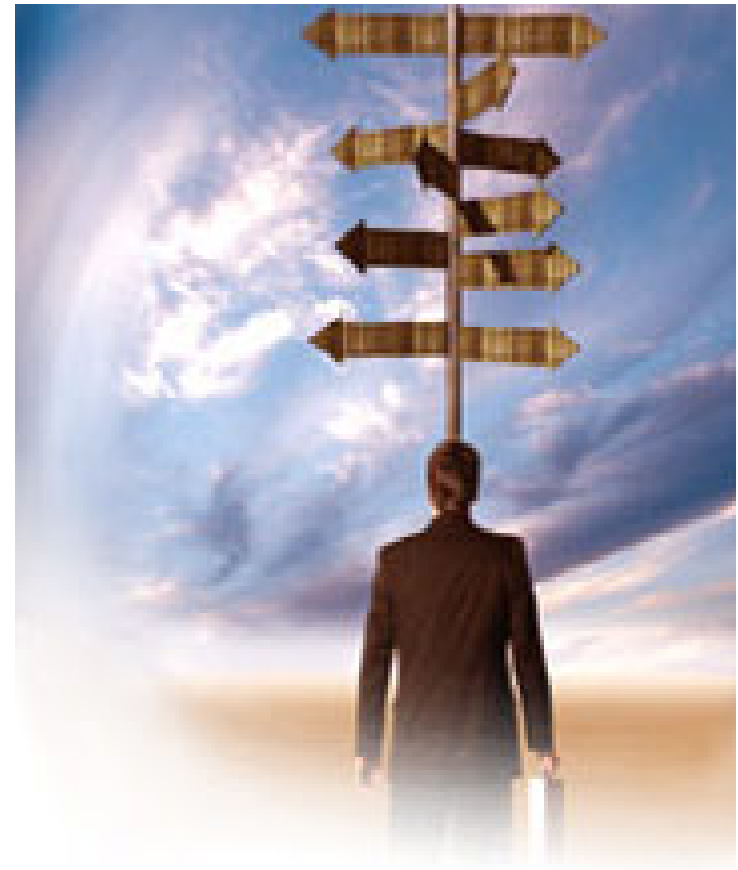
‘An independent think tank bringing together futurists, academics and business from around the world, committed to helping organisations extend their strategic planning horizons and better prepare for the future.’



Our goal - To inspire and enable organisations to challenge current thinking and so pursue the opportunities of the future with greater certainty

Tomorrow's Company

- Globally Aware
- Open
- Fast, agile, playful
- Connected
- Engaged
- Responsible
- Profitable



Global Challenges



What are the issues, who owns them, what's the impact?

How do we Assess a Changing Economic Landscape?

The World's Top 10 Economies (Percent of World GDP)

Today

2050

1820

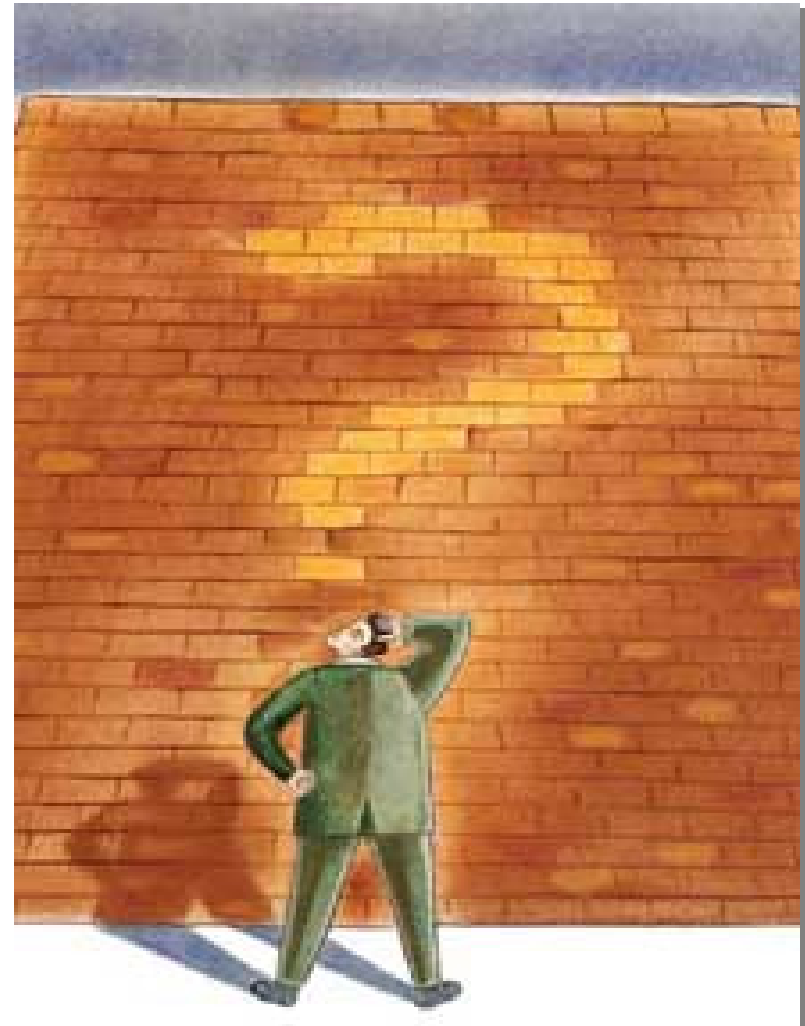
U.S. (28.4%)	China (25.6%)	China (28.7%)
Japan (10.6%)	U.S. (20.3%)	India (16.0%)
Germany (6.4%)	India (16.0%)	France (5.4%)
U.K. (5.0%)	Japan (3.9%)	England (5.2%)
France (4.8%)	Brazil (3.5%)	Prussia (4.9%)
China (4.4%)	Russia (3.4%)	Japan (3.1%)
Italy (3.9%)	Indonesia (2.3%)	Austria (1.9%)
Spain (2.6%)	U.K. (2.2%)	Spain (1.9%)
Canada (2.5%)	Germany (2.1%)	U.S. (1.8%)
India (1.7%)	Mexico (2.0%)	Russia (1.7%)

Sources: World Bank/Angus Maddison, "The World Economy: Historical Statistics" (OECD)/
PricewaterhouseCoopers/Milken Institute/Goldman Sachs

Source: Michael Milken, Chairman, Fastcures

In a world of Infinite Challenges, How do we Prioritise?

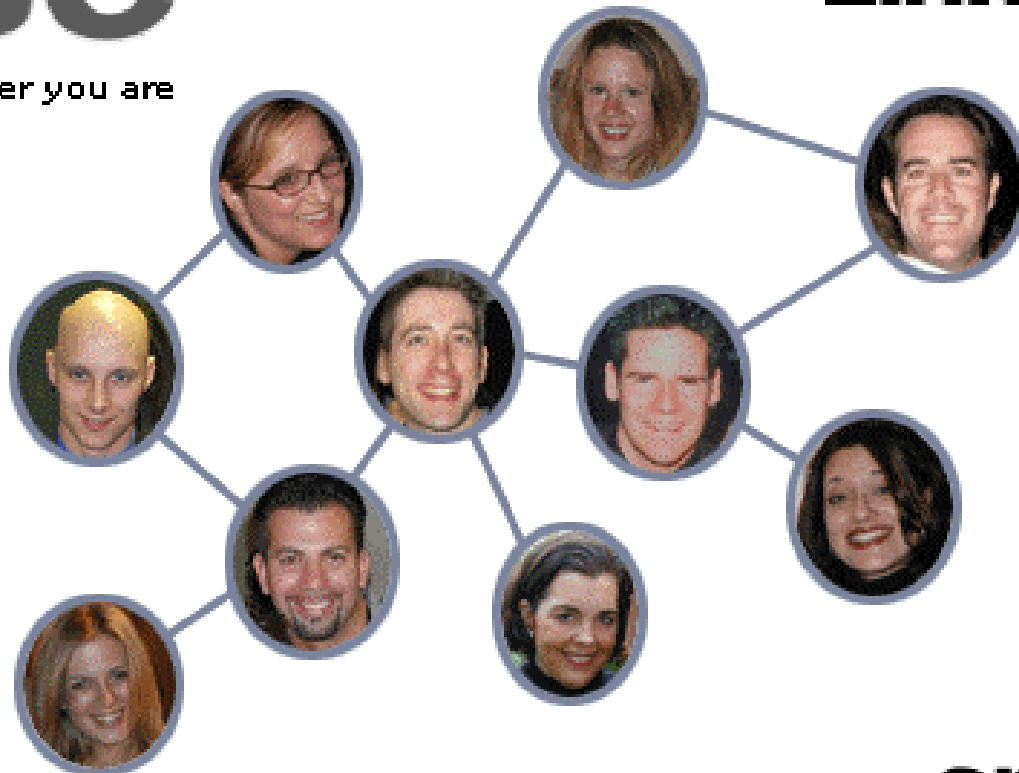
- **Who decides?**
- **What are the criteria?**



How can we Use Social Networks, what Investment Should we Make?

openBC
Get together – wherever you are

LinkedIn



ecademy
connecting business people

spoke
We'll get you in.

How do we Design and Innovate in a Connected Open World?



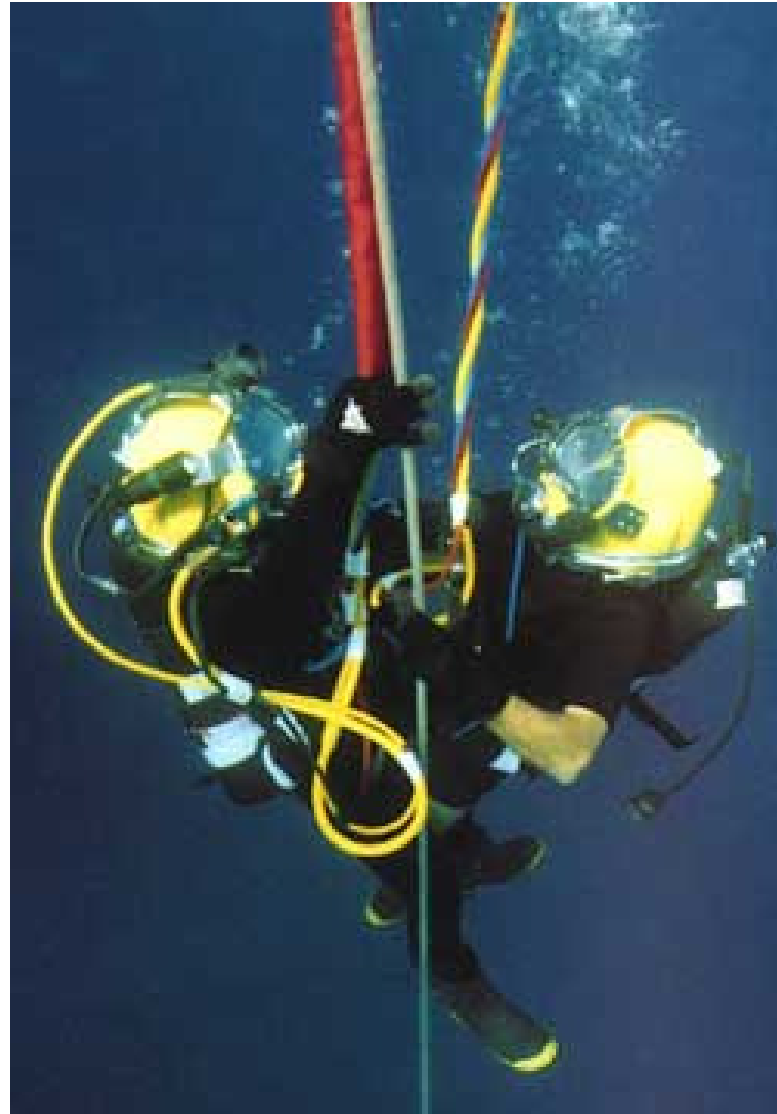
1872

2002

What Business and Technology Architecture do We Need to Respond and Adapt to Trends and Anticipate Global Change?

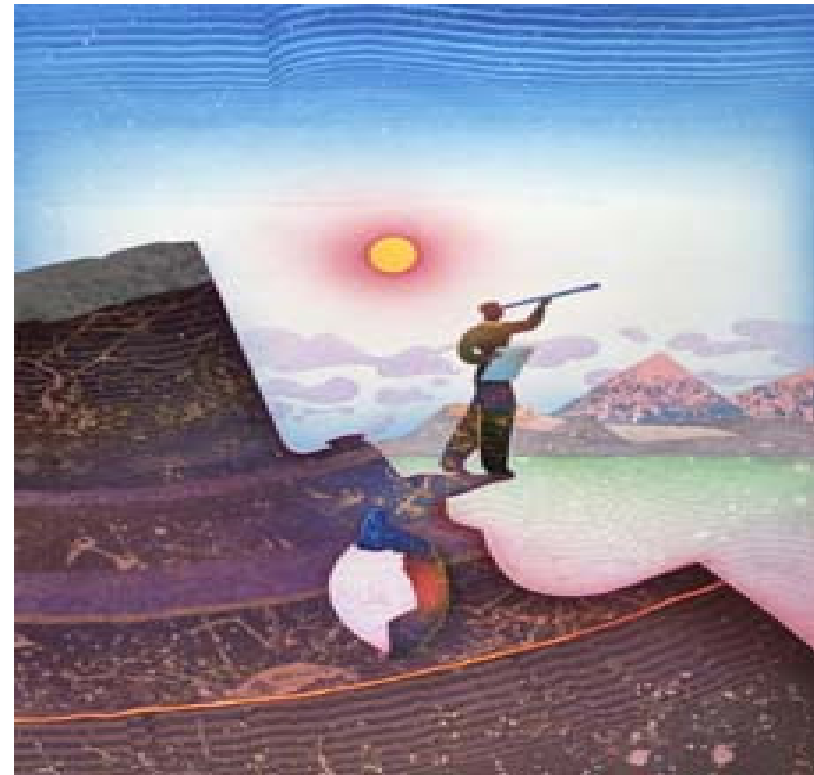


How do we Embed Future Thinking?



What are the Scanning Mechanisms for the Future, What are the Responsibilities of the Futurist?

- How far ahead are we scanning?
- Are we generating insight?
- What options are we creating for the future?



What does an 'Always on' Life Look Like?

