



Winning in a Downturn
Using Future Insights to Succeed in Turbulent Times
European Futurists' Conference

Luzern

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<http://associatednews.us/content/wp-content/uploads/2009/03/meltdown2.jpg>

Fast Future

- Research, consulting and 'head messing'
- 5-20 year horizon
- Focus on ideas, people, developments, trends and forces shaping the future:
 - S&T Timeline 2040 and the Jobs that don't yet Exist
 - Migration Scenarios 2030 (OECD)
 - Drivers of Change / Scenarios 2015 (Nokia)
 - Tourism 2020 (Saudi)
 - City Creation (Nakheel)
 - Future of Airports / Convention Centres / Finance
 - Grand Challenges



What do they Have in Common?



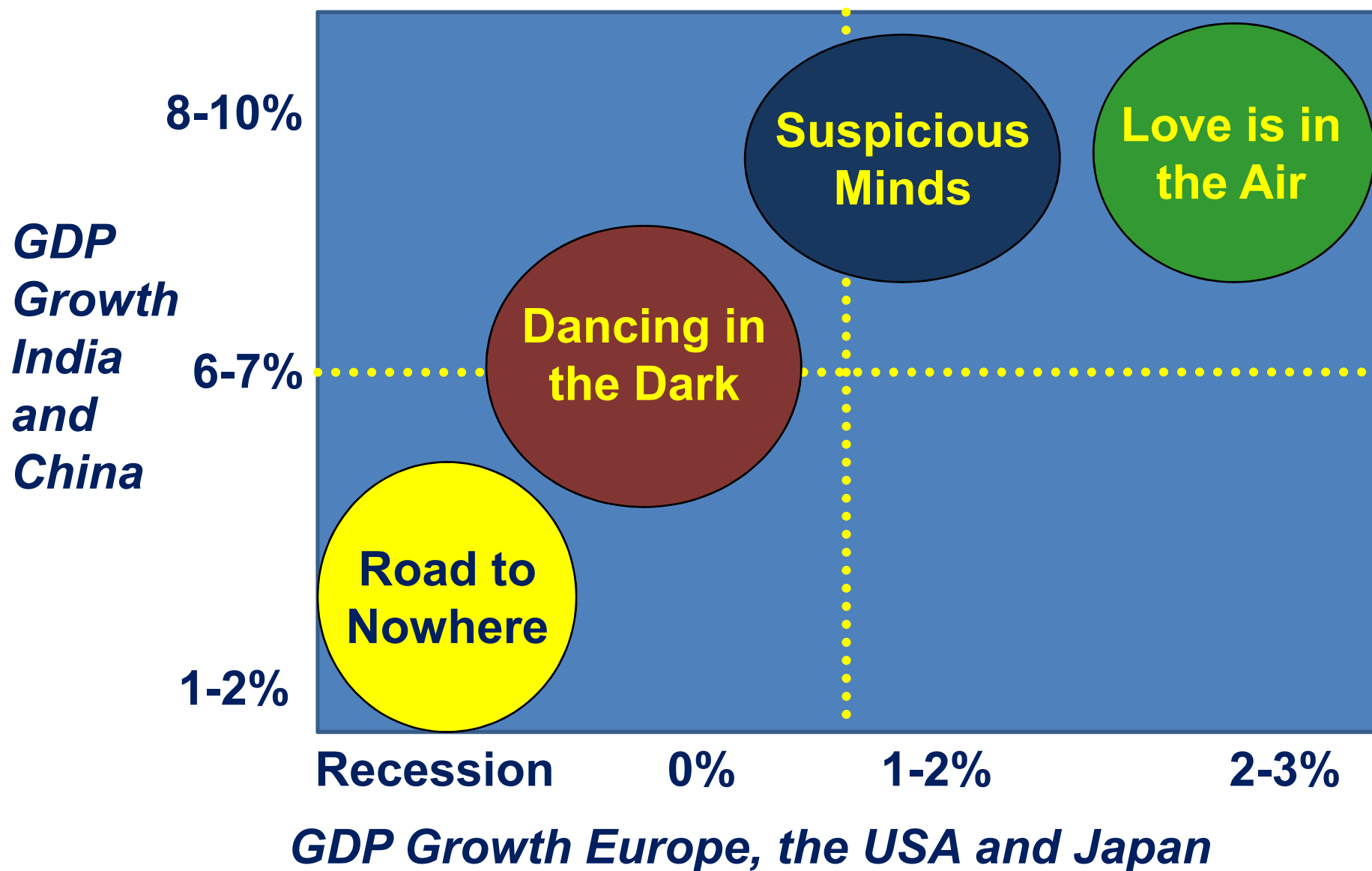
They all started in an economic downturn

How will the Downturn Develop?



<http://www.borev.net/imf.jpg>

Responding to Scenarios



Resource Competition



http://upload.wikimedia.org/wikipedia/commons/thumb/1/1f/Wolves_Kill.jpg/500px-Wolves_Kill.jpg

Global Governance



Complexity, Noise and Regulation

<http://www.tallbergfoundation.org/Portals/0/Images/T-roundtable%204.jpg>

Asset Allocation



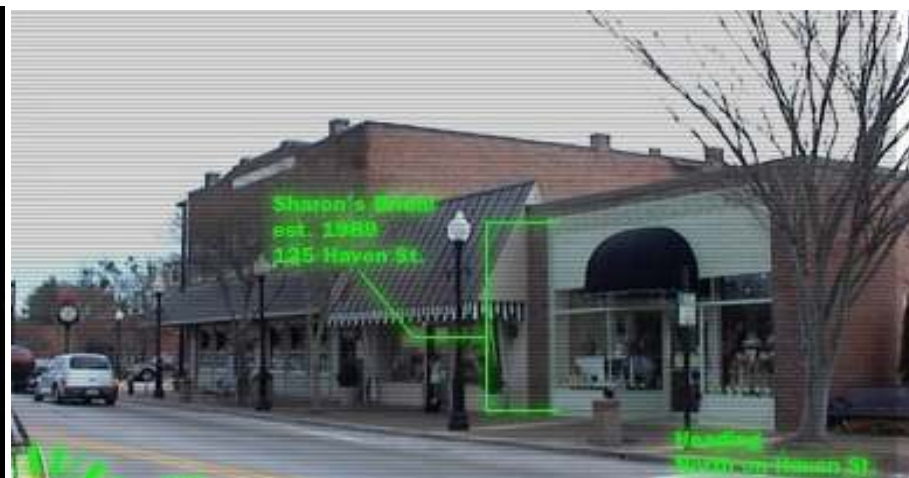
http://psdblog.worldbank.org/photos/uncategorized/2007/12/03/money_3.jpeg

Distribution of Hope



http://visitbulgaria.info/files/china_india.jpg
<http://www.huffingtonpost.com/huff-wires/20090222/eu-europe-economy-summit/images/137adda3-7bad-4917-87ff-e413d29c80d9.jpg>

Science and Technology Spending



Nanotech - http://www.anthonares.net/molecular_machine.jpg
http://singularityhub.com/wp-content/uploads/2009/02/gene_therapy.jpg
<http://www.eurescom.de/message/messageNov2006/images/Telemedicine.jpg>
http://unmediated.org/images/20041015_scopo.gif

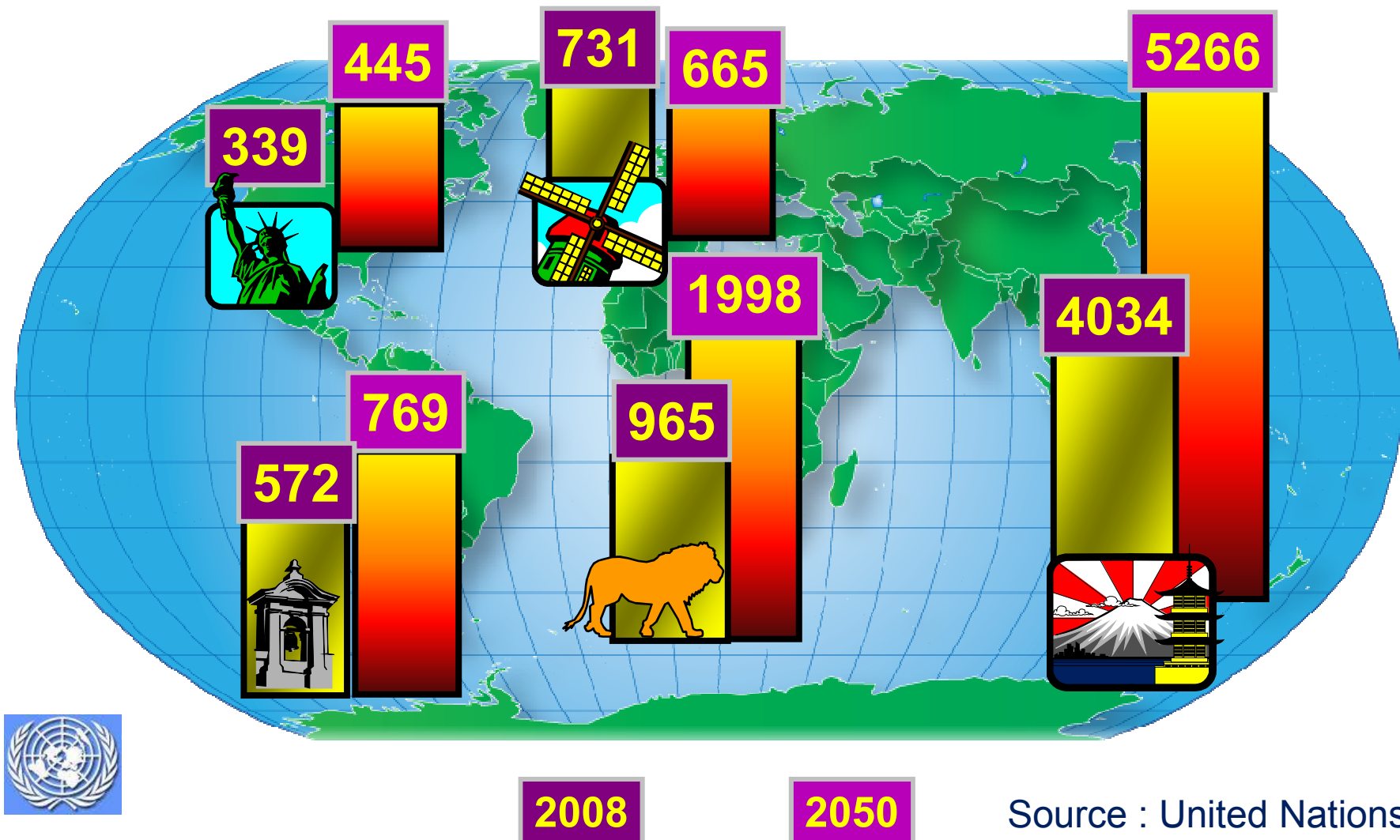
10 Mega-trends shaping the next decade

Economic turbulence, a shift in wealth from west to east and political uncertainty are shaping the landscape



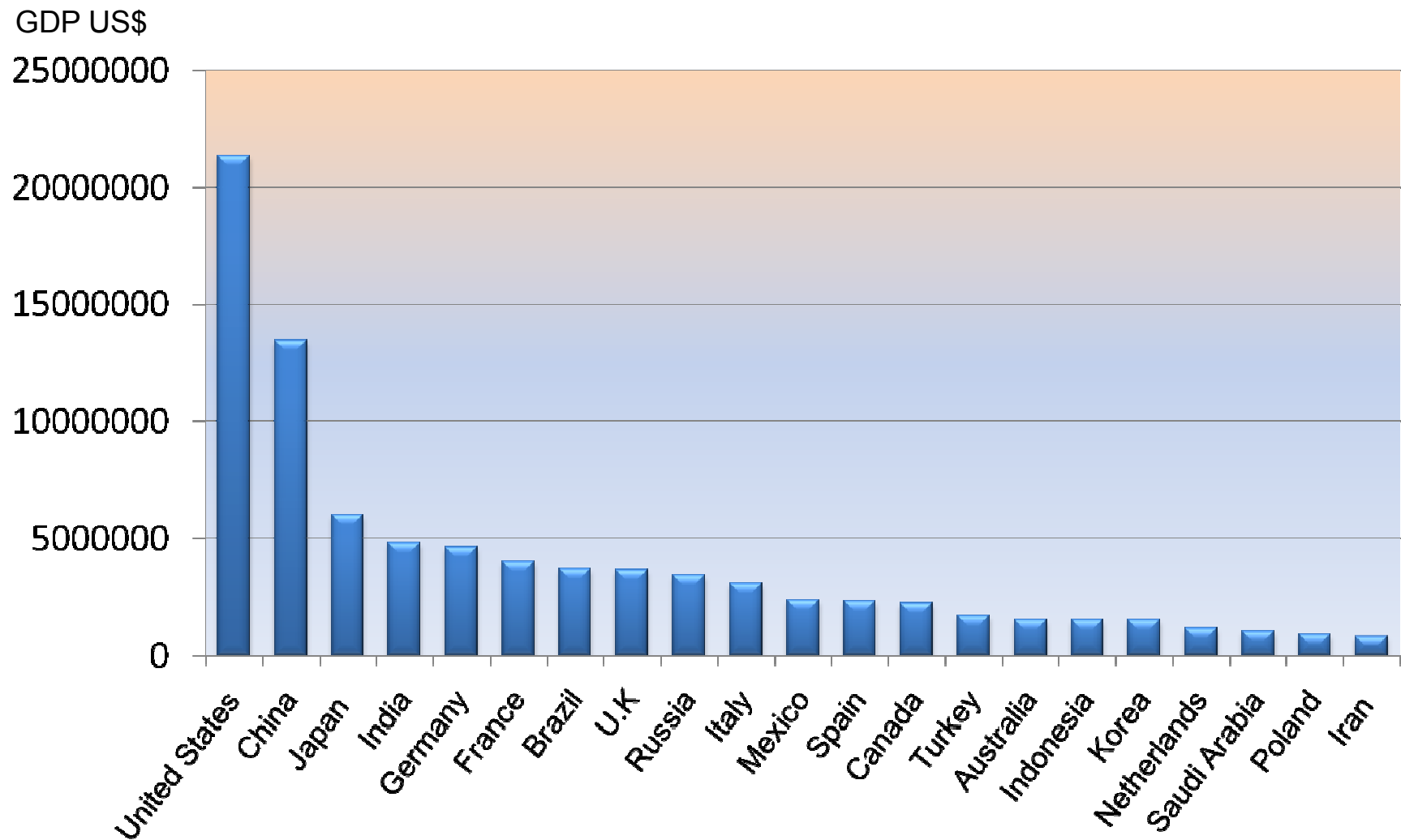
Demographic Destinies

2 billion more people in 40 years – Demographics is Driving Economics



Economic Power Shifts

The Top 20 in 2025?



Source: IMF WEO 2009, PwC 'the World in 2050 March 2008 edition

The Middle East – Against the Wind?



US\$ 4.1 Trillion investment by 2025

Over 1170 new hotels offering 820,000+ rooms by 2025

Capacity for 320 million extra passengers by 2012

1130 new aircraft by 2030

170 million Tourists by 2020



A Society in Transition



The Rescue Plan

Natural Resource Challenges



“Companies that are not adequately managing the consequences of climate change on their business will not be welcomed as our customers in the future”

***\$200Bn - \$500Bn Spending
required every year to 2030***

**Rick Murray
Chief Claims Strategist
Swiss Re**

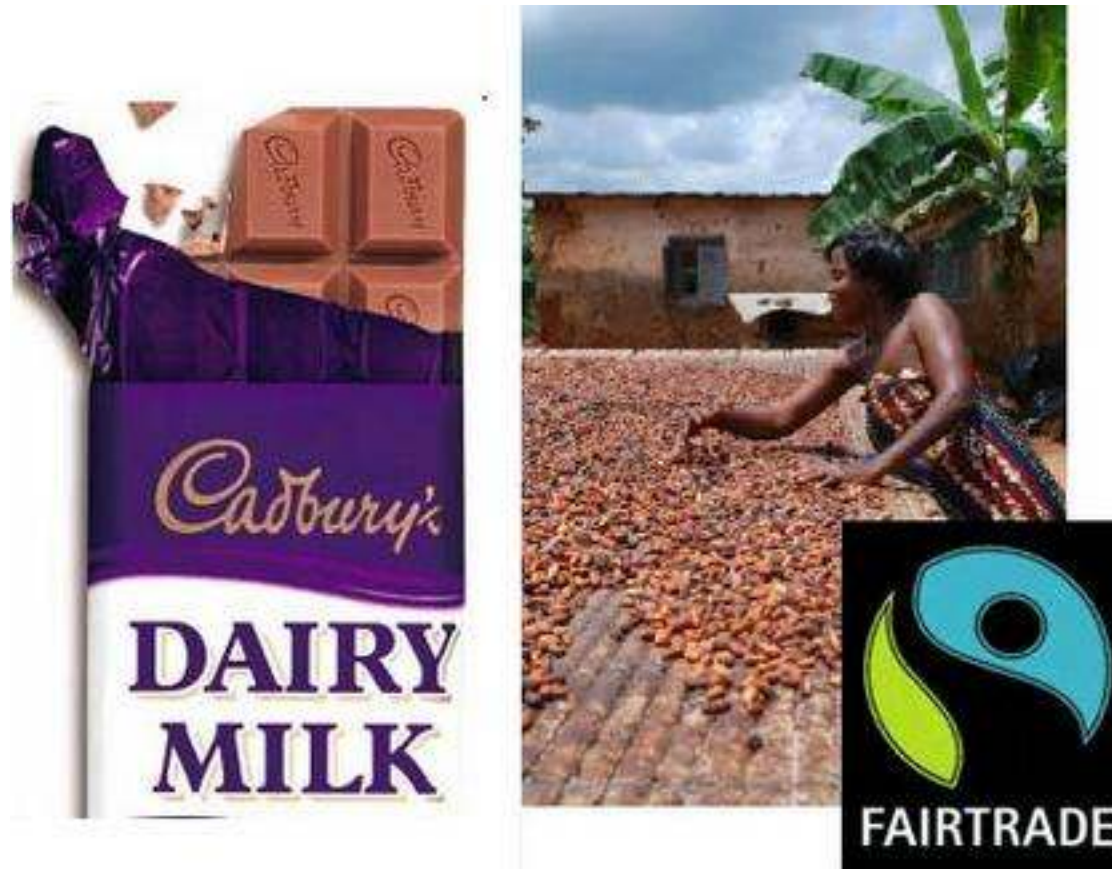
Long Term Cost Reduction



Cadbury's - Product Downsizing

http://4.bp.blogspot.com/_ShssuEE1cx0/SODOk0XOMKI/AAAAAAAAABww/9-xgYp0OgVA/s400/Wispa+is+back.jpg

Continuity of Supply / Ethical Sourcing



Cadbury's Fairtrade

Counter Cyclical Investment



DSM



Kellogg's

Bio serae
Laboratoires S.A.S.



Serving the Base of the Pyramid



NOKIA
Connecting People

CSR Transparency

Project 10¹⁰⁰

May Those
Who Help
The Most Win



Industry Leadership

Wal-Mart Sustainability Index

- Life Cycle Assessment to measure the full environmental impact of a product through manufacture, use, and disposal
- Focus on four broad categories: energy and greenhouse gas emissions, materials, natural resources, and "people and communities," (social impact)
- Sustainability research consortium led by the University of Arkansas and Arizona State University
- Asking 60,000 suppliers to participate
- Procter & Gamble, General Mills, Tyson, and Unilever signed up
- Costco, Target, and Kroger invited to join



Zero Footprint



PepsiCo India

Country Partnerships

Cisco – Saudi Arabia



Rabigh International Stadium "King Abdullah Economic City" Saudi Arabia



http://www.watg.com/uploads/images/portfolio_11B56A8D-3048-7B3D-C51113DEC919264D.jpg
<http://www.qwled.com/vb/imgcache/120226.imgcache>
<http://img157.imageshack.us/img157/2097/bigsize2bz8.jpg>

Business Model Reinvention



AdP - Schiphol

http://www.planete-tp.equipement.gouv.fr/en/IMG/jpg/14_cle714111.jpg

<http://www.hotelchatter.com/files/3873/SchipholAirportAmsterdam.jpg>

Learning Investment



http://mandatemedi.typepad.com/photos/uncategorized/2007/07/10/coca_cola.jpg
<http://somewordsandpictures.files.wordpress.com/2009/06/this-water-innocent.jpg>

Giving Children a Voice



Permission to Believe



Bayelsa State - Nigeria

Conclusions

Leading into the Future

- Who owns the future?
- Bias and beliefs



Rohit Talwar

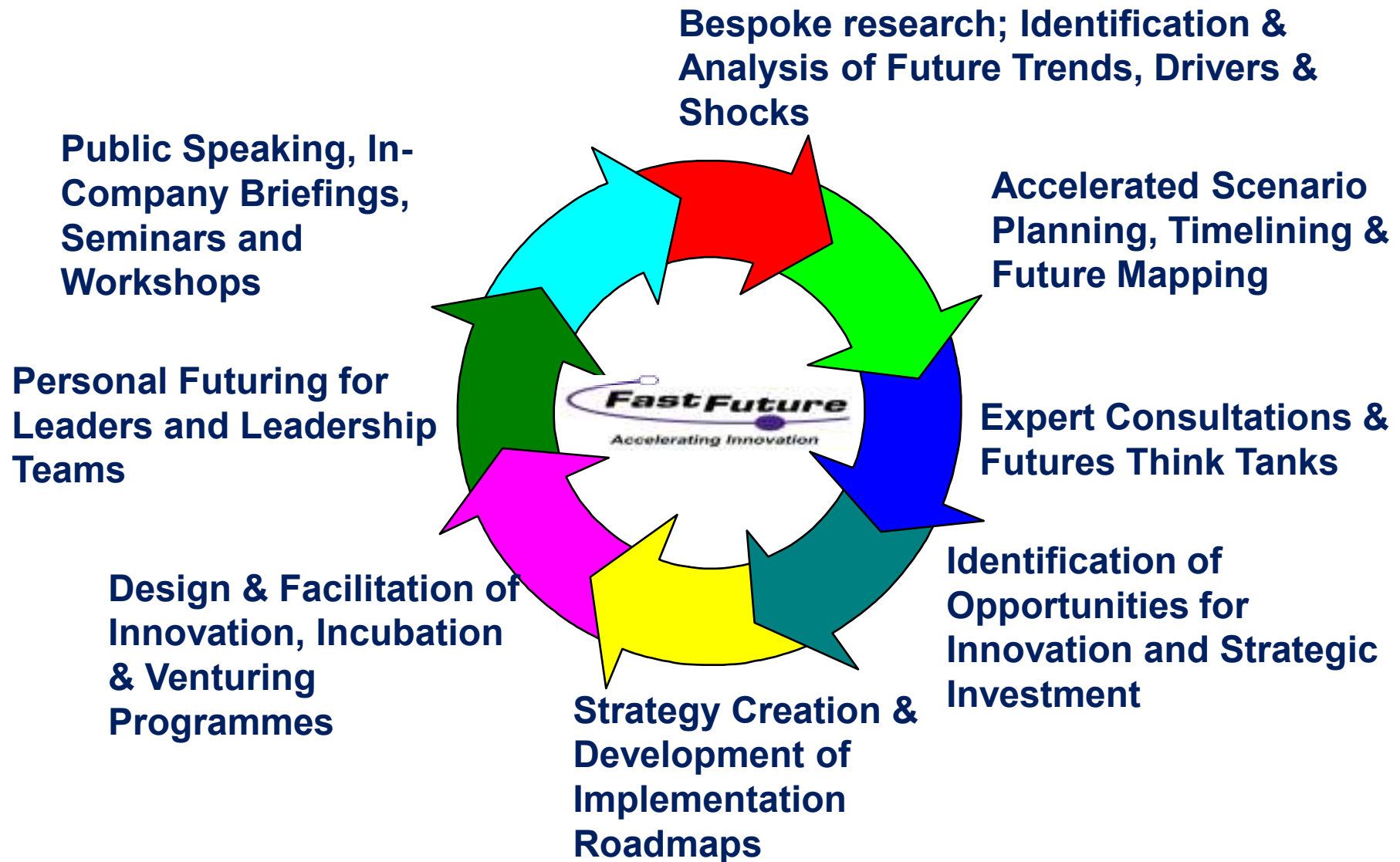
- Global futurist and founder of Fast Future Research.
- Award winning speaker on future insights and strategic innovation – addressing leadership audiences in 40 countries on 5 continents
- Author of Designing Your Future – Published 08/2008
- Profiled by UK's Independent Newspaper as one of the Top 10 Global Future Thinkers
- Led futures research, scenario planning and strategic consultancy projects for clients in aviation, travel and tourism, telecommunications, technology, pharmaceuticals, banking, environment, food and government sectors
- Clients include 3M, Amadeus, BBC, BT, BAe, Bayer, De Beers, DHL, EADS, Electrolux, E&Y, GE, Hoover, Hyundai, IBM, HG, ING, Incheon, Intel, KPMG, M&S, Nakheel, Nokia, Nomura, Novartis, OECD, Orange, Panasonic, Pepsi, Pfizer, PwC, Samsung, Shell, Siemens, Symbian, Travelport, Yell, over 30 international associations and governments agencies in the US, UK, Finland, Dubai, Nigeria, Qatar, Saudi Arabia and Singapore.
- To receive Fast Future's newsletters please email rohit@fastfuture.com



Example Projects

- Public and private client research e.g. :
 - Designing Your Future (Published August 2008) – book written for the American Society of Association Executives & The Center for Association Leadership
 - Winning in a Downturn
 - Scenarios for 2030 and the implications for migration
 - The Science and technology horizon and the implications for ‘Jobs that don’t yet exist’
 - Aviation and Airports e.g. Aviation 2030
 - Travel and tourism e.g. Travel 2015 / Future of Travel and Tourism in the Middle East – Vision to 2020
 - Future of Travel and Tourism Investment in Saudi Arabia (Underway)
 - The future of Convention Centres
 - Innovation in the Health Sector
 - Future of Luxury Real Estate in the Middle East
 - Scenarios for the global economy for 2030 and the implications for migration
 - Global Economies – e.g. The Future of China – the Path to 2020
 - Winning in India and China
 - Future of meetings, conferences , exhibitions and events – e.g. One Step Beyond – Future trends and challenges for the events industry
- Strategic advice to industry players
- Confidential advisory and coaching services to CEOs and top teams
- Public speaking at public conferences and in-company events
- Future thinking workshops and retreats

Our Services



Our Clients



Deutsche Bank



Associated British Foods plc



GlaxoSmithKline



*berwin leighton paisner



HALLIBURTON

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- 100 emerging trends
- 10 major patterns of change
- Key challenges and choices for leaders
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