

# FUTURE- PROOF

**Embracing The Era Of Permanent Revolution,  
Digital Acceleration—And Constant Learning Curves**



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# PERMANENT REVOLUTION

## Embracing A Future Of Many Big Things

What's the next BIG thing? That's the pinnacle question. And for professionals whose passion is forecasting the future, it's the one question that fuels our day, every single day.

The answer, naturally, is always different. But, no matter the technology or trend, the question itself has remained unchanged. That is, until the era of permanent revolution fueled a series of many big things . . .

Yesterday was about billions of smartphones—but tomorrow belongs to the trillions of smart things that will digitize all objects, products, and places within the physical world. Robots won't take our jobs away—on the contrary, they'll give us back our time to focus on the innovations that matter the most.

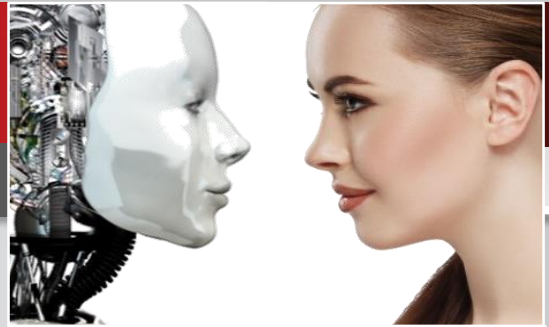
While the unstoppable force of mobile has set the world ablaze—the real story of connectivity isn't one of devices but newfound behaviors that have bolstered a new economy of customer expectations.

The Web is entering its second act and becoming increasingly wearable, conversational, and visual. Digital transformation is our destination, and blockchains may well hold the key in getting us there.

Tech's new breed of superstars are no longer limited to the powerhouse nations, but to the ingenious innovators arising from the developing world. In an astonishing turn of fate, these markets are leveraging next-generation technologies to leapfrog their way into modernity. And in but a few short years, these nations will bring billions more people into the global economy.

Just as the 20<sup>th</sup> Century was about computers, the 21<sup>st</sup> will be about intelligent machines. Marking a monumental shift in how we will interact with our devices—and how they will interact with us—Artificial Intelligence (AI) will infuse an “added” layer of intelligence into all the machines that fill our lives, work, and play.

Welcome to the next BIG things.



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# 1

## THE EXPECTATION ECONOMY

### A Market Powered By Mobile Behaviors



Over the past decade, we have witnessed a global phenomenon play out before our very eyes.

The unprecedented, unstoppable force of Mobile has set the world ablaze, connected an entire planet, and left no area of our lives, work, or play untouched. But while the planet is awash in mobile technology, the irony is acutely clear: The *real* mobile revolution isn't one of devices—it's one of *behaviors*.

To be sure, this technology's legacy won't be how our entire culture changed to mobile, but rather, how mobile changed our entire culture.

And in its wake, a new breed of hyperconnected consumers has given rise to a most unique economy: a marketplace born, built, and bolstered by a new set of expectations. Far from trivial, these expectations drive which brands they buy, why they generate buzz, and whether business models gain momentum.

Today's customers expect all the world's goods and services instantly. They demand simplicity. They will not tolerate added complexity. They want unlimited access to content—whether to consume in snack-sized servings, or all-you-can-binge portions. And they seek the freedom to move across devices, platforms, and places, with their brands moving in lockstep with them.

But tomorrow's customers will favor predictive actions taken *for* them vs. responsive answers fed *to* them. Engagement is fine. But deeper experiences will be sublime.

They will crave messages finely tuned to every single moment: no matter where they are, what they need, or which device they're using. Moreover, they will no longer be satisfied searching for general answers: they will expect highly personalized advice delivered *to* them.

For these reasons, like never before, companies will need to place their customers' rapidly evolving expectations at the center of their worlds, constantly monitoring, calibrating, and reinventing responsiveness and relevancy faster than their competition.

In mobile's wake, a new breed of hyperconnected consumers has given rise to a most unique economy: a marketplace born, built, and bolstered by expectations.

# 2

## THE RISE OF THE “OUTERNET”

### Digitizing The Physical World



Our planet is undergoing a most unique revolution.

For the first time in history, the physical and the digital worlds—two realms that have always been divided and distinct—are beginning to converge, communicate, and collaborate.

Through the Internet of Things (IoT), computing and connectivity can now be infused within, and no longer separate from, all the things that make up our lives.

Digital capabilities are integrated into more of the devices that we carry . . . woven into the items we wear . . . and embedded into all the objects—from the ordinary to the extraordinary—that fill our world.

Where mobile made our phones smart, IoT makes *all* things smart. While social media produces big data from *billions* of people—IoT will generate BIGGER data from *trillions* of things. And where the Internet heralded a new channel for content and commerce, IoT gives rise to a real-world “Outernet” of connected objects, products, and places.

In digitizing the physical world, IoT’s possibilities are as massive as they are mind-blowing. Because through IoT, businesses can rethink, reimagine—and reinvent!—how they interact with their customers in more meaningful ways.

Content-driven campaigns can become contextual. Messaging becomes more meaningful. And objects can produce an ongoing feedback loop for constant improvement—and innovation.

Proximity becomes a powerful new tool for personalization. Places can be converted into a series of new touchpoints. And products can be turned into dynamic new marketing channels that—literally!—sell themselves.

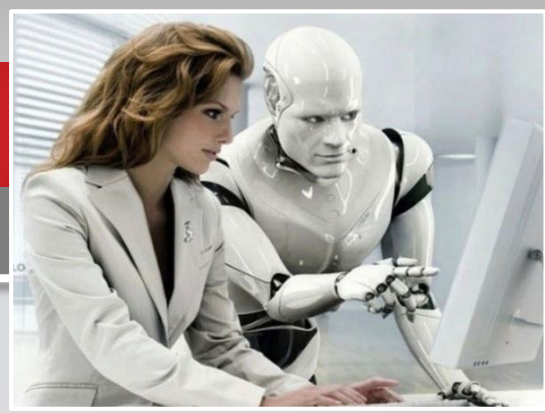
In addition, single-purchase offerings can be completely reimaged into ongoing services (and ongoing revenues). And a host of disconnected processes can be reformed into efficient activities—with cost-savings to the bottom line.

Unprecedented in its size, scope, and scale—with economic impact projected to be 10 times that of the Web—history will credit IoT as the time where our world moved from smartphones .... to smart *everything*.

# 3

## THE COBOTS SET US FREE

### Man-And-Machine Collaboration



While the headlines, hashtags, and Hollywood movies portend a terrifying army of Terminators sent to destroy us, robotics' *real* story is the birth of a new breed of *Collaborators* engineered to advance us.

Enter the CoBots: an industry of COllaborative roBots that will work *alongside* humanity to make our lives easier, our processes safer, and our work more productive.

Where mobile apps have demanded our attention, intelligent bots will lessen distractions by acting on our behalf. Robots will allow the elderly to live independently, the disabled to move about freely, and doctors to dissolve borders completely (by performing surgeries across continents remotely).

Far from hurting us, these systems will protect us: soil sensors will prevent famine, and bloodstream biosensors will eradicate disease.

And robots will go where humans cannot: From exploring the heavens above, to navigating the oceans below, to circulating deep within our very own bodies, as with molecular-sized “nanobots” that provide 24-7 health monitoring to prevent diseases from ever taking hold.

The “Rise of The CoBots” isn’t man vs. machine—far from it. It’s the advantage of man *with* machine vs. the disadvantage of man *without* machine ... and these smart machines are inspiring a new industry model of intelligent collaboration.

Where robots are efficient at crunching numbers, conducting analysis, precision, and lifting heavy objects ... humans prevail in creativity, collaboration, curiosity, leadership, empathy, and strategy.

For all these benefits, however, the single biggest contribution will give us back that which most eludes us: Time. The CoBots will give us more time, to spend with more people, on more of the projects that matter the most.



Robotics and intelligent automation will give executives more time to work on the innovations that matter—and the freedom to create new forms of value for their enterprises.



# 4

## AI: “ADDED” INTELLIGENCE

### Machines That Do More For Humanity



Just as the 20<sup>th</sup> Century was about computers, the 21<sup>st</sup> will be about intelligent machines.

Marking a monumental shift in how we will interact with our devices—and how they will interact with us—Artificial Intelligence (AI) infuses an “added” layer of intelligence into all the machines, devices, and software that fill our lives, work, and play.

From the small scale of the personal digital assistants inside our smartphones, to the grand magnitude of cognitive systems that scour millions of data points in a millisecond, AI will be the killer app powering all of our computers, connected devices, machines, and robots.

While we’ve spent decades fixated on the web, through AI, technology will (finally!) begin focusing on us. Thus, the future isn’t “humans with more machines,” but rather, “machines that do more for humanity.”

Far from a single capability, AI is a vast collection of technologies and techniques, spanning machine learning, deep learning, cognitive computing, neural networks, image recognition, computer vision, natural language processing, language translation, and more.

And by way of making our machines better, this added layer of intelligence will make *us* better. AI will improve our productivity, automate time-consuming tasks, and reduce information overload. What’s more, AI will identify critical patterns hidden deep within Big Data, alerting us to opportunities, anomalies, and threats far more efficiently.

AI will help scientists cure complex illnesses, empower journalists to uncover relevant stories, and give teachers ways to personalize each student’s learning path. Moreover, AI will be pivotal in solving our biggest issues: from climate change and cyberterrorism to financial risks and global pandemics.

Perhaps not in foresight—but definitely in hindsight—AI will be viewed as one of humanity’s greatest collaborators. Poised to revolutionize business, healthcare, education, science, security, and more, AI will move us from The Information Age to The Intelligence Era. (And the future will thank us!)

Far from replacing the need for human intelligence, AI’s “added” intelligence will augment and amplify humanity’s ability to make the best decisions in the shortest timeframes.

# 5

## THE NEXT-GEN WEB

### The Web Enters Its Second Act



A windfall of 10+ technologies is fast-tracking the web to more change over the next five years than through the past 25.

Intelligent bots will liberate us from constantly fixating on our smartphones, making them smart enough to focus upon *us*. Instead of waiting for our technology to respond to us in real time, Big Data will *anticipate* our needs. And rather than endlessly searching for generic answers, highly personalized advice will be delivered *to us*.

Increasingly, devices will become wearable. Interfaces will keep evolving from textual to conversational. And navigation will migrate from manual to gestural. Through a host of exciting new technologies—holography, image recognition, Virtual Reality (VR) and Mixed Reality (MR)—visually based platforms will unleash us from the confines of cyberspace into the vast expanses of physical space.

In fact, the very line between online and offline worlds will continue to blur as the Internet of Things (IoT) powers a physical ecosystem of connected objects, products, and places. Algorithms will fine-tune all content recommendations, as we continually hone our data models with every online interaction.

As the Web enters its second act, even its very underpinning will be disrupted, decentralized—and distributed. The foundational technology Blockchain will set a new standard for securely storing, exchanging, and managing *anything* of value: currency, contracts, health records, patents, products, votes, even creative assets.

Through Blockchain, the IoT becomes a veritable Ledger of Things. Token economies can be built around cryptocurrencies. So-called “smart contracts” can be automated to self-execute. And digital identities can be affixed to physical objects, whether to authenticate ownership, track object provenance, or optimize supply chains.

Less striking than what we’ll spend more time thinking about is what we’ll pay *less* mind to: the Web. While the Web will certainly play a more dramatic role in our lives, it will disrupt our daily activities less. And just as it will serve more of our needs, it will require less from us to do so.

“The *most* exciting part is the Web fulfilling its basic “worldwide” promise: from half of the world connected in 2018—to 80% in 2023 to connecting the entire globe by 2030.”

# 6

## THE IMPROBABLE INNOVATORS

### Tech's New Superstars Begin An Epic Rise



Although 20th century inventions bolstered powerhouse economies, 21<sup>st</sup> century innovations will power economies for the rest of the world.

While the media is awash in articles about advanced nations, tech's biggest stories are coming from the smallest players. A new breed of innovators is rising due to ingenious models divined in the developing world.

Astonishingly, these markets are overcoming the improbable through inventiveness. Instead of playing catch-up, they are playing *leapfrog*, and astutely leveraging next-generation technology as their ticket to modernity.

Thanks to ubiquitous devices and platforms, barriers that have long plagued these nations' pasts—prohibitive costs, lack of infrastructure, and complex regulations—will no longer define their future.

Whereas high-tech titan South Korea lays claim to the world's most connected city (Seoul), in just a decade, "the little country that could" of Estonia became the planet's most connected country. While superpower China is pouring billions into becoming an AI leader, Kenya's immense levels of ingenuity have *already* made it the world leader in mobile currency, used by more than 70 percent of its citizens.

Rwanda is pioneering medical drone delivery. India is tapping machine learning to rapidly scale access to top-tier healthcare. And countries like the Philippines are piloting cloud robotics to remotely deliver nursing care to . . . everywhere.

Smartphones are becoming ingenious health tools. VR is providing first-world training to the third world. And blockchains will finally bring billions of marginalized people into the global economy.

Representing 60 percent of the global economy, and driving 80 percent of worldwide growth, emerging and developing nations will soon be home to billions of new customers . . . and future competitors.



These new markets are overcoming the improbable by way of inventiveness. Instead of playing catch-up, they are playing *leapfrog*, and leveraging next-generation technologies as their ticket to modernity.





Innovation keynoter, futurist, and professor Christina “CK” Kerley focuses Fortune 500s on the 10+ technologies dominating the next 10 years.

A powerhouse of next-level content, “edu-taining” delivery, and razor-sharp insights, CK has wowed audiences at Verizon, Microsoft, Johnson & Johnson, Amazon, TEDx, the United Nations, E\*TRADE, Best Buy, Prudential, Cisco, Bissell, the Advertising Council, CIO Council, Society for Information Management (SIM), the Association of National Advertisers (ANA), and the Interactive Advertising Bureau (IAB).

CK commands the speaking circuit by emboldening her diverse audiences—from Boomers to Zoomers—to see wide-ranging technologies in fresh ways.

A top-rated faculty member at Rutgers Business School Executive Education, she has guest-lectured at many prestigious universities, including Stanford, Cornell, Carnegie-Mellon, Northwestern, and USF.

Never shy to take on the BIG topics, CK’s speeches range from The Tech Megatrends, Artificial Intelligence, and Robotics, to High-Tech Health, Intelligent Automation, and The Reskilling Revolution.

Her popular eBooks include *Future-Proof*, *The Smart Revolution*, and *Innovation through Mobile*.

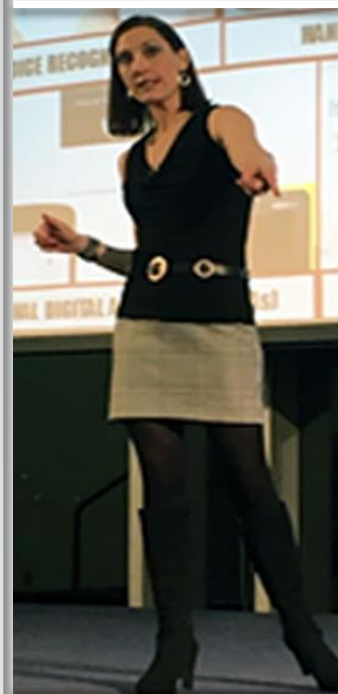
A passionate advocate for closing the opportunity divide, her pro bono program—aptly named impaCKt—gives underserved groups a leading edge by focusing them on future technologies.

Among the media outlets to cite her views are Inc. Magazine, CMO.com, BtoB Magazine, Chief Content Officer, Federal Computer Week, and International Data Group (IDG). Business books featuring her include “The New Influencers,” “Join the Conversation,” and “Content Rules.”

Constantly reinventing her business—and herself—CK is always on-trend, ahead of the curve . . . and in pursuit of the next BIG thing.



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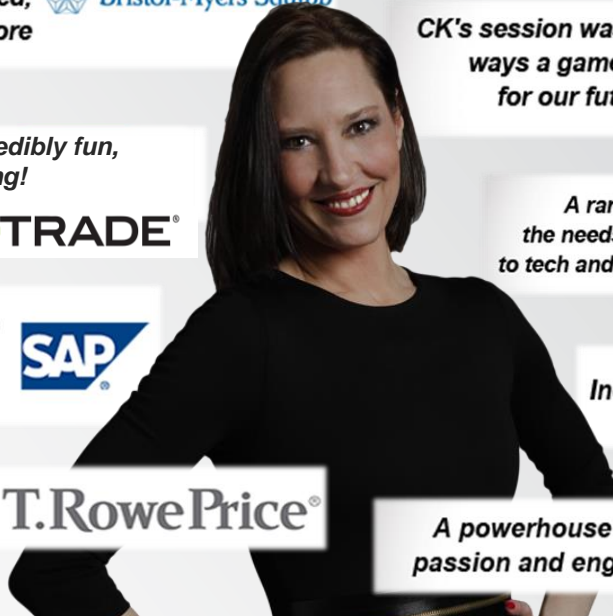
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to tech and those with experience 

One of the most-gifted  
presenters I have ever seen 

Incredibly informative  
and entertaining 

CK has a gift ...  
we were all mesmerized! 

A powerhouse of knowledge,  
passion and engaging delivery 



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**The 10+ Tech Of The Next 10 Years**

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