



# SOPAC<sup>®</sup>

O N L I N E

FORESIGHT • INSIGHT • CLARITY • FOCUS

16 JUNE 2020

# Block 1 - Foresight Technology Change Drivers - Seeing Beyond the 2020 Vision

Presented by:  
**Anders Sörman-Nilsson**  
Futurist  
Thinque





# Access Bonus Webinar Slides, Trend Reports & Strategy Tools

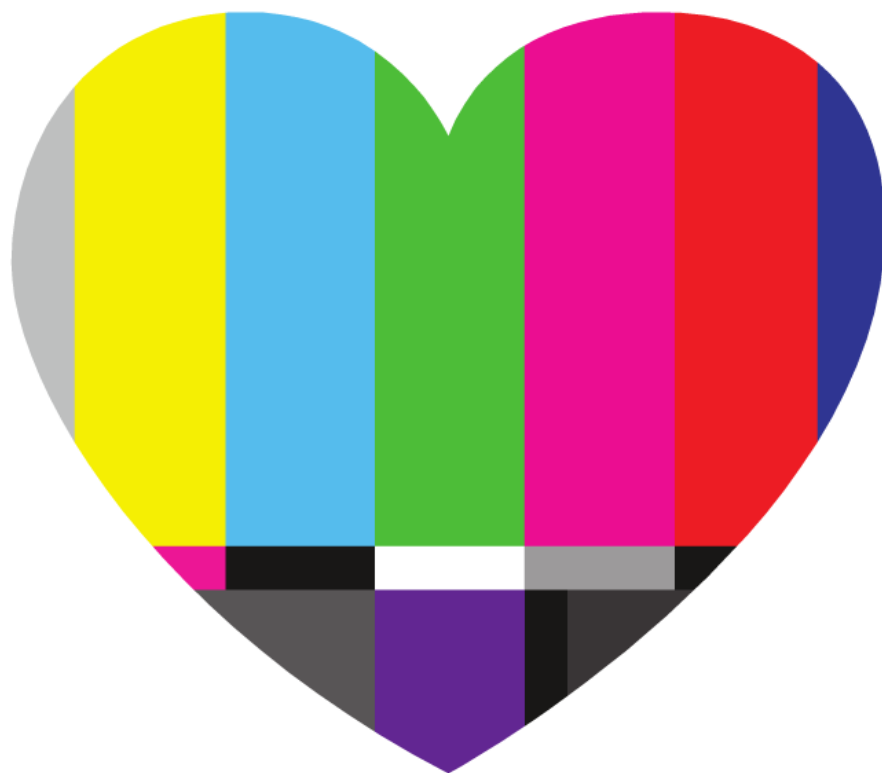
Download now

 [bit.ly/IIAA2020](https://bit.ly/IIAA2020)

Anders provides foresight, trend analysis and risk mitigation for brands such as:







## CLIENT BRANDS INCLUDE:



## THINKING FRAMES

1. IT IS ALWAYS BETTER TO DO A PRE-MORTEM (AS OPPOSED TO A POST-MORTEM)
2. YOU'RE A SCIENCE FICTION AUTHOR. YOU NEED TO WRITE YOUR FUTURE PLAN NOW
3. THIS IS A THOUGHT EXPERIMENT. THINK OF IT AS A DIGITAL TWIN TO THE SCIENCE EXPERIMENT WE ARE ALL A PART OF
4. WE DON'T PREDICT THE FUTURE. BUT WE CAN PREPARE FOR IT
5. SLOWING DOWN ENABLES DEEP THINKING. THERE IS CREATIVITY WITHIN QUARANTINE



# We are all Preppers now.

The New York Times

The Coronavirus Outbreak

LIVE

Latest Updates

Maps

How It Spread

U.S. Impact

Common Que

## *They Prepared for the Worst. Now Everyone's a Prepper.*

As cases of the coronavirus rise in the United States, preppers have watched with a mix of concern, weariness and even some hope that Americans will learn from their example.

“Prepping is about PREparing for emergencies, not creating a supply shortage because you now suddenly need 3 boxes of N95 masks for your personal use.”

... Another prepper expressed concern about non-preppers: “How has it not dawned on them yet that we need to spend the good times preparing for the bad times? I’m starting to understand how Noah felt while he was building the ark.”

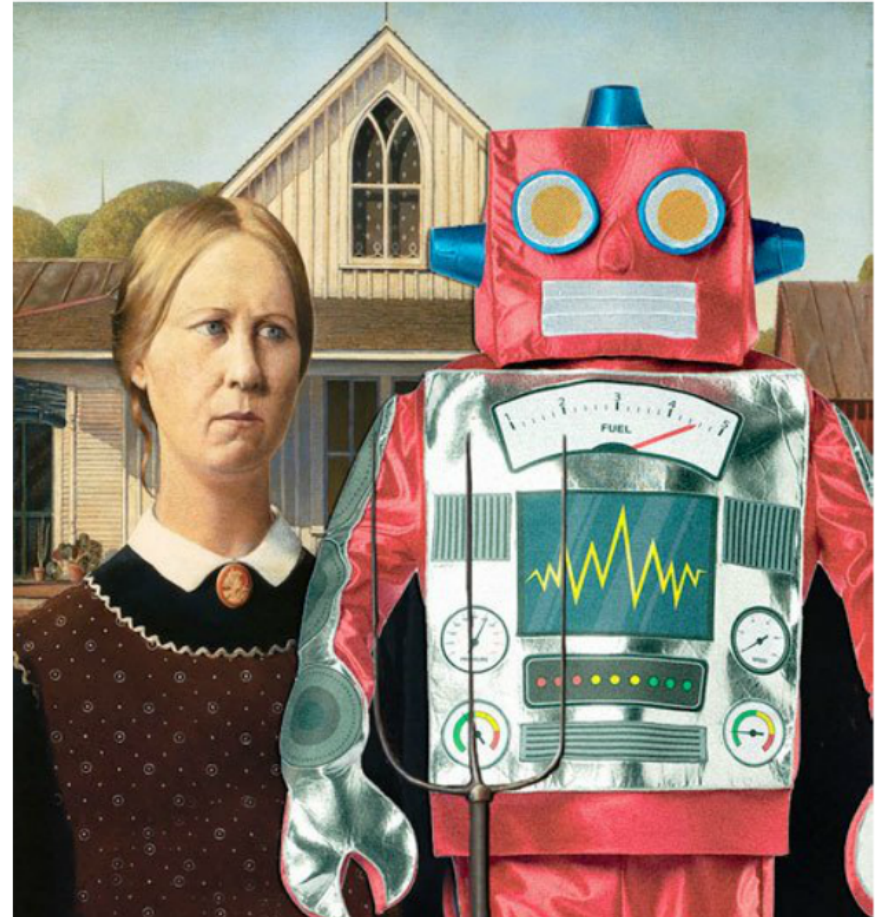


DOOMSDAY  
PREPPERS

<https://www.nytimes.com/2020/03/17/us/coronavirus-preppers.html>



# THE FUTURE: **CYBER UTOPIA** OR **CYBER DYSTOPIA?**

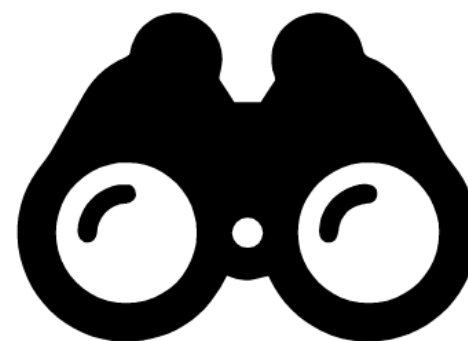


## SCAN MULTIPLE HORIZONS



**HORIZON 1**

Myopia



**HORIZON 2**

Hyperopia









# **DIGILOGUE**

**how to win the digital minds and  
analogue hearts of tomorrow's customer**

**WILEY**

# ANALOGUE



Face 2 Face

Old School

Offline

Personal Touch

9-to-5

Word of Mouth

High Touch

Heart

.....

.....

.....

.....

.....

.....

.....

.....

VS

Interface 2 Interface

New School

Online

Digital Connect

24-7-365

Word of Mouse

High Tech

Minds

# DIGITAL





ANALOGUE



DIGITAL

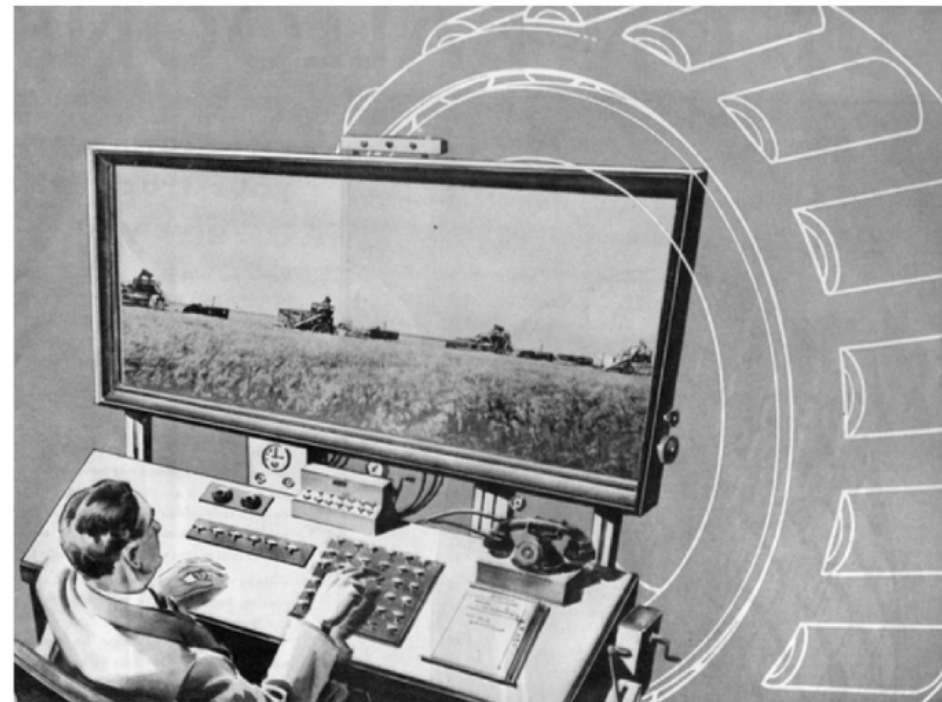
Strengths

Weaknesses

# 100 Year Foresight?



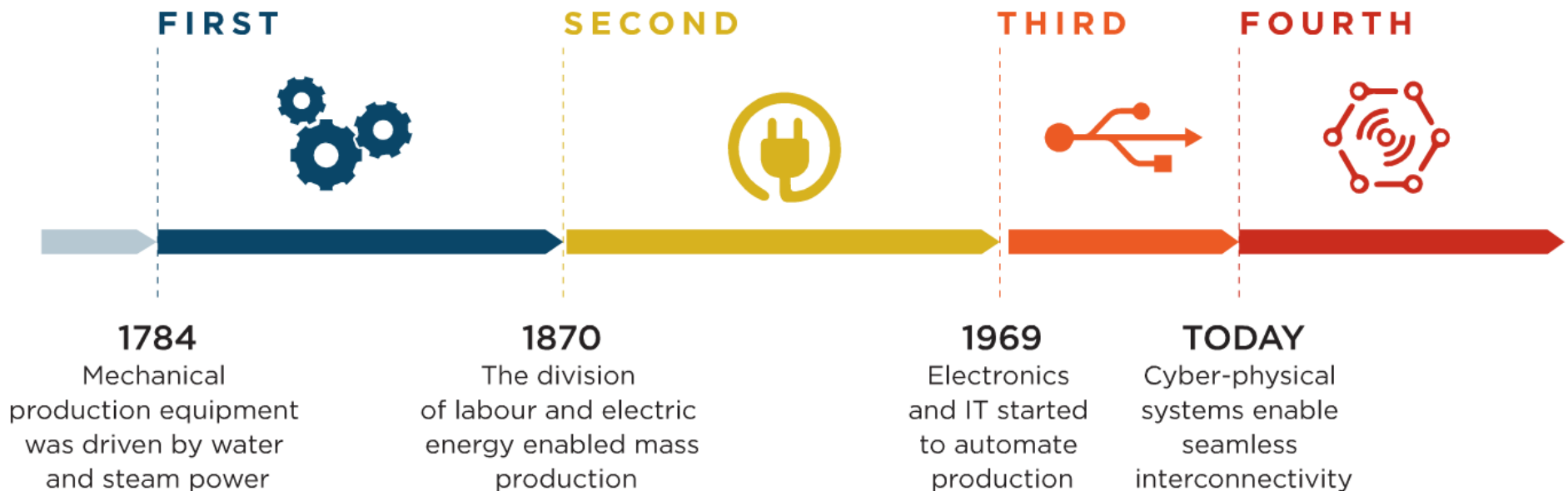
1931



2031



# THE FOURTH INDUSTRIAL REVOLUTION JUST STARTED



WE ARE ALL TECHNOLOGY COMPANIES WITH AN X LICENSE

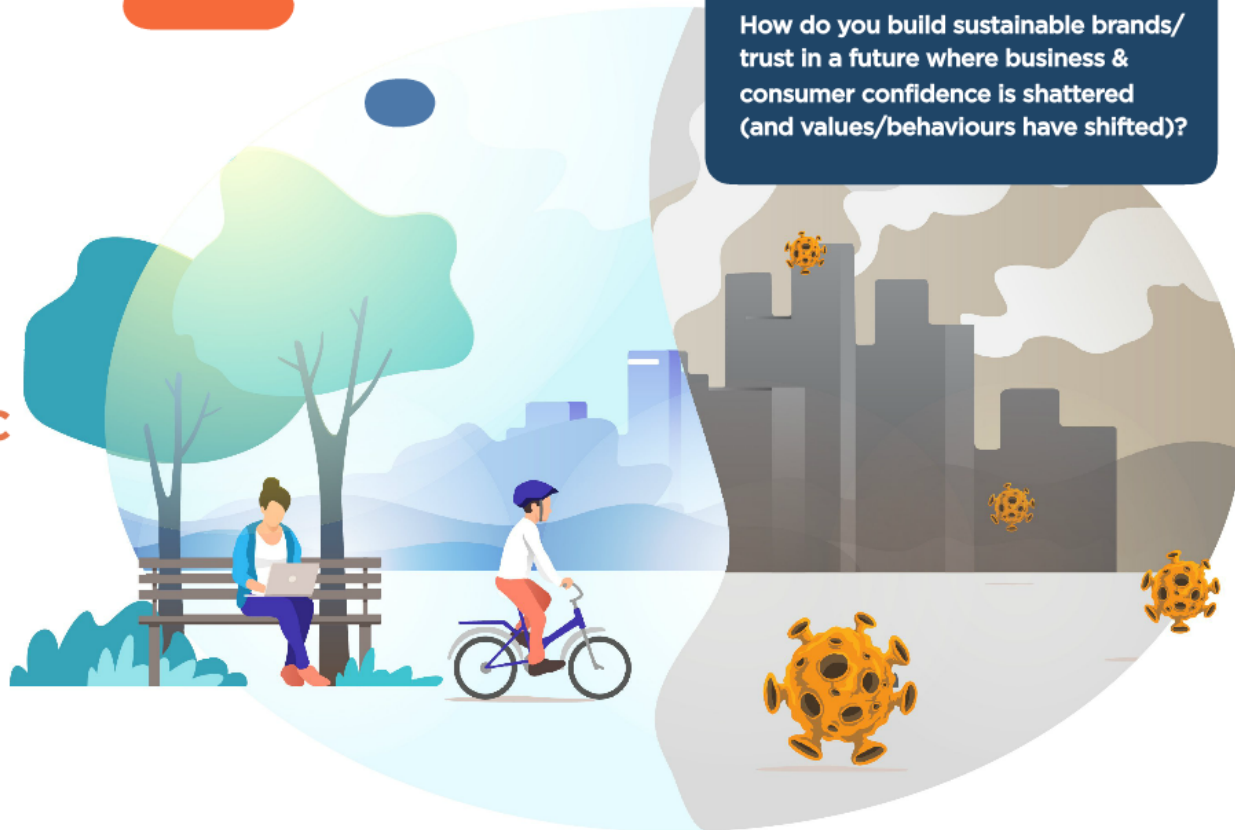


WHICH TECHNOLOGIES ENABLE US  
TO BE MORE HUMAN(E)? WHAT  
ALLOWS US TO TRUST MORE, TO  
CONNECT MORE, TO REDUCE  
HARM & FRICTION, AND DO LESS  
MENIAL WORK? WHAT EMERGING  
INNOVATIONS FACILITATE  
MEANINGFUL CONVERSATIONS?



# 2025 ODYSSEY

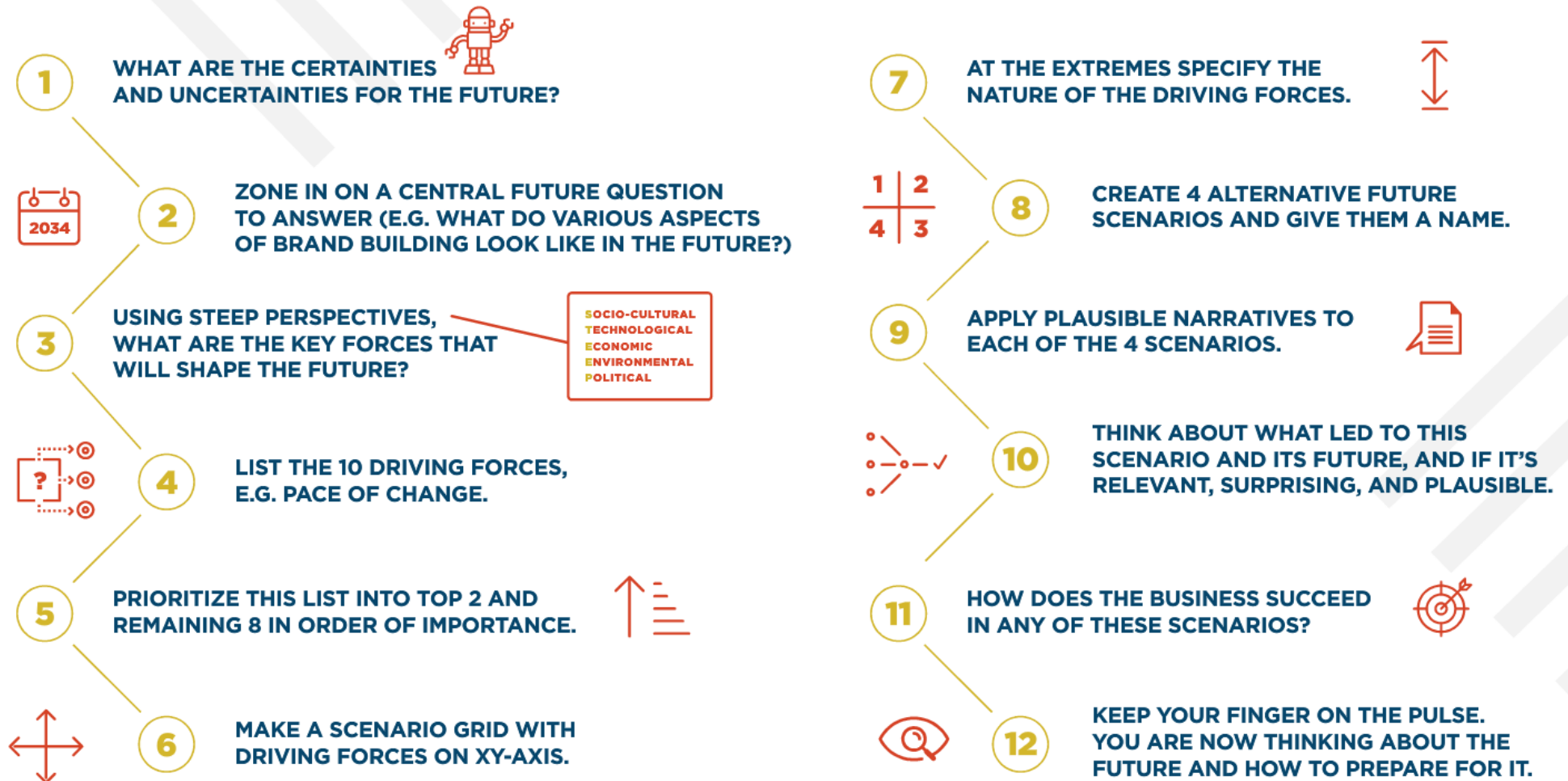
WHAT ARE THE FUTURE  
DYNAMICS OF THE ECONOMIC  
RECOVERY JOURNEY IN THE  
NEXT 5 YEARS?



## Tactical Question

How do you build sustainable brands/  
trust in a future where business &  
consumer confidence is shattered  
(and values/behaviours have shifted)?

# SCIENCE FICTION AUTHOR - THOUGHT EXPERIMENT



SOURCE: ANDERS SÖRMAN-NILSSON / THINQUE



# STEEP DRIVERS OF CHANGE



## SOCIO-CULTURAL



CHANGE IN CULTURAL NORMS  
(NO HANDSHAKES)



HEALTH CONSCIOUSNESS



CORONA-INDUCED  
DEMOGRAPHIC SHIFTS



## TECHNOLOGICAL



VERIFIABLE / TRACEABLE STORY  
(EG. FOOD SECURITY)



THE RISE OF ALTERNATIVE  
STANDARDS (INCL CRYPTO)



DIGITISING COMMUNITIES



## ECONOMIC



URBANISATION



CORONA FREEZE



SOCIAL CREDIT  
SCORES & PRIVACY



## ENVIRONMENTAL



BRANDS AUTHENTICALLY  
TAKING A SOCIAL STAND



SUSTAINABILITY  
& ENERGY



MODERN  
DARWINISM



## POLITICAL



POST-TRUTH WORLD



POPULISM (& DIVISIVE IMPACT  
RE: BRAND BUILDING)



GLOBALISATION VS  
NATIONAL INTEREST

LIKELIHOOD

IMPACT

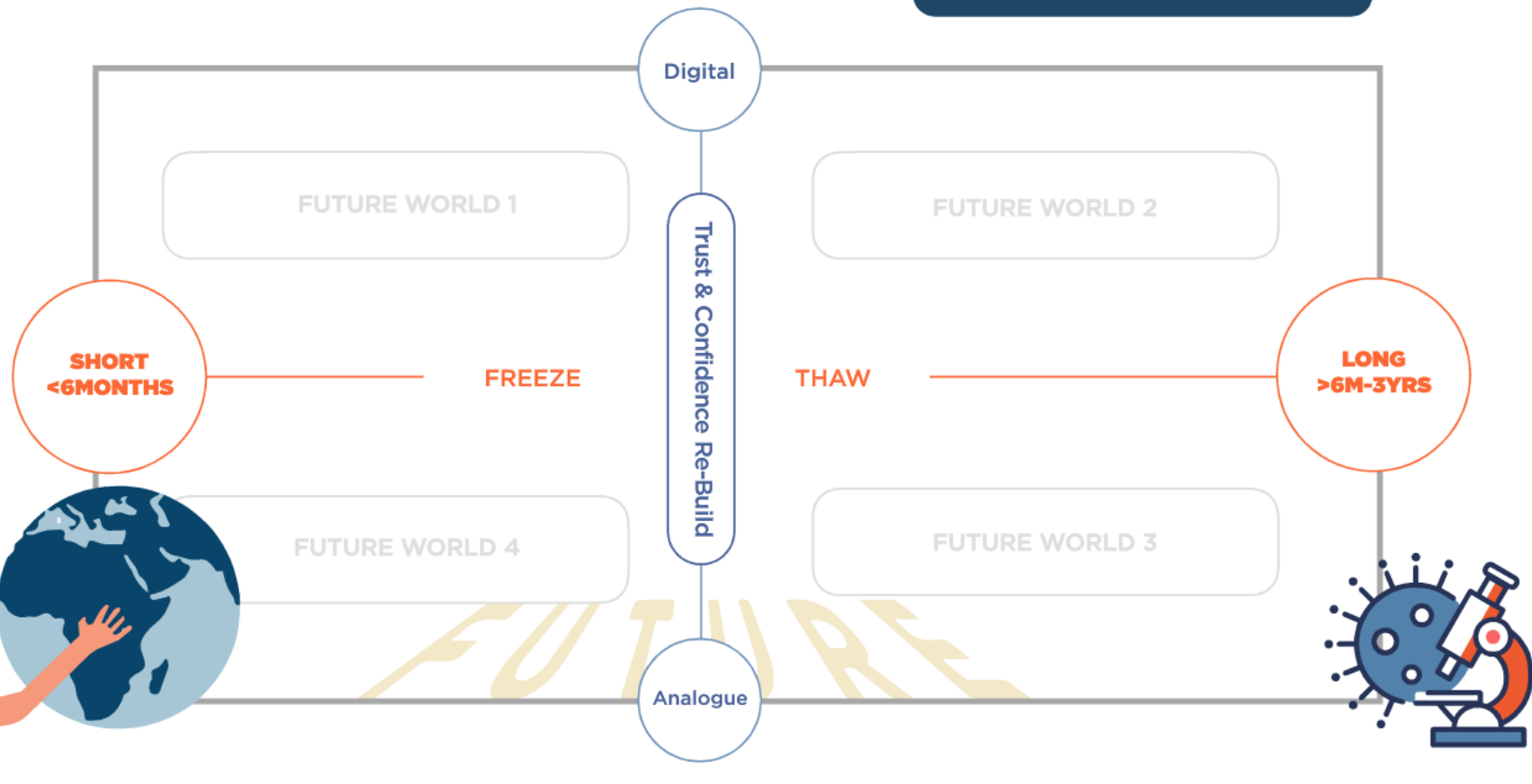
ACTION

# 2025 ODYSSEY

WHAT ARE THE FUTURE DYNAMICS OF  
THE ECONOMIC RECOVERY JOURNEY  
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## Tactical Question

How do you build sustainable brands/  
trust in a future where business &  
consumer confidence is shattered  
(and values/behaviours have shifted)?





**EVERY BUSINESS MODEL  
IS GETTING DIGITALLY HACKED  
(OR SHOULD BE)**



SECURITY 03.27.18 06:00 AM

# ARMY OF 01101111: THE MAKING OF A CYBER BATTALION



*In 2013 then Secretary of Defense Leon Panetta announced plans for a Distinguished Warfare Medal, meant to recognize **“extraordinary achievements that directly impact on combat operations, but that do not involve acts of valor or physical risk that combat entails.”** For drone pilots and cyber operators, essentially. Veterans groups raised hell, due in part to the order of precedence the proposed medal would receive—above the Bronze Star with Valor, for one.*

*Two months later the new medal was scrapped. That’s light speed in Pentagon time. **The definition of what constitutes real war is not fixed**—it wasn’t too long ago that snipers were considered cowards by foot soldiers, for example. Now they’re warrior celebrities. **Perhaps with time cyber soldiers and drone pilots will be more fully embraced.** Fighting on a new front from the rear is a lot to take in after millennia of linear battlespace.*

*\*Matt Gallagher, Army of 01101111, The Making of a Cyber Battalion, Wired, 2018*

## MAN V MACHINE

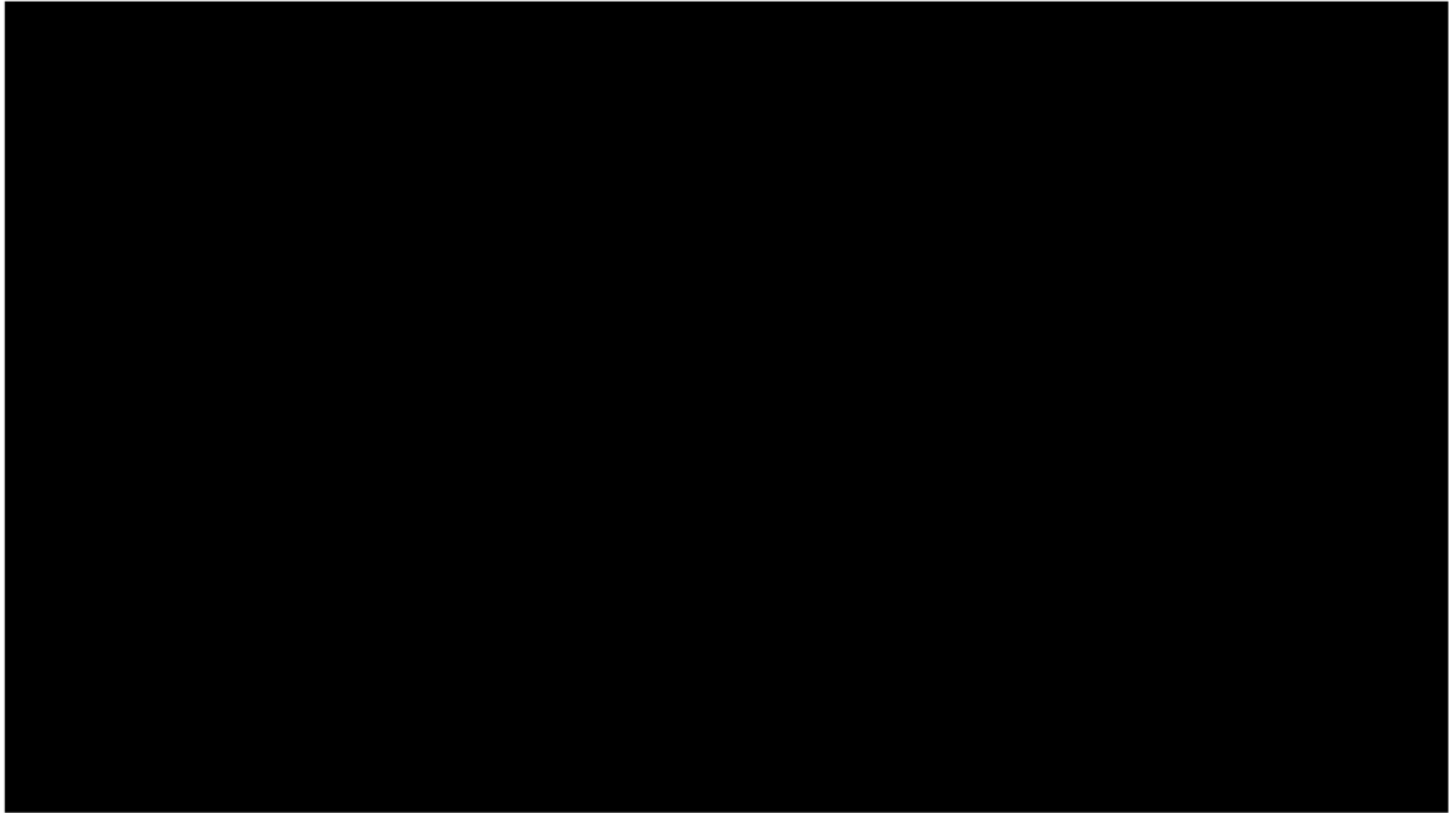


**Human error is not humane.**





**Human error is not humane.**



# Wo/Man & Machine

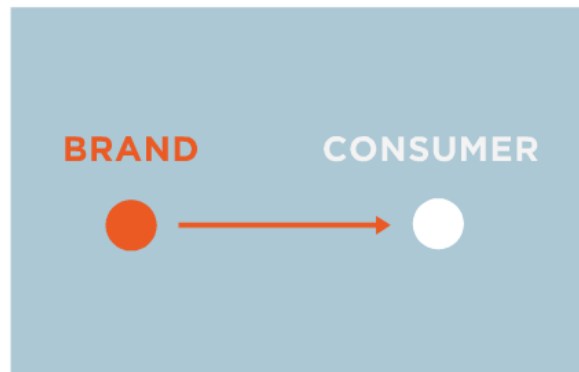


REMOVE FRICTION. SEAMLESSLY.



# INTERNET OF THINGS CHANGES BRAND INTERACTION

## BRAND VOICE



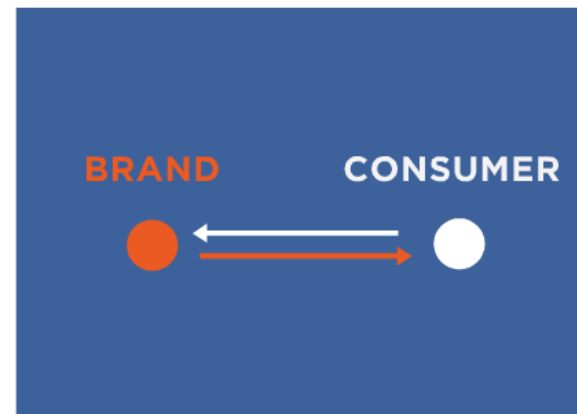
### Broadcast Model

One-way communication

Brand expression  
Traditional media

Over time

## CONSUMER VOICE



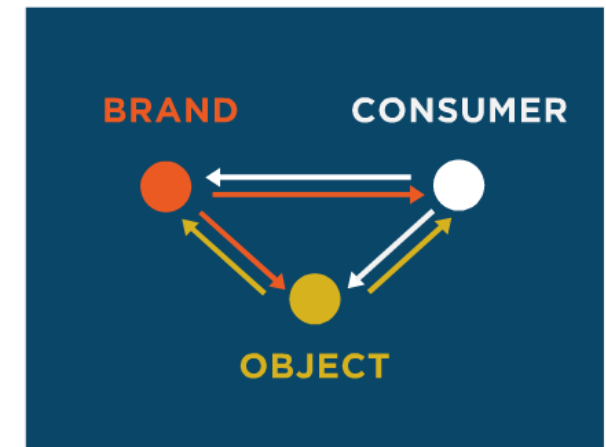
### Dialog Model

Two-way communication

Self-expression  
Social & digital media

Near real time

## OBJECT VOICE



### Connectivity Model

Multiway communication

Experience expression  
Contextual media

Real-time and predictive

Source: Altimeter Group, 2015. Customer Experience in the Internet of Things

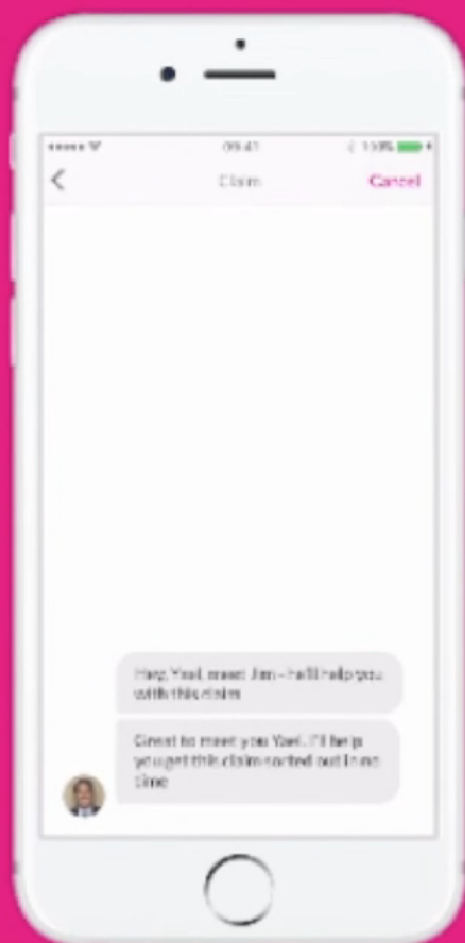


**FRICITION IN THE DIGITAL  
CUSTOMER JOURNEY COST  
AUSTRALIAN BUSINESSES  
\$43.4 BILLION LAST YEAR.<sup>1</sup>**

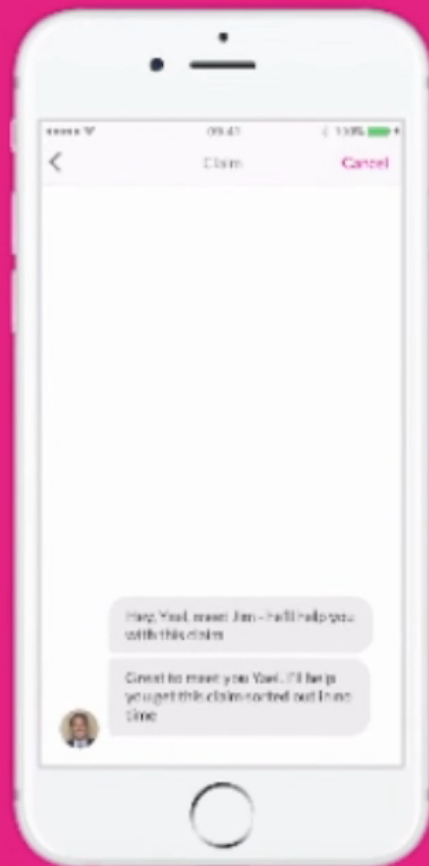


<sup>1</sup> Boston Consulting Group Data Analysis, Mar 2018. Exchange rate used as \$1 USD = \$1.49 AUD from XE.com, Sep 2019





Meet AI Jim,  
Lemonade's claims bot



Meet AI Jim,  
Lemonade's claims bot



**I've come up with a set of rules that describe our reactions to technologies:**

- Anything that is in the world when you're born is normal and ordinary and is just a natural part of the way the world works.
- Anything that's invented between when you're fifteen and thirty-five is new and exciting and revolutionary and you can probably get a career in it.
- Anything invented after you're thirty-five is against the natural order of things."

DOUGLAS ADAMS, THE SALMON OF DOUBT



**Robots can't take  
your job if you're  
already retired.**

The Prudential Insurance Company of America, Newark, NJ  
010111-0000-00



**Prudential**  
Bring Your Challenges

010111-0000-00

 **CLEAR CHANNEL**



**WE'RE TAKING MATTERS INTO  
OUR OWN HANDS: ...  
AND THINKING LONG-TERM,  
SMART AND RESPONSIBLY**

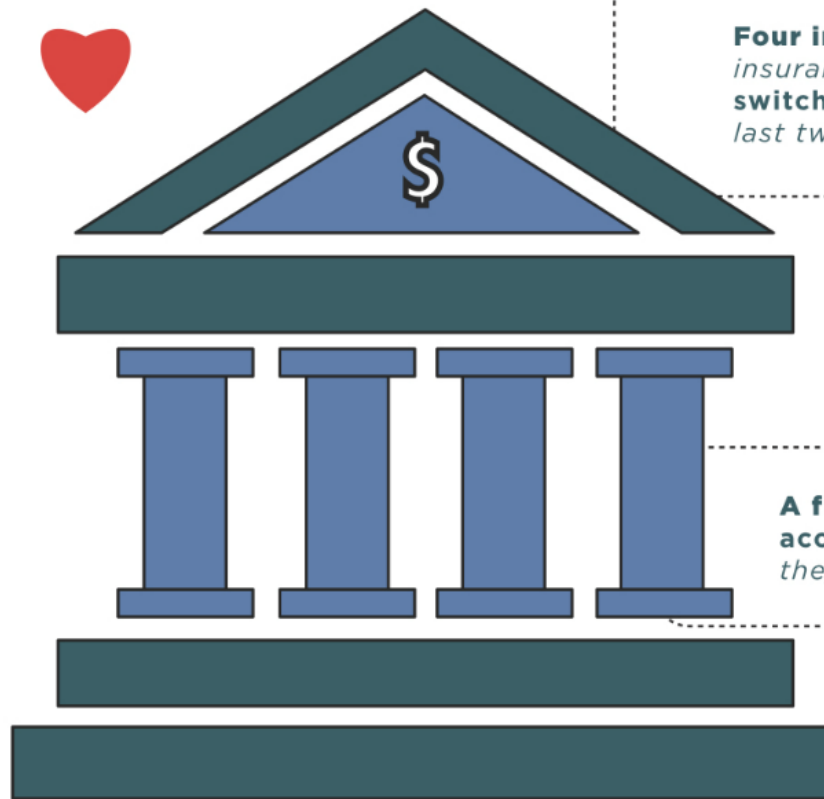




# WILL WE CONTINUE TO BE *MORE LOYAL* TO OUR BANK THAN TO OUR PARTNER?



Account holders are likely to **stay with their bank for 17 years**, whereas the average *British marriage* lasts just **11 years and six months**.



**Four in 10** regularly switch car insurance, while **only one in 20** has switched their bank account in the last two years.

**A fifth of people** with bank accounts are still with the one they first opened as a youngster.

“

ANY SUFFICIENTLY  
ADVANCED TECHNOLOGY  
IS INDISTINGUISHABLE  
FROM MAGIC.

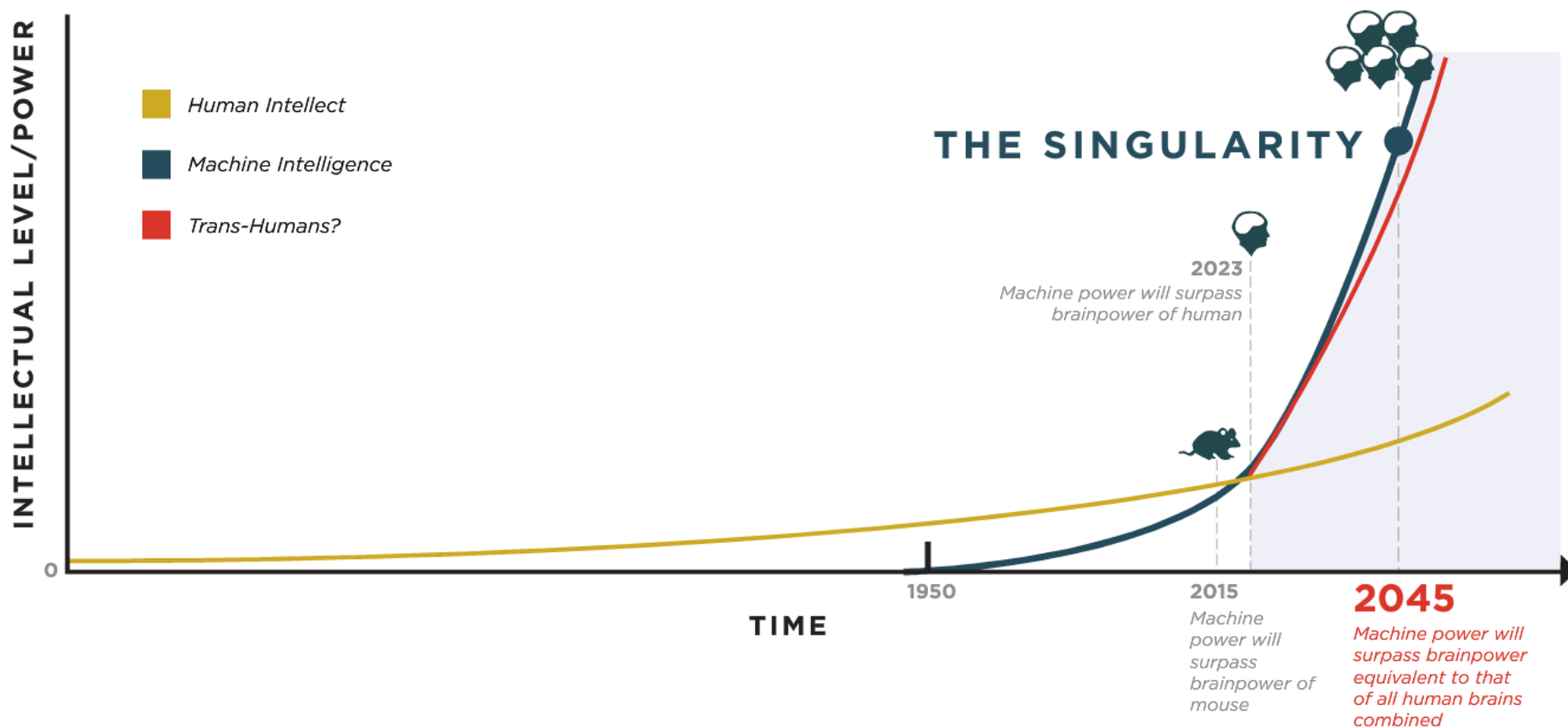
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ARTHUR C CLARKE



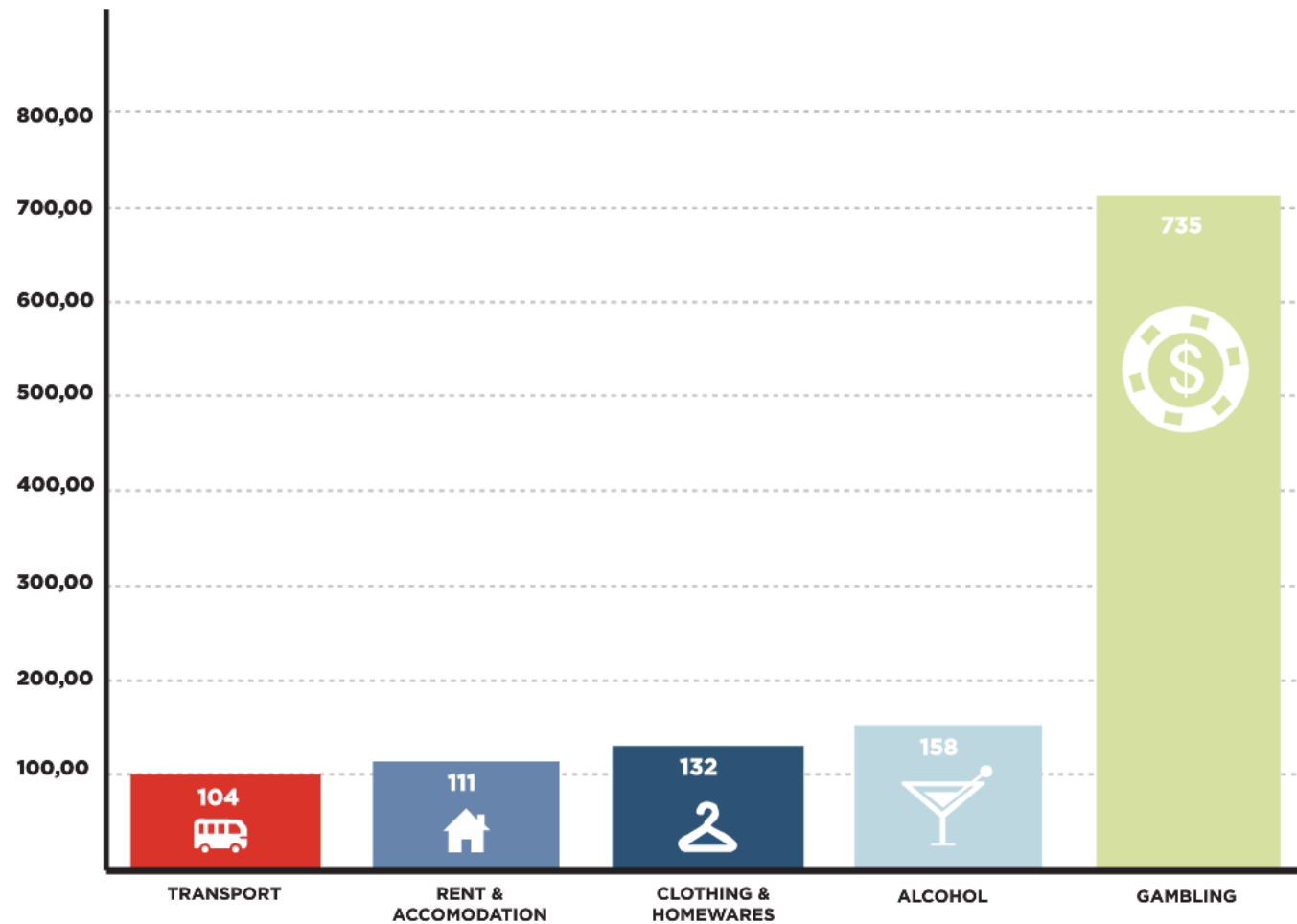
# SINGULARITY TIMELINE

*Rise in human intellect could be driven by integrating with machines in the future*

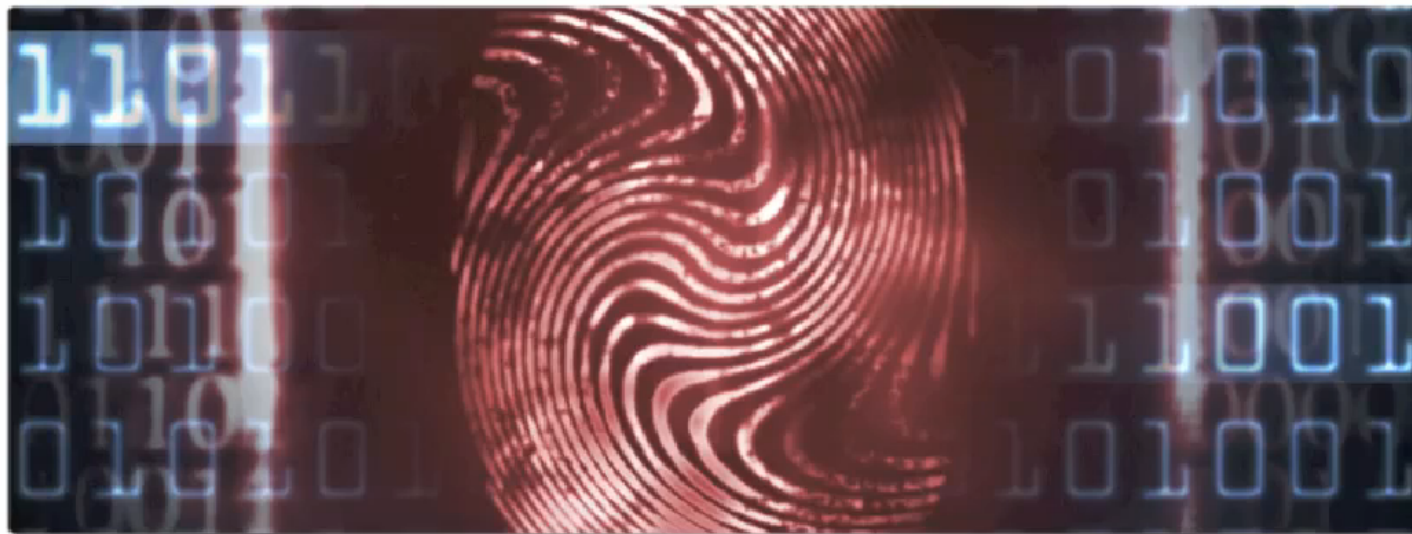


## SMARTER DECISIONS BASED ON DATA

When we say we spend \$100, we actually spend...



Source: Australian Productivity Commission, 2012



Living by Digital Digits





Living by Digital Digits



# **We are living in a Pre-World.**

*(Predictive / Preemptive / Preactive / Preparatory / Precognitive)*



## Invest your spare change.

From your morning coffee to last night's Uber, round up your everyday purchases to the nearest pound and invest the change.

With just £1, you can invest in companies such as Netflix, Unilever and Disney via three tracker funds.



£2.40

Your morning coffee



+£0.60

Invested

## Present Self v Future Self



27-year-old  
Zuckerberg



65-year-old  
Zuckerberg

The Proteus effect is the tendency for people to be affected by their digital representations, such as avatars, dating site profiles and social networking personas. Typically, people's behavior shifts in accordance with their digital representatives.

# Digital Breadcrumbs and Life Patterns



## Computer-based personality judgments are more accurate than those made by humans

Wu Youyou, Michal Kosinski and David Stillwell

PNAS January 12, 2015. 201418680; published ahead of print January 12, 2015.

<https://doi.org/10.1073/pnas.1418680112>

Edited by David Funder, University of California, Riverside, CA, and accepted by the Editorial Board December (received for review September 28, 2014)

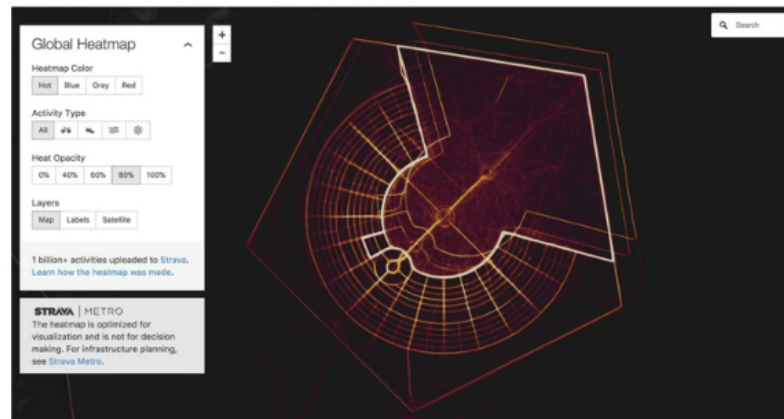
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Projects Blog Developers Strava.com Careers





# GOOGLE CAREFULLY: *TOYS FOR ADULTS*



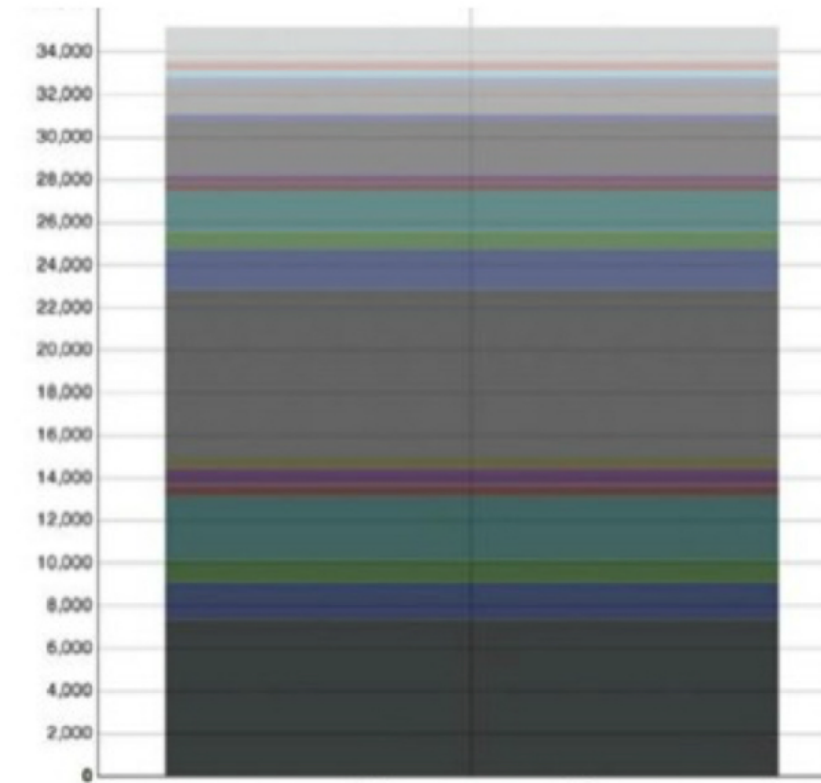
Sales of toys to adults have increased by almost **two thirds over the past five years**, and by more than **20% in just the last year**.\*

As a result, the 'toys for adults' market is now **worth £300m** – and said to be **growing three times faster** than the children's toy market itself.\*

\*G. Kelly, 2017, Rise of the 'kidults': why toys are no longer just for children, Telegraph UK



# Stories Are Data with A Soul



House of  
Cards

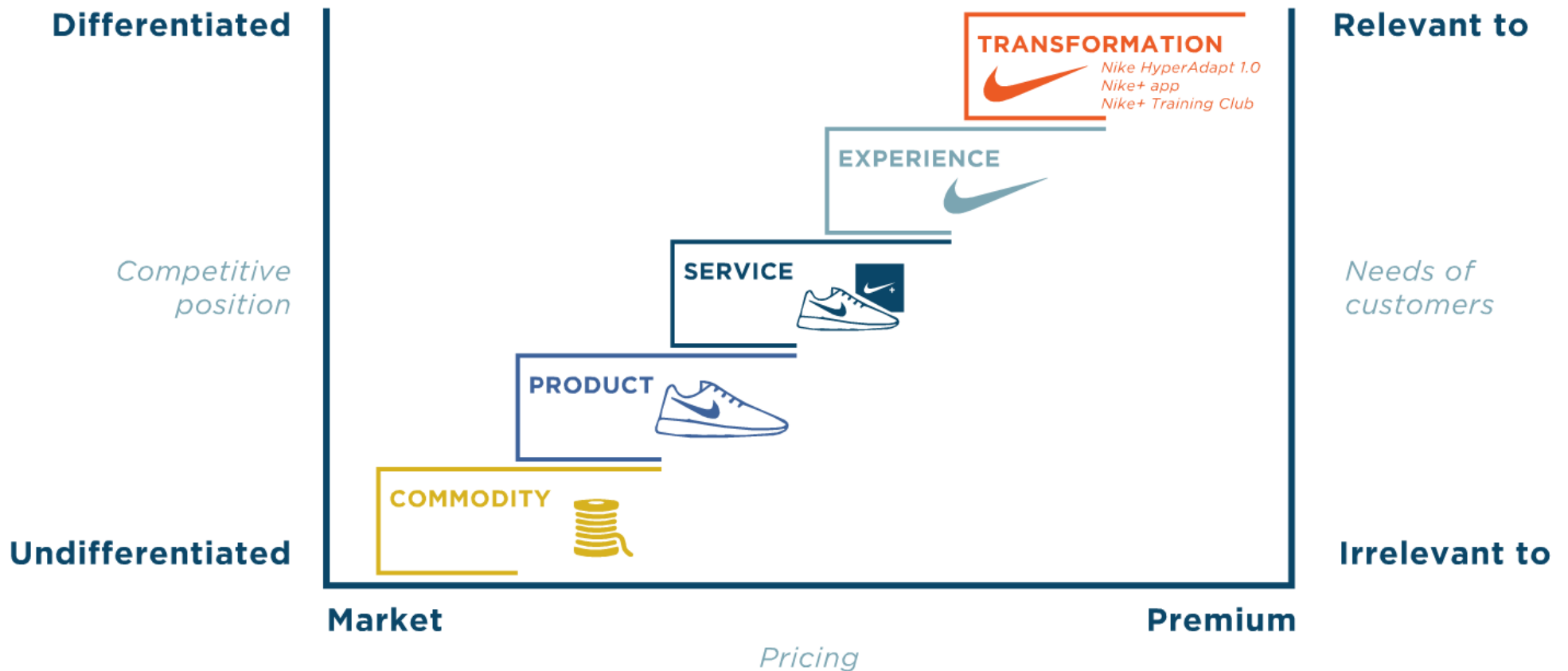




**WE'RE CRAVING SEAMLESS  
TRANSFORMATION: ...**  
SO INDULGE OUR DIGITAL  
MINDS AND ANALOGUE HEARTS

# THE TRANSFORMATION ECONOMY

## Nike Moves Beyond Experience



Source: B. J. Pine & J. H. Gilmore, 2011. The Experience Economy.

“

PEOPLE ARE  
WORRIED ABOUT  
TECHNOLOGICAL  
UNEMPLOYMENT.  
HOW CAN YOU  
BETTER TELL THE  
SCIENCE FICTION  
STORY IN A MORE  
HUMAN(E) FASHION?



# TRUST LEAPS

## TRANSPORTATION



HORSE  
& CART



TRAIN



AUTOMOBILE



AIRPLANE



RIDESHARING

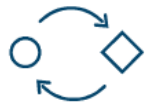


AUTONOMOUS  
CAR



UNKNOWN

## PAYMENTS



BARTER



PHYSICAL  
CURRENCY



FIAT MONEY



CREDIT CARD



DIGITAL  
PAYMENT



DIGITAL  
CURRENCY



UNKNOWN



# Verifiable Stories and Transparency



**NOW...Scientific Evidence on Effects of Smoking!**

A MEDICAL SPECIALIST is making regular bi-monthly examinations of a group of people from various walks of life. 45 percent of this group have smoked Chesterfield for an average of over ten years.

After ten months, the medical specialist reports that he observed...

*no adverse effects on the nose, throat and sinuses of the group from smoking Chesterfield.*

**MUCH Milder**  
**CHESTERFIELD**  
**IS BEST FOR YOU**

First and Only Premium Quality Cigarette in Both Regular and King-Size



CONTAINS TOBACCOS OF BETTER QUALITY AND HIGHER PRICE THAN ANY OTHER KING-SIZE CIGARETTE

Copyright 1953, Lorillard & Wilson Tobacco Co.

APRIL 1953

13

ALL OVER AMERICA...  
**MORE SCIENTISTS AND EDUCATORS SMOKE KENT with the MICRONITE FILTER**  
than any other cigarette!

BRAND PREFERENCE OF AMERICAN SCIENTISTS WHO SMOKE	
KENT	50%
Brand "A"	10%
Brand "B"	15%
Brand "C"	10%
Brand "D"	15%

BRAND PREFERENCE OF AMERICAN EDUCATORS WHO SMOKE	
KENT	50%
Brand "A"	10%
Brand "B"	15%
Brand "C"	10%
Brand "D"	15%



For good smoking taste, it makes good sense to smoke **KENT**

REGULAR SIZE, KING SIZE OR CRUSH PROOF BOX

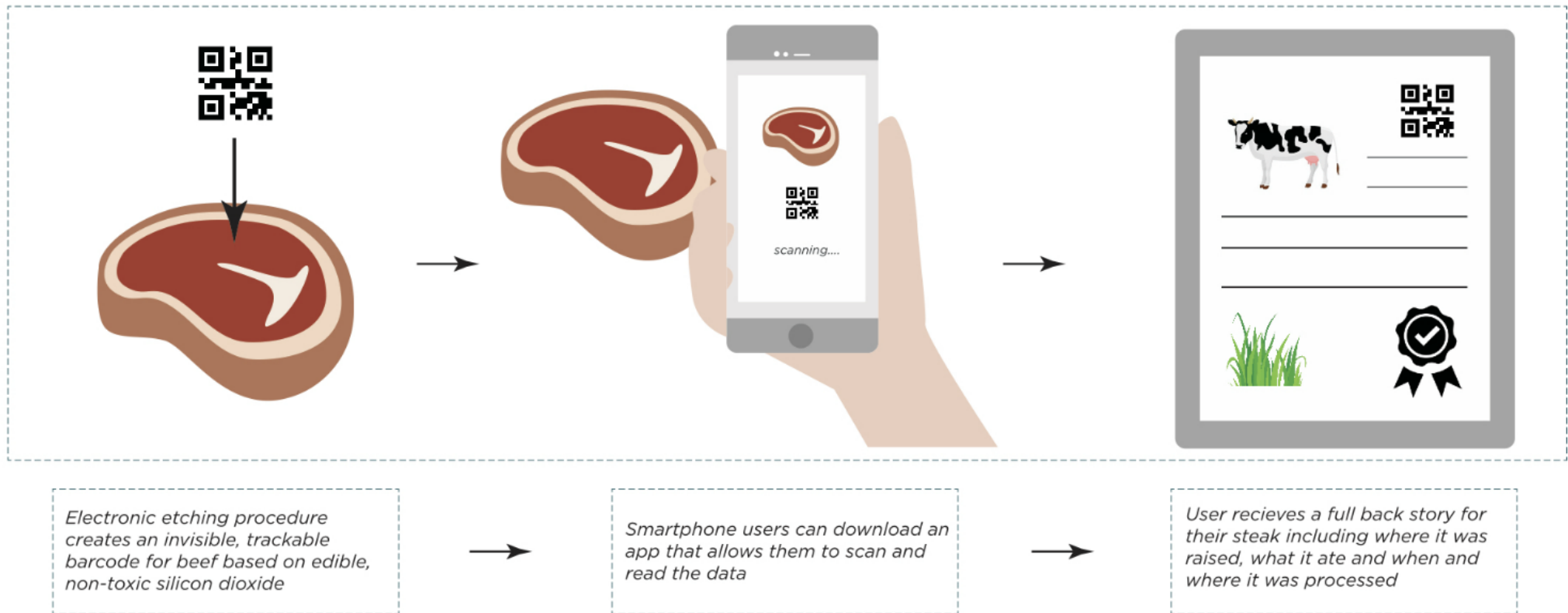
A PRODUCT OF P. LORILLARD COMPANY - FIRST WITH THE FINEST CIGARETTES THROUGH LORILLARD RESEARCH

© 1953 P. LORILLARD CO.

# VERIFIABLE PROVENANCE AND TRANSPARENCY



# *DIGITALLY* **BRANDED BEEF**



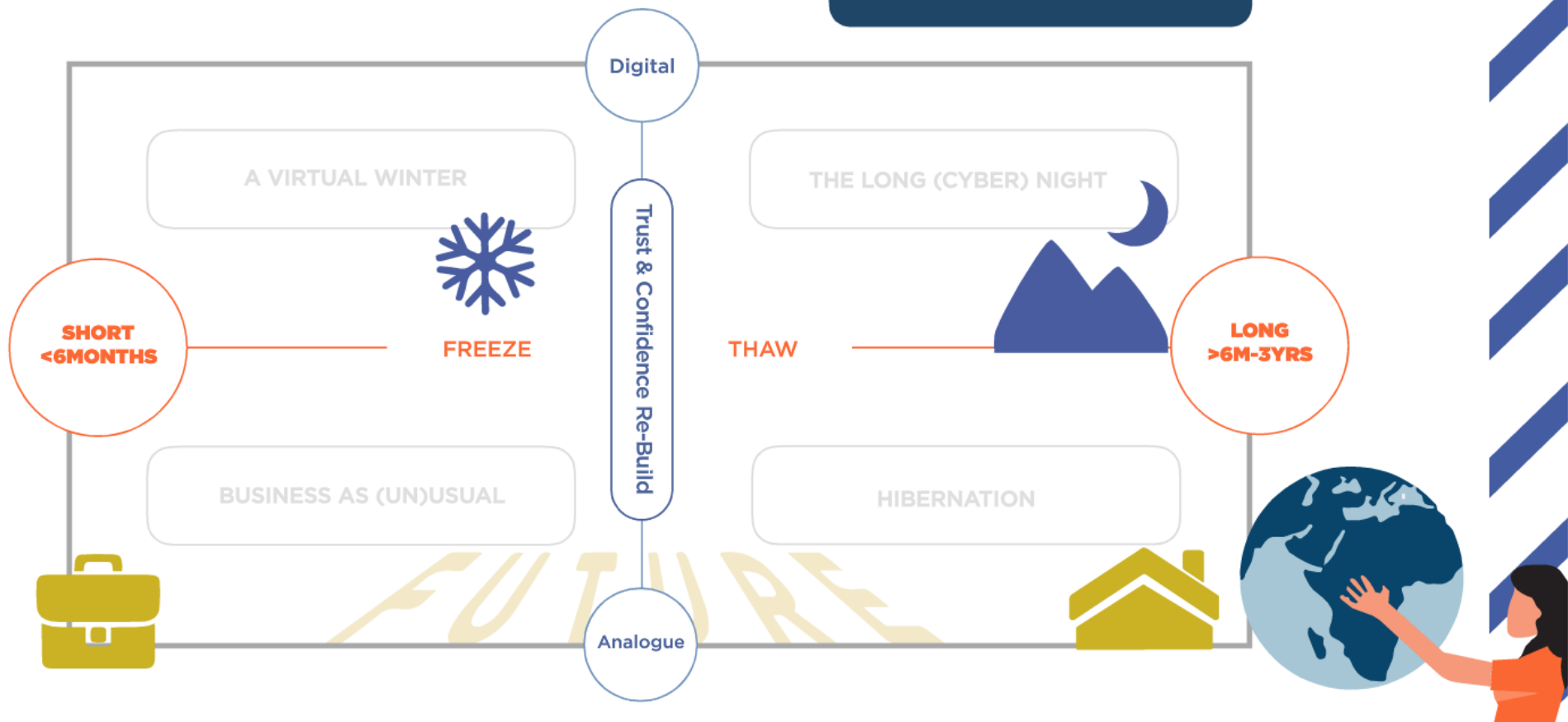
## **TACKLING FOOD FRAUD WITH CYBER SECURITY**

# 2025 ODYSSEY

WHAT ARE THE FUTURE DYNAMICS OF  
THE ECONOMIC RECOVERY JOURNEY  
IN THE NEXT 5 YEARS?

## Tactical Question

How do you build sustainable brands/  
trust in a future where business &  
consumer confidence is shattered  
(and values/behaviours have shifted)?







## 5 QUESTIONS:

1. HOW CAN I GET 2X THE RESULT WITH 1/2 THE EFFORT (THROUGH TECHNOLOGY & HUMAN CREATIVITY)?
2. WHICH OLD, ANALOGUE PROCESSES DON'T OFFER ME ANY ACTIONABLE DATA INSIGHTS AND NEED UPGRADING IMMEDIATELY?
3. WHAT IS THE COMPOUND EFFECT OF MY COMPETITION ADOPTING THE RIGHT EXPONENTIAL TECHNOLOGY, WHILE WE DON'T, BY 2025?
4. WHAT IS THE “ANALOGUE BABY” IN MY BUSINESS THAT MUSTN'T BE THROWN AWAY WITH THE DIGITAL BATHWATER, & WHICH CAN BE FURTHER AMPLIFIED AND AUGMENTED THROUGH TECH?
5. WHAT WOULD OUR COMPETITION NOT WANT US TO DO NEXT?







**IMAGINE THAT IT IS NOW 2030, AND ON YOUR  
WATCH YOUR COMPANY WENT BELLY-UP.**

**WHAT WERE THE TRENDS YOU MISSED, WHAT  
WERE THE SIGNALS YOU IGNORED, AND WHAT  
WERE THE INVESTMENT DECISIONS YOU  
DELAYED WHICH LED TO THIS DEMISE?**

**WHAT CHANGE WILL YOU MAKE TODAY TO  
PREVENT THIS FROM HAPPENING?"**





“  
**This is the early dawn  
of a 2nd Renaissance.**

ASN  
ANDERS SORMAN-NILSSON

**AVANT GARDE IDEAS THAT EXPAND MINDS AND INSPIRE A CHANGE OF HEART**

Media Spokesperson | Content Marketing Creation | White Paper Co-Authoring  
Product & Service Launches | Virtual Keynotes | Video Interviews & Production



VISA

**MEDIA APPEARANCES**



ZURICH

**WHITEPAPER & VIDEO**



**WHITEPAPER**

Microsoft



facebook

**VIDEO SERIES**

FEATURED IN MEDIA



Business Spectator

FINANCIAL REVIEW

MONOCLE

BOSS

The Sydney Morning Herald



BRW.