EMERGING MEDIA STRATEGIES

MCL 206 | CHRIS SNIDER | FEB. 17-18, 2017

SYLLABUS / SCHEDULE

Emerging Media Strategies

MCL 206 CRN 8127 | Spring 2017 | 5–8:50 p.m. Feb. 17 & 9 a.m.–4 p.m. Feb. 18 | Meredith 125

Instructor: Chris Snider **Office:** Meredith 122 (office hours Tuesday–Thursday 9–11 a.m.)
Phone: 271–4594 (office) **E-mail:** chris.snider@drake.edu **Twitter:** @chrisssnider

Course information

This workshop examines the challenges associated with emerging technologies, balancing the idealism of long-term strategy with the reality of day-to-day operations. You will think about how you can introduce emerging technologies in your business or organization. And you'll create two plans to do just that — one in as a part of a team and one on your own. You will also share and examine insights about tackling roadblocks to technological innovation and implementation.

Learning Outcomes:
- Have a better understanding of the current landscape of emerging technology.
- Apply the fundamentals of teamwork and organizational effectiveness to real-world situations.
- Evaluate the relative strength of differing approaches to technological development, implementation, and maintenance, based on published information and classmates' experiences.
- Create a realistic model for technological advances within your organization.

Materials, policies, grading

Required Materials:
- I'm Feeling Lucky: The Confessions of Google Employee Number 59, by Douglas Edwards

Policies:
- Accommodations: If you have a disability and require academic accommodations, please let me know or contact Student Disability Services, 107 Old Main,
- Communication does not tolerate plagiarism or any other form of academic dishonesty.

ABOUT CHRIS SNIDER

- Assistant Professor in Drake SJMC
  (Teach web design, social media, multimedia)

- 2013 **Drake MBA** grad

- Former Digital Editor at **DM Register**

  - Led Register into mobile/social

  - Started **Juice Magazine** in 2005

- Passionate about social media, digital and **change**

INTRODUCTIONS

- Name
- Where you work
- What kind of team you work on (small, big, none, remote, etc.)
- Involvement with emerging media personally / professionally
- A technology that has helped your live that you think could help others

HOW MANY OF YOU HAVE HELPED IMPLEMENT NEW TECHNOLOGY INTO YOUR COMPANY?

EXAMPLES: NEW TECHNOLOGY THAT YOUR COMPANY HAS INTRODUCED RECENTLY?

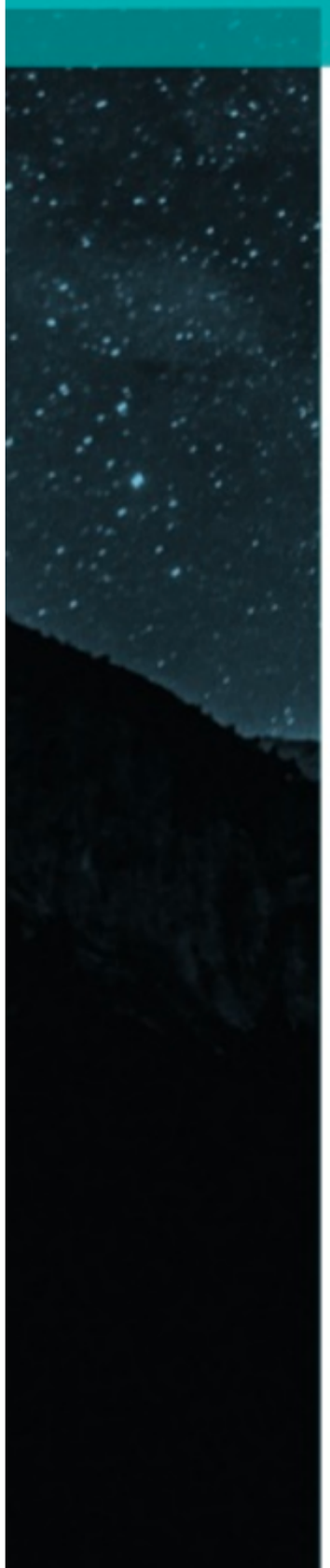
EMERGING TECHNOLOGY

VIA THE FUTURE TODAY INSTITUTE
2017 TECH TREND REPORT

http://www.slideshare.net/webbmedia/embargoed-until-dec-13th-future-today-institutes-2017-tech-trends-report

10 QUESTIONS

How to relate these trends back to your organization in 2017



Our Trend Report this year is intentionally dense—there's a lot here to digest. That's because it's meant as a practical resource for you and your organization. We don't want you to skim through this during your lunch break. Instead, use it to listen for the signals talking and to advise your strategic thinking throughout 2017.

Don't discount a trend simply because at first glance it doesn't seem to relate directly to you or your field. Instead, think about these 159 trends and ask yourself the following questions:

This is a big report. We don't want you to skim through this during your lunch break.

01 How does this trend impact our industry and all of its parts?

02 Who are the drivers of change in this trend? Which companies, leaders, founders, startups, researchers?

03 How are companies/ agencies/ organizations in adjacent spaces addressing this trend?

04 Where does this trend create potential new partners or collaborators for us?

05 How are our competitors/ related agencies harnessing this trend (or failing to do so?)

06 Which of our customer segments—existing, former, potential, theoretical—does this trend address?

07 How will the wants, needs and expectations of our customers change as a result of this trend?

08 Will this trend create new competitors for us?

09 How does this trend inspire us?

10 How does this trend help us think about innovation?

ARTIFICIAL INTELLIGENCE

- **What it is:** Think about AI as the next layer of technology that will be integrated into everything you do professionally. It's a branch of computer science in which computers are programmed to do things that normally require human intelligence.

- This includes learning, reasoning, problem-solving, understanding language and perceiving a situation or environment.

- AI is an extremely large, broad field, which uses its own computer languages and even special kinds of computer networks which are modeled on our human brains.

ARTIFICIAL INTELLIGENCE

- **There are two kinds of AI:** weak (or “narrow”) and strong (or “general”).

- When Netflix makes recommendations to you, or Amazon displays books you might like to read, that’s **narrow AI**.

- The H.A.L. supercomputer from 2001: A Space Odyssey, which was not only able to perceive things, but decided it no longer had use for us humans, is a representation of **artificial general intelligence**.

AI - ALGORITHMS

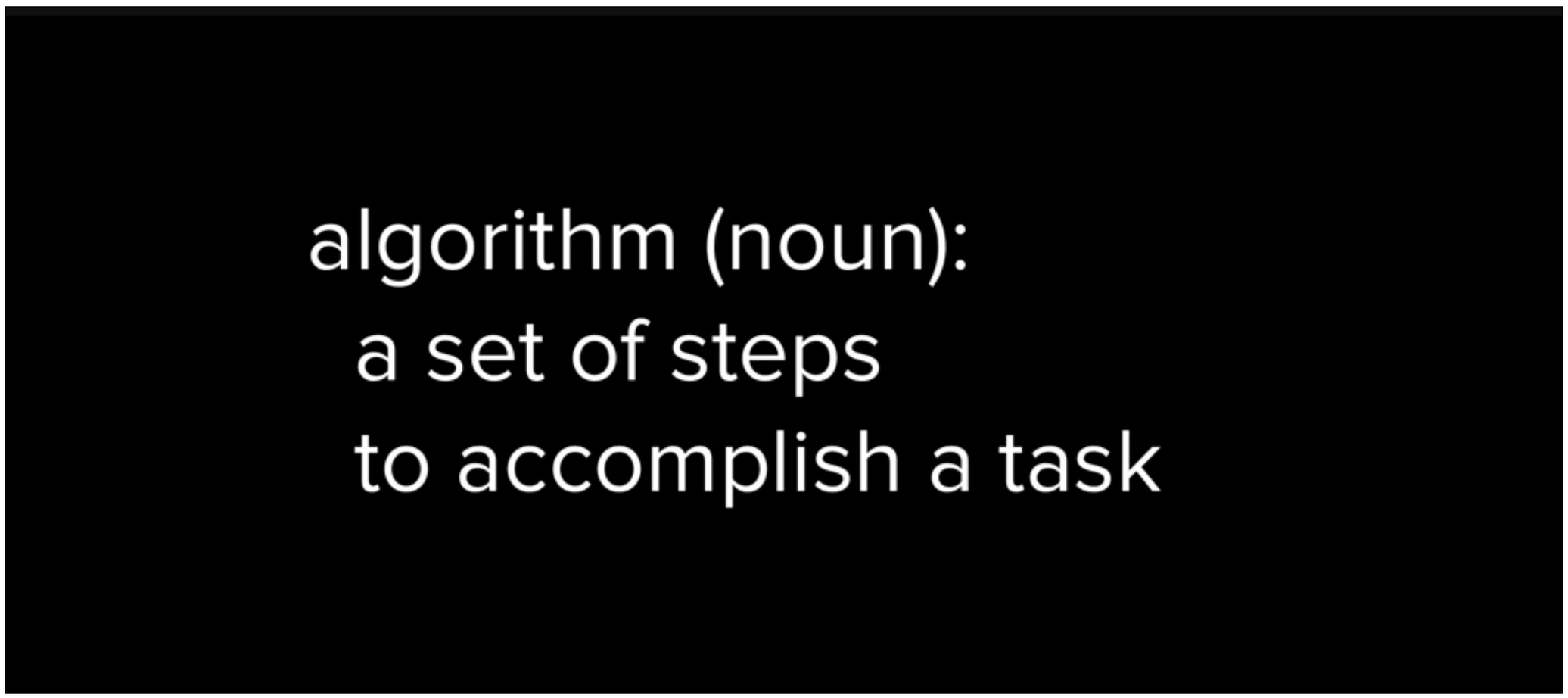
- **What it is:** A set of rules or processes that must be followed in order to solve a problem.

- **Examples:** Your Facebook news feed, Google News, Twitter, Instagram.

- **Challenges:** Misclassifying objects,data and people (wrongly identifying terrorism subjects at airports).

ALGORITHMS

https://www.khanacademy.org/computing/computer-science/algorithms/intro-to-algorithms/v/what-are-algorithms



ALGORITHMIC PERSONALITY DETECTION

Did you know that some life insurance underwriters are attempting to assess your personality—via your magazine and website subscriptions, the photos you post to social media, and more—in order to determine how risky an investment you are? Some lenders have used personality algorithms to predict your future financial transactions. (The data show that if you look at two people with the same professional and personal circumstances, the one with a higher college G.P.A. will be more likely to pay off a debt.) Algorithms will harness your data in order to assess your predicted success at work, how likely you are to bounce around jobs and more.

How comfortable would you be with your employer collecting data about you and using it to predict your future success at the company?

AI - ALGORITHMIC PERSONALITY DETECTION

- Nashville-based startup Crystal and IBM’s Personality Insights both use social data and will rewrite everything from emails to resumes based on each of your intended recipients.

https://www.crystalknows.com

Chris Snider

Des Moines, Iowa Area Drake University

Chris is a decisive, creative influencer: forward-thinking, ambitious, and spontaneous with a natural aversion to rigid structure.

Personality Relationship Write an Email

Chris's personality:

Chris will take action when he gets excited by a new idea. He is **confident**, **articulate** and **warm**, and will use his natural charisma to persuade others to follow his lead.

It **comes naturally** to Chris to...

- Get bored easily
- Go on a vacation without a specific plan
- Prefer to create a document from scratch rather than edit an existing one
- Feel comfortable as the primary speaker in a group

ACCURACY CONFIDENCE

90%

How is this calculated?

PEOPLE ALSO VIEWED

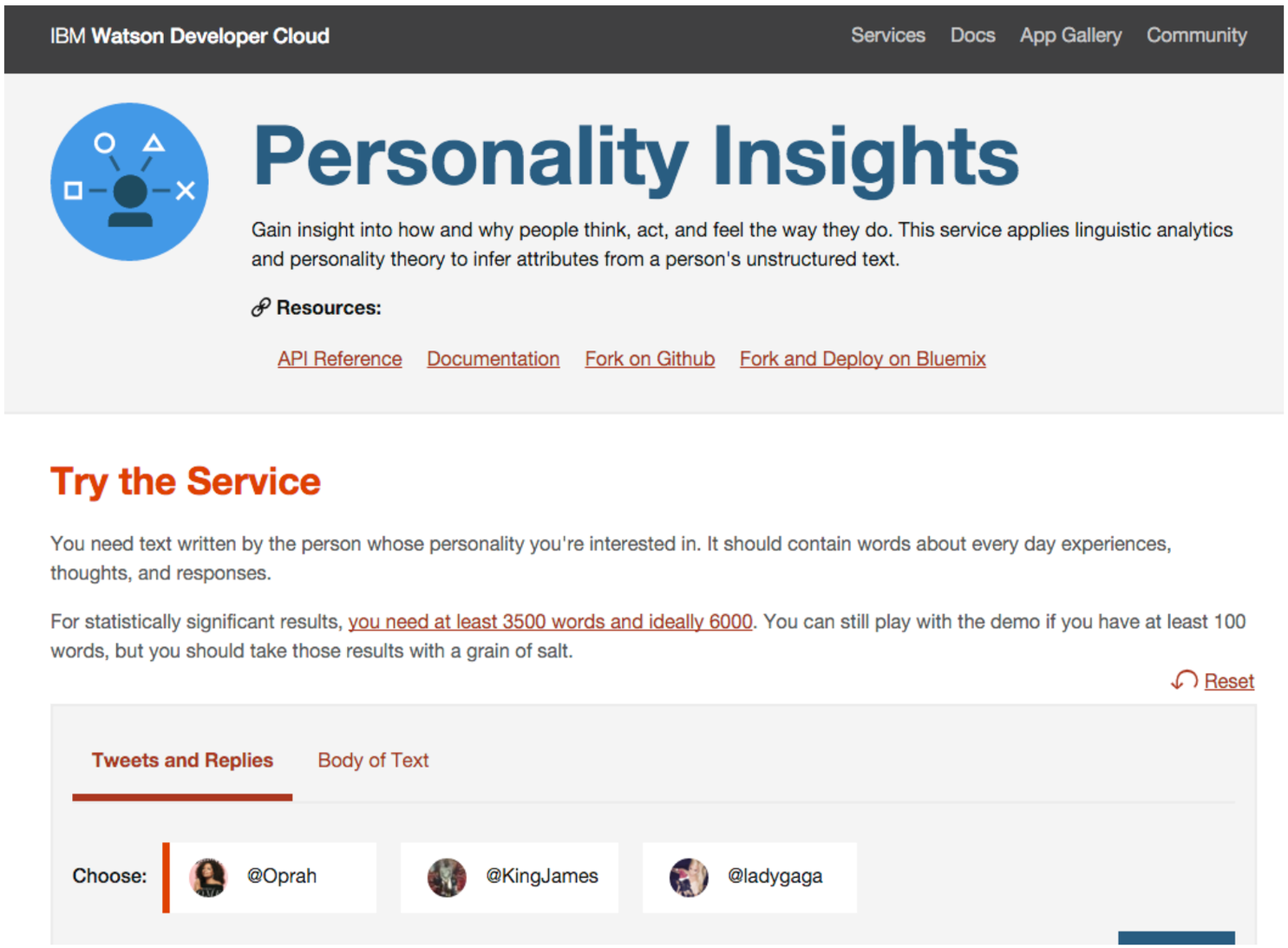
Samantha Boyd
ISU Student Health Communic...

Tom Brazelton, MA
Choice Creative Solutions

Danielle Rogers
The Vernon Company

Taylor Scholl
Drake University

https://watson-pi-demo.mybluemix.net/



Personality Portrait

26032 words analyzed: Very Strong Analysis

Summary

You are a bit critical and explosive.

You are hardened: you think that people should generally rely more on themselves than on other people. You are dispassionate: you do not frequently think about or openly express your emotions. And you are unconcerned with art: you are less concerned with artistic or creative activities than most people who participated in our surveys.

Your choices are driven by a desire for efficiency.

You are relatively unconcerned with both tradition and taking pleasure in life. You care more about making your own path than following what others have done. And you prefer activities with a purpose greater than just personal enjoyment.

How did we get this?

You are likely to_____

- be sensitive to ownership cost when buying automobiles
- like hip hop music
- like adventure movies

You are unlikely to_____

- read often
- volunteer to learn about social causes
- prefer safety when buying automobiles

*% = percentile

Personality

Emotional range 86%

Introversion/Extraversion 73%

Conscientiousness 66%

*% = percentile

Consumer Needs

Practicality 80%

Liberty 60%

Challenge 54%

*% = percentile

Values

Achievement 54%

Stimulation 34%

Helping others

BOTS

- **What it is:** A software application that's been designed to automate certain tasks, such as scheduling or managing basic customer service requests. In the past year, bots have emerged from the fringe and have started to enter our mainstream vocabulary. There are now 12,000 Facebook Messenger bots available, as well as a number of platforms that make it easy for anyone to build a bot.

- **Examples:** Many brands you recognize (**1-800-Flowers.com, Pizza Hut**) are using chatbots for marketing and customer service. **Disney** partnered with bot developer Imperson to deploy character bots, including **Miss Piggy**.

Bonjour Chris! This is such an honor... for you. How are vous?

Um good.

Marvelous. So am I!

So Chris, I simply must know: on a scale of one to ten, would you rate my show "Up Late with Miss Piggy" a 9 or a 10?

You have a show?

You are right.

Obviously the show is like moi, a perfect 10

APR 15TH, 8:08PM

hello

Miss Piggy will be available Monday thru Friday from 10 AM to 12 Noon PDT

APR 21ST, 12:33PM

Hello

Hello Chris, how is it going?

NBA

32M people like this

Sports League

06/08/2016 10:09AM

Welcome to the NBA Finals video bot! I can send you highlights of your favorite NBA Finals team or player – just type Cleveland Cavaliers, Golden State Warriors or a player's name. And don't worry: if you get stuck, type 'help' and I'll assist you.

06/09/2016 2:38PM

Michael Jordan

To receive video highlights, please send me the NBA Finals game # or the name of a team or player playing in the NBA Finals. For example, you could type: 'Game 1', 'Cleveland Cavaliers' or 'Stephen Curry'.

What time is Game 4?

Game 4 will be played on June 10 at 9:00PM ET on ABC.

06/22/2016 1:32PM

How many points did Lebron have in game 7?

What would you like to see from Game 7?

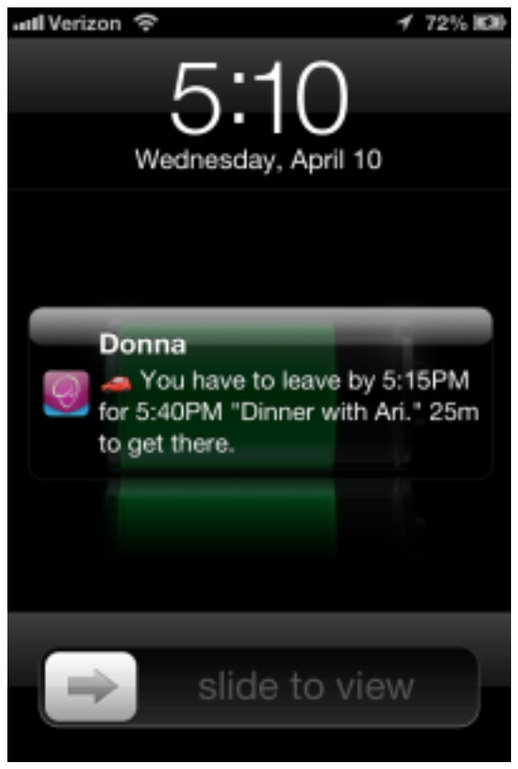
Highlights

SMART VIRTUAL PERSONAL ASSISTANTS

- **What it is:** Uses natural language processing, data from our calendars, email and contact and recent behavior lists to manage daily tasks, finances, diet and more.

- **Examples:** Emu (bought by Google), MindMeld, Donna (bought by Yahoo), Echo (Amazon).

- http://www.digitaltrends.com/home/mindmeld-new-platform-voice/



- When it was still active, **Emu was a clever stand-in for a personal secretary**. It would monitor the conversation and automatically make suggestions as two people texted.

  If you asked your friend to see a movie, **Emu would immediately geolocate both of you, suggest a nearby theater and show films and times, then check your calendars for your availability**. It would even display a preview for you to watch.

  Once it determined the best time for you to meet, it would help you purchase tickets and enter all the data into your calendar.

ONE-TO-FEW PUBLISHING

- **Newsletters, podcasts and niche networks** that captivate smaller audiences made a huge comeback in 2015-16. What's next is an expansion to capture more niche audiences.

- Suddenly, it seems like everyone—from world leaders, to your next-door neighbor—has a podcast, newsletter or both.

  This is due in part to services like Mailchimp, TinyLetter (owned by Mailchimp), Skype, Google Hangouts, Garage Band, SoundCloud, Libsyn, Stitcher, Auphonic, SpeakPipe and a host of affordable smartphone microphone attachments.

VIRTUAL REALITY

- **What it is:** Computer-simulated environment that gives users the feeling of being present in a scene.
- **Examples:** Oculus Rift, HTC Vive.
- **Challenges:** Reaching widespread adoption. People adjusting to wearing headsets.

https://youtu.be/bThbiDJ0J4c

AUGMENTED REALITY

- **What it is:** Blurs the line between what's real and what's computer-generated by enhancing what we see, hear, feel and smell.

- **Examples:** Microsoft Hololens.

https://youtu.be/aThCr0PsyuA

360-DEGREE VIDEO

- 360-degree video is created with a special camera system capable of recording 360 degrees of a scene simultaneously.

Once the video is rendered, viewers can use a mouse, their fingers, or gesture to watch the video from any perspective or angle. In 2016, YouTube and Facebook offered 360-degree videos, and we expect more platforms, including PlayStation, to offer it in the year ahead.

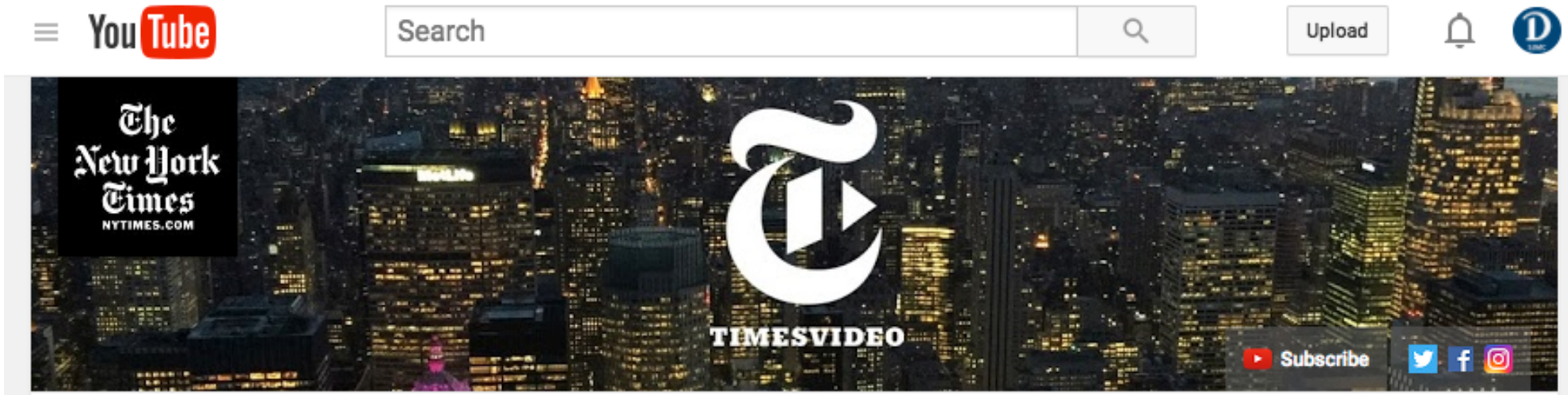
SAMSUNG GEAR 360

$350

NIKON KEYMISSION

$500

NYTIMES DAILY 360



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The New York Times • 44 videos • 2,616 views • Updated today

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1

At Home With a New 'Prairie' Companion | The Daily 360 | The New York Times

by The New York Times

1:37

2

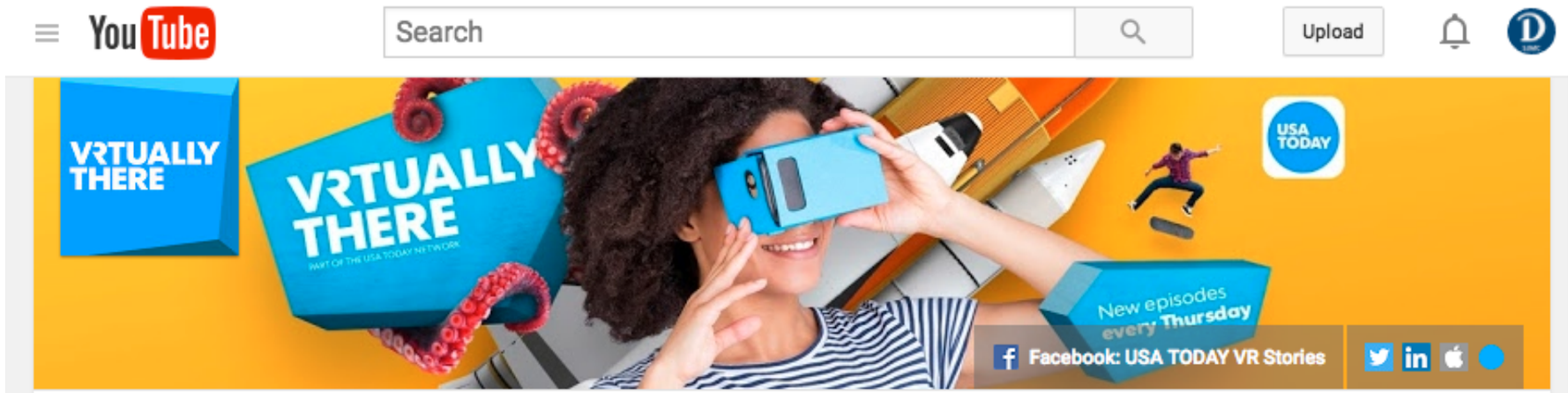
Stroll in the Park With Ai Weiwei | 360 VR Video | The New York Times

by The New York Times

1:43

https://youtu.be/Tk6CH4FugK4?list=PL4CGYNsoW2iDN-xj9xxfgRLsqmAdY8J_W

USA TODAY VRTUALLY THERE



VRtually There

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VR climb up Leaning Tower in Yosemite, catch waves with surfin…

64,423 views 3 days ago

From the USA TODAY NETWORK and YouTube, it's VRtually There, a weekly adventure with three cool VR experiences.

Catch a wave in VR with Ricochet the surfing therapy dog!

What's better than a good dog, which is pretty much already the best? How ..

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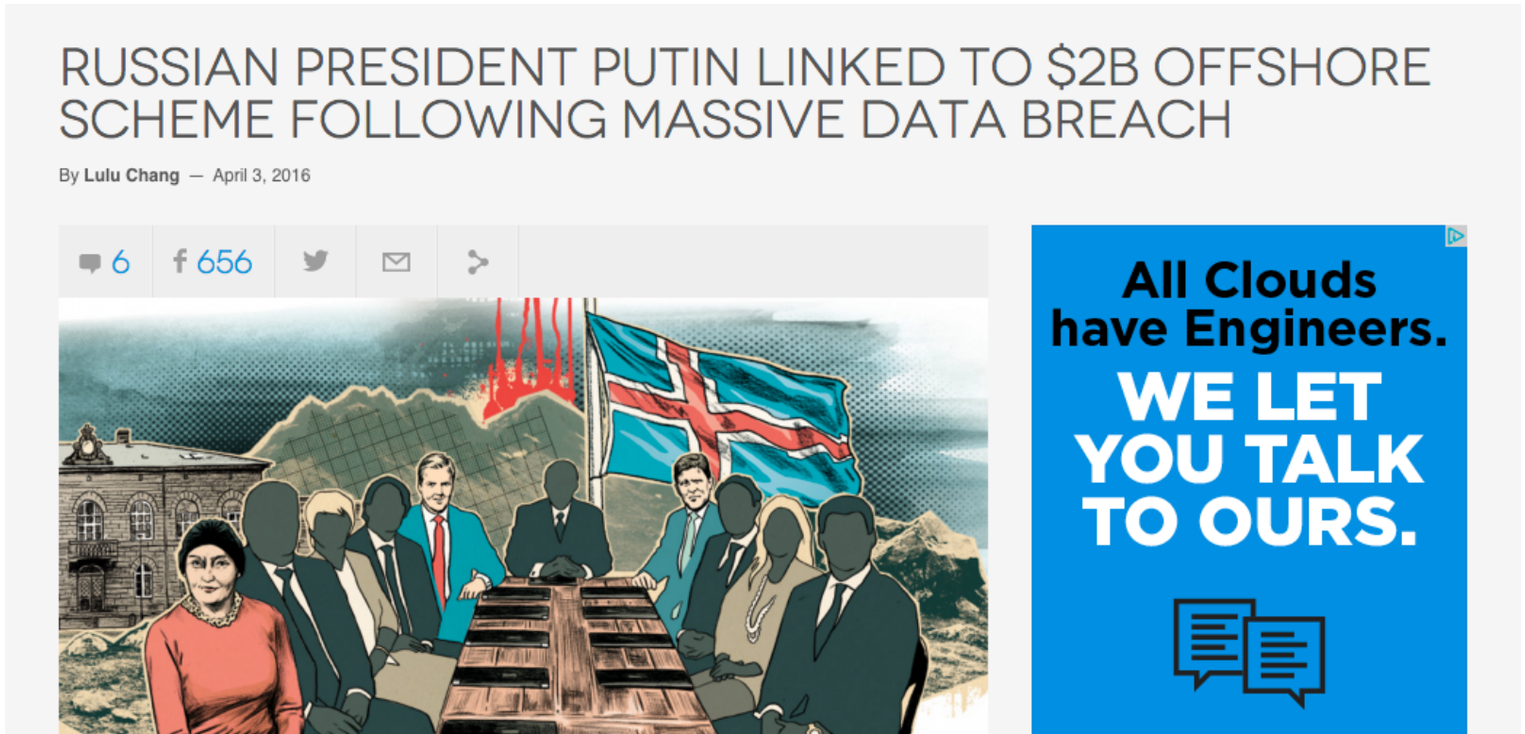
- Kolor — Subscribe
- Samsung Newsroom — Subscribe

PRIVACY

- **What it is:** Ongoing breaches have continued to dismantle the public trust. According to a September 2016 Pew Internet and Society Report on the State of Privacy in America, 86% of Americans say that they have taken intentional steps to remove or mask their digital footprints, because they are concerned about protecting their privacy.

https://www.youtube.com/watch?v=ZcjtEKNP05c



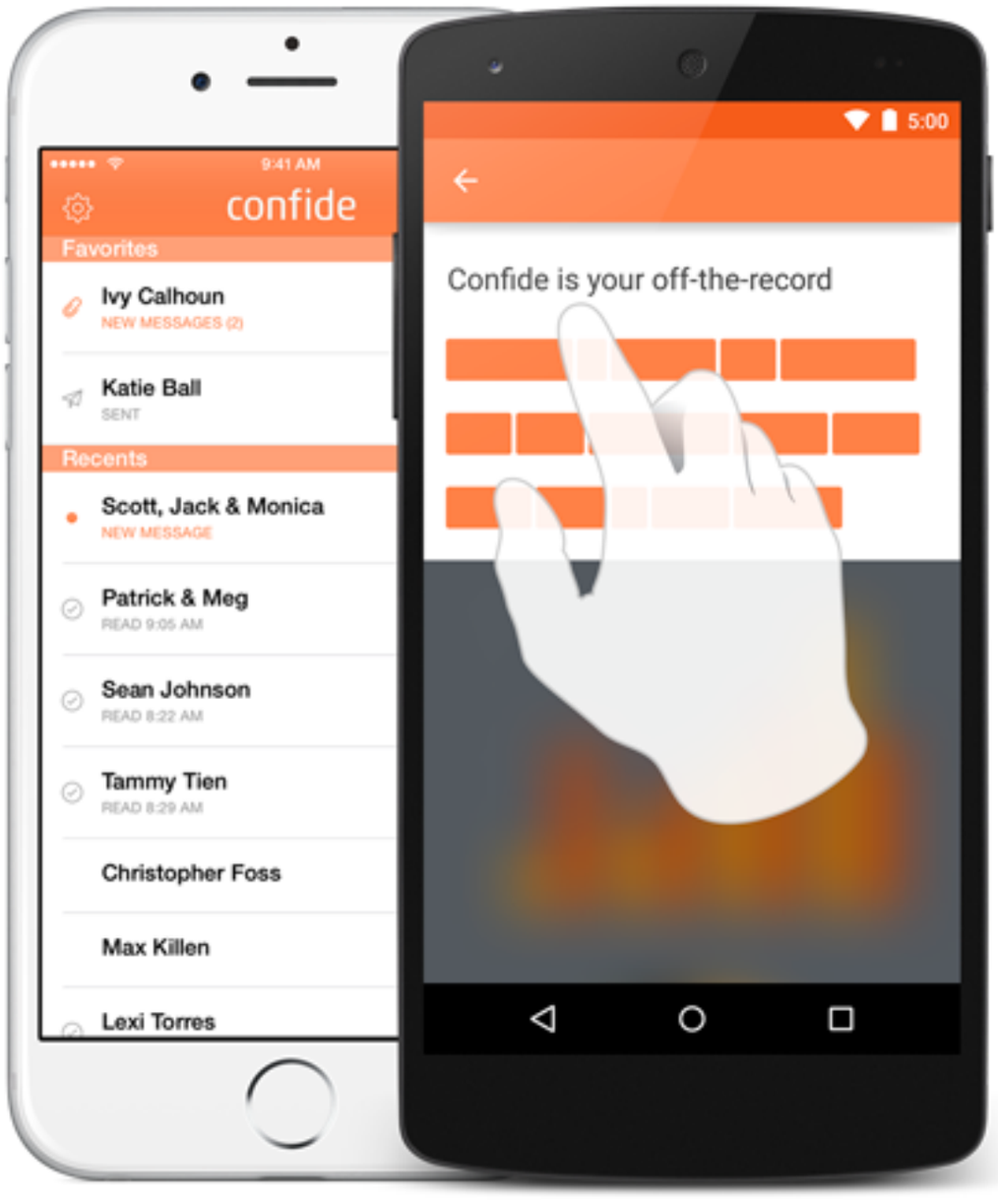
PRIVACY

- **Private Networks:** Some to watch: Alively, a private network to share videos; Nextdoor, a network for neighborhoods; and MeWe, which offers private social networking and file sharing.

- **Right To Eavesdrop/Be Eavesdropped On:** As we connect more and more devices to the Internet of Things—fitness trackers, mobile phones, cars, coffee makers—those devices are having extended interactions with each other and the companies who make them. Our devices aren't just talking to each other anymore. They're talking to one another, learning about us, and starting to talk about us.

  Increasingly, consumers are being left out of the conversation, unable to listen in and make sense of how their data is exchanging hands. A debate over consumer rights will heat up in 2017: should consumers be given the right to eavesdrop on what their own devices are saying?

PRIVACY



- **Example:** Confide.

Go Off the Record

with Self-Destructing Messages

Confide lets you say what you want, honest and unfiltered. Messages disappear after they're read, ensuring all of your communication remains private, confidential and always off the record.

PRIVACY

THE WALL STREET JOURNAL.

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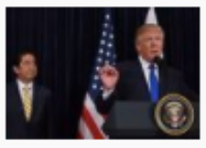


Donald Trump's Diplomatic Moderation

Japan Condemns North Korea Missile Launch; U.S. Supports Ally

Ex-Banker Gary Cohn Emerges as Economic-Policy ...

Trump Administration Begins Deportation Raids Across the U.S.

Flyn Sanction Russian

POLITICS

Messaging App Has Bipartisan Support Amid Hacking Concerns

Aides to Trump, Obama and de Blasio use Signal, a smartphone app that encrypts messages

By MARA GAY
Updated Jan. 24, 2017 11:16 a.m. ET

Signal, a smartphone app that allows users to send encrypted messages, is gaining popularity in the political world amid rising fears about hacking and surveillance in the wake of a tumultuous election year.

Political aides close to President Donald Trump, former President Barack Obama and former Secretary of State Hillary Clinton are users. So are some close to New York Gov. Andrew Cuomo and Mayor Bill de Blasio.

BIG DATA

- In the coming year, **Big Data** will continue to be a buzzword and a trend throughout many industries and fields. From collecting it to parsing it and making it easier to search, we will continue to see lots of developments in 2017.

  Businesses will want access to analytics tools in order to make important business decisions, while government agencies will rely on data to determine funding for various programs.

  Consumers have become more aware how much personal data they're creating—and who has access to it.

Joel Winston Follow
Consumer protection litigator. Former deputy attorney general in Trenton. Specialty credit reporting ...
Nov 18, 2016 · 10 min read

How the Trump Campaign Built an Identity Database and Used Facebook Ads to Win the Election

Trump's presidential election victory is the most successful digital voter suppression operation in American history. The secret weapons in Trump's digital arsenal were Project Alamo, his database of 220 million people in the United States, and the Facebook Advertising Platform. By leveraging Facebook's sophisticated advertising tools, including Facebook Dark Posts, Facebook Audience-Targeting, and Facebook Custom Audiences from Customer Lists, the Trump campaign was able to secretly target Hillary Clinton's supporters and covertly discourage them from going to the polls to vote.

SOCIAL PAYMENTS

- Social payment systems offer the ease of seamless transactions, but they're also **budding social networks in their own rights**. Meantime, established players have convinced us to share status updates, so why not money?

- In 2016, Facebook added payment and merchant services, right within its consumer app. Uber started offering more than just rides—its seamless payment gateway now works for food and flower deliveries.

SOCIAL PAYMENTS

- Popular peer-to-peer payment service **Venmo** is now owned by PayPal. Unlike PayPal, Venmo doesn't charge transaction fees. It allows friends to pay each other or to easily split bills.

VIRTUAL REALITY MARKETING

- Emerging research suggests that **virtual reality storytelling**, when it's done well, rewires all of us—we are likely to develop new belief biases as a result. Marketers will have big new opportunities in 2017 to use VR to influence consumers.

- **Both BMW and Volvo have created apps** allowing would-be buyers to test drive one of their cars. But unlike the usual test drive with a nagging salesperson trying to convince you to buy the upgraded sport mode package, you instead interact with the vehicle on gorgeous open roads, in the best possible weather, all by yourself.

DRONE TRENDS

- **Sense and avoid technology:** In 2017, drones will be programmed to navigate along the path of GPS waypoints—and they'll make decisions midair about the best path to take and when to avoid objects like buildings, trees and mountains. Or other drones, for that matter.

- **Clandestine, Disappearing Drones:** In 2016, DARPA funded new research in drones capable of making deliveries—and then disappearing into thin air. The agency's Vanishing Programmable Resources (VAPR) program has already shown that it's possible to program a small chip to shatter on command. What's coming in 2017 is sort of like Snapchat for drones.

http://now.howstuffworks.com/2015/11/18/us-military-wants-vampire-drones

DRONE TRENDS

- **Autonomous Underwater Vehicles (AUVs):** Researchers at MIT have developed underwater drones with cognitive capabilities, called AUVs. After giving them a series of parameters—how far to stray, how far above the seafloor to move, what to explore and the like—these drones can function on their own.

- **Microdrones:** Microdrones will autonomously navigate through tiny spaces to investigate collapsed buildings or areas with hazardous materials. In October 2016, the U.S. Army asked for bids to supply short-range microdrones, capable of reconnaissance and still small enough to fit in a soldier's uniform pocket. In 2017, these small robots will likely be built and tested for widespread use.

DRONE TRENDS

- **Drone Delivery:** Towards the end of 2016, commercial drone deliveries launched. U.S.-based **Zipline** brought its drone delivery system to Rwanda, where it delivered vital blood supplies.

  UPS, Amazon and DHL all tested their own fleets of drones. Legislation will soon catch up with the technology. We anticipate that aviation authorities will start to act in 2019-2020, at which point commercial drone delivery will finally take off in earnest.

INTERNET OF THINGS

- **What it is:** All of your devices are connected and can talk to each other. They can automate your tasks to make your life easier.

- **Examples:** IFTTT, SmartThings, Nest.

- https://www.youtube.com/watch?v=wL34vK-On3o

INTERNET OF THINGS

Getty Images

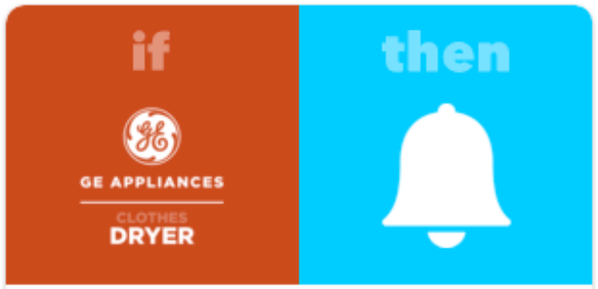
INTERNET OF THINGS

IFTTT

Popular GE Appliances Dryer Recipes

Extend your dryer tumble

by geappliances 1 0

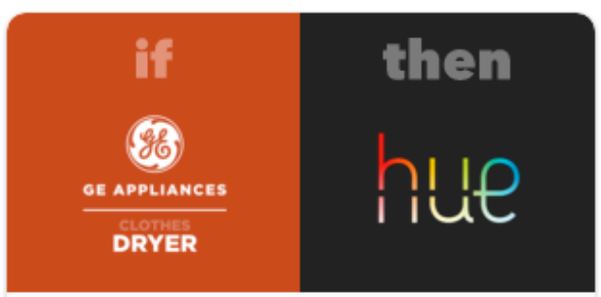


Receive a notification at the end of a cycle

by geappliances 0 0

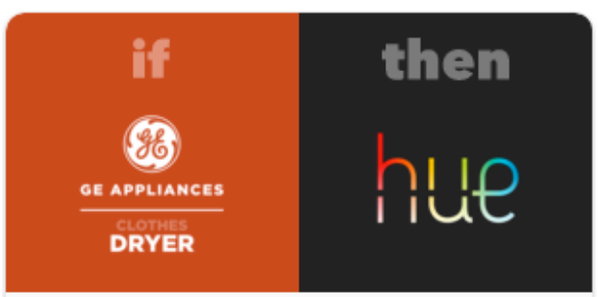
Extend your dryer tumble cycle with Alexa

by geappliances 1 0



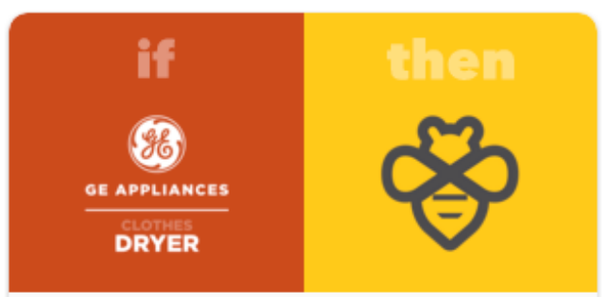
At the end of cycle, blink all lights

by geappliances 1 0



If the end of Cycle Alarm is activated, change all lights to red

by geappliances 0 0



If the end of cycle alarm activates, then get charged

by geappliances 0 0

WEARABLES

- **What it is:** Most are dedicated to fitness or biometrics, while others are intended for gaming, work and medical monitoring.

- Nearly all wearables require a smartphone or computer to see and report data, adjust settings and archive information.

Those coming to market in 2017 will continue to service our fitness and lifestyle needs with our mobile phones as a hub.

WEARABLES

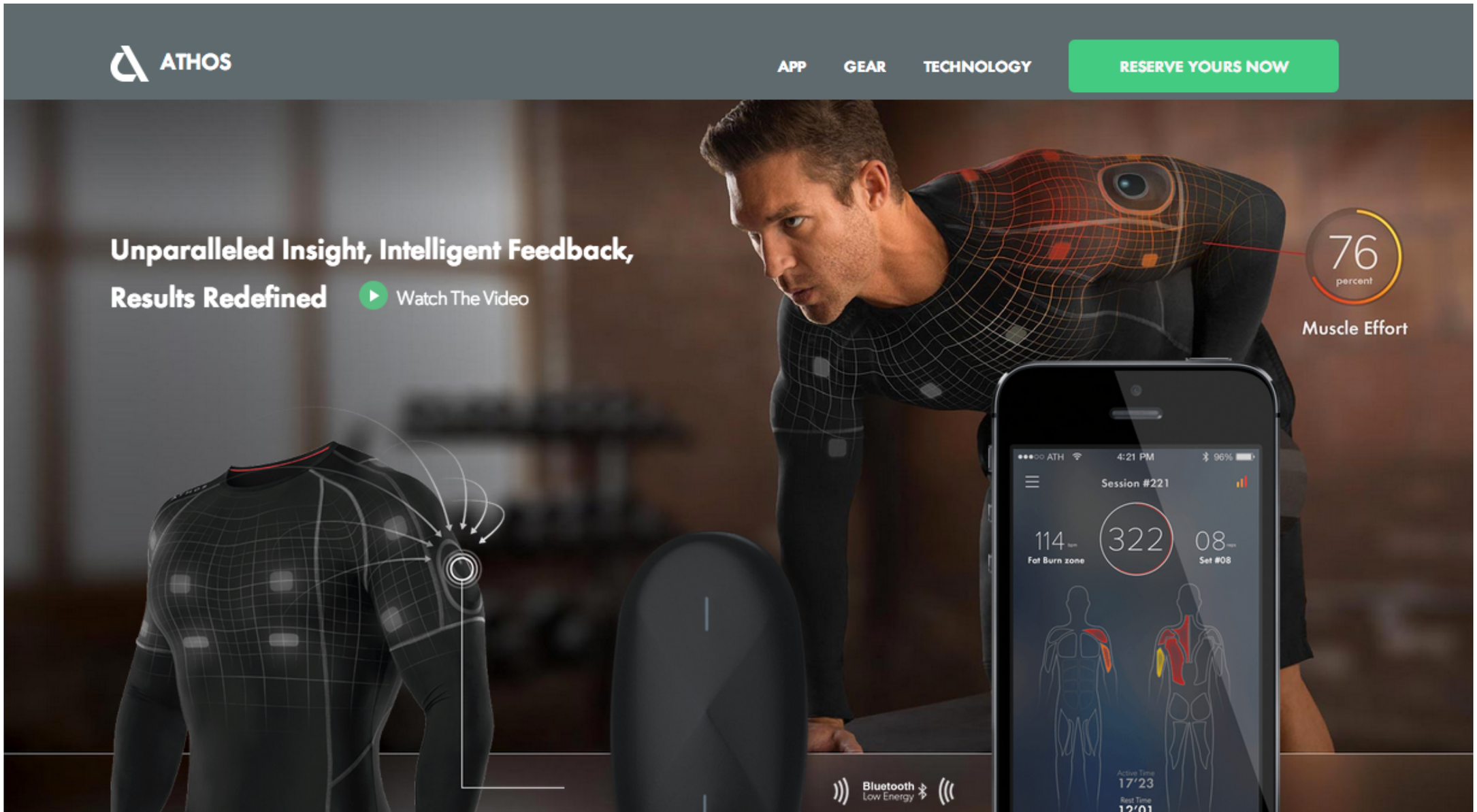
- **Example:** Foxtel alert shirt.

https://www.youtube.com/watch?v=maHGf3LNGMs#t=49

http://recode.net/2015/02/20/when-split-seconds-count-nfl-hopefuls-turn-to-wearable-tech/

WEARABLES

- **Example:** Athos clothing.



WEARABLES

- **Example:** https://www.youtube.com/watch?v=Q4S2eBHxe5k

The Melon Headband

An activity monitor for your brain that teaches you about cognitive performance.

Turn the invisible activity of your mind visible! Melon's brainwave monitoring (EEG) headband listens to the electrical activity naturally given off by your brain. Using Bluetooth 4.0LE, Melon wirelessly connects to your phone to help you track and train the mental state of focus. The headband is adjustable in the back to fit most people (ages 10+).

WEARABLES

- **Kids:** We will see more wearables designed for kids in 2017, as developers are creating wearables for parents who want to monitor their infants and young children.

- Several smartwatches, such as the **HereO** and **KiGo** allow parents to track their children's coordinates, send them messages and make calls to the device. https://kigowatch.com/us/

- The **iBitz** is a pedometer that incentivizes kids by rewarding them with virtual coins to use in Disney's Club Penguin.

- **Sproutling** collects real-time data on infants, reporting their body temperature, heart rate, body movements, and sleep patterns as well as room temperature, humidity, and light. https://youtu.be/slyXHix8hLg

WEARABLES

- **Pets:** Is your dog lazy? That's a question on the minds of some entrepreneurs who are designing wearables for pets.

- The **WonderWoof** is a bluetooth-enabled bowtie that tracks your dog's steps and sends the information to your smartphone.

- **FitBark Tracker** monitors a dog's activities and provides analytics on play and sleep.

- **Trackimo** and **Verve Retrieve** are real-time GPS trackers for pets, and they work both indoors and outside.

WEARABLES

- **Ingestibles/Implantables:** In the coming year, we'll see several new ingestible and implantable nanobots and other wireless medical devices that deliver drug therapy, monitor our vital statistics, stimulate our brains, help manage pain and bladder control and more.

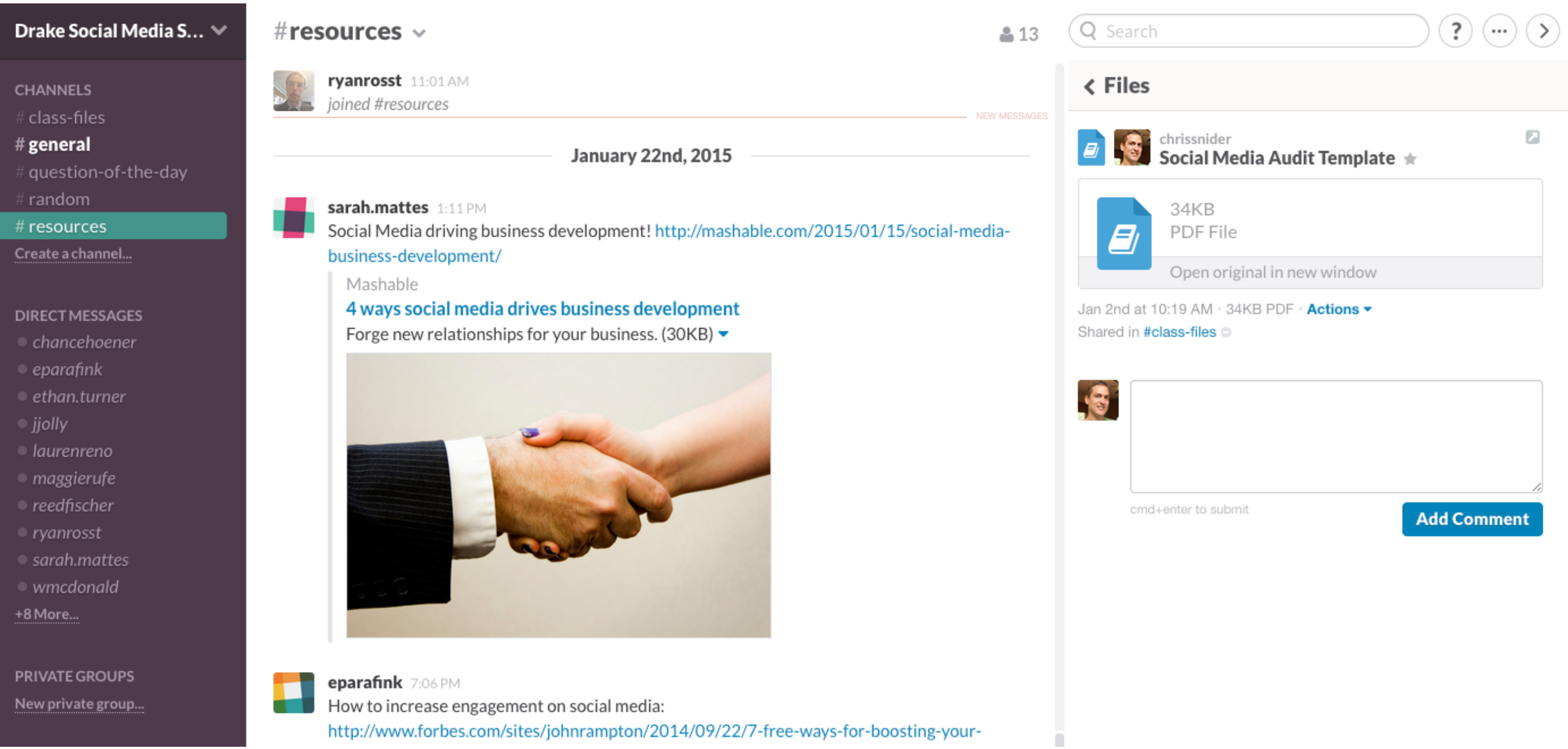
WEARABLES

- **Earables:** In-ear computers, otherwise known as earables, will be here soon. For example, Apple recently filed a patent on earbuds that can be used to monitor temperature, perspiration and heart rate during exercise or sports—those earbuds could also be used to control electronic devices (like our phones) using head gestures.

COLLABORATIVE SOFTWARE

- **What it is:** New productivity tools that combine the best of email, social media, instant messaging and cloud storage.
- **Examples:** Slack, Yammer, Wrike, Facebook@Work.

COLLABORATIVE SOFTWARE



https://slack.com/is

COLLABORATIVE SOFTWARE

Change the way you work

Connect everyone in your company and turn ideas into action. Through group discussion, a personalised News Feed, and voice and video calling, work together and get more done.

Workplace is an ad-free space, separate from your personal Facebook account.

Take a video tour

"It's an app, but I think about it more as a way of running a company."
Mark Zuckerberg, 2016

JUST IN CASE NONE OF THESE INTEREST YOU...

Invisibility Cloaks

First year on the list

Key Insight

Researchers are experimenting with electromagnetic and audio waves, tiny lenses that bend light and reflective materials to hide objects in plain sight.

Examples

The cloak doesn't exactly look like what you've seen in Harry Potter. In 2006, physicist John Pendry theorized that it was possible to hide objects using special optical lenses capable of bending light. In 2013, researchers at the **University of Texas-Austin** successfully experimented with a three-dimensional mantle cloak, which makes a 3D object invisible to radio waves. More recently, the **Queen Mary University of London** has been studying how to make curved surfaces look flat using a substance made out of thin layers that each have different electromagnetic properties. An object is hidden when the layers prevent waves from interacting.

IN-CLASS EXERCISE

- In groups, pick a company and a trend (or specific product associated with that trend) that you think can benefit that company.
- Answer the 10 questions (as best you can) and come up with a way that the company can use the emerging technology.

10 QUESTIONS

HOW TO RELATE THESE TRENDS BACK TO YOUR ORGANIZATION IN 2016

We recommend thinking about these 81 trends as they relate to your organization, asking questions such as:

- Which of our customer segments does this trend address?
- How are our competitors/ related agencies harnessing these trends (or failing to do so?)
- How are non-competitors applying this trend?
- Will this trend create new competitors for us?
- Where does this trend create potential new partners or collaborators for us?
- How does this trend impact our industry and all of its parts?
- Who are the drivers of change in this trend? Which companies, founders, startups?
- How will the wants, needs and expectations of our customers change as a result of this trend?
- How does this trend inspire us?
- How does this trend help us think about innovation?

Webbmedia Group's **Foresight Program** ensures that you and your organization will know all of the important near-future trends and any critical updates far earlier than anyone else. In addition to reports and research like this, clients receive quarterly, customized on-site trends presentations to answer questions like those above. For more information, please contact **trends@webbmediagroup.com** or call **267-342-4300**.

BOOK DISCUSSION

- What is one thing from the book that stood out?
- What is something from the book that you related to your job/career?

DAY 2...

CHANGE

What drives change at your organization?

What prevents it?

“SOME MEN SEE THINGS AS THEY ARE AND SAY WHY. I DREAM THINGS THAT NEVER WERE AND SAY WHY NOT.”

- Robert Francis Kennedy

“THE PROBLEM WITH THAT, CHRIS, IS THAT WE’VE NEVER DONE THAT BEFORE.”

- Some dude I used to work with

HOW DO YOU MAKE CHANGE HAPPEN AT YOUR ORGANIZATION?

HOW I MAKE CHANGE

- Look for allies
- Involve others (even if not allies)
- Tie change to company/individual goals
- Use data/examples to convince people
- Educate others (people fear the new)
- Take baby steps

OVERSIMPLIFIED FRAMEWORKS

MAKING CHANGE HAPPEN

Example: Future of Cars

Futures of Cars, 2017 - 2057

Now: within the next 12 months.

By the end of 2018, cars will be equipped with software updates and new sensors that perform more functions for the driver, such as parking and adaptive cruise control.

Near-term: 1 - 5 years.

By 2022, most cars will be equipped with cross-path cameras to sense nearby objects and they will have adaptive cruise control for driving in stop-and-go traffic. They will offer many driverless functions—but you will still need to operate the car in neighborhoods and many city streets.

Mid-range: 5 - 10 years.

By 2027, advanced Lidar and WiFi technology will transmit your vehicle's location and will recognize other vehicles sharing the road. This will begin to enable cars to drive themselves on highways and many city streets.

Long-range: 10 - 20 years.

By 2037, the highway system will have been upgraded to work in symbiosis with semi-autonomous vehicles. Human drivers will take over on smaller streets. On mandated autonomous highway lanes, people will be free to read, watch videos or conduct work.

Far-range: 20 - 30 years.

By 2047, we may no longer own cars and cities might no longer operate buses. Instead, automated buses could be subsidized thought taxes and offered at no cost. Those with the means to do so may subscribe to a transportation service, which operates vehicles that are fully automated and will take them to destinations as desired.

Distant: more than 30 years.

By 2057, autonomous vehicles could be connected to a series of high-speed maglev trains, which may have started to supplant commercial air routes on the East and West coasts.

ORGANIZATIONAL COMMUNICATIONS PYRAMID

SOURCE: JUSTIN WISE

POST METHOD

P **People** - What people are we trying to reach? What do we know about them?

O **Objective** - What do we want to get those people to do?

S **Strategy** - What is our strategy to make that happen?

T **Technology** - What technology can we use?

GROUP PROJECTS...