



Jack Uldrich Hotsheet: The Big AHA: How to Embrace Today's Trends to Create Tomorrow's Opportunities

AHA is an acronym that stand for **A**wareness, **H**umility and **A**ction.

The trends business leaders must be **aware** of are: (This list is customized among your planning team and Jack for your particular audience.)

1. Wearable Technology (Augmented reality/Virtual reality)
2. 3D Manufacturing
3. Wireless Mobility/5G Technology
4. Artificial Intelligence
5. Nanotechnology (Advances in material science)
6. Robotics
7. The Internet of Everything
8. Genomics/Biotechnology/Synthetic Biology
9. Computer Processing Power
10. Big Data/Data Analytics/Cloud Computing
11. Collaborative Consumption/Sharing Economy
12. Renewable energies
13. Blockchain Technology
14. Urban Agriculture/Vertical farming
15. Quantum Computing

These trends will transform everything from how employees will do their work, to how companies and organizations will provide their services to customers, clients and collaborators, to how new business will be secured. Each change will require **humility**. Among the strategies for enhancing humility are:

1. Accept the need to unlearn
2. Learn to embrace ambiguity
3. Understand failure is a necessary and integral component of the learning/unlearning process
4. Find a reverse mentor

The best way to predict the future is to create it yourself. Creation, however, requires **action**. The five actions industry leaders can take today to create a successful tomorrow are:

1. Take a Think Week
2. Conduct a "pre-mortem" on your company
3. Hire a "chief white-space officer" and/or "chief unlearning officer"
4. Create a culture of experimentation
5. Keep an open-mind to the impossible