

CMIT

The New Know

[9 July 2010]

A01

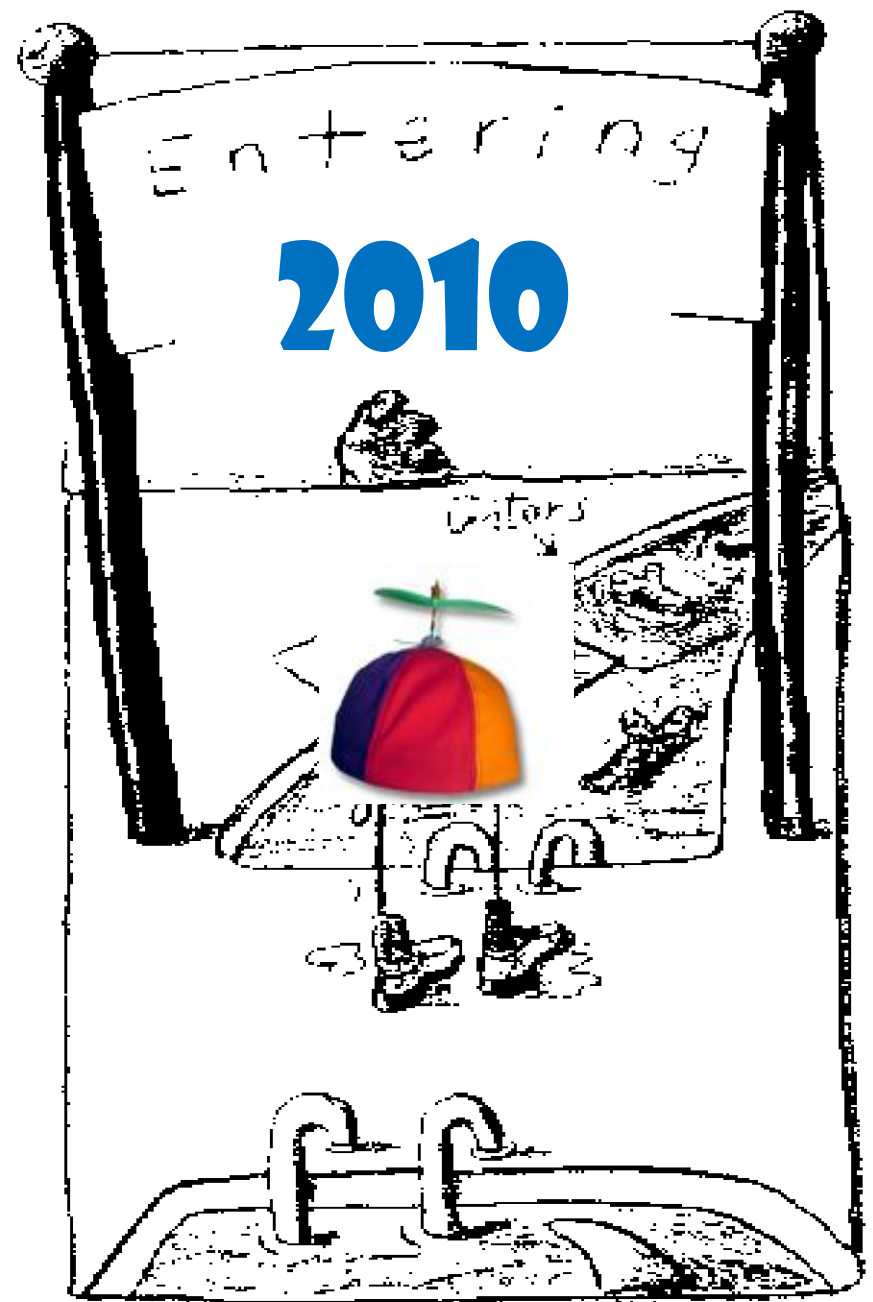


I would like to begin...



...by saying “Thank You”

I
Am
A
Futurist!





More Useful Doomsayers

I like to think
I am a
grounded-in-reality
futurist

My Objective Today?

Get you
'barking-dog'
excited
about the
Analytically-
Empowered
Future



Here's the Plan...



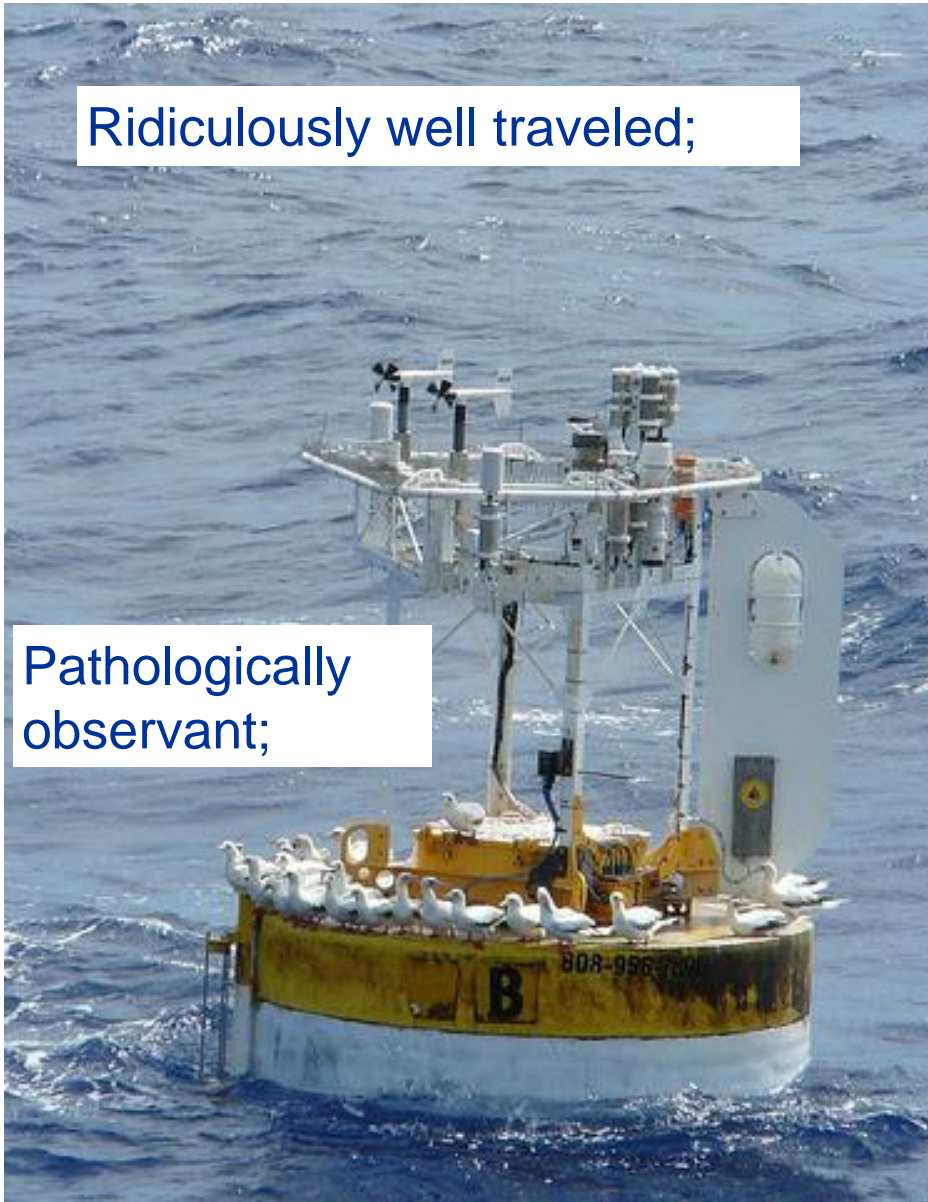
Explain briefly what futurists do

Talk about categories of futures

**Collaboratively examine
how people/institutions
think about the future**

**Identify THE Major über trend
defining the 1st 25 years
of the 21st century**

Discuss what to do about it



Ridiculously well traveled;

Pathologically
observant;

**As a Full-Time
Futurist,
I am...**

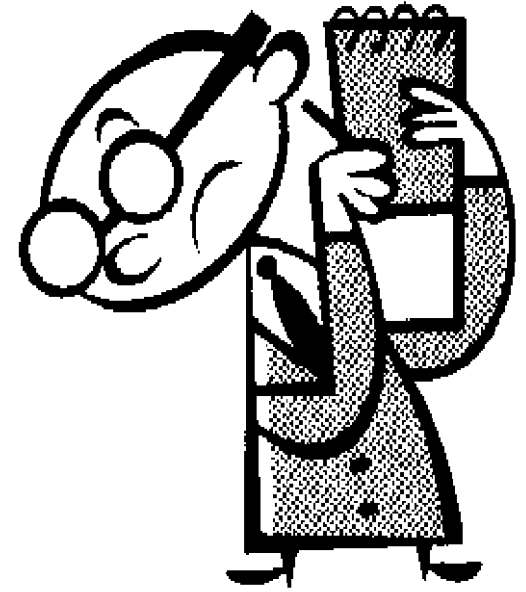
Amazingly well-
connected;

Brutally honest.

Futurists Do Three Things



Observe [collect a lot of data]



Interpret [figure out what the data means]

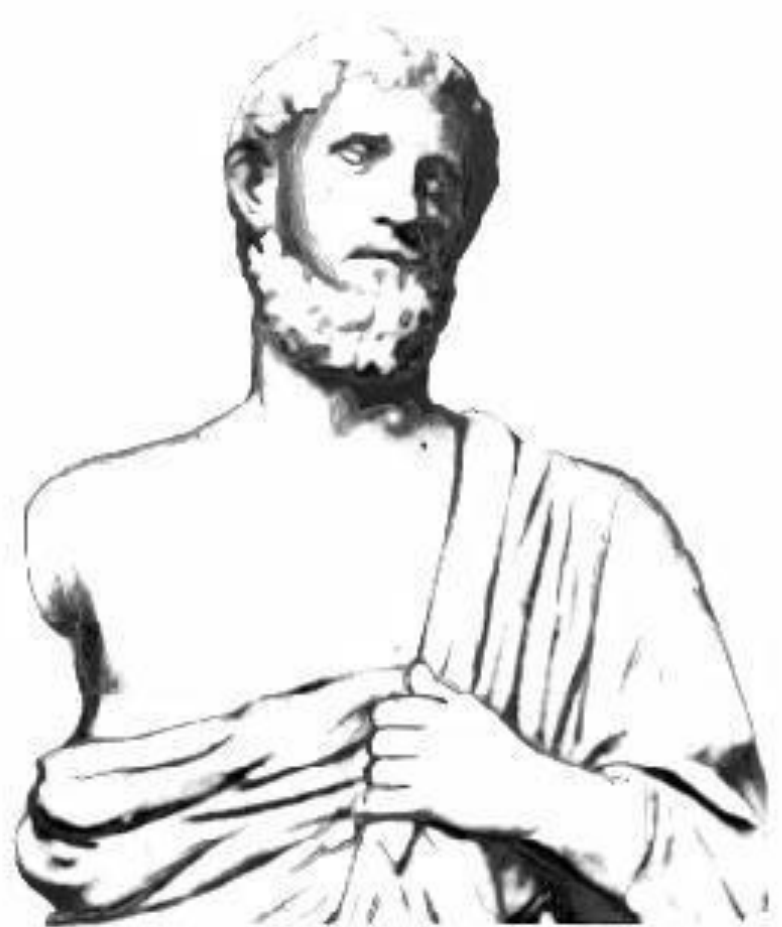
Hypothesize [surface options about what to do]

Our Day-to-Day Objective...

...is to

**inform
&
stimulate:**

**Efficacious
Behaviors**



Hippocrates

What Futurists
Do

Think of Futurists as Cognitive Fighter Pilot



O O D A



Observe, Orient, Decide & Act

There Are Two Categories of Futures

The 'BIG F' FUTURE

The Future of our planet and our species

The 'little f' future

The Future of products, processes, industries, companies & careers.

The 'BIG F' FUTURE

The Future of our planet and our species



Good News

Bad News

Bad News

Our Planet is not getting any younger



**Everything
has a life cycle**

The 'BIG F' Future



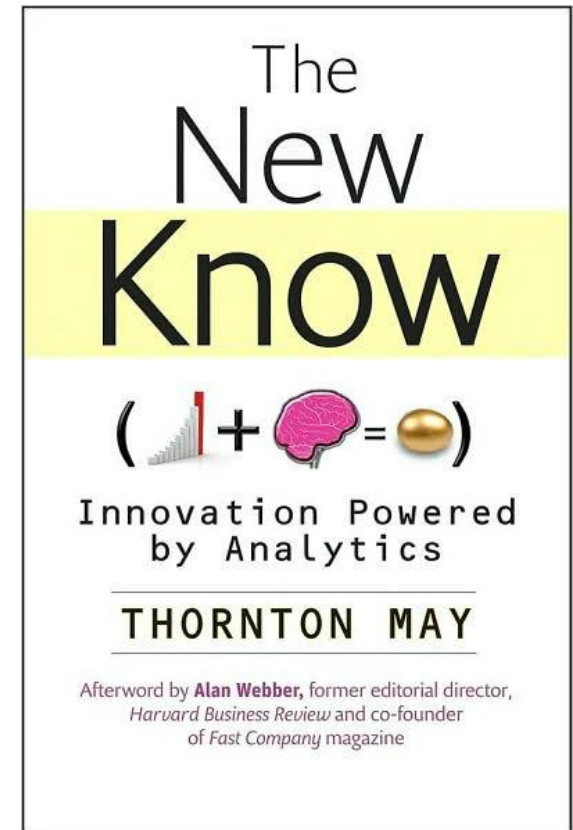
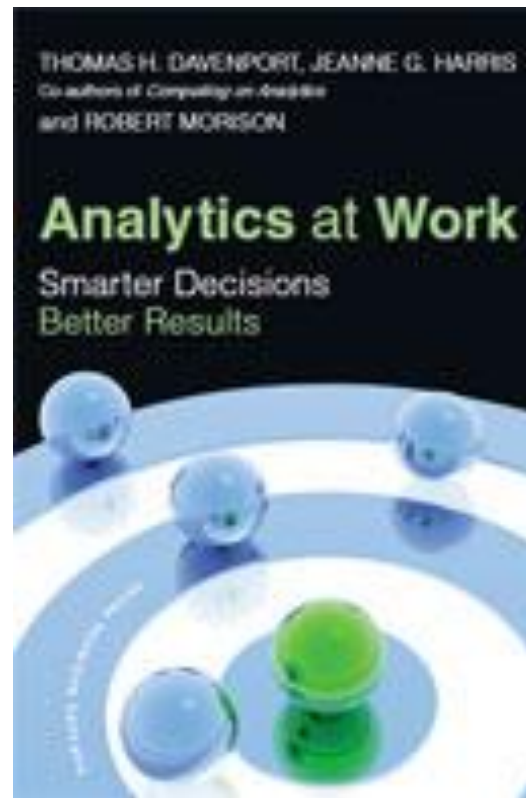
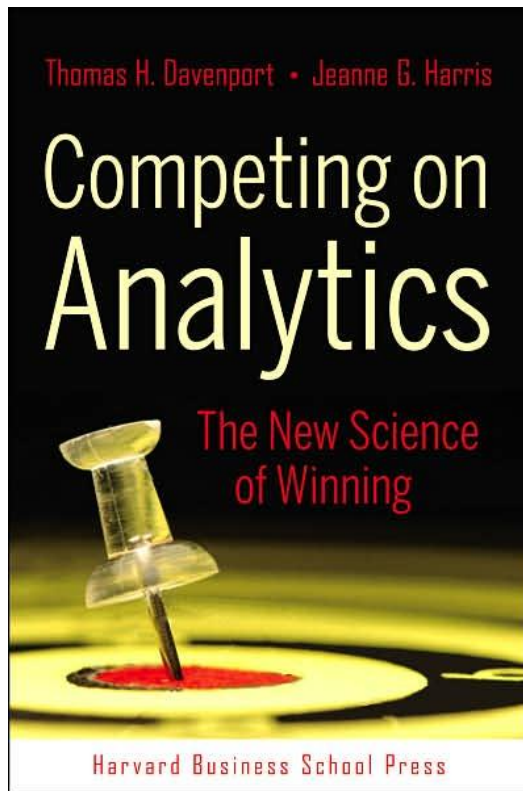
**When you are young,
Doctors predict
how you will live
[i.e., how tall you will be, how smart you will be].**

When you are old Doctors predict when you will die.

**Astrobiologists are planetary doctors studying
planetary life spans.**

Peter D. Ward, Astrobiologist University of Washington

Analytics is All About Numbers



Bad News

BIG 'F'
Futuring is All About
One Number

500,000,000

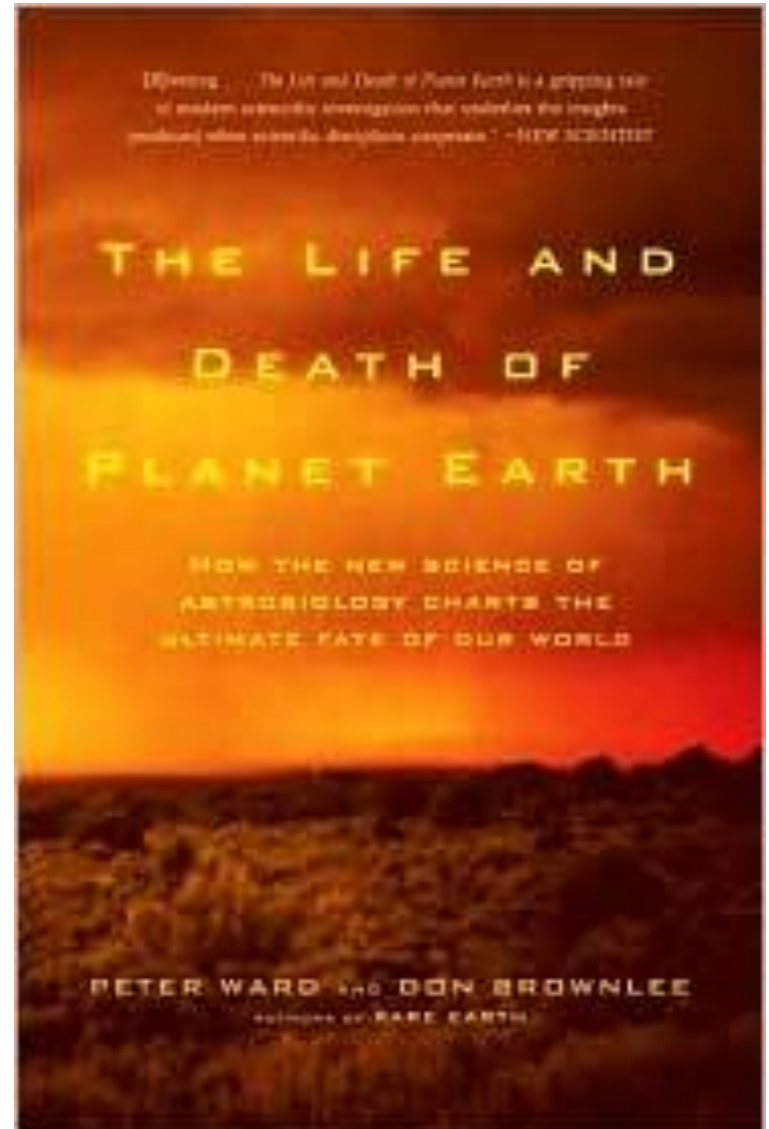
Bad News

OUR PLANET IS DOOMED!

**In the future,
the oceans will evaporate,
the atmosphere will degrade
and,
as the sun slowly expands,
Earth will eventually meet a
fiery end.**

Peter D. Ward and Donald Brownlee,
*The Life and Death of Planet Earth:
How The New Science of Astrobiology Charts the
Ultimate Fate of Our World*, 2003.

The 'BIG F' Future

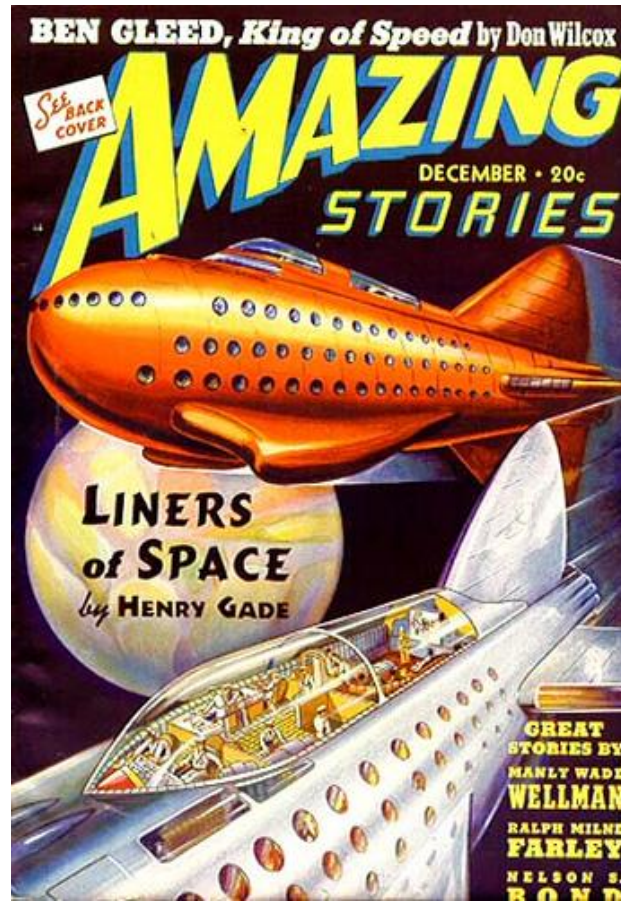
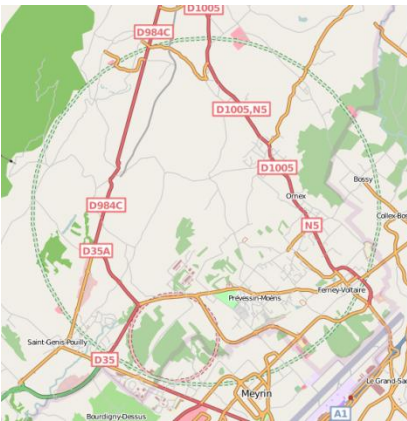


Good News

The 'BIG F' Future

OUR SPECIES IS NOT DOOMED!

We have
500 million years
to figure
something out.



62,000 miles

ISS





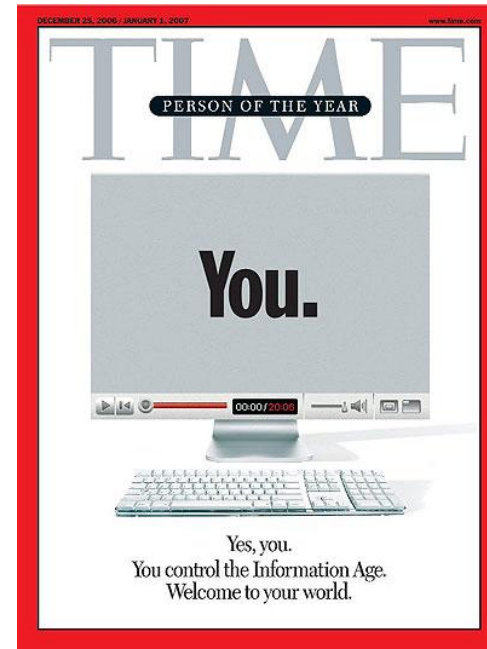
**I am
a 'mental
models'
kind of guy**

Because We Live in a Web 2.0 World...

Collective intelligence
Openness
Social networks
Collaboration
Interactivity
User-Created Content



eHarmony®



Because this is not a *‘lecture’*.

**What Happens
to Many People
At
Technology Lectures**

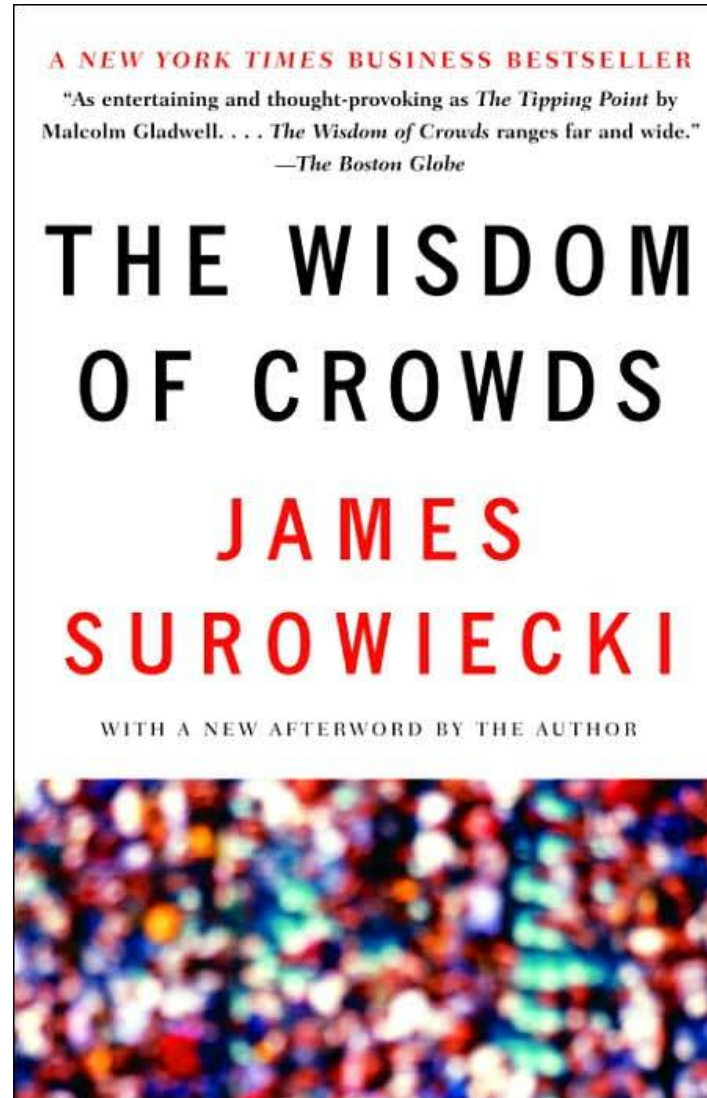


Because this is not a holiday....



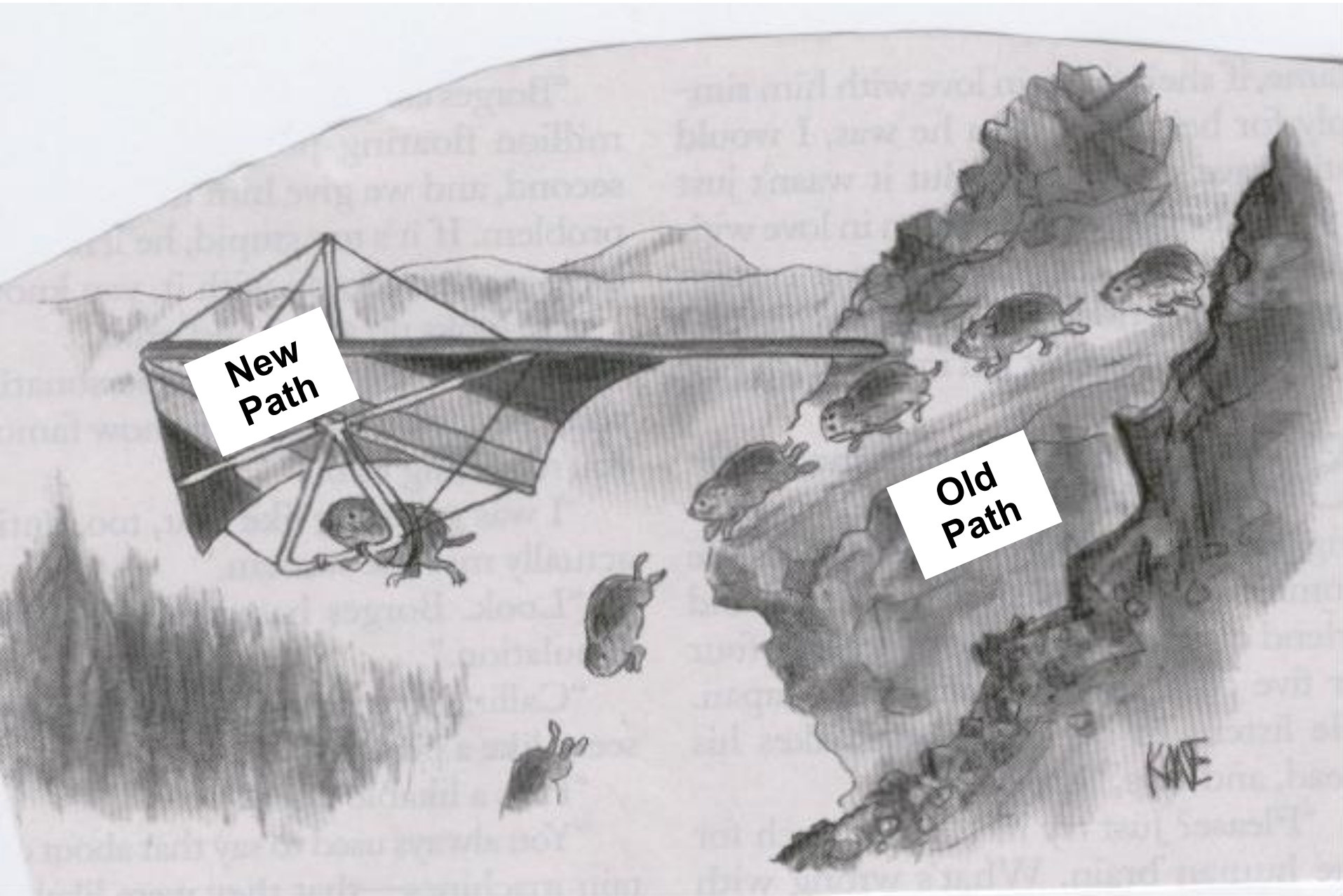
You are going to work....

Because All of Us...



Are smarter than any one of us...

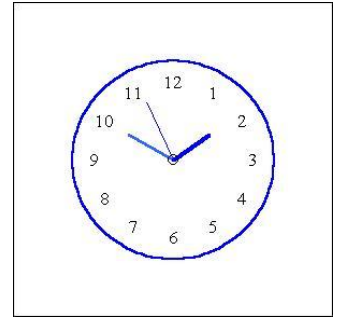
We Are Going to Try a New Path to Knowledge



That Path Involves Several Quick Exercises...



Mental Models Exercise



**5 minute
exercise**

**In your groups,
please divide the years**

1987 through 2017

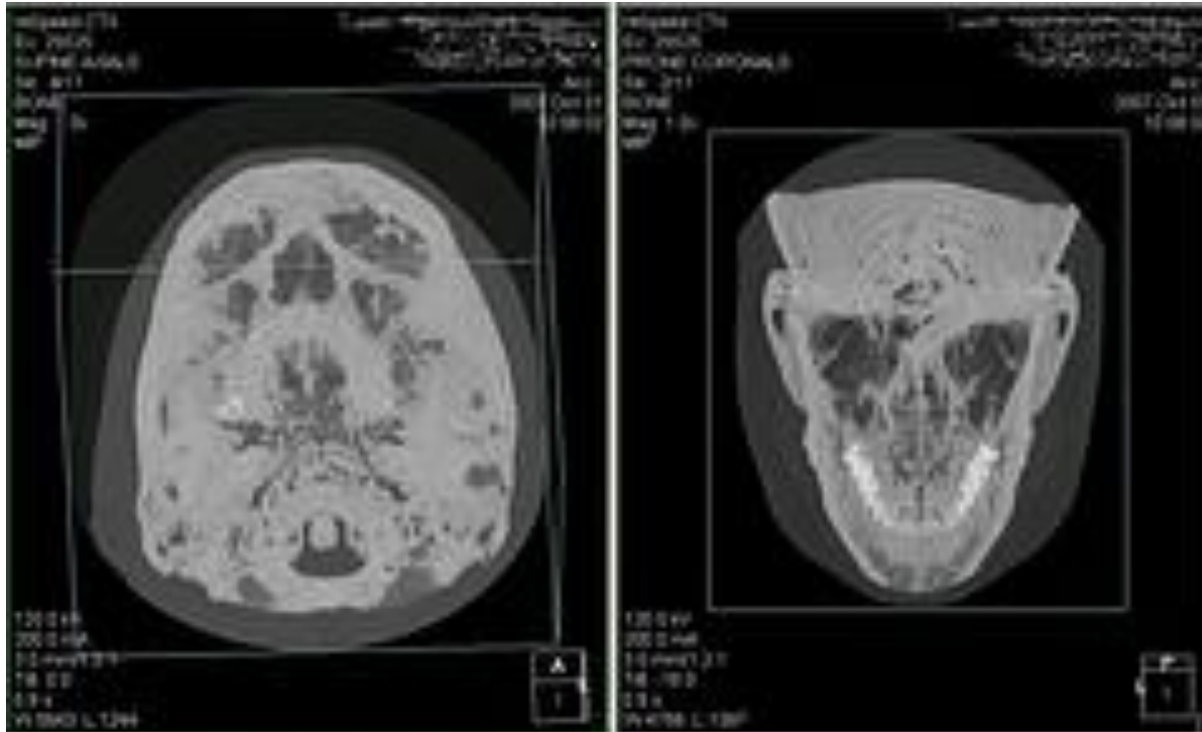
into ‘analytic eras’.

[no less than 2, no more than 6]

Report Backs



This Quick Exercise...

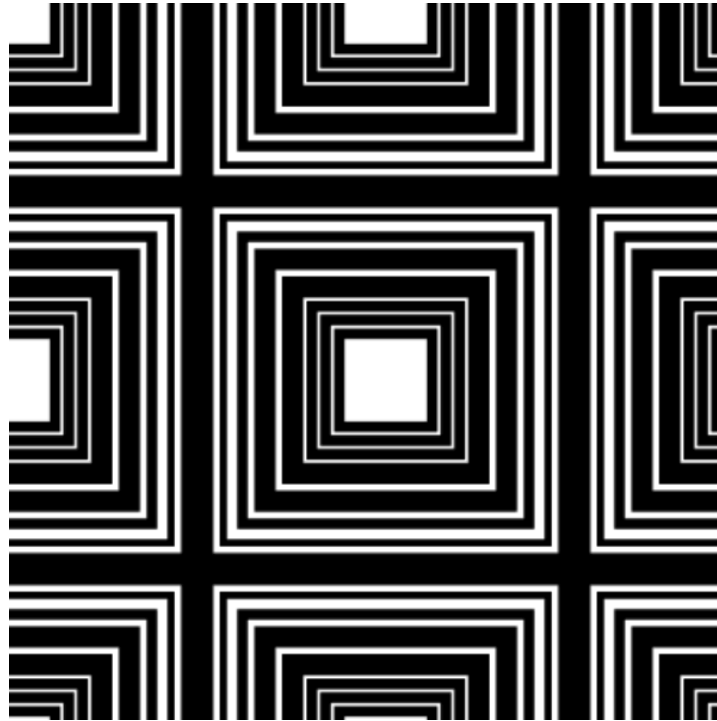


**Provides A Revealing CAT Scan
Of How Organizations Think About 'Analytics'**



**What Patterns/Trends [if any]
do you perceive
in your responses?**

How Do Your Patterns...



**Match Up With Those
of Thousands of Other Execs?**



**During the exercise,
where did you
focus most of your time?**

Responses from
Executives
Around the World

For
Most
People



Focus is on the PAST
rather than the future

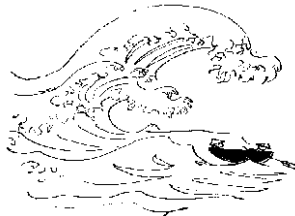
???

A.M.O.

Line of Sight
Next

Recent
Past

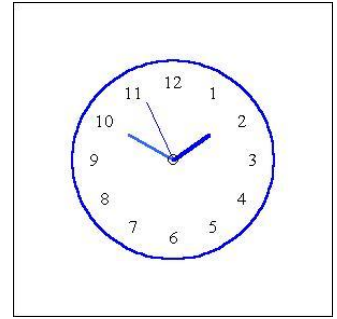
Distant
Past



2010

Source: Thornton May,
CIO Habitat Report

Mental Models Exercise Two



**7 minute
exercise**

**In your groups,
please refocus
on the years:**

2010 through 2017

**How will
the analytical tool set
change?**

**What will the BA/BI
vendor landscape
look like?**

**Will there be new
winners & losers?**

Report Backs



30 Years Studying How Organizations Make Decisions Reveal Three Different Mental Models of Little 'f' Futures

1.

The Future That Is A Predictable Linear Extrapolation
of the World We Live In Today

2.

The “Oh S_ _ _!”/”Ah Ha...Eureka!” Future That Happens to You

3.

The Future We Create

All of our 'Nexts' Will Be A Blended Portfolio



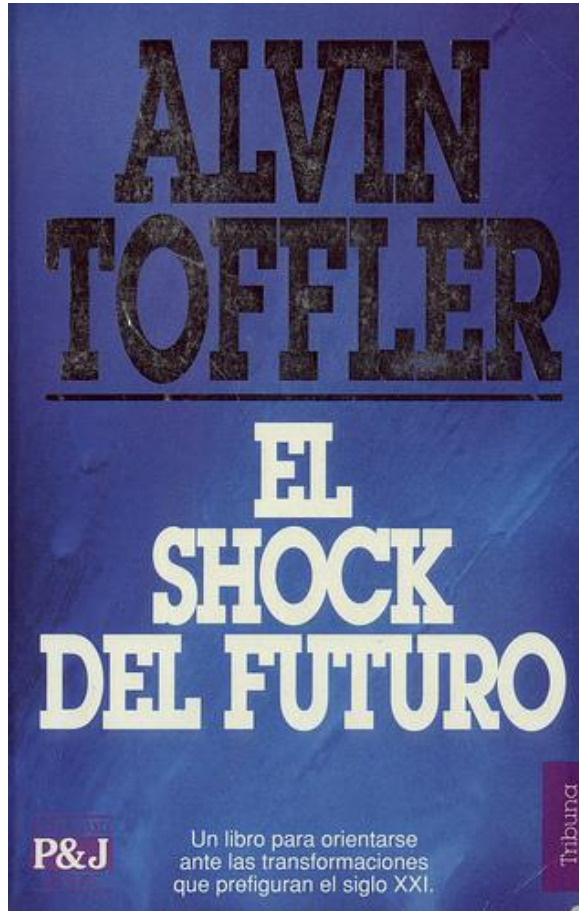
**I'd like to spend
the rest of our time today
on the knowable trends
that will materially impact
our lives.**

If We Had More Time...



**We Could Collaboratively Create
a List of Über Trends**

My Former Boss, ūr-Futurist Al Toffler...



**Was One of the First to Forecast
Acceleration in all things.**

AI Toffler Told Us:

**Change
has changed**

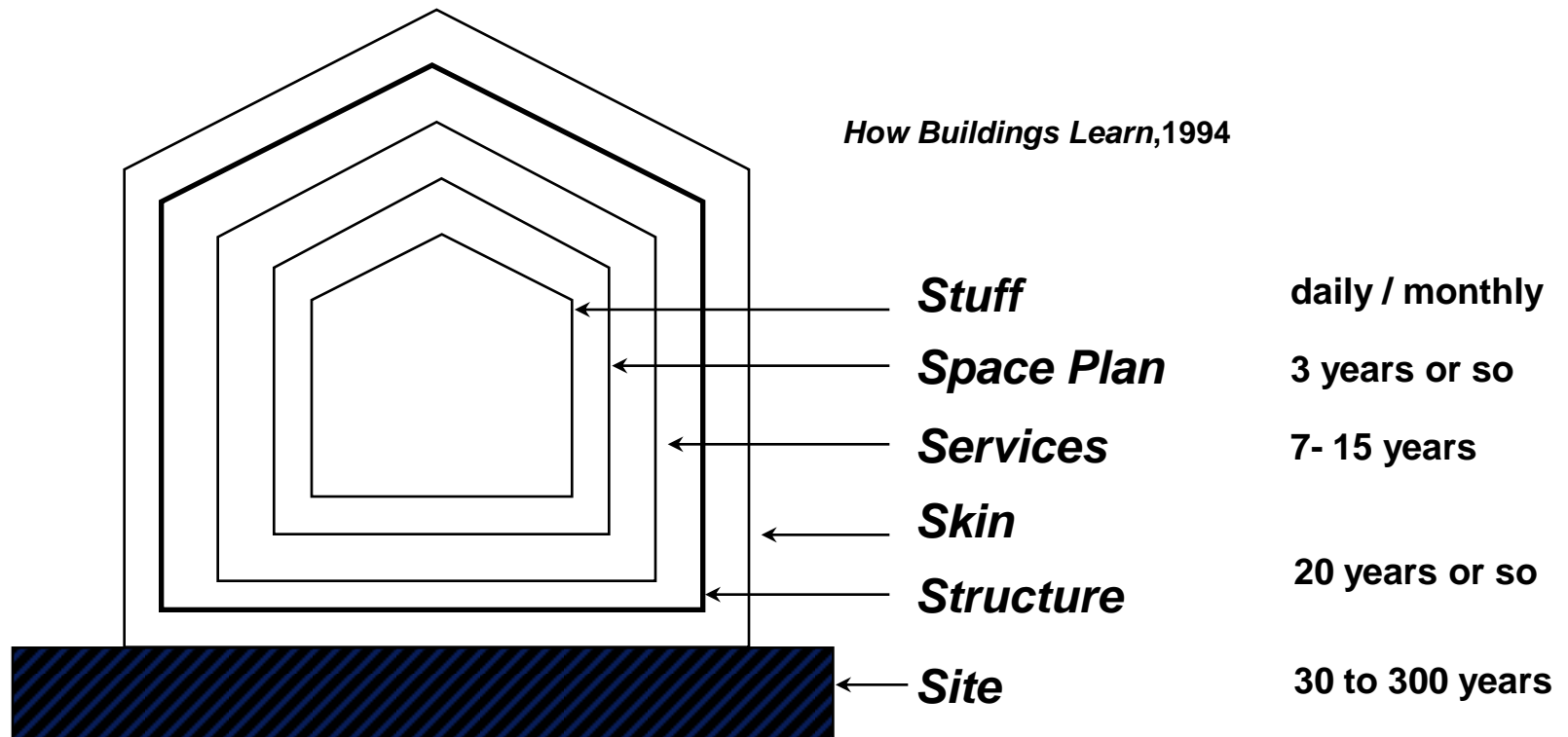


Catching Up/Keeping Up would become a major source of angst...



One of the Primary Jobs of Futurists...

Answer the question of
how fast & how radically
things are changing/becoming de-synchronized





The Doors on the Hinge of History are Swinging Open & Shut Much More Frequently

An analysis of the past quarter millennium reveals that historical hinges have tended to occur once every fifty years or so in the early industrial age; once every twenty years in the later industrial age; and once every five years in the meso-information age – the New Know.

“...every five
years in the
technology
sector,

things change
enough to force
me to write
another book.”



Every Five Years...

**New world,
new game,
new rules...**

New behaviors?

We Know A Few Things about Change

[1] The pace of change is accelerating.

[2] The pace of change for various piece-parts
of the world we live in is not uniform.



A Macro-Trend EVERY Executive Must Understand



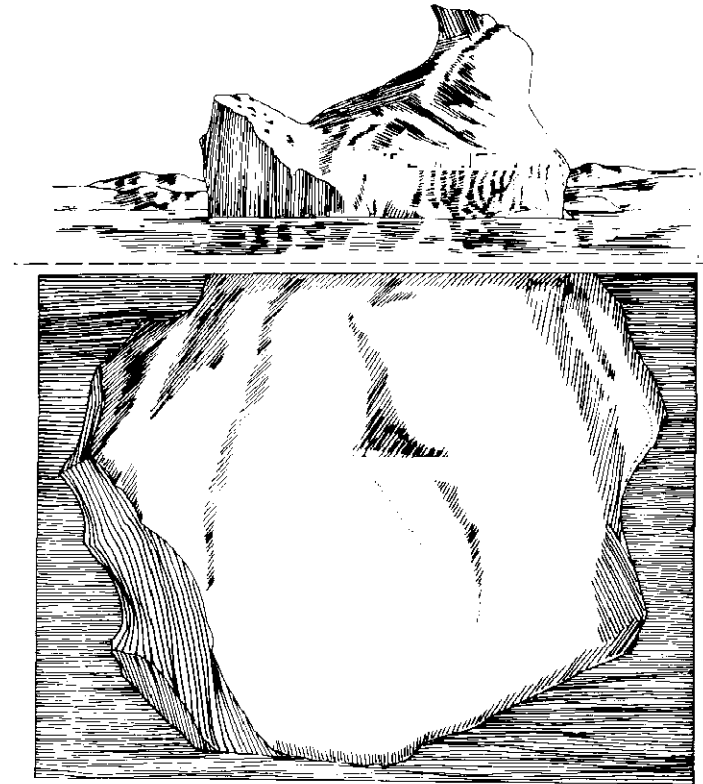
Because the universe
is accelerating un-evenly,
certain piece-parts
[i.e., institutions, skill sets,
Practices & mind sets]
run the risk
of becoming

de-synchronized.

One of the Most Significant Areas of De-Synchronization...



the disconnect between our
ability to create, collect
and store data
&
our capability
to thoroughly process
and exploit it.



DARPA
Tech
DARPA's 25th
Systems and Technology
Symposium
August 7, 2007

So Many Images, So Little Time



The 'pixel
to pupil ratio'
is so far skewed in
favor of the pixels
that only a small
fraction of imagery
can actually be
processed.



Todd Hughes, Information Exploitation Office
"The Mapping Revolution"
DARPA Tech 2007 [August 9, 2007]



About 202,000,000 results (0.27 seconds)

Search Results

[Too Much Information - An old house, a geek, a cute transvestite ...](#)

Jun 16, 2010 ... The good news is, I start a new job Monday, it's lots closer to home, and with this little obsession out of the way, I can get back to *TMI*. ...

[tmi-comic.com/](#) - [Cached](#) – [Similar](#)

[Playlists and Archives for Too Much Information with Benjamin Walker](#)

Too Much Information is the sober hangover after the digital party has run out of memes, apps and schemes. Host Benjamin Walker finds out that, ...

[www.wfmu.org/playlists/TI](#) - [Cached](#)

[The 451 Take on information management — Too much information](#)

Jun 11, 2010 ... The 451 Group was there in force, with Kathleen Reidy and Katey Wood representing our *Information Management* agenda, as well as Henry ...

[blogs.the451group.com/information_management/](#) - [Cached](#) - [Similar](#)

Search Results on Google for “too much information” [18 June 2010].



All Results

1-10 of 388,000,000 results. [Advanced](#)

[Too Much Information - An old house, a geek, a cute transvestite, a ...](#)

An old house, a geek, a cute transvestite, a very tall lesbian, and at least one ghost – what could happen?

tmi-comic.com · [Cached page](#)

[Too Much Information - Wikipedia, the free encyclopedia](#)

"Too Much Information" is the third single released from Duran Duran 's 1993 album, Duran Duran, popularly known as The Wedding Album.

en.wikipedia.org/wiki/Too_Much_Information · [Wikipedia on Bing](#)

[Too Much Information : The New Yorker](#)

Signed comment about the Pentagon's Orwellian-sounding **Information** Awareness Office, run by disgraced Iran-Contra figure John M. Poindexter... In our time-in this terror-haunted ...

www.newyorker.com/talk/content/?021209ta_talk_hertzberg

Search Results on Bing for "too much information" [18 June 2010].

New Know Reality

The New Know



Innovation Powered
by Analytics

THORNTON MAY

Afterword by Alan Webber,
former editor of the Harvard Business Review
and founder of Fast Company magazine

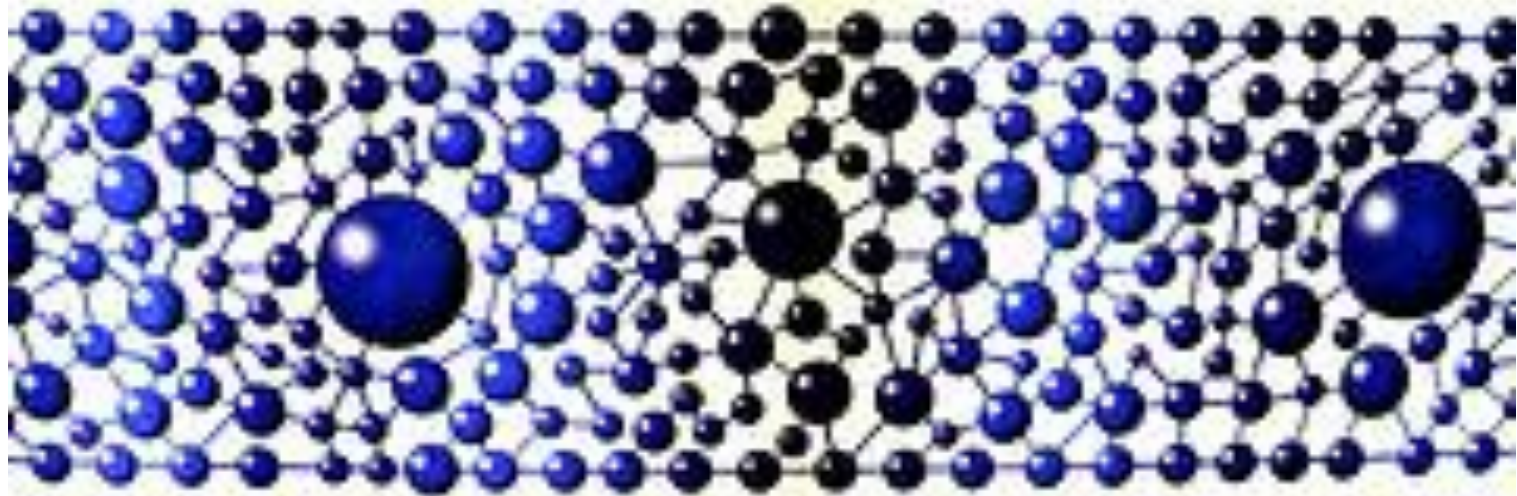


**“There will be
an incomprehensible,
mind-explodingly massive expansion
in the amount of information
floating around.”**

**What will this mean to YOU
and Your business?**

The Cumulative Impact of This....

In 15 years...



**Every molecule on this planet
Will be IP addressable....**



In the next four years,
there will be twice
as much data
as we have
on the planet today.

A close-up photograph of a blue butterfly, likely a Morpho, resting on a large green leaf. The butterfly's wings are a brilliant, iridescent blue, framed by a dark, almost black border with small white spots. The background is a soft-focus green, suggesting a natural, leafy environment.

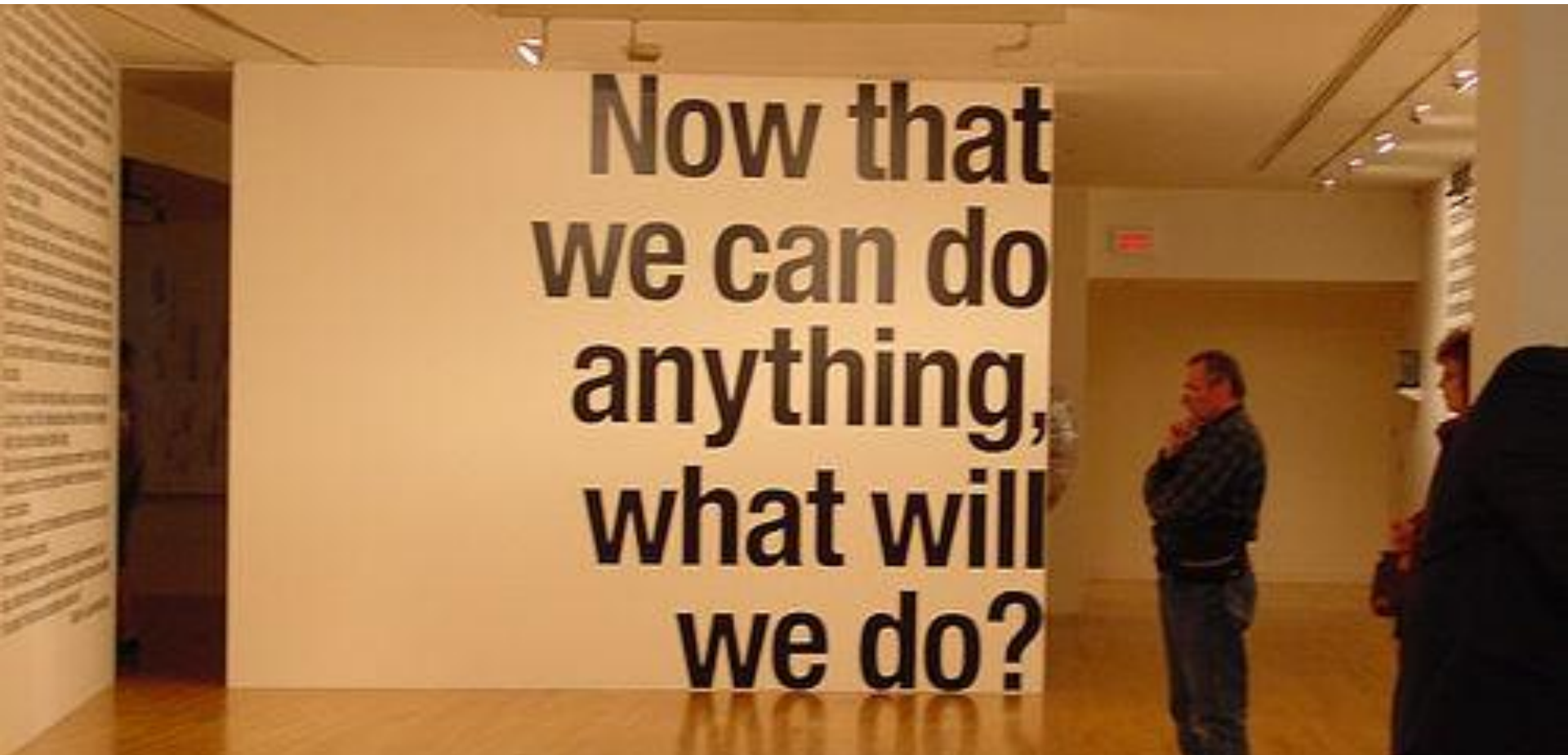
**This
is
not a
'Bug'**

This is a feature!

There is nothing we cannot know...



The Future is Bright because...



**There is NOTHING the human imagination
linked with the power of analytics
cannot accomplish.**

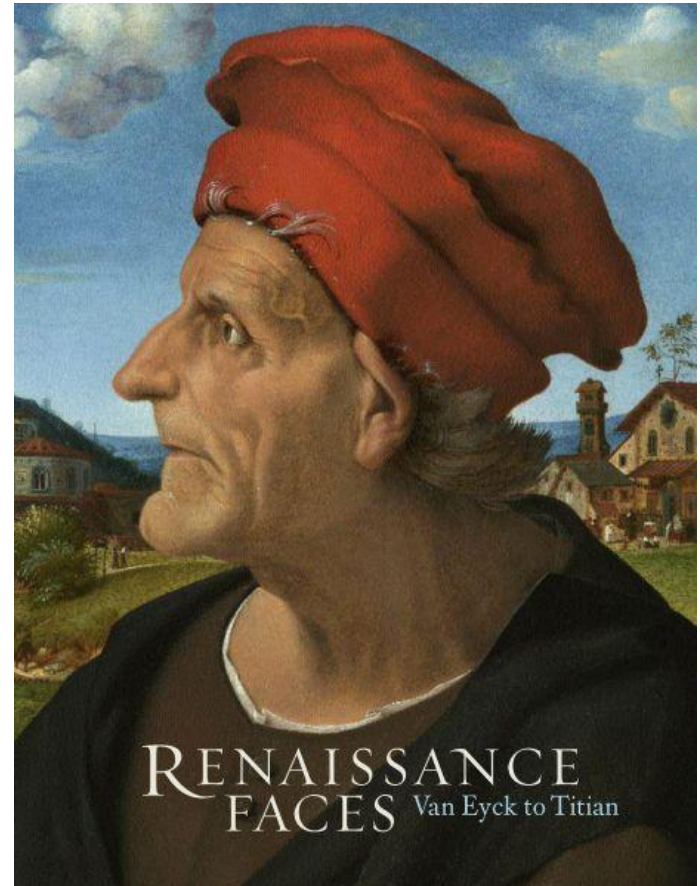
Era
Awareness

Did people living in “*The Middle Ages*”
KNOW They Were Living in the Middle Ages?



Era
Awareness

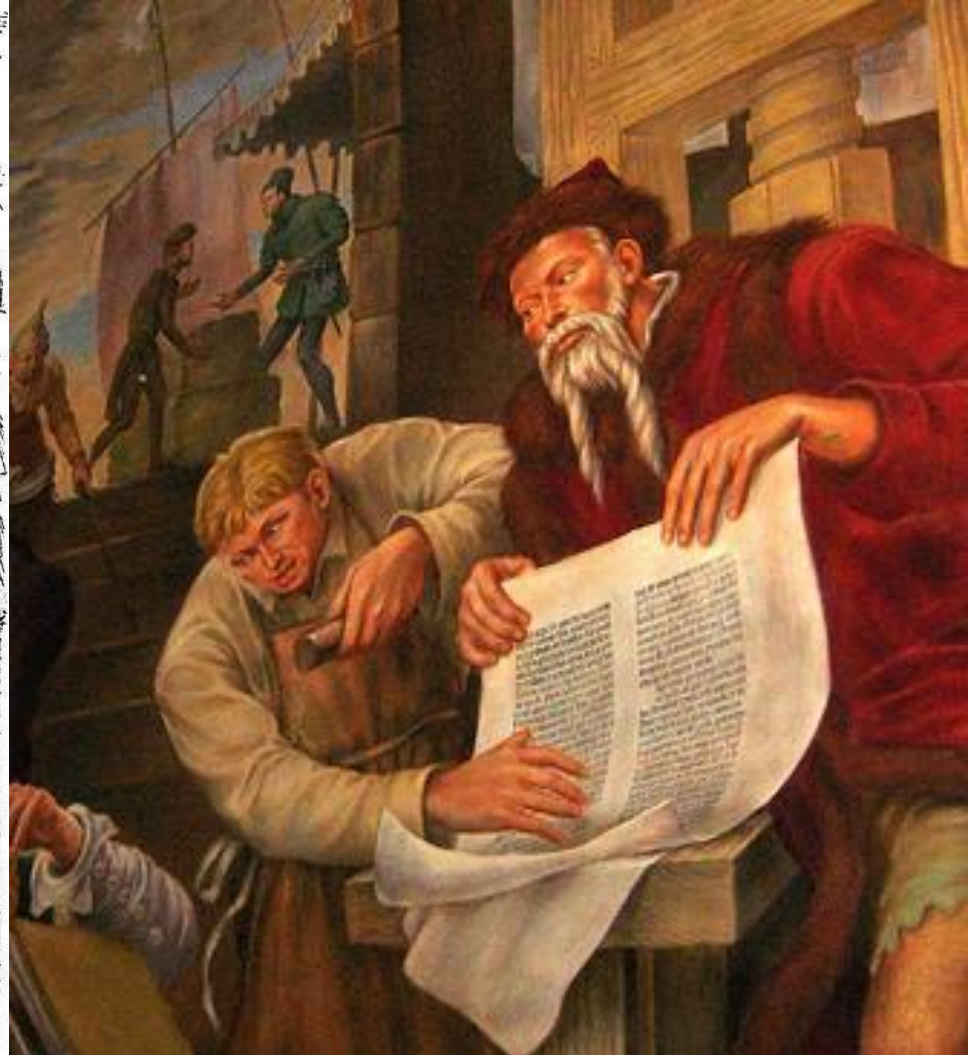
Did people living in “*The Renaissance*”
KNOW They Were Living in “*The Renaissance*”?





Framing Questions

Do the Men and Women in Your Organization
Know They Are Standing
at a Hinge of History?



**Do the Men and Women
in your organization
Know
there is NOTHING
They Cannot Know?**

**Continuing
'C' Level Landscape
Research**

**I have been spending some time with CEOs
and CEO-Whisperers**



WHAT THE **CEO
WANTS YOU
TO KNOW**



**USING BUSINESS ACUMEN TO UNDERSTAND
HOW YOUR COMPANY REALLY WORKS**

RAM CHARAN

Co-author of *Execution: The Discipline of Getting Things Done*

**Continuing
'C' Level Landscape
Research**

**CEOs are getting
VERY Excited About Analytics...**



The New Know

**Paul Otellini, CEO at Intel was recently asked
by Charlie Rose:**

“What is going to be obsolete next?”



Otellini responded:

“Ignorance.”

**“...the medium of knowing
has been
Transformed.”**

**When You Think
Business Analytics**

Think F.O.D.D.R.S.

Forecasting

Operations Research

Data Mining

Data Integration

Reporting

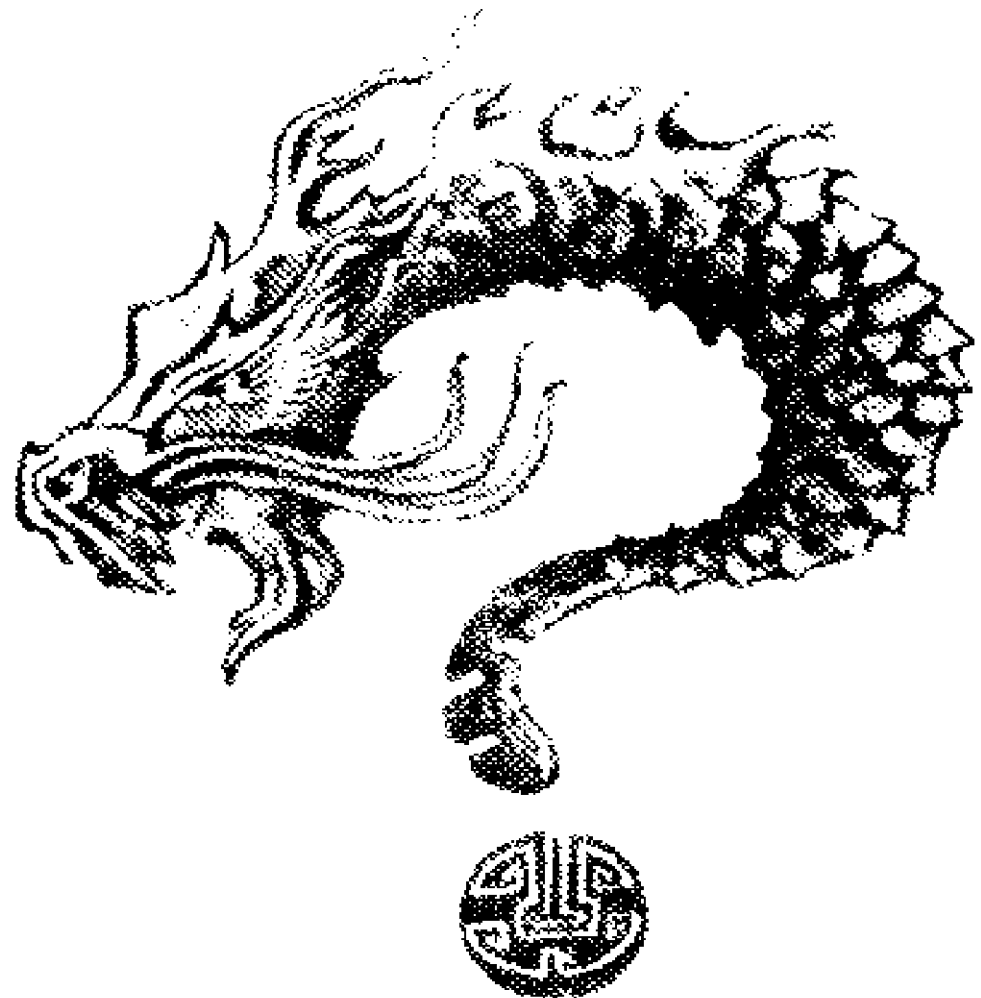
Statistics



**Individuals & Organizations Can Re-synchronize
What they actually know with what they are expected to know.**

The Major Question of the 21st Century...

**What
are you
going to do
with all the
information
available to you?**



Hypothesis:

A New Competency...

**The desire to know
will define
the next quarter century.**

**In the not-so-distant future,
guessing/making things up,
not having the right data,
or employing the wrong
algorithms
to the right data
will come to be viewed
as termination offenses
and egregious social taboos.**

**Knowing
is to
21st century man
what
Walking erect
or
Fire
was to
our primitive forebears.**

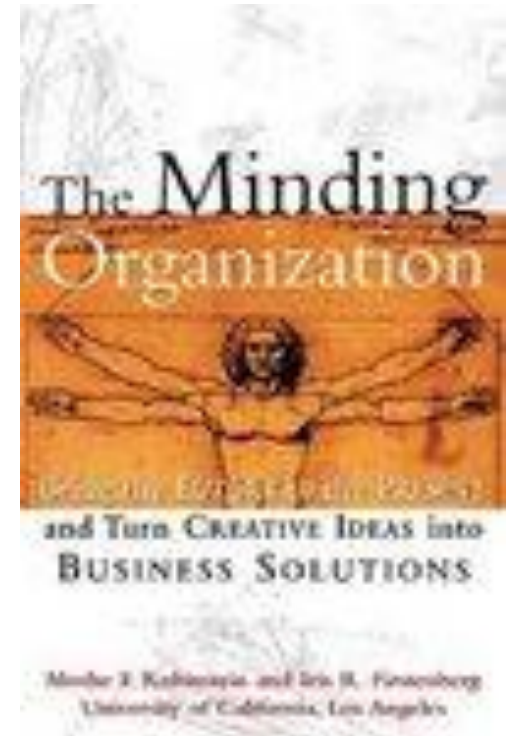
Hypothesis:



**Moshe Rubinstein,
author of
The Minding Organization and
professor emeritus at UCLA
argues that the role of
strategy
is to**

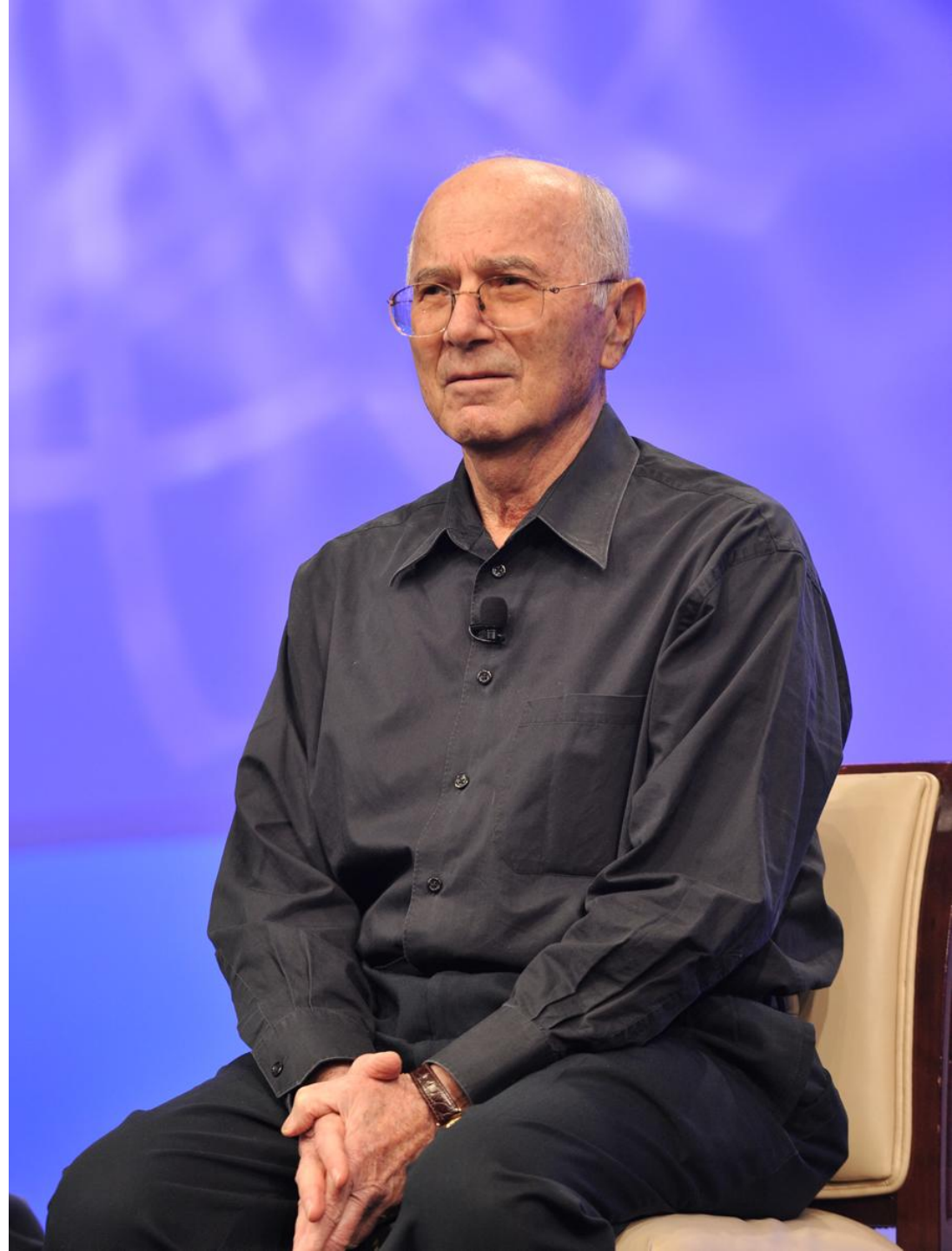
**“render the
competition
irrelevant.”**

**Your organization can do
that...
if you master business
analytics...**



Hypothesis:

**Has your mastery of
business analytics
“rendered
the competition
irrelevant?”**



Aspirations

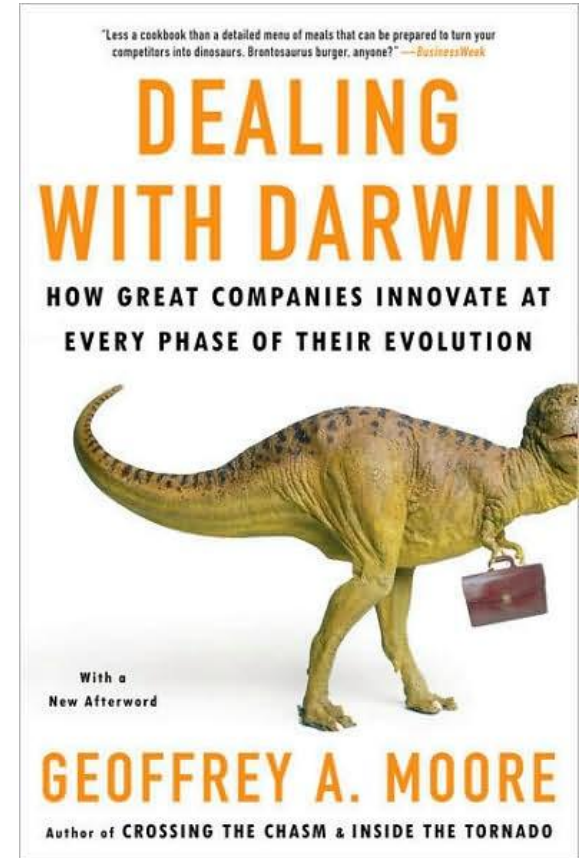


Geoffrey Moore,
author of
Dealing With Darwin
contends that
the end game
of informed innovation
is to create

meaningful separation
from your competitive set

[i.e., are able to do
something that the
competition is either unable
or unwilling to replicate].

Your organization
can do that...
if you master analytics



Aspirations

**Has your IT
created
meaningful separation
from your
competitive set?**



**All
my
travel**



**All
my
observing**



All my data collection...



Leads to one inescapable conclusion...



**Being Able to Expeditiously Understand & Efficaciously Act
on all this data lies between you & success...**



Hypothesis

All roads to great...

Pass through

Business Analytics



The Visual Headline

