



WTF: WHAT'S THE FUTURE?

TOP BUSINESS AND TECHNOLOGY TRENDS

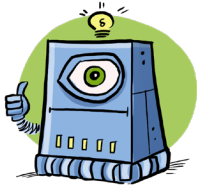
Happy New Year! As futurist keynote speakers and strategic advisers to over 2500 brands, we're often asked: Which trends will define the year ahead? Noting this, what emerging high-tech, business, and socioeconomic developments should you be watching? As we explain in *Think Like a Futurist™* (www.FuturistsSpeakers.com), several topics that you should be keeping on your radar include:

THE FAST-CHANGING FUTURE OF WORK



Despite job postings returning to pre-pandemic levels, over 85 million positions will go unfilled by 2030, costing organizations \$8.5 trillion, even as workers' priorities continue to shift. Going forward, business leaders must prioritize making investments in HR and talent management strategies every bit as much as investments in their businesses' core products and solutions.

THE NEW AGE OF SMART



A 5th Industrial Revolution fueled by smart technology is now upon us. With over 45 billion devices now capable of communicating and sharing information with one another, we must all consider: How will AI + automation transform not only our business operations and customer experiences going forward, but also transform the very nature of the work we do?

TECHNOLOGY-FUELED INDUSTRY REINVENTION



Haven't noticed the impact that high-tech solutions and machine learning are having on fields like finance and insurance yet? You will soon: As big data problems at their core, it's no surprise that more firms are using predictive technologies to process loan applications, approve mortgages, and transform the concept of risk management.

A BOOM IN CYBERCRIME



Cybercrime is today's fastest-growing form of criminal activity, recently costing enterprises \$6.1 trillion. But 4 in 5 companies are still extremely concerned about hacks and data breaches happening. Given the skyrocketing amount of data now being shared online, it will only become growingly important for market leaders to strengthen digital defenses in coming years.

THE SHIFT TO SUSTAINABILITY



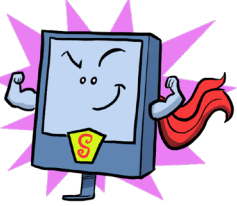
Investments in sustainable business solutions recently hit record highs, even as 8 in 10 customers now prefer to purchase from eco-friendly organizations. Going forward, firms will look to implement greener, more recyclable, and more reusable solutions up and down their supply chain - and hold partners to greener standards as well. Cloud, robotics, and machine learning technologies will underpin industry evolution here.

5G CONNECTIVITY TURBO-CHARGES INNOVATION



5G high-speed networking now allows organizations to leverage huge amounts of data in real-time – and will power a world of increasingly sophisticated applications. Ever seen firefighter helmets that can generate 3D maps of burning buildings on the fly? How about traffic signals smart enough to prevent accidents by tracking the position of pedestrians and vehicles and issuing in-car driver alerts on the fly? This isn't the stuff of science-fiction: These are just a few applications already in use today.

QUANTUM COMPUTING RAMPS UP



Quantum computing promises to bring a quantum leap forward in processing power, with an eye towards helping organizations make equally pronounced jumps forward in productivity and performance. By leveraging the power of quantum mechanics to shame even the most advanced supercomputers, it will help organizations solve increasingly complex problems at scale – including helping accelerate mankind's race into space and push to deliver more supercharged and eco-friendly electric vehicles.

DATA SCIENCE HELPS ENTERPRISES DO THE MATH



Data literacy (bringing employees up to speed on the use of apps, online services, and data science) will remain a core concern for organizations. At the same time, companies who embrace these solutions to help better optimize inventory management, enhance customer experience, and overhaul their supply chains will enjoy growing competitive advantage. Helping devices, apps, and online solutions get better about communicating with one another and analyzing information only becomes more important in coming months.

REMAKING THE WORLD OF HEALTHCARE

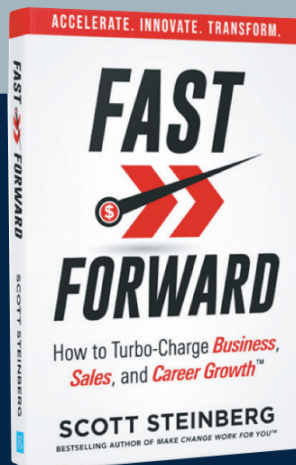


Use of telehealth and online care solutions jumped 38X from pre-COVID levels and is now a \$250 billion industry. Likewise, investments in artificially-intelligent tools – which can help doctors and hospital scan patient records and diagnose concerns in record time – are rising by 40% annually. From pill bottles that wirelessly let physicians know if you're sticking to schedule to wearable wristbands that track patients through the care pathway, growing cognitization is in the healthcare field's future.

DATA PRIVACY CONCERNS DOMINATE



Data privacy will continue to remain a pressing concern for businesses, and one that impacts nine in ten customers, with the total number of corporate data breach incidents up by double digits. It will only become further top of mind for shoppers going forward, making the need to protect customers' information a greater imperative for enterprises to prioritize with each passing day. As a result, privacy hasn't just become a vital business differentiator now – it's also become a key pillar in organizations' efforts to build trust and loyalty, and drive new technology adoption, making it a critical principle for enterprises to embrace in coming years.



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