

"Preparing for a World That Doesn't Exist: Sensing the Emergence of MiniTrends" Presentation by Rick Smyre,
MiniTrends 2012, October 17-18, 2012, Austin, Texas
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Weak Signals in the Past



- Satellite Communications (1970)
- Nanotechnology (1987)
- World Wide Web (1991)
- End of Work (1995)
- Rise of Creative Class (2002)

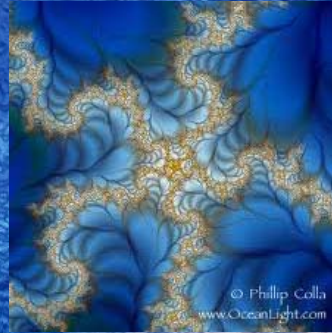
WHEN FIRST ENCOUNTERING A NEW IDEA

- What is it?
- Is there anything like it?
- What brought it to my attention?
- Does it make me go hmmm?
- Does it fit into a futures context?
- To what can it be connected?
- What are the potential impacts?

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Weak Signals in 2012

- Virtual Brain Technology
- Lab on a Chip
- Comprehensive Community Transformation



“That’s been one of my mantras — focus and simplicity. Simple can be harder than complex: You have to work hard to get your thinking clean to make it simple. But it’s worth it in the end because once you get there, you can move mountains.”

.....Steve Jobs

“Make everything as simple as possible, but not simpler.”

.....Albert Einstein

“Being the richest man in the cemetery doesn’t matter to me ... Going to bed at night saying we’ve done something wonderful... that’s what matters to me.”

.....Steve Jobs

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