

CERTAINTIES OF "THE NEW NORMAL" - 2012 to 2020

Framing a MiniTrend Mindset Strategy

MINITREND MASTER COURSE

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Timeless Insight Regarding Strategy

- "The essence of strategy is to take advantage of what is certain."
Sun Tzu, Mythic Chinese Warlord
in *The Art of War* (320 BCE)
 - "Nothing about the future is certain except change."
Heraclitus, Greek Historian (513 BCE)
 - "The essence of strategy is to take advantage of change."
The Snyder Family
American Futurists (2001 CE)
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20 "NEW NORMALITIES" OF THE NEXT 8 YEARS

1. Over-65 year-olds will increase from 1/7 to 1/5 of the U.S. adult population.
2. The numbers of 16 to 24 year-olds will decline from 1/7 to 1/8 of the U.S. adult population.
3. Growing imbalances between the supply of, and demand for, qualified human resources will produce chronic shortages of appropriately skilled workers throughout the workplace.
4. Continued financial deleveraging and economic restructuring will keep average U.S. annual GDP growth below 3 1/2% and unemployment above 6%.
4. Healthcare will generate 1/4 of all new U.S. jobs and GDP growth in the *New Normal*.
6. As less labor is required to produce manufactured goods and mass-market services, a growing share of the U.S. workforce will be employed in the maintenance, repair and upgrading of our aging physical infrastructure.

7. Combined fiscal austerity and growing shortages of appropriately-skilled HR accelerate employer use of capital assets to supplant scarce, costly human resources, *especially in the public sector.*
8. While the U.S. continues to experience increasing shortages of STEM skills and health practitioners, U.S. post-secondary schools will produce a surplus of largely non-STEM graduates, most of whom will not have acquired the *advanced cognitive* skills required by employees at all levels of our increasingly information-rich workplace *e.g: systemic thinking, problem analysis, collegial collaboration, multi-media communication, self-directed learning, cybernautics, statistical literacy, applied creativity, etc.*
9. From now on, personal mobile devices (smartPhones, tablets & iPads) will be the dominant means of accessing the Internet and of acquiring and sharing information for students, employees & the general public.
10. Personal mobile devices will replace textbooks in 5 years; by 2020, classroom instruction will have largely been supplanted by Web-mediated, faculty-guided elearning.
11. The U.S. stream of commerce will become essentially paperless and cashless during the *New Normal.*
12. "Cloud" Servers will provide cheap computing power on demand, sharply reducing IT costs and promoting "free-agentry" - *e.g.* self-employed data scientists, consulting statisticians, app-writers, subject-matter experts, plus designers and creative artists.
13. In the slow-growth *New Normal* economy, increased organizational productivity will be achieved primarily by using information technology (IT) and the knowledge it produces ("Big Data") to reduce costs, improve performance and expand services.
14. During the New Normal, robots will increasingly be found throughout the workplace, from manufacturing, warehousing and infra-structure maintenance, to health & elder-care, transportation, security & the military.
15. Social networking will become the *New Normal* way of organizing personal life, of marketing goods and services, and of managing enterprises.
16. Conversational human-computer communication will be common in the workplace in 5 years for routine transactions; chatty virtual personal assistants will appear ("personologies").
17. The "Internet of Things" will permit machines and systems to communicate with each other, and to monitor, manage and report on themselves and their environments.
18. Additive Manufacturing / 3D printing technology is applied to a growing array of products, including replacement parts for equipment & people, plus food, medicine, art, furniture, and machinery.
19. As organizations "info-mate" routine decision-making, decision-makers in the *New Normal* workplace will increasingly be confronted with more non-routine problems, questions and issues. Managing, in particular, will be increasingly complex.
20. Institutions that use insights from "Big Data" analytics to guide their policies and practices will substantially out-perform institutions that do not use "Big Data." (Obama did it; so can you!)