



# The Future

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Spring 2021

Guest Speaker: Claire Oatway



The best way to predict  
your future is to create it.

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Abraham Lincoln

# Flow

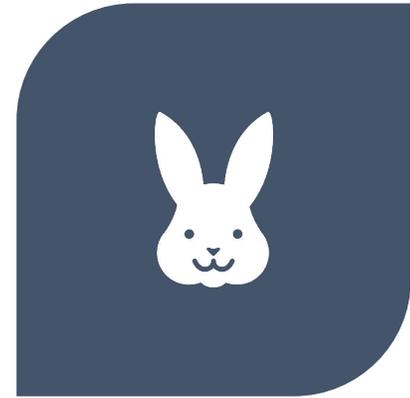
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BEHIND THE CURTAIN



STRATEGIC ANALYSIS



PLAY TIME



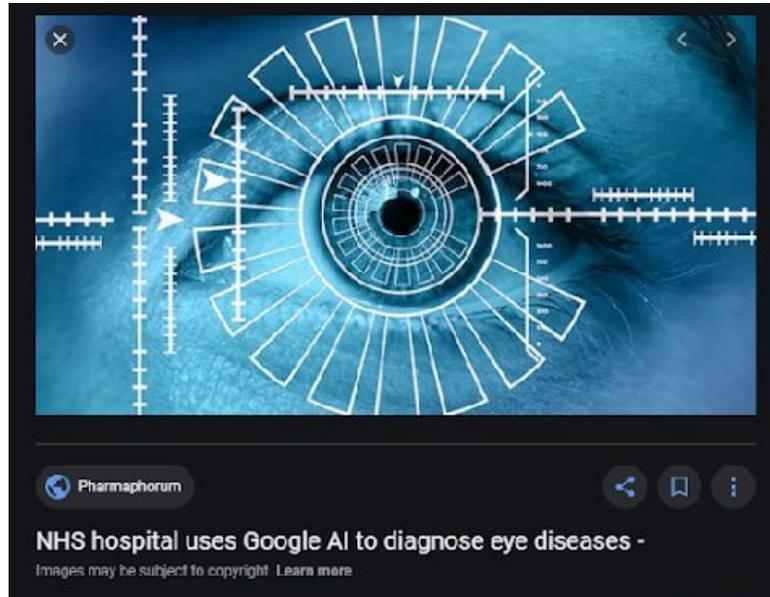
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## About Claire Oatway

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- 20 years leadership and management
  - Former intelligence analyst
  - Founder of HIPSTER – health innovation ecosystem
  - International speaker on technology and innovation in healthcare
  - Transformed primary care at scale influencing national and international policy
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- Founded neon junio in 2020 helping leaders and business to grow

# Behind the curtain



Crystal

Search for people

PROF. LE TEAM SALES HIRING UPGRADE

James CBE  
Job Title

James tends to be enthusiastic and decisive, with a strong preference for autonomy.

INDEPENDENT ASSERTIVE PERSUASIVE

UPGRADE

INSIGHTS  
COMPARISON  
PLAYBOOKS  
LinkedIn Profile

DISC

DISC Type  
**Captain (D)**  
Moderate Intensity: 14%

James tends to speak directly and make decisions

PHOTOS

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Pose

Get back into the real  
world

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# Future gazing and future shaping

Disrupt your  
thinking

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# But why?

Strengthen innovation and corporate entrepreneurship by

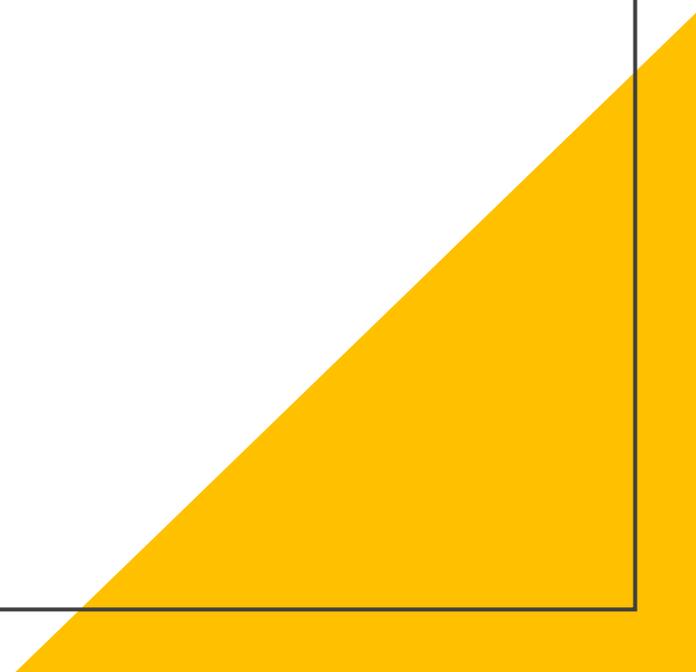
- Not making numerous wild and often vague guesses about the future
- Guiding thinking
- Identifying opportunities
- Building resilience in face of uncertainty and complexity
- Stress testing strategy and concepts

*Strategic agility:  
Allowing  
decision-makers to  
place smarter bets  
sooner*

• Victor Tiberius

• European Journal of Futures Research **volume 7**,  
Article number: 7 (2019)

**LET'S PLAY!**





### Cluster 1

A growing, urbanising and migrating global population

- a An ageing and stabilising European population facing global growth
- b People on the move
- c More people in urban areas



### Cluster 6

Diversifying values, lifestyles and governance approaches

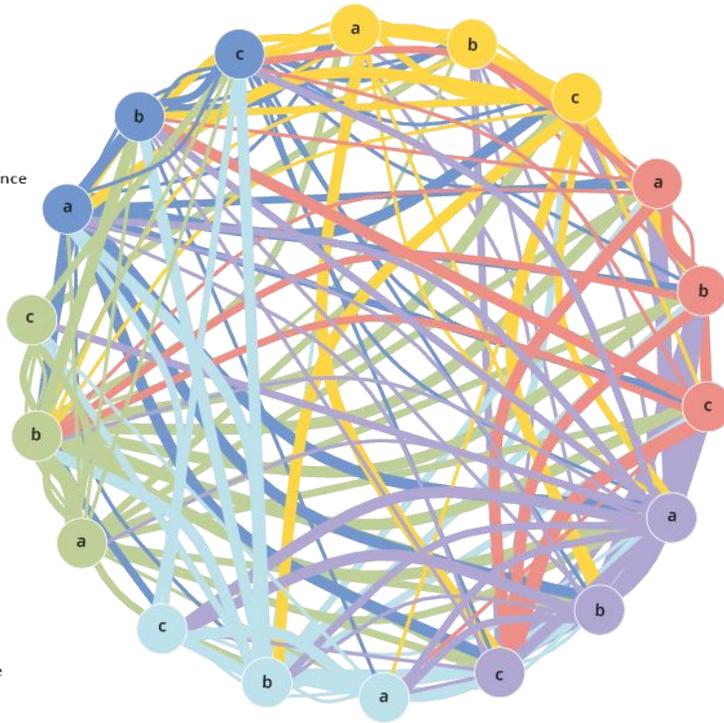
- a Emerging lifestyles, work patterns and learning opportunities
- b Shifting health and social challenges
- c Evolving governance challenges and approaches



### Cluster 5

Power shifts in the global economy and geopolitical landscape

- a Global changes in economic power
- b Contrasting fortunes in the global economy
- c Geopolitical power shifts, tensions and uncertainties



### Cluster 2

Climate change and environmental degradation worldwide

- a Accelerating climate change and increasingly severe consequences
- b Increased pressures on ecosystems and biodiversity
- c Increasing environmental pollution and chemical pressure



### Cluster 3

Increasing scarcity of and global competition for resources

- a Accelerating global demand for energy
- b Growing demand for materials worldwide
- c Ever increasing demand for land, food and water



### Cluster 4

Accelerating technological change and convergence

- a Changing landscape of technological innovation
- b Acceleration, hyperconnectivity and

# GLOBAL MEGATRENDS:

# INTERNATIONAL STUDIES

# FUTURE OF ... BIG 4



## **Technological breakthroughs** Rapid advances in technological innovation

Automation, robotics and AI are advancing quickly, dramatically changing the nature and number of jobs available. Technology has the power to improve our lives, raising productivity, living standards and average life span, and free people to focus on personal fulfilment. But it also brings the threat of social unrest and political upheaval if economic advantages are not shared equitably.



## **Demographic shifts** The changing size, distribution and age profile of the world's population

With a few regional exceptions the world's population is ageing, putting pressure on business, social institutions and economies. Our longer life span will affect business models, talent ambitions and pension costs. Older workers will need to learn new skills and work for longer. 'Re-tooling' will become the norm. The shortage of a human workforce in a number of rapidly-ageing economies will drive the need for automation and productivity enhancements.



## **Rapid urbanisation** Significant increase in the world's population moving to live in cities

By 2030, the UN projects that 4.9 billion people will be urban dwellers and, by 2050, the world's urban population will have increased by some 72%. Already, many of the largest cities have GDPs larger than mid-size countries. In this new world, cities will become important agents for job creation.



## **Shifts in global economic power** Power shifting between developed and developing countries

The rapidly developing nations, particularly those with a large working-age population, that embrace a business ethics, attract investment and improve their education system will gain the most. Emerging nations face the biggest challenge as technology increases the gulf with the developed world; unemployment and migration will continue to be rampant without significant, sustained investment. The erosion of the middle class, wealth disparity and job losses due to large scale automation will increase the risk of social unrest in developed countries.



## **Resource scarcity and climate change** Depleted fossil fuels, extreme weather, rising sea levels and water shortages

Demand for energy and water is forecast to increase by as much as 50% and 40% respectively by 2050. New types of jobs in alternative energy, new engineering processes, product design and waste management and re-use will need to be created to deal with these needs. Traditional energy industries, and the millions of people employed by them, will see a rapid restructuring.

Find out more about PwC's Global Megatrends <http://www.pwc.co.uk/megatrends>

# A focus on technology and automation

## More than half of UK's furloughed jobs at risk of automation - report

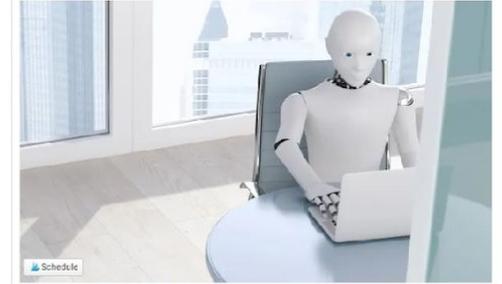
Covid crisis is accelerating change, study by Fabian Society and Community finds



▲ UK companies that have embraced automation, such as Ocado, have thrived in the Covid pandemic. Photograph: David Levens/The Guardian

## More than 6m workers fear being replaced by machines - report

Government and trade unions urged to do more for those at risk from new technologies



▲ The findings from the commission follow several other studies into the impact from greater use of technology in the economy. Photograph: Getty Images/Westend61

More than six million workers are worried their jobs could be replaced by

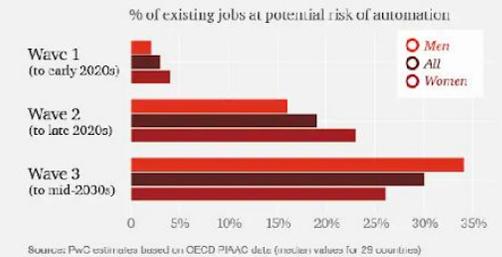
## Robots threaten 15m UK jobs, says Bank of England's chief economist

Results of the Bank's study, Andy Haldane said, suggested that administrative, clerical and production tasks were most at threat



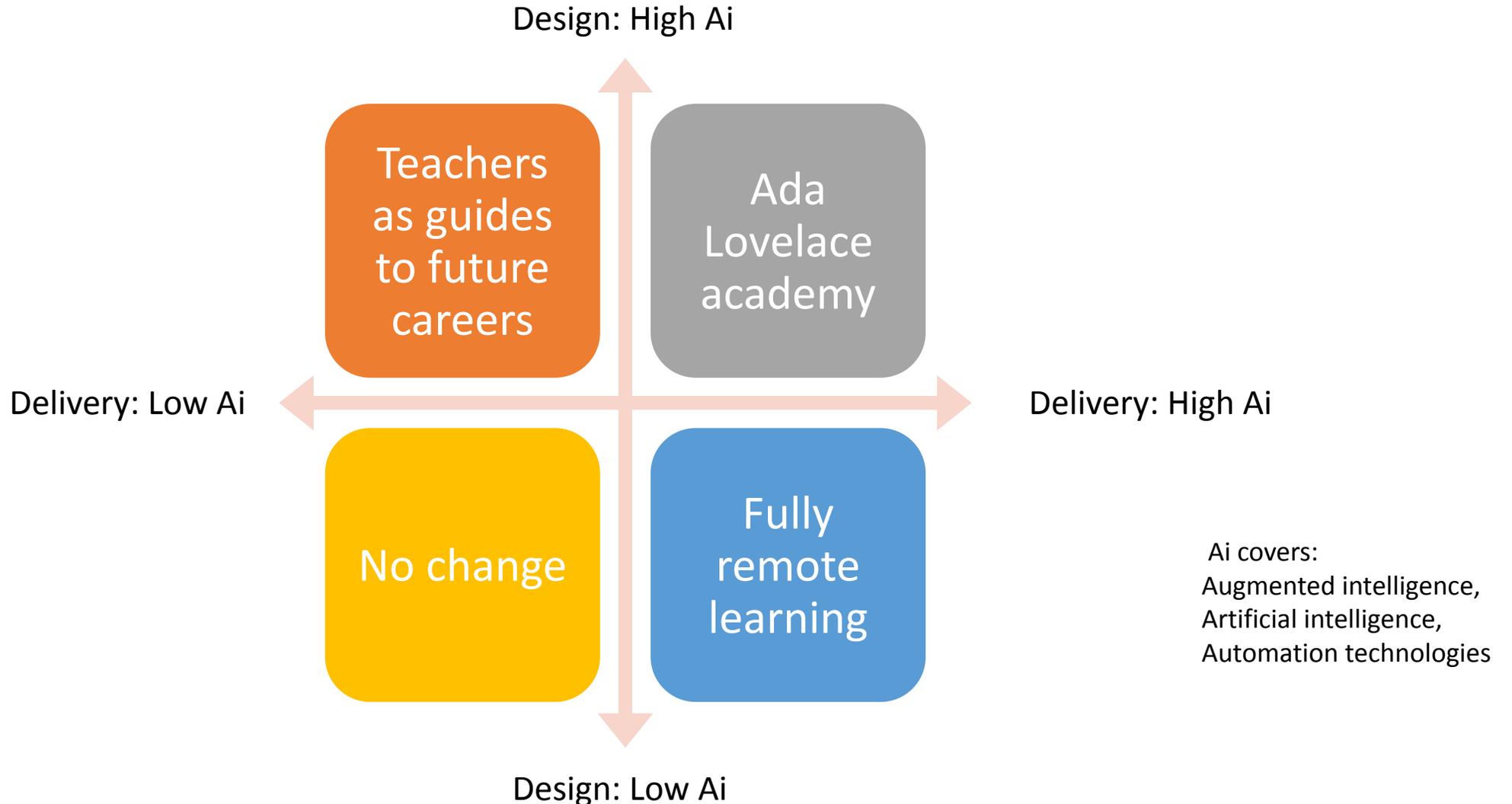
▲ A robot on display at the China International Industry Fair in Shanghai. The Bank's chief economist said technological advances since the 19th century had always led the effect of widening the gap between the skilled and unskilled. Photograph: Zhang Jiansong/Xinhua Press/Corbis

## Women workers could be more affected by automation over the next decade, but male jobs could be more at risk in the longer term



<https://www.pwc.co.uk/services/economics/insights/the-impact-of-automation-on-jobs.html>

# Future scenarios re: teaching in schools



# Morning lessons

ENHANCED SECURITY

AUTOMATED NON-VALUE ADDING  
ACTIVITIES

PERSONALISED EDUCATION PLANNING

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Sam, aged 7, goes to the local pod. After his face has been scanned for biometric security and today's registration he's let in the outer gate. In the playground he sees his friends and they run around playing catch before the music starts to encourage them to line up outside the classroom.

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In the classroom the children are split to work in tables aligned with their learning preferences. The big screen lights up and they are greeted by Mr Turing who welcomes them to the day and encourages them to say more about what they'd like to learn today.

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Sam's test scores have already indicated that he'd be great counsellor in the future so its no surprise that he's interested in reading time. His arm goes straight up.

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## FLEXIBLE CURRICULUM

Each day, the teacher takes a vote on the first three suggestions and delivers a lesson based on the winner.

## INJECT FUN

## GLOBAL CONNECTIONS

## WORLD EVENTS

Today's winning vote was for volcano and the children are treated to an animation about how volcanos erupt and are able to see videos streamed of the eruption in Hawaii last week. To reassure the children, Mr Turing references an ancient Japanese poem about the power of volcano and the growth that follows an eruption. The children are asked whether they have questions that they would like to send to a peer group in Tokyo.

## DEEPER LEARNING

## INTEGRATED STEM ACTIVITIES

After the break, the children share a class with a group of children in Morocco taught by two avatar teachers who generate images to represent English and French words with culturally appropriate items. Sam loves this as it gives him an insight into a completely different world. The children take part in a Lego building race where each team must put together a tower with a different colour block – of course all instructions are in a different language.

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LESSONS ADAPTED TO  
LEARNING STYLES – NO  
CHILD LEFT BEHIND

After lunch, the children learn about maths. This isn't a strong area for Sam but after a few adjustments, Mr Turing has found that the use of boxes to break down the problem works for Sam and he isn't behind the other children in the class.

ACCELERATED  
CHANGES TO  
CURRICULUM TO SUIT  
WORKFORCE NEEDS

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Mrs Hopper, the avatar headteacher introduces a new topic later that day which covers nutrition. Workforce studies consistently show that when Sam graduates algorithmic dietitians will be in short supply.

ENGAGED

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Mrs Hopper has been able to combine emerging research in food technology (adjusted for seven year old audiences) with more traditional lessons to help engage children in their personalised health plans and start to spot children who may be interested in this as a future job.

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PARENTS ENGAGED IN  
LEARNING

Sam's dad picks him up from school. Even though the driverless bus is safe enough, Sam's dad still loves their little chats and is fascinated to the children's learning journey.

WRAP AROUND MEDIA  
TO BE A FULL PARTNER

REALTIME FEEDBACK ON  
PERFORMANCE,  
ELIMINATING NEED TO  
STRESSFUL EXAMS

While he's waiting in the playground for Sam to run out, an email pops through which gives high level feedback about Sam's performance and attention that day with recommended questions to ask that evening to help reinforce Sam's learning and links to the Hawaii volcano disruption video!

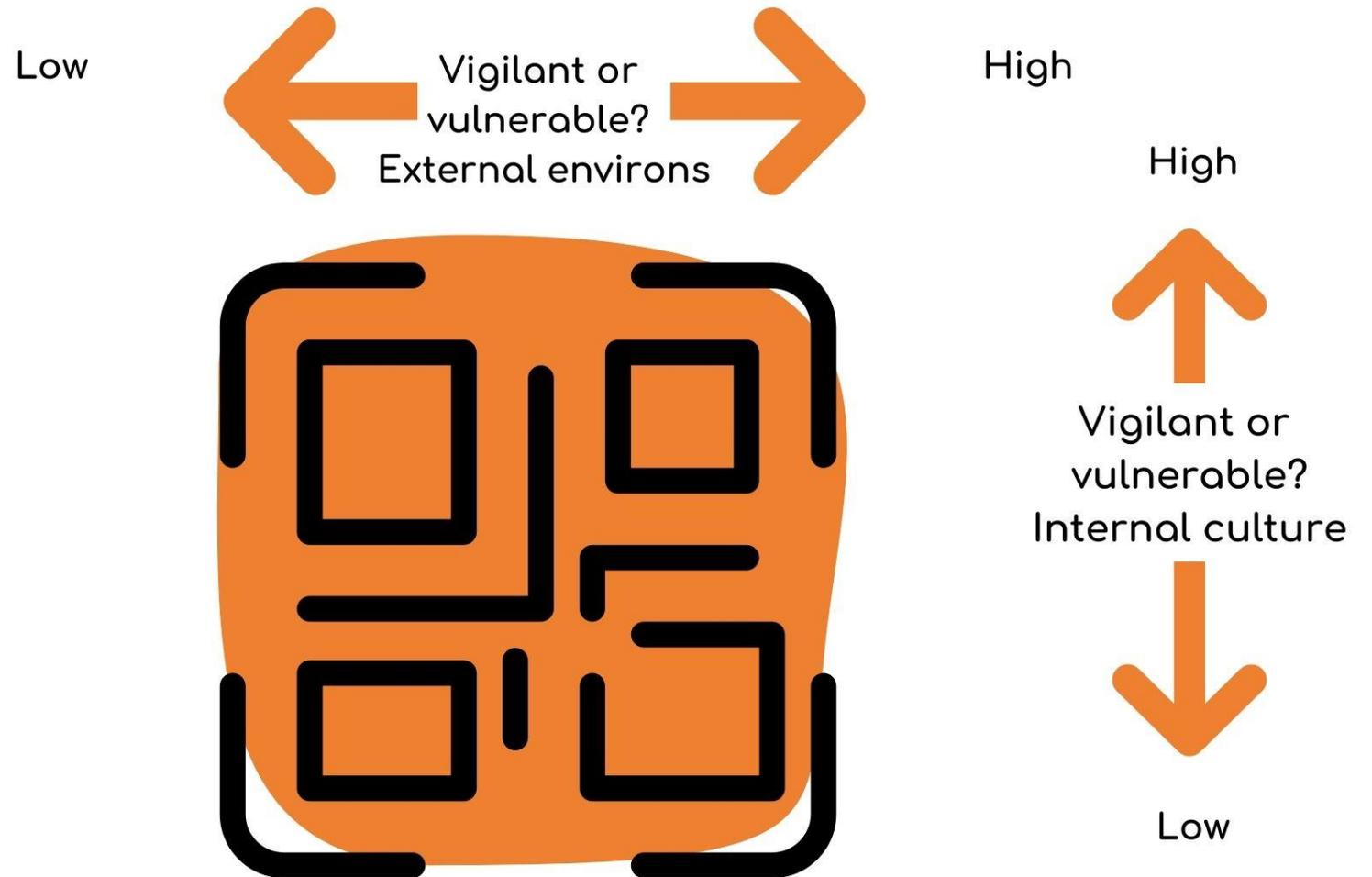
At home, the media system offers a range of entertainment that helps keep the conversation going and spaced repetition allows greater retention.

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# Reflections (stay in role)

- What questions emerge for you?
- What benefits can you see?
- What risks can you see?
  
- What opportunities would you build into your school now?
- What changes would you make to prevent the fallout of that future?

# Your homework



# Your homework

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How much time do you/your team/your organisation spend exploring the future?

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Do you/your team/your organisation encourage a diversity of inputs?

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How widely and deeply do you/your team/your organisation network ?

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What stories of vigilance do you/your team/your organisation tell and hear?

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How fully engaged are senior leaders/board/members?