

# Understanding What's Next In Talent: The People Cloud Future

# About the Presenter

Yvette has over 15 years of corporate experience with large, multi-national firms such as Kimberly-Clark and The Walt Disney Company. She is now the Principal and Managing Partner at Kedge, a global foresight, innovation, creativity, and strategic design firm. Before joining Kedge, she led the effort to establish Future Workforce Insights at the Walt Disney Company, identifying future workforce trends and leveraging foresight models and techniques to assess potential threats and impacts, emerging ideas, and exciting opportunities for the organization. Yvette is also a founder and instructor at The Futures School, a 3-day, project-based foresight and futures thinking program.

Clients include The Walt Disney Company, Vanguard Financial, Little Pim, Association of Zoos and Aquariums, CIA, and The Funders' Committee for Civic Participation

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The  
**Futures**  
School



# "Yvette, why is the 'future' your job?"



"In this **volatile** business of ours, we can ill afford to rest on our laurels, even to pause in retrospect. Times and conditions **change so rapidly** that we must keep our aim constantly **focused on the future.**"

- Walt Disney, Futurist

A top-down view of a person's feet in black leather shoes standing on a red heart-shaped mat. The mat is placed on a larger, circular, light-colored mat. The text "YOU ARE HERE" is printed in black, bold, sans-serif capital letters across the center of the red heart. The surrounding floor is a speckled, greyish-blue carpet.

**YOU ARE HERE**

Our present-day  
tools, models,  
and processes  
are quickly  
becoming  
**Industrial  
Age relics...**

Something  
fundamental  
has changed!



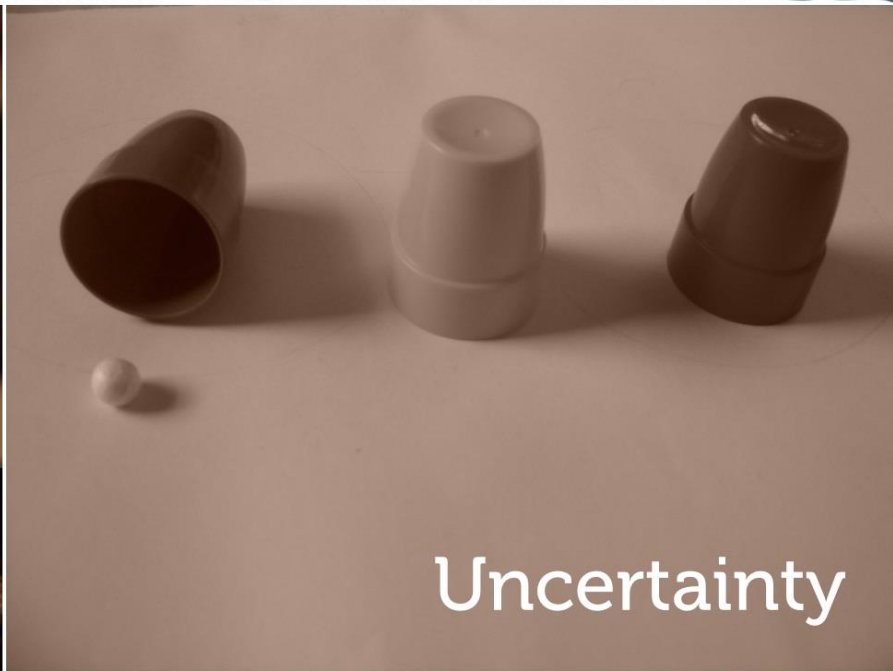
A silhouette of a soldier in full combat gear, including a helmet and a rifle, standing in a desert environment. The soldier is positioned on the left side of the frame, facing right. The background is a bright, hazy sky, suggesting a sunrise or sunset. The overall color palette is monochromatic, consisting of various shades of brown and tan.

Our  
Postnormal  
VUCA  
World

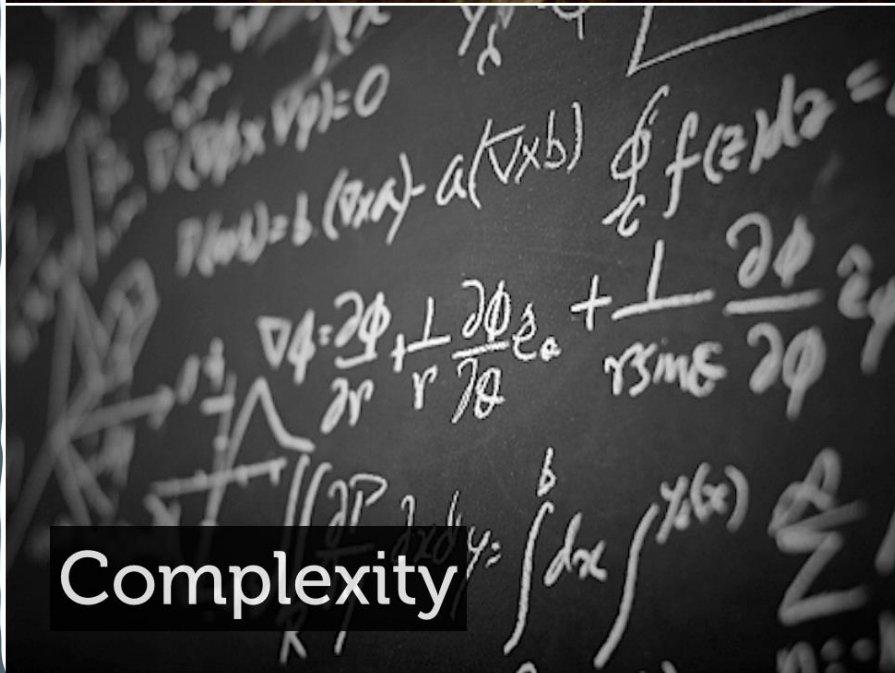
Volatility



Uncertainty




Complexity



Ambiguity





The **20th Century** was about producing and consuming **more things**.

Machines, materials, capital and labor fueled the factories output, **tangible things**.

The **21st Century** is about producing and consuming **more knowledge**.

**Relationship, human, structural and strategic capital** fueled the factories output, **intangible capital**.





**A new vision requires  
a new measurement.**

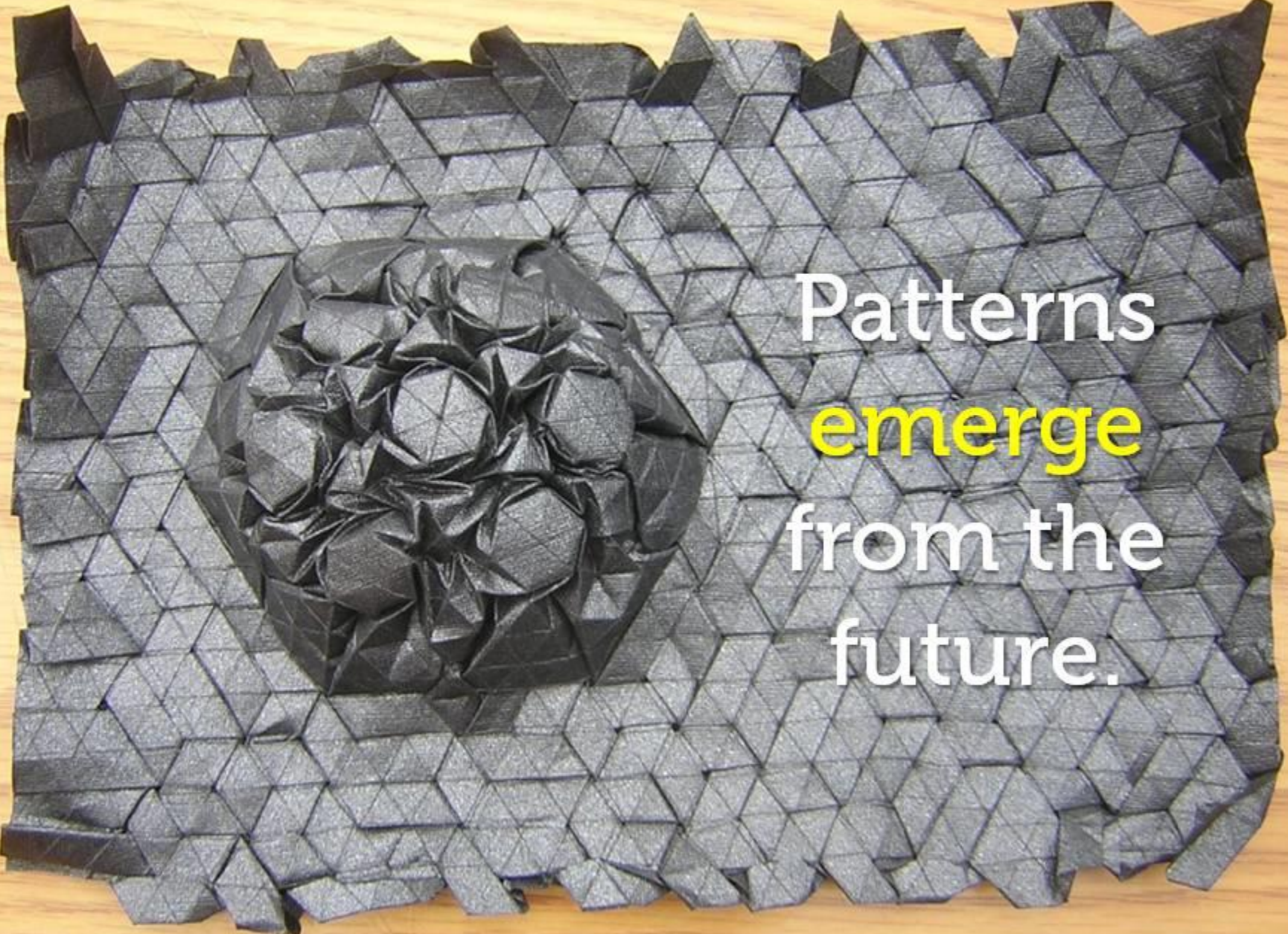
We are used to depending on hindsight to run our businesses, schools, & countries, but this can no longer be our practice in a rapidly changing world. Our leaders must recognize that we are entering an era of **emerging alternatives** and **transformational futures**.





# FuturesThinking

enables us to  
view common and  
long-standing problems  
through a new lens for  
dynamic and  
game-changing  
solutions.



Patterns  
**emerge**  
from the  
future.



Data-driven approaches become a worn and familiar **blanky** that leaves us vulnerable to threats while blinding us to new opportunities.



Our brains are geared to  
recognize patterns...  
we do it better than  
computers.

Emerging patterns point to open-source talent sharing becoming so common that there will be, in effect, a "People Cloud" in which work is shared, collaboration across the globe is instantaneous and "cloud" employees work for multiple enterprises simultaneously.



**The People Cloud**

# The People

**C**ollaborative

**L**inked

**O**pen-Sourced

**U**biquitous

**D**isruptive



# Collaborative



# A most rewarding part of owning a Volvo is selling it.



A car that's good to sell is a good thing to buy.

Because someday you're going to have to sell it.

If you went to sell a five-year-old Volvo today, you'd get the same price, or higher, than your neighbor with a three-year-old compact. (Don't just believe us. Check the classified section of your newspaper.)

Basically, there are two reasons for this.

First, more people want to buy Volvos than sell them. It's a simple case of supply and demand. To get a Volvo owner to part with his car, the buyer must bear the cost of separation.

Second, there's the fact that Volvos depreciate slower than most cars. Due to the fact that Volvos age slower than most cars.

Right now Volvos age so slowly, they're driven an average of 11 years in Sweden before they're retired. We don't guarantee Volvos will last that long in America, but we do know that 95% of all the Volvos registered here in the last 11 years are still on the road.

Which brings up another rewarding part of owning a Volvo: keeping it.

You can hang onto a Volvo for a few years and spend some time filling up the pages of a bank book instead of just tearing out the pages of a payment book.

So if you don't want to buy a Volvo for how little it loses you, it's nice to know you can always buy one for how much it saves you.



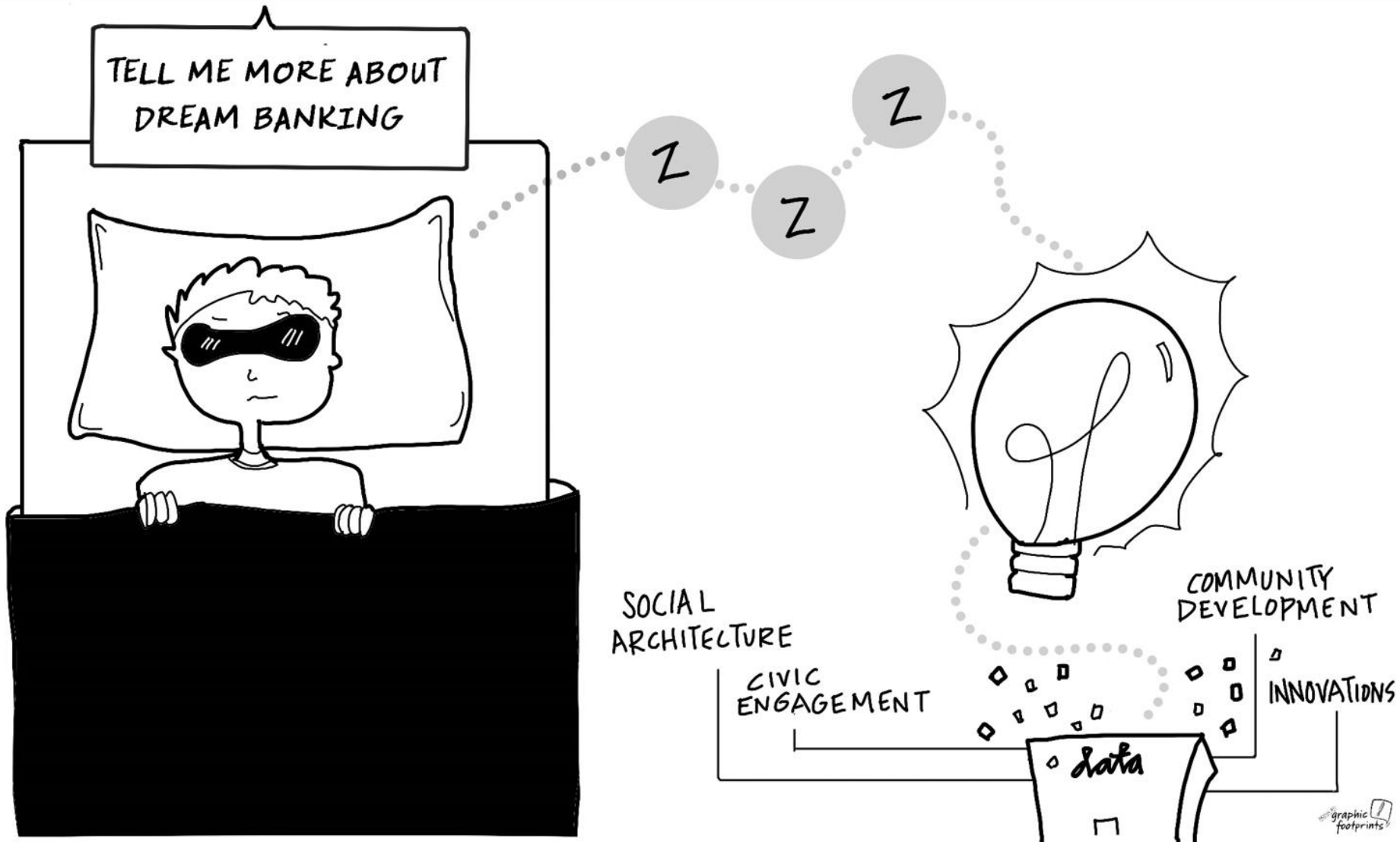
We are quickly entering an age in which access to assets will trump ownership. In fact, soon owning anything will be seen as an industrial age relic.

The **currency and funding models** gaining popularity personify the shift to **intangible capital**.

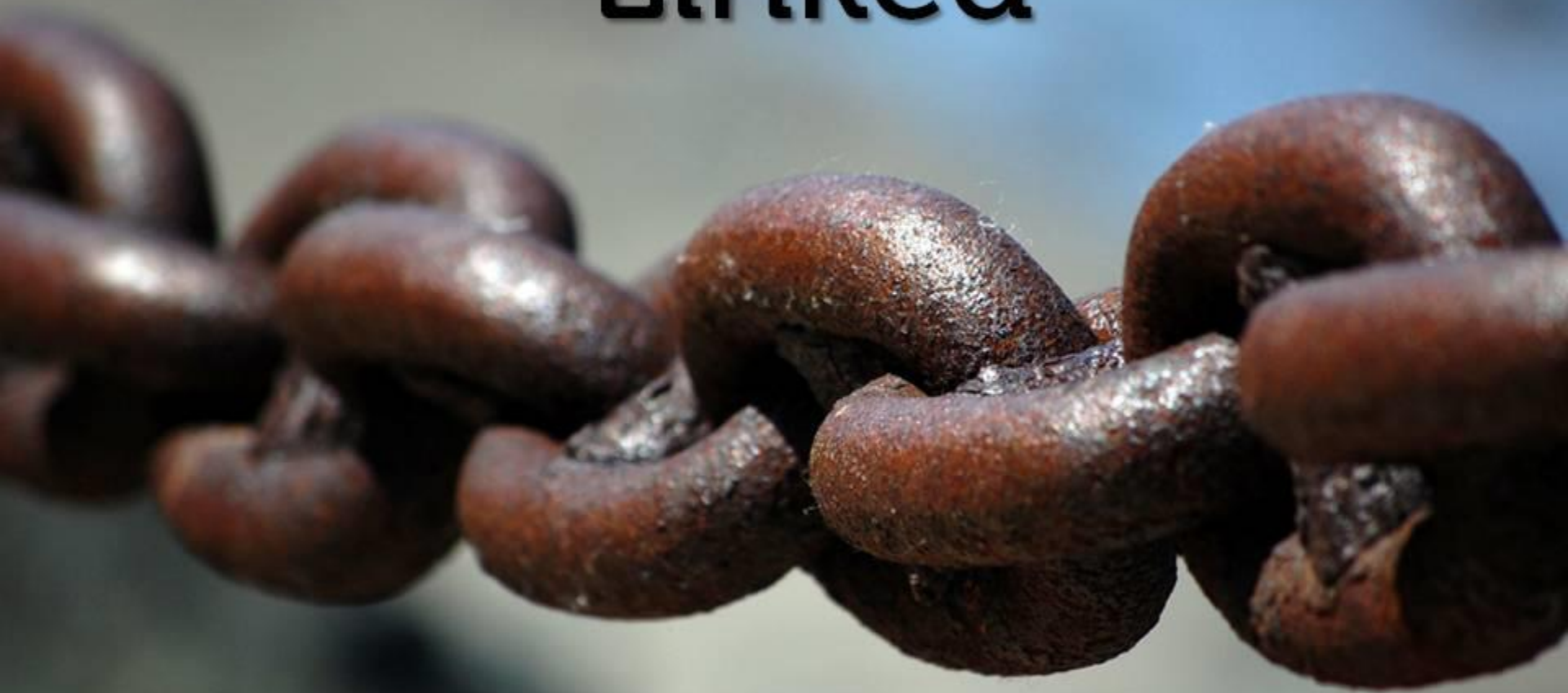
Unlike traditional monetary systems sponsored by governmental institutions, these new financial schemes are backed by **informal, decentralized, and tech-enabled peer-to-peer networks**.



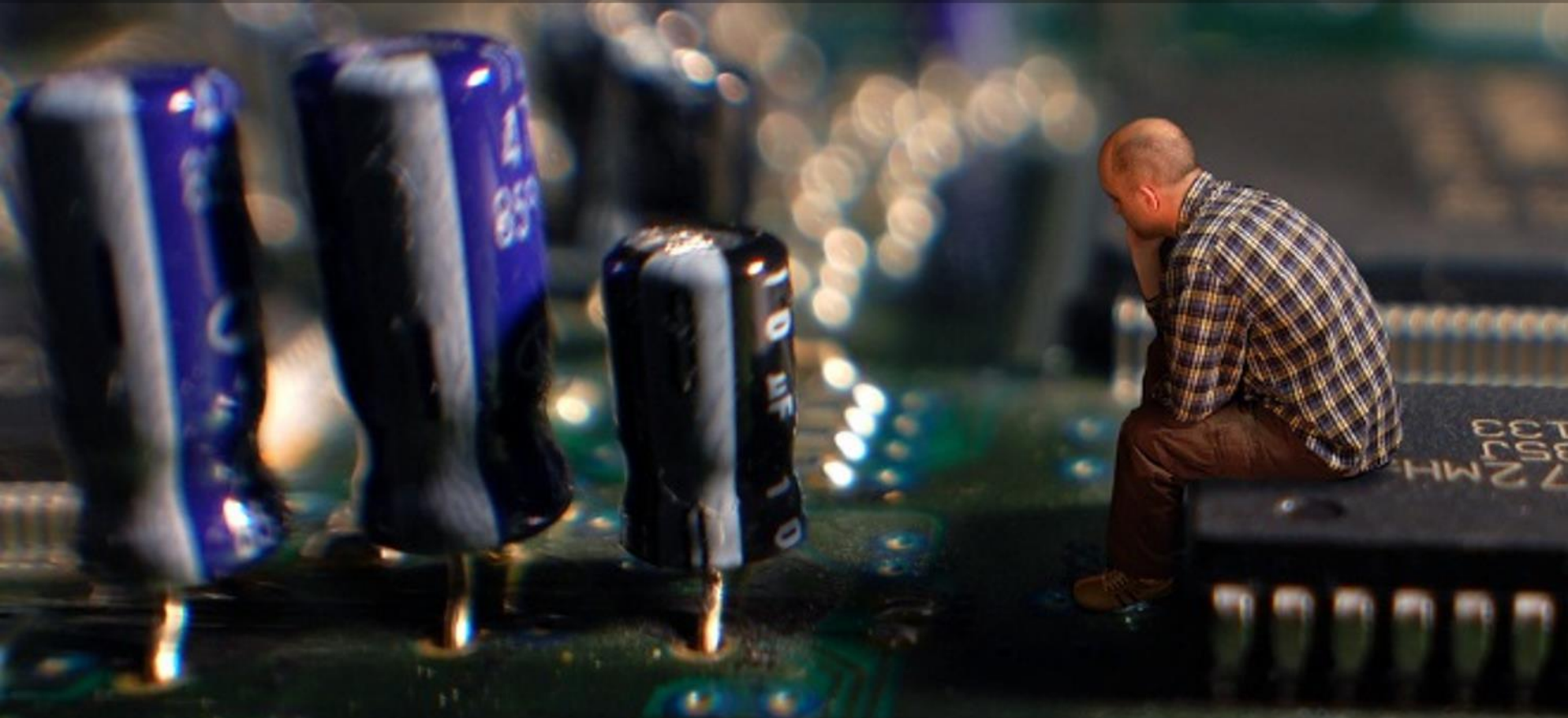
Developers have begun creating apps and wearable technology to **capture ideas from our dreams** and synthesize them through the use of **thick data** — a hybrid between big data and qualitative metrics.



Linked



**We can no longer separate  
“tech” from “life.”**

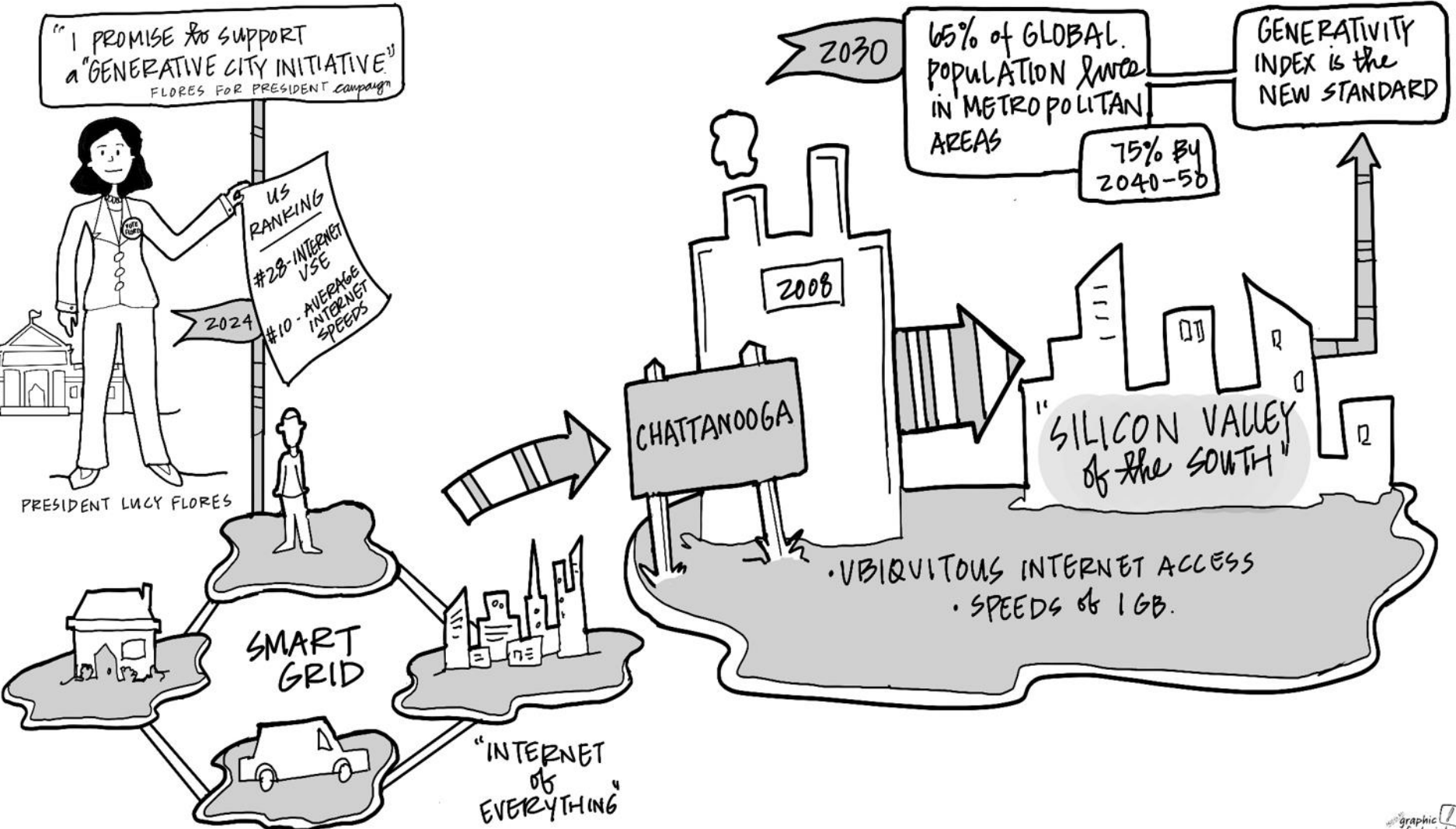


**Viewing the physical as fully “real” and the online as merely “virtual” is equivalent to the philosophers who believed that the mind was separate from the body.**

The meshing of social technology and collaborative communities is also rallying individuals from across generations to activities of like-passions.

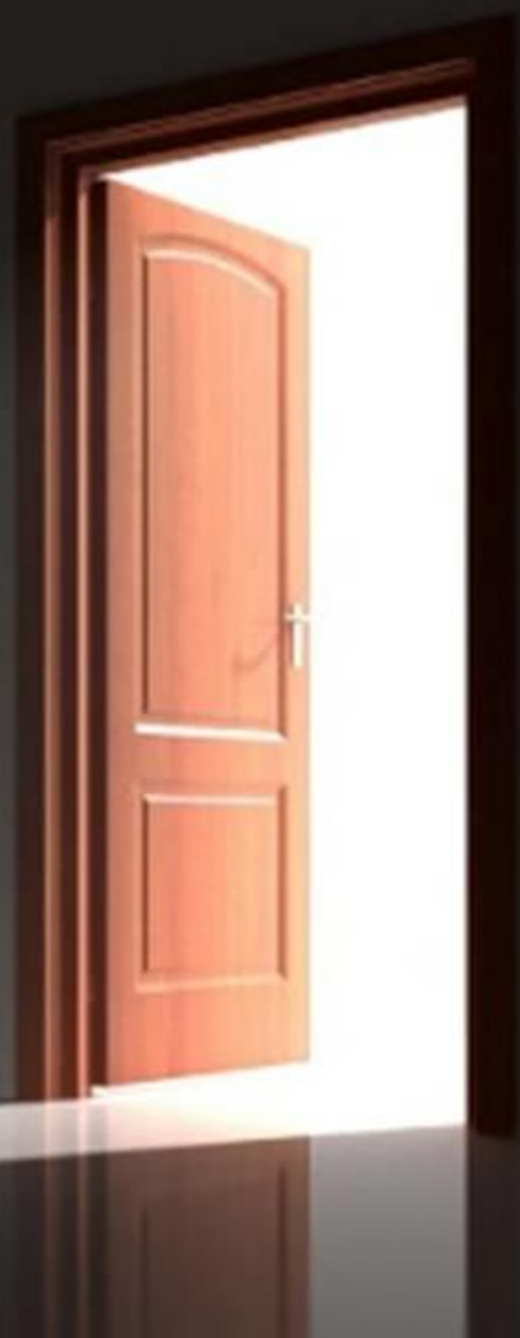


An **“Internet of Everything,”** links people, buildings, cars and goods to one another through multi-interface and integrative technology for greater efficiency and resiliency. This type of **“networked matter”** would change the way we work, buy and interact on a daily basis.





Open



We are witnessing a move from **top-down, command and control** business to seeing more **power placed in the hands of individuals**, including crowdsourcing, social networking and innovation.



From the classroom to the cubicle, organizational models are transforming from lethargic, bureaucratic hierarchies to **nimble, organic networks**.

# The Mesh Network

**Hyperloop Transportation Technologies (HTT)** is attempting to make Elon Musk's vision of a solar-powered supersonic train connecting LA to San Francisco a reality. Founded by a **hybrid crowdfunding and crowdsourced approach**, the project is unique in that its 100 high-skilled employees are working for free.

## HYPERLOOP WILL:

Travel **at twice the speed** of commercial aircraft



Be immune to weather



Never crash

Likely be solar powered



**SAN FRANCISCO**

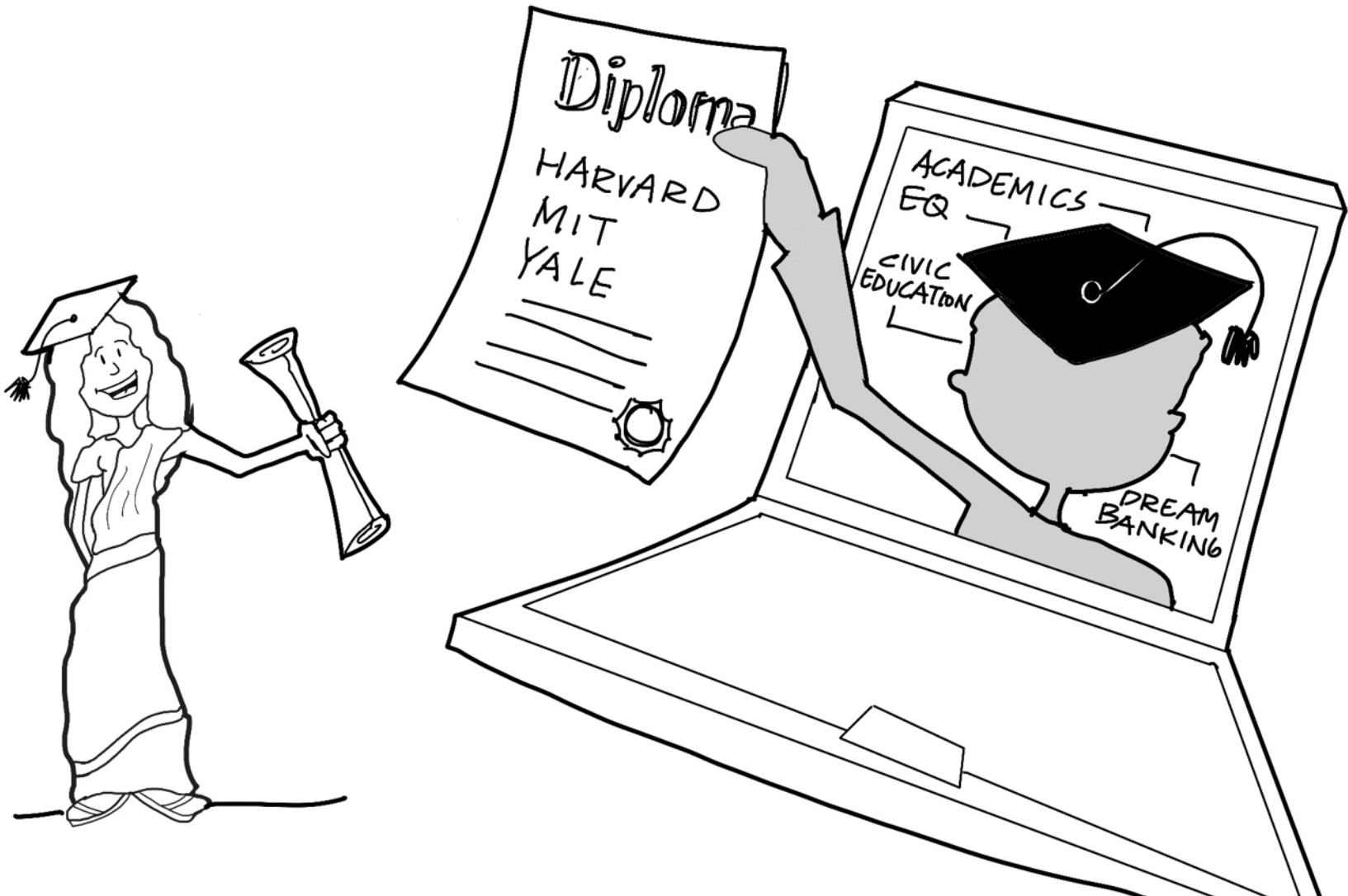


**LOS ANGELES**



Travel from Los Angeles to San Francisco in **30 MINUTES**

Firms will likely turn to **massively open online courses (MOOCs)**, which have already dramatically changed and **democratized learning**.

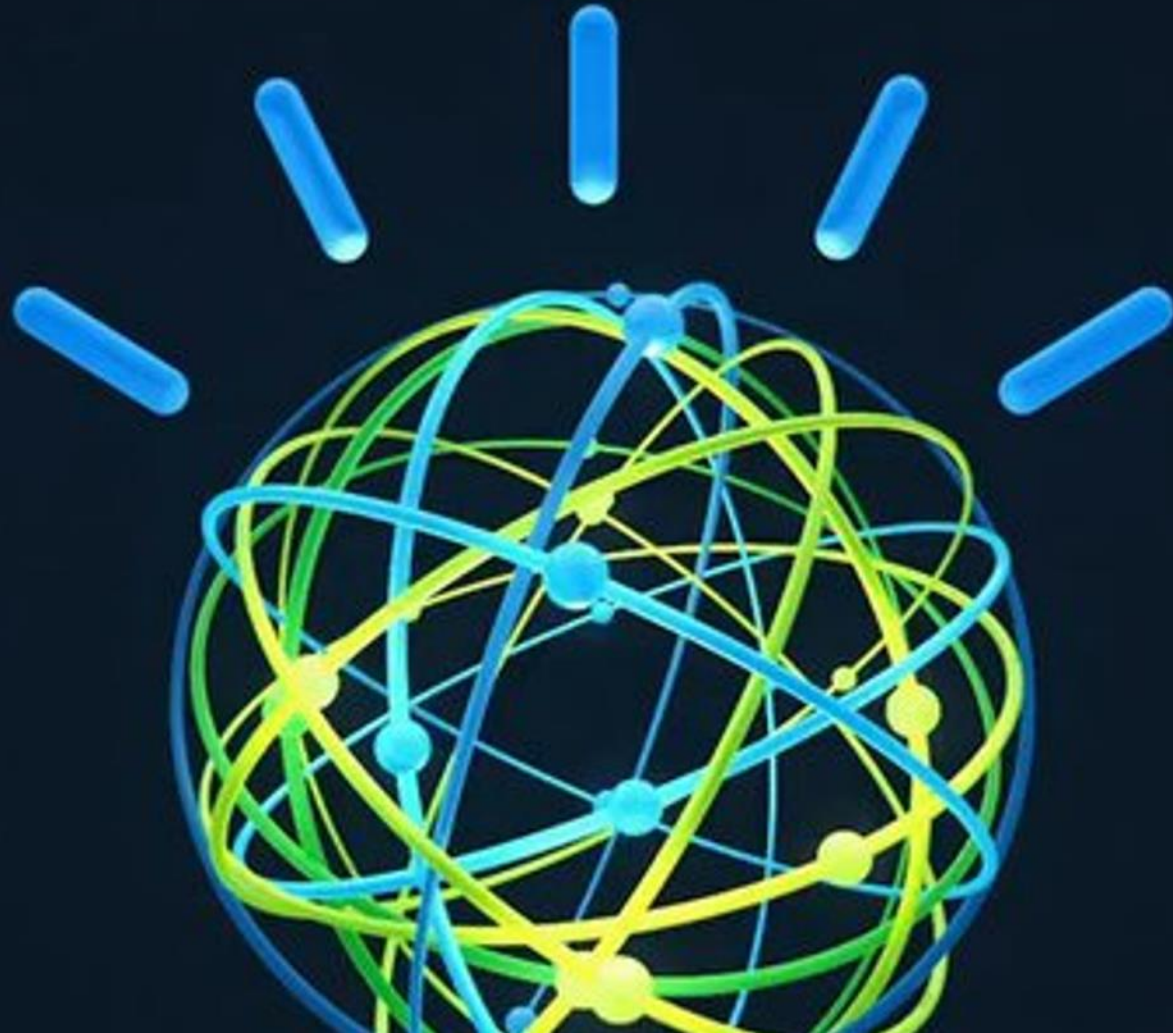




Ubiquitous

This impact of **combining people and technology** will continue to grow with the increased **advancement in computing power** and widespread proliferation of **mobile devices.**

Showcasing the opportunity for AI integration, IBM's Watson has gone from Jeopardy Champion to **HR Leader.**



As of Q4, 2013,  
**80% of Africa's**  
**1 Billion population**  
had a mobile phone.



If we can successfully manage a **jobless economy**, we could enter into an unprecedented era of material abundance while dramatically **extending our leisure time**.





# Disruptive



YOU ARE CAPABLE OF MUCH MORE THAN YOU REALISE  
THERE WILL NEVER BE A PERFECT TIME  
CHANGE JOBS. BUILD BUSINESSES. GO ON BIG ADVENTURES.

DO SOMETHING DIFFERENT!



68,929

backers

\$10,266,845

pledged of \$100,000 goal

0

seconds to go



Project by  
Pebble  
Technology  
Palo Alto, CA

# Collective Empowerment

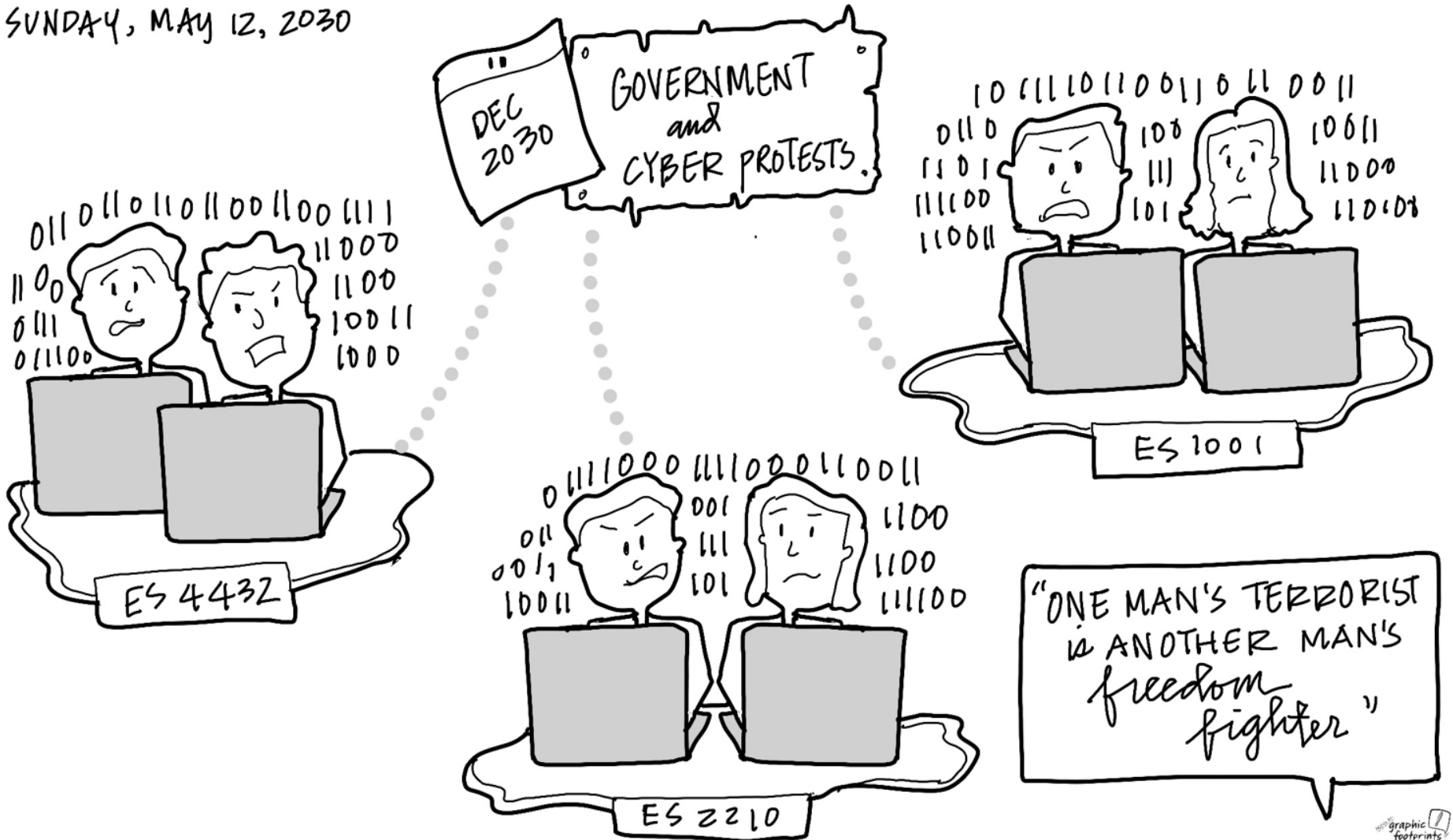
The rising power and influence of digital communications tools acts as a powerful accelerant that can bring masses swiftly onto the streets.



Perceptions of **hackers** have changed over the course of the last decade.

While businesses once viewed hackers as dangerous threats that needed to be kept at arm's length, today, they are **highly sought after** by everything from private companies to intelligence agencies.

SUNDAY, MAY 12, 2030



Emerging patterns point to open-source talent sharing becoming so common that there will be, in effect, a "People Cloud" in which work is shared, collaboration across the globe is instantaneous and "cloud" employees work for multiple enterprises simultaneously.



# The People Cloud

So...now you know why  
the 'future' is your job, too!

# How to begin creating the future today...

While it's impossible to distill a discipline that's been in use for over 40 years in a webinar, there are ways you can begin to create your future today using foresight.

1. **Challenge Assumptions and Old Ways of Thinking** – If you think an idea is ridiculous, ask yourself “why?!”
2. **Start From the Outside In** – Subscribe to three magazines you would normally never pick up and read them cover to cover for a year.
3. **Think in Simultaneous Multiples** – Forget about the “career ladder” or even the “lattice,” sketch out three or more divergent stories about possible futures for yourself (personal or professional) over the next 10 years.
4. **Pull Yourself to the Future** – While it's important to remain aware of the trends that will “push” us into the future, we often forget about the other end of the spectrum, the “pull” of the future which allows us to visualize our aspirations and create a map to them, regardless of what threats may emerge.



Kedge is a minority-owned, global foresight, innovation and strategic design firm.

[www.KedgeFutures.com](http://www.KedgeFutures.com)

We help our clients:

- Uncover emerging trends and issues that will impact their business.
- Discover unseen opportunities for strategic development and advantage.
- Thrive in a world of complex ideas and practices.

[info@KedgeFutures.com](mailto:info@KedgeFutures.com)



Next Session: May 5-7, 2015

TFS is a one-of-a-kind, interactive and project-based training program.

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Program participants will:

- Identify emerging trends and weak signals on the horizon.
- Build "maps of the future" that generate successful strategies, actions and organizational narratives.
- Harness the future to make better decisions today.

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