



THINK DANGEROUSLY

INTRODUCTION

Everything we know is changing - how we live, communicate, entertain and inform ourselves. This is the new reality. It's fast, disruptive and constantly shifting with the pace of technological innovation.

The challenge for leaders is not keeping with change, but facing the real opportunity - if you could start with a clean sheet of paper, how would you re-imagine the way you work?

Time is short. There is a new global generation growing up today who have never known a world without smartphones and high speed digital connections. They are a living challenge to all of us to rethink the way we do business. So think big, think new and most importantly - think quick.

The future is now...



MIKE WALSH

Mike Walsh, best-selling author of *FUTURETAINMENT* and CEO of innovation research lab Tomorrow, is a leading authority on 21st century business. Rather than focusing on the distant future, Mike takes an anthropological approach - scanning the near horizon for disruptive technologies and consumer innovations on the verge of hitting critical mass, and then translating these into usable business strategies.

HOW WILL THE NEXT GEN SHAPE THE FUTURE OF BUSINESS?

QUESTION #1



THE INSIGHT

The next generation, exposed to a childhood of disruptive technologies, will demand better, faster, richer and more personalized experiences.

For technology leaders, that is a wake up call to re-invent, re-imagine and re-design.



NEXT ACTION

Run a next generation workshop to explore what your company's digital proposition to your future customers might be.

Recruit the next generation as alpha users, give them a clean sheet of paper, and ask them to describe how they would expect to interact with your category in the future.

M I N D G R E N A D E

When you hire someone fresh out of college, what do they find the most strange about the way your teams work, make decisions and communicate?



HOW WILL A 21C COMPANY DIFFER FROM A 20C ONE?

QUESTION #2



THE INSIGHT

To survive the future you must create an organisational operating system that allows your people to thrive.

Hire for agility, build more social workspaces, use data to hack your culture and learn to expect and tolerate failure.



NEXT ACTION

Have your investments in new technologies led to a corresponding change in culture, agility, and work style?

Pick some high profile projects, and challenge those teams to experiment with new collaboration tools, processes and work environments.

M I N D G R E N A D E

How do your most productive, networked and innovative co-workers actually get stuff done? Do they follow rules and procedures, or do they routinely break them?



WHAT ARE THE CHALLENGES THAT WILL DEFINE YOUR ROLE AS CIO FOR THE FUTURE?

QUESTION #3



THE INSIGHT

The role of the CIO remains unwritten in the 21st century.

As important as the bold technology decisions you make, are the bold questions that you to challenge your business with.



NEXT ACTION

Encourage your team to start collecting inspiring stories of digital transformation and change from other industries, companies and sectors.

Dedicate 10 minutes in your weekly meeting for someone to share one of these case studies as a catalyst for your journey.

M I N D G R E N A D E

If you were interviewing now for your current job, fresh from a hot new tech company, what would you pitch as a potential game-changing idea?





HOW MUCH SMARTER DO
LEADERS NEED TO BE, TO
SURVIVE EVEN SMARTER
MACHINES?

QUESTION #3



THE INSIGHT

The key challenge for any leader in the 21st century will be re-inventing themselves to manage in an environment of AI, automation and real time data.

Embracing the future means challenging everything we know to be true.



NEXT ACTION

Explore how you might use real time data and visualisation tools to bring your next strategic meeting to life.

Observe how new sources of data change their discussion and decision making process.

M I N D G R E N A D E

In the future, what kinds of roles will automation, AI and algorithms take over in your team, and what will be the human capabilities most in demand?



The Dictionary Of Dangerous Ideas is a collection of the most challenging concepts facing business leaders at the dawn of the 21st century.

At the intersection of emerging technologies and new patterns of human behavior, the ideas in the Dictionary have been chosen for both their potential to transform the way companies operate, and inspire new forms of thinking.

Global futurist and innovation expert Mike Walsh presents 88 scientific breakthroughs, emerging technologies and disruptive business models - all with the potential to shake the foundations of the world we know.

Each of the ideas are concisely explained in a single page, with references to the latest case studies and research, as well as one of Walsh's characteristic 'Mind Grenade' questions to prompt further discussion. Fully illustrated with a custom typographic alphabet and original black and white photographs - The Dictionary of Dangerous Ideas is the essential companion for any leader who wants to understand what it will take to survive and thrive in the near future.





BETWEEN WORLDS BRINGS YOU THE GLOBAL THINKERS, INNOVATORS AND TROUBLEMAKERS WHOSE IDEAS CHALLENGE THE WORLD AS WE KNOW IT.

From a courtyard cafe in Paris, to a busy sidewalk in Tokyo - each week futurist and global nomad, Mike Walsh, will share his personal conversations with some of the most fascinating people on the planet, recorded live in the field.



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