



## FUTUREPROOF

There probably isn't a record company or newspaper mogul in the world right now who wouldn't love to wake up tomorrow morning and find the Internet had all just been a bad dream. But the digital revolution was just the trailer for a much bigger event. Some organisations will understand this, but many will not – and they'll die as a result. Drawing on examples from the worlds of commerce, art and science this workshop will help you understand the megatrends that will shape your business (and global geopolitics) in the next 30 years, how the definitions of wealth, leadership and power will alter in the next decade and explore the new principles of organisational agility that will help you prosper as others fall victim to rapid change.

Mark Stevenson is the author of the critically acclaimed (and many times translated) *An Optimist's Tour of the Future* was described by *New Scientist* as 'a refreshing reminder that the future will always belong to the optimists'. The book is being turned into a movie in association with legendary visual futurists Syd Mead (*Bladerunner*, *Tron*, *Aliens*), Ian McCaig (*Star Wars*, *Harry Potter*, *Terminator*) and Roger Dean.

Mark has also written for *The Times*, *The Wall Street Journal*, *The Guardian*, *The Economist*, *The Daily Telegraph* and *The New Statesman*. His key skill is an ability to take complex or abstract concepts and make them understandable by non-specialists without trivialising the subject matter. He is also the writer of *The Great Energy Race* – a documentary film on our relationship with energy, shooting late 2013. His second book about systems innovation will be published in 2014.

## MASTERCLASS

Mark will guide you through the mega-trends and technologies that will present unprecedented threats and opportunities in the coming decade.

You will learn:

1. How emerging technologies and trends will disrupt and transform your geo-politics, your industry, your organisation, your career and your personal life.
2. How the definitions of wealth, leadership and power will alter in the next decade – and what that will mean for you and your organisation.
3. The eight principles of organisational agility.

## BENEFITS

Mark mixes inspiration and challenge while providing practical, unpretentious techniques for approaching the future. His workshop will:

- > allow your organisation to predict and avoid new threats
- > allow your organisation to predict and benefit from new opportunities
- > position you as a thought leader in your organisation
- > help you find the 'frequently unasked questions'
- > give you the insights that will get your change agenda the support it needs
- > help you align your personal and professional aims in shaping the future