Burrus Research

Daniel Burrus Presentation Key Points

Marine Leadership Alliance Conference 2023

ANTICIPATORY INNOVATION: Using Hard Trends To Accelerate Innovation and Growth

1) **Change Your Mindset – Change Your Results**
    - The pace of technology-driven change will continue to accelerate at *beyond exponential levels* forcing leaders and their organizations to transform processes, products, and services to take advantage of new opportunities to accelerate profitable growth.
    - *Agility* is a fast-reactive strategy that's extremely important when dealing with unpredictable change. It offers a competitive advantage over competitors who adapt more slowly to rapid change. In this time of accelerating change and disruption, reacting, no matter how agile you are, is no longer good enough.
    - *Anticipatory* Leaders have learned to apply Hard Trends and the certainty they provide to:
        - *Anticipate* disruptions *before* they disrupt, turning disruption into a choice,
        - Become *Positive Disruptors* creating the transformations that need to happen to elevate relevancy and accelerate profitable growth,
        - Pre-solve predictable problems *before* they happen to move forward faster, and
        - Accelerate innovation and growth by identifying game-changing opportunities to take advantage of digital disruption, AI, and exponential acceleration.

2) **Hard Trends vs**. **Soft Trends**: There is never a shortage of trends, the problem is which ones will happen and when?
    - This proven methodology teaches how to separate the Hard Trends that *Will* Happen from Soft Trends that *Might* Happen.
    - The Anticipatory Methodology provides a new level of certainty in an uncertain world that has transformed how organizations (both large and small) plan and innovate.

3) **Hard Trends** are based on *future facts* that cannot be changed. Knowing what will happen *before* it happens turns change and disruption into a major advantage. Whenever you identify a Hard Trend, it is imperative to list a related opportunity. That is what makes a Hard Trend burst into an actionable strategy.

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- Hard Trends allow you to identify disruptions *before* they happen which then turns disruption into a choice.
- Hard Trends provide a new way to manage risk.
- When it comes to Hard Trend opportunities, the risk of inaction can cost far more than action.
- Hard Trends provide certainty and the confidence to make bold moves. Leaders can empower teams to make bold moves with an increase in urgency to eliminate silos, enhance communication, and create collaborative innovation.

4) The following **Hard Trend categories** were discussed with an emphasis on Technology as they relate to accelerating growth using both AI and data-driven business process transformation.
   - **Demographics**: Provide a powerful window to see both current and future opportunities on both an organizational and customer focused level.
   - **Government Regulation:** Both domestic and foreign regulations represent a way to make invisible opportunities to innovate visible. Regulations usually provide funding opportunities.
   - **Technology**: We are doing things today that were impossible just a few years ago, and in two years, we will still be saying this. By understanding how technology-driven Hard Trends can be used to identify game-changing opportunities today, you can use those new opportunities to accelerate innovation and growth in powerful new ways.

5) **Soft Trends** are based on assumptions that *might happen.* The power of a Soft Trend is that it can be changed. Whenever you identify a Soft Trend, it is imperative to list a related opportunity to influence the Soft Trend in a positive way. Strategic opportunities to influence Soft Trends are very powerful. All Soft Trends are based on two different types of assumptions, and each have different levels of measurable risk.
   - Soft Assumptions are based on both personal and organizational history and experiences. They sound good and make sense in the present, but due to exponential technology-driven changes, they may no longer be valid which then puts your strategies at higher risk.
   - Identify all of your strategic assumptions and check them to see if they remain valid. If some of them are no longer valid, make modifications where needed. Then, you can upgrade the "at-risk Soft Assumptions" to Hard Assumptions which then lowers the risk.
   - The opportunities Soft Trends represent are the fact that they can be influenced in a positive direction thus providing a way to actively shape the future.

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6) **Focus on Transformation Not Change**

- The clear majority of organizations that say they are transforming a process, product or service are only changing them. Understanding the difference between Change and Transformation is vital. If you are only changing, you are falling behind!
- The tools to transform the customer experience and accelerate growth represent Hard Trends that *will* be used.
- The Soft Trend is, will your organization transform your processes, products and services, or only change them?

7) **Generative AI such as ChatGPT and related AI Tools**, represent game-changing new opportunities to accomplish more in less time, reduce costs, increase efficiency, and gain new advantages. ChatGPT is only one component of the larger category of AI called Generative AI.
   - As a leader, it is important to personally use ChatGPT now to better understand the positive impact it can have on your organization.
   - There are many powerful new AI tools you can apply today including ChatGPT. Try using a few of the tools mentioned in the slides below to get a better feel for the wide range of applications Generative AI can offer.

8) **Direct Your Future** (or Someone Else Will) to take advantage of exponential change and digital transformation, it's imperative to:

   - Identify the Hard Trends that *will* impact your future along with their related opportunities.
   - Identify the Soft Trends along with opportunities to influence them in a positive direction.
   - Identify the predictable problems your organization or your customers will face and then pre-solve them to move forward faster.
   - Refine the list of opportunities to a few "Must-Do" actionable opportunities.
   - Use the certainty of Hard Trends to take action now!

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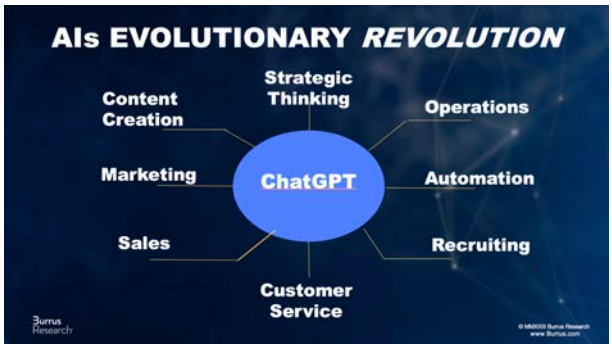
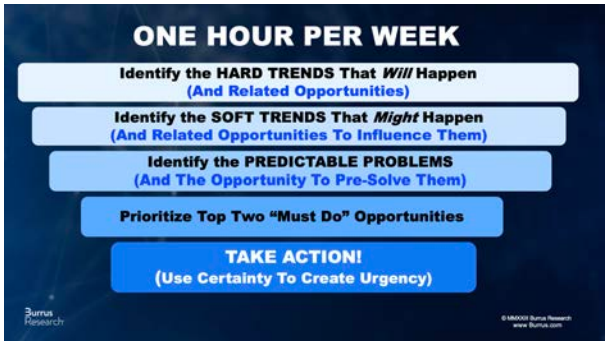
The following Slides have information that is not in the outline above, including how to download my latest list of 25 Technology Hard Trends:





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