

THE TOP SIX TRENDS OF THE 21ST CENTURY



GLOBALIZATION: THE WORLD IS FLAT

- ★ A flatter, more global economy
- ★ Production without regard to distance, geography, time, language
- ★ Web-enabled, allowing people and companies across the world to collaborate
- ★ Horizontal collaboration across departments, companies
- ★ Open competition to anyone with access to technology, e.g. India, China, etc (150 million new competitors!)
- ★ Success depends on THREE things:
 - infrastructure to connect with this world
 - education to get more people innovating and technologically experienced
 - governance to get the best of this world



“DIGITAL NATIVES: THE UNTOUCHABLES”

- ★ Native to cyberspace
- ★ Globalization will be driven by individuals who understand the flat world, can adapt to the technologies and processes, and act
- ★ Between 15 and 25 years old, “Oozes attitude, ambition, cool, creative, seeks challenge, loves risk.” (Outlook magazine in India.)
- ★ Do not have to come to America to study and work any longer
- ★ Internet, Google, open-source for software are enablers, teachers
- ★ Connect and collaborate
- ★ People who are specialized, localized, “new middle class”
- ★ New Middle Class – collaborators, synthesizers, explainers, solvers, adapters, green people



THE AMBITION GAP: IS AN ABUNDANCE A LIABILITY?

- ★ In a flat world, the fewer natural resources available in a nation, the more the nation will tap into the creativity, determination, and ambition of its people
- ★ The United States spends more on trash bags than 90 other nations spend on everything!
- ★ Past success may predict failure in the future



AUTOMATE OR INNOVATE: THE JOB MARKET/INTELLECTUAL CAPITAL

- ★ Can someone overseas do it cheaper?
- ★ Can a computer do it faster?
- ★ Mass production jobs are out sourced or automated
- ★ By 2010, 1 in 4 technology jobs will be outsourced
- ★ White collar jobs now outsourced – business processes, medical procedures (3.3M jobs)
- ★ 11% of all occupations at risk for outsourcing (14M jobs)
- ★ We will have to do what workers abroad cannot do for less money; tackling novel challenges, forging collaborations
- ★ New Jobs: HIGH CONCEPT/HIGH TOUCH: create beauty, recognize patterns, synthesize, empathize, find meaning, caring professions, cultural creative
- ★ New Skills: Design, Story, Empathy, Symphony, Play, Meaning



“THE RIGHT STUFF”: WHAT IS THE RIGHT EDUCATION?

- ★ Ability to learn how to learn
- ★ CQ + PQ > IQ: curiosity + passion > Intelligence
 - Education without a school system
 - Self-education and self motivation
- ★ To like people: high touch cannot be outsourced
- ★ Nurture the Right Brain: artistry, empathy, see the big picture, relationships



NEW SKILLS FOR NEW AGE: “SOFT SKILLS”/SOCIAL CAPITAL

- ★ College graduates, aged 25 and older, earn nearly twice as much as those with a high school diploma
- ★ 80% of new jobs will require post secondary education
- ★ Soft Skills:

○ Speaking & Listening	○ Independence & Initiative
○ Problem-solving	○ Self-Presentation
○ Work Ethic	○ Attendance
○ Positive Attitude	○ Teamwork
- ★ Career Adaptability: Our kindergarteners will have 4 careers and 9 jobs