

invent the future YOU want

“It is not because things are difficult that we do not dare, it is because we do not dare that they are difficult.”

- *Seneca*

“Courage is doing what you're afraid to do.  
There can be no courage unless you're  
scared.”

**- *Eddie Rickenbacker***

“Try and fail, but don't fail to try.”  
- *Stephen Kaggwa*

“Only those who dare fail greatly can  
achieve greatly.”

- ***Robert F. Kennedy***

“You will face many defeats in your life,  
but never let yourself be defeated.”

*- Maya Angelou*

... those who dream the dreams

... & are foolish enough to try and  
make them come true



...working on the things no one  
knows is important

... with persistence

... selling your heart out

... guts & premature confidence

... & willingness to fail

... irreverence & rule breaking

... uncertainty

... BigHairyAudaciousGoal



point of view

...dare to be great

people

perspective

# ...increasing perspective

...soy milk

...daisy

...datadump

...sun

# as surely as...

1985: **NOT** a PC in every home

1990: **NO** email for grandma

1995: **NOT** the internet

2000: **NO** pervasive mobile, search

2005: **NO** social media / iphone

2008: **NO** Goldman/Morgan  
bankruptcy?

2010+: reason for optimism

# Know Your Goals

## ***Fortune:***

Never having to balance your checkbook

## ***Fame:***

Never having to carry the AE card

## ***Family Business:***

Never having to say you are sorry

## ***Fervor:***

Passion for a vision

## ***Friends***

Never having to leave home

# mercenaries vs. missionaries

**drive, paranoia**

**opportunistic**

**“the pitch, the deal”**

**sprint, short run**

**expediency**

**aristocracy of founder(s)**

**financial statements**

**entitlement**

**lust for making money**

**passion**

**strategic**

**“big idea, partnership”**

**marathon, long run**

**excellence**

**meritocracy**

**values statement**

**contribution**

**lust to make meaning  
(and then, money)**



# The Weather Forecast ...

Rate of change will accelerate...

Adaptability, agility are key!

Fun, fortunes & failure will be in abundance

Innovation & entrepreneurship will thrive



to predict the future,  
invent it!

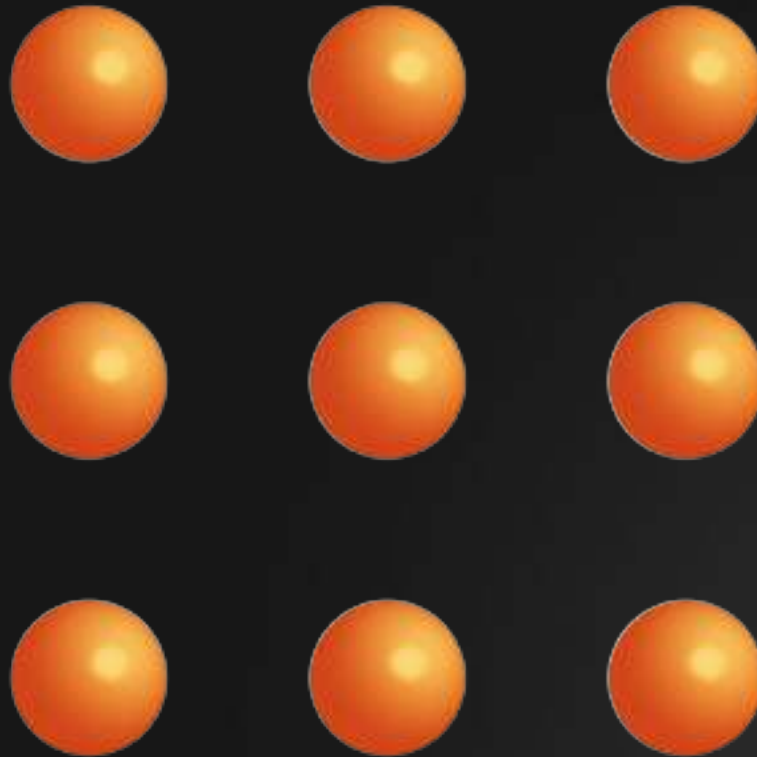
-Alan Kay



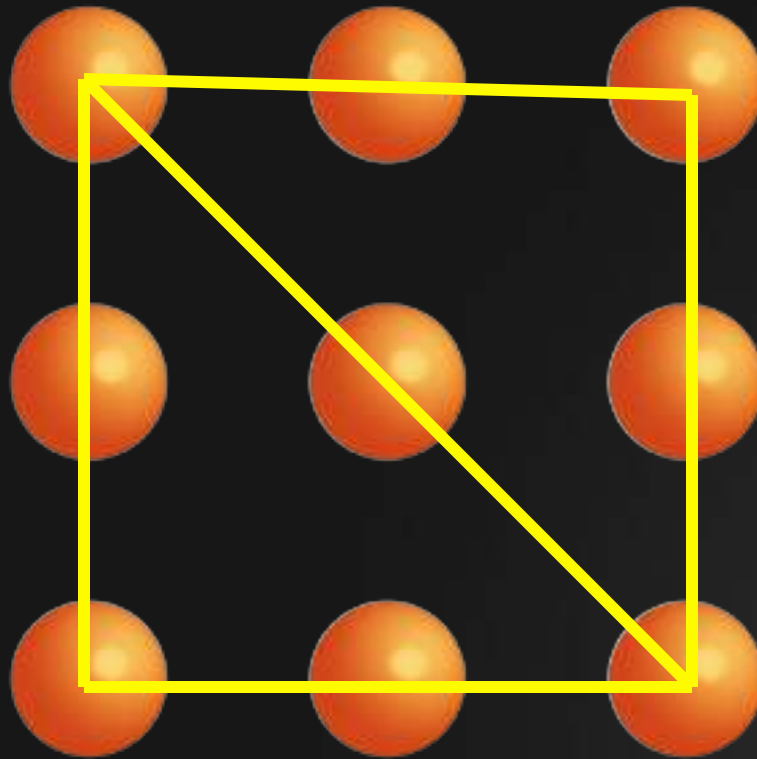
# The Innovation Roller Coaster

...left field & right field surprises

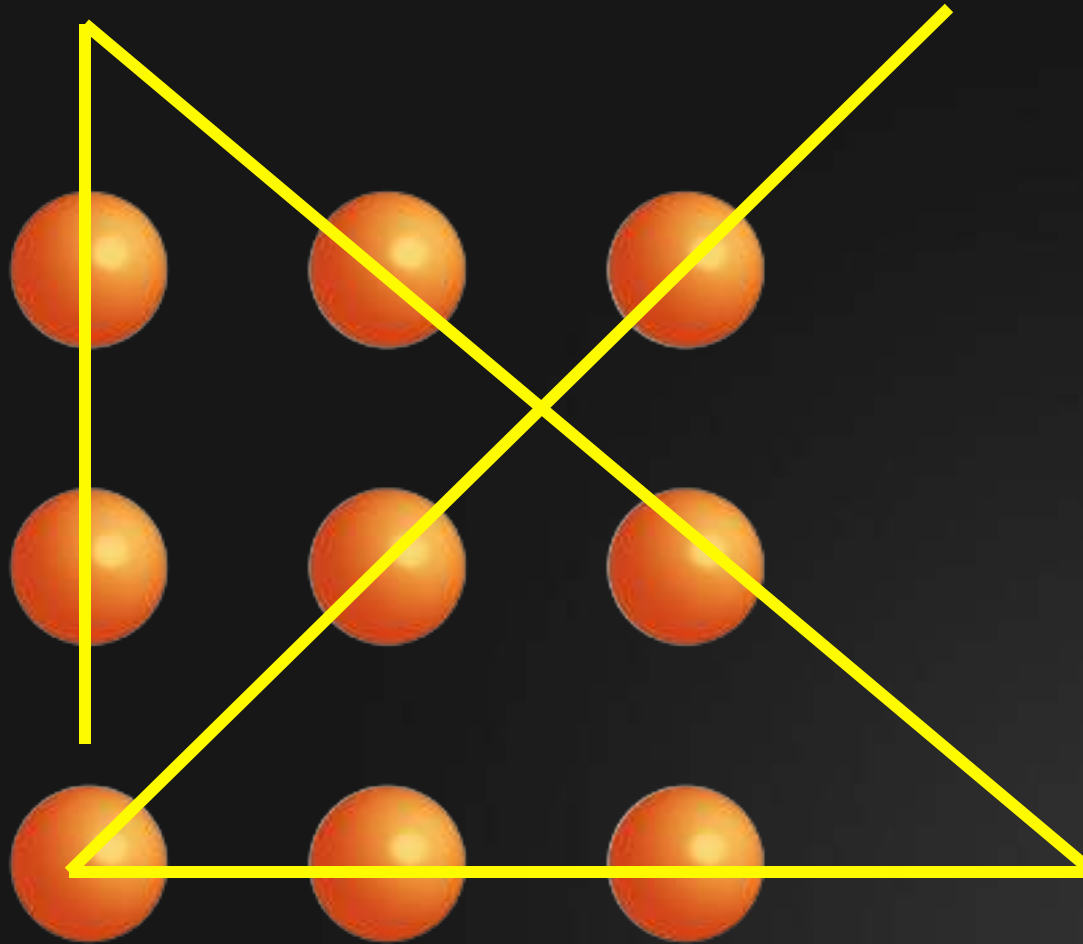
# The nine dots problem



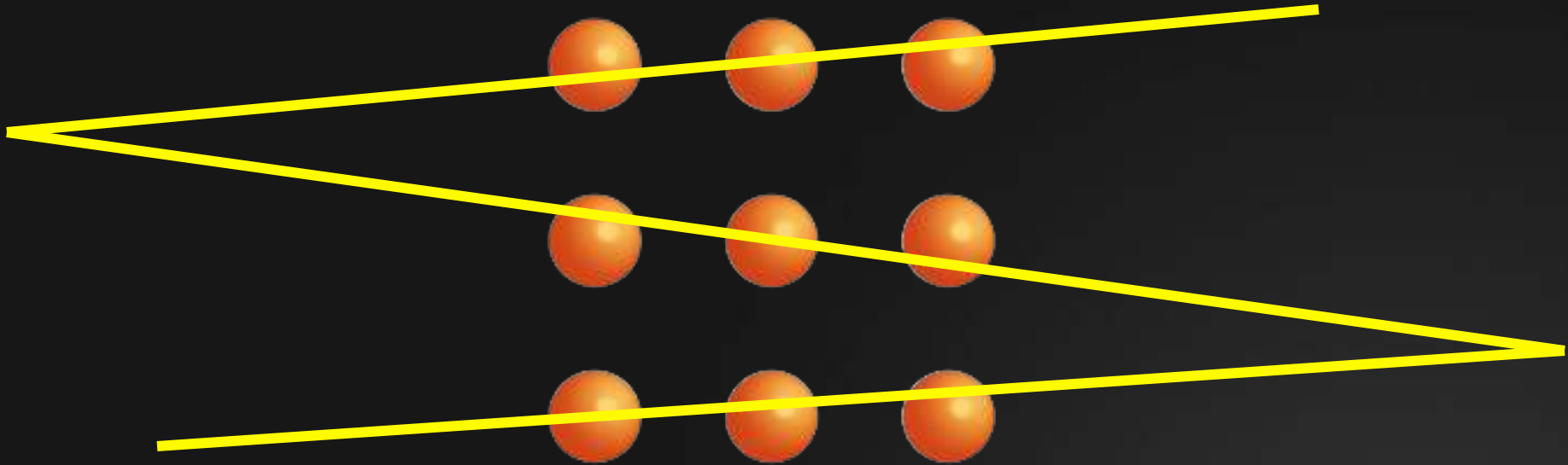
# Standard nine dots solution



# Standard nine dots solution



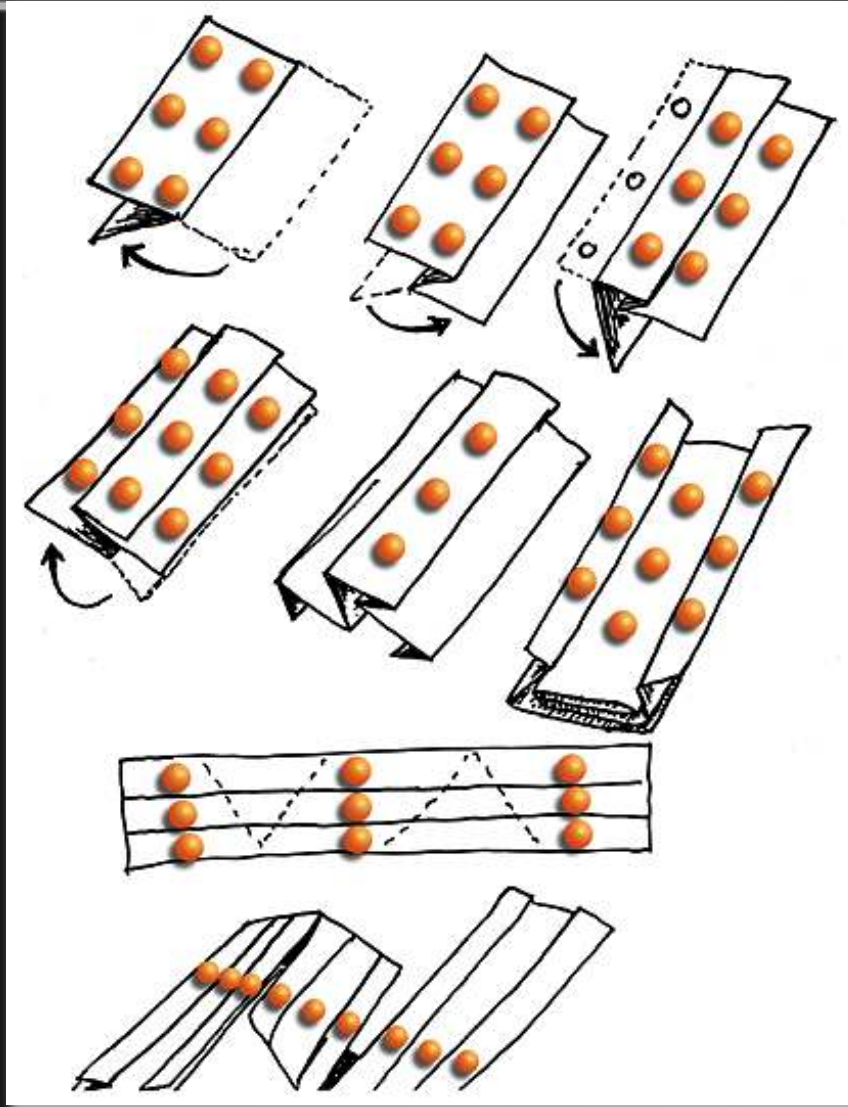
Better: use just three lines



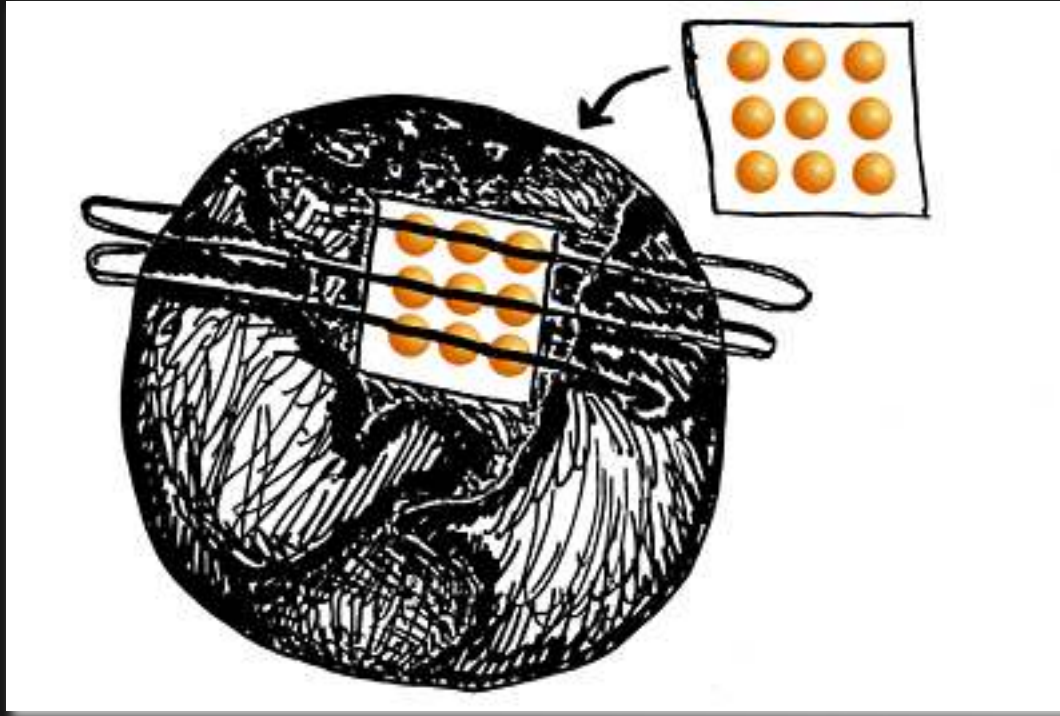
But...how about just *one* line?



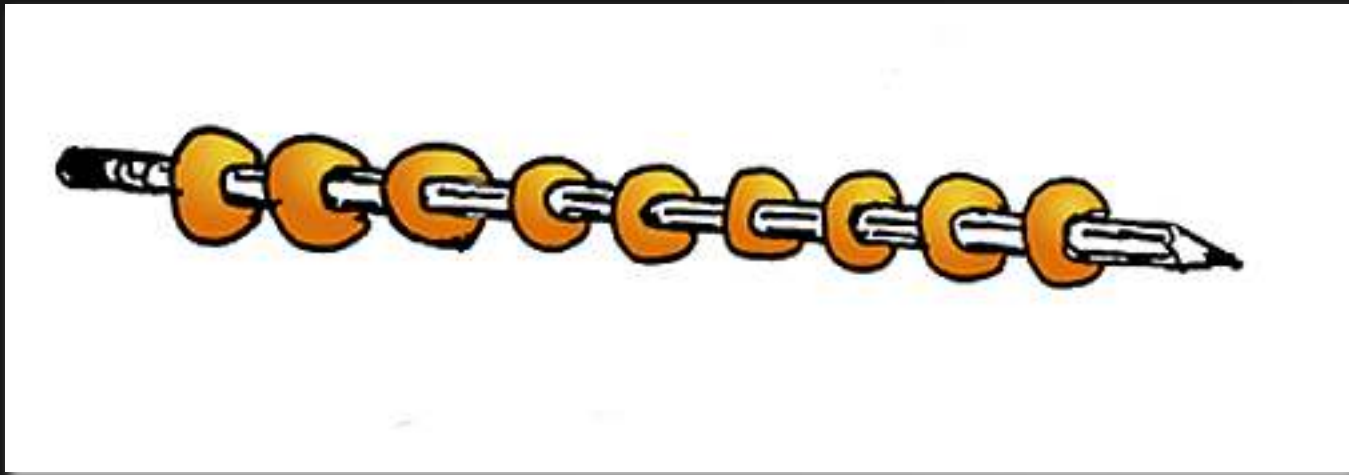
# Origami Solution



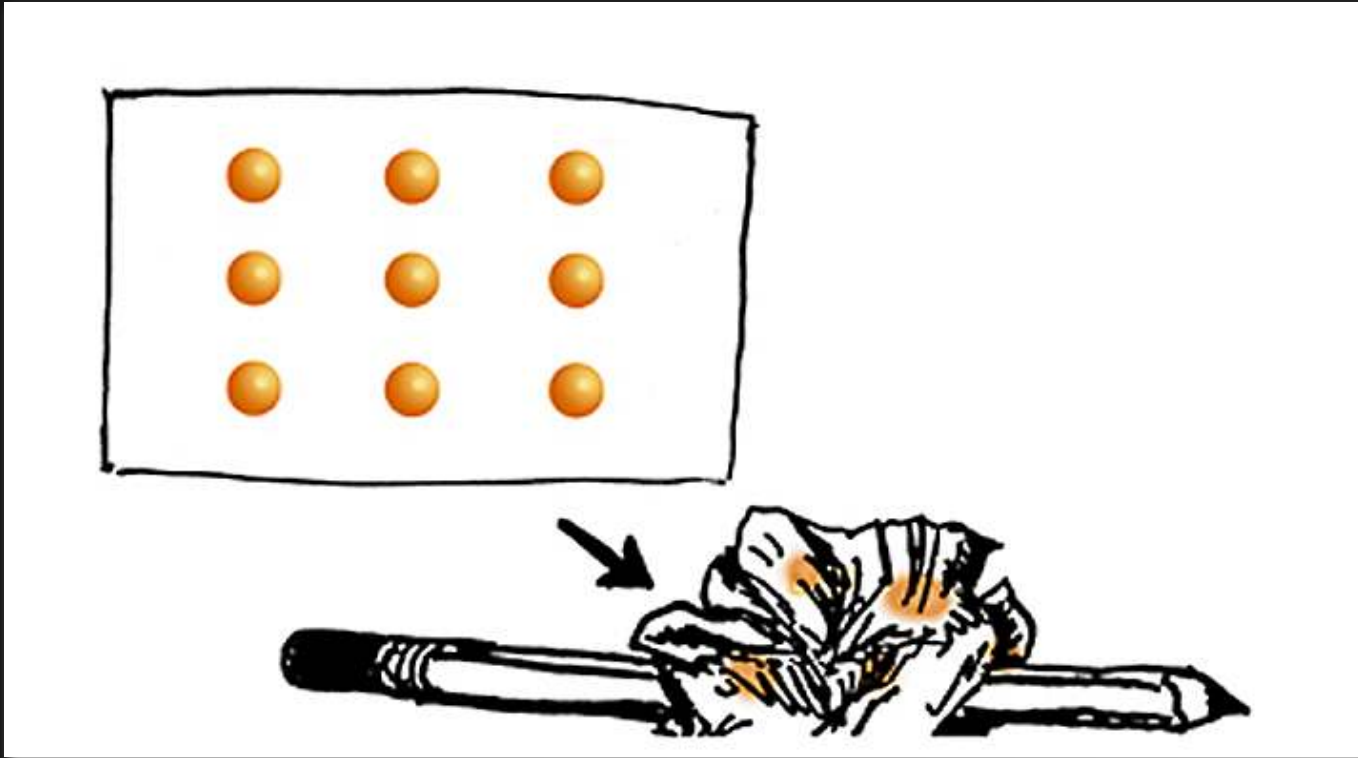
# Geographer's Solution



# Mechanical Engineer's Solution



# Statistician's Solution



# Wide Line Solution

