The InsightBureau

Mike Walsh

Futurist, Author & Speaker
Founder & CEO, Tomorrow

Working at the interface of technology, new markets and human development to identify a blueprint for the organisation of the 21st Century

MIKE WALSH

His thoughts

Mike helps to prepare business leaders for "what's next"

He tells us we are in the process of seeing our traditional world being **turned upside-down.** The industries we grew up with across sectors like **media, telecommunications, financial** and **professional services** and **retailing** are all about to be **re-invented**. And the force behind this revolution is not technology, per se, but **consumer behaviour**.

Mike is a leading authority on **emerging technologies** and **new markets**. His unique, anthropological approach is to **scan the near horizon** for **disruptive technologies** and **consumer innovations** on the verge of hitting critical mass, and then to translate these into **usable business strategies.**

When you look at the **interface of technology, new markets and human development** you begin to identify a **blueprint for the organisation of the 21st Century.**

"Everything is changing. How we live, how we work and how we play. But to understand the future you need to focus on anthropology (the study of human beings) not technology. After all, as interesting as it is when things change, the real magic happens when people do.

MIKE WALSH

The Algorithmic Leader: How to be smart when machines are smarter than you (2019)
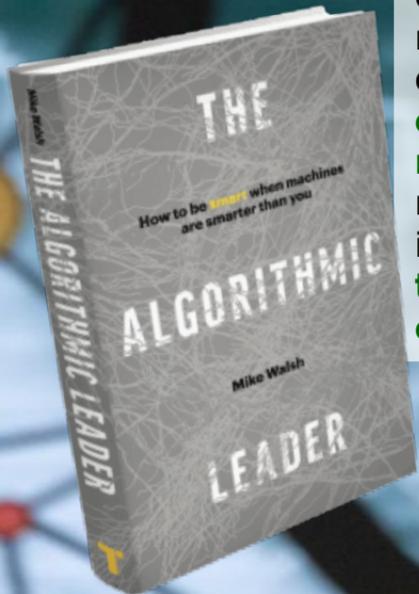
The greatest threat we face is not robots replacing us, but our reluctance to reinvent ourselves. We live in an age of wonder: cars that drive themselves, devices that anticipate our needs, and robots capable of everything from advanced manufacturing to complex surgery. **Automation**, **algorithms**, **and AI will transform every facet of daily life**, **but are we prepared for what that means for the future of work, leadership, and creativity?** While many already fear that robots will take their jobs, rapid advancements in machine intelligence raise a far more important question: **what is the true potential of human intelligence in the twenty-first century?**

Futurist and global nomad Mike Walsh has synthesized **years of research** and **interviews** with some of the **world's top business leaders**, **AI pioneers** and **data scientists** into a set of 10 principles about what it takes **to succeed in the algorithmic age**
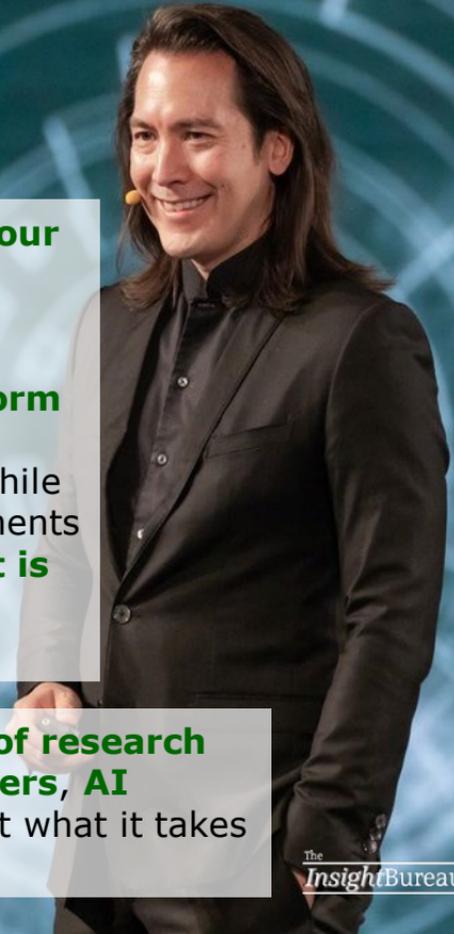
MIKE WALSH

*The Dictionary of Dangerous Ideas*

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**.
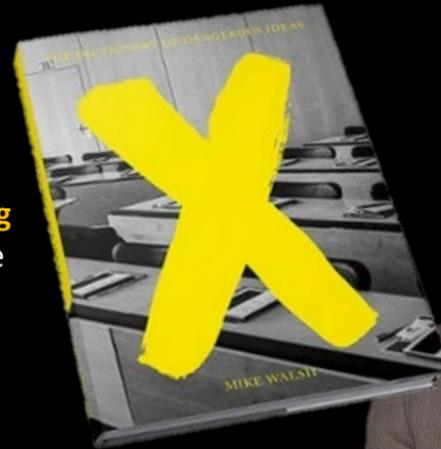
MIKE WALSH

Futuretainment: Yesterday the World Changed, Now It's Your Turn

Over recent years **seismic changes** have taken place in the structure and direction of the **media and entertainment** industries. Since the launch of the first commercial web browser, to the advent of broadband, digital downloads and online virtual worlds, **patterns of consumer behaviour** have adapted and evolved enormously, embracing new opportunities and having an indelible impact upon the **commercial nature of media**.

Mike Walsh has been at the heart of this **consumer revolution** from its beginning and over the past decade has been helping some of the world's leading companies and brands **embrace new ideas**. The **23 insights** in *Futuretainment* reveal how the rise of the **Internet**, **mobile devices**, **social networking, audience networks**, **user generated content**, **ubiquitous networks** and the '**adaptive web**', amongst other advances, has affected the worlds of media and entertainment, forever.
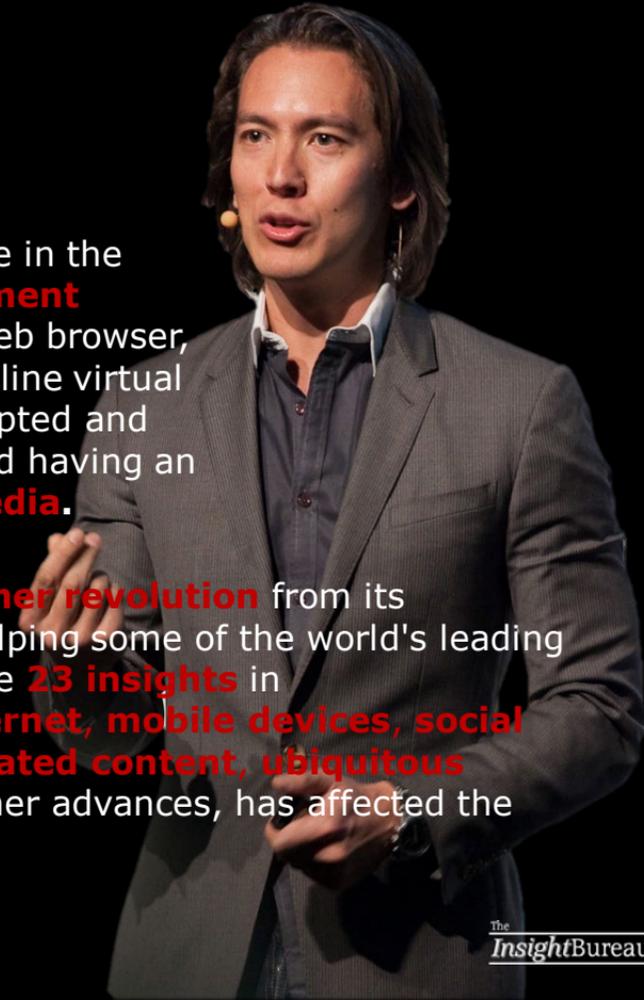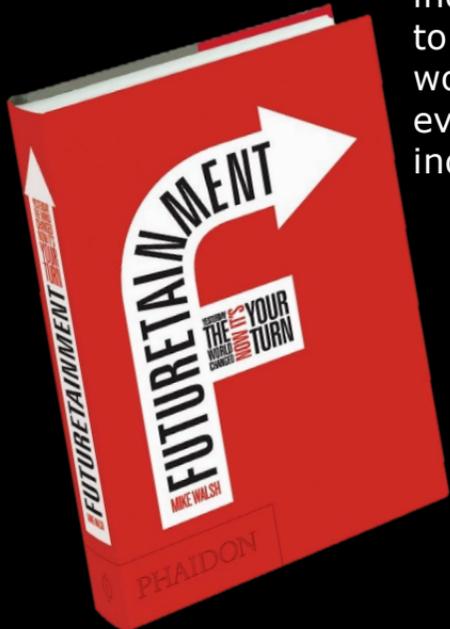
MIKE WALSH

Speaking Topics

RE-IMAGINING IT

The IT strategies that made you successful until now are also the biggest threats to your future. Upgrading your systems is easy. How will you upgrade the DNA of your people? Yesterday's IT organization was defined by a "break-fix" mentality. Today, a new era of automation, virtualization and cloud IT service management means that your technology teams must flip from managing risk and downtime, to delivering innovation and enablement. This is a business revolution no CEO can ignore.

- The 21st century CIO and the traits IT leaders will need to succeed
- The Cloud will challenge the way you think about your organization
- Aligning IT and business to deliver continuous innovation
- How to apply speed, agility and the new lean IT mindset

HUMAN-SCALE INNOVATION

If you want to break the rules in a traditional business, you need patience and a bit of strategy. The best place to start is by learning to think like an anthropologist and exploring how technology impacts us as people. Human-scale innovation happens when we learn from how people actually use our products, regardless of what we intended for them to do. The world's most innovative companies apply human-scale thinking in the way they approach everything from product to experience design. You can too.

- Lessons from China on customer-led innovation
- Anticipating tomorrow's trends in wearables and human scale technologies
- Unleashing people power, from crowd-funding to crowdsourcing
- Immersion tactics to help your team see the world through their customer's eyes

MIKE WALSH
Speaking Topics

"Disruptive times call for different models of decision making. New questions are more valuable than quick answers to familiar inquiries."

"Marketing in the 21st century will come down to how well you can map the total customer journey to understand what really drives a purchase decision."

DATA-DRIVEN LEADERSHIP

Big Data, once just the domain of technology professionals, will soon be the number one issue for all business leaders. Tomorrow's leaders will make better decisions, not from experience, charisma or intuition but through their ability to integrate real-time data into their thinking. Based on first-hand research, analysis of disruptive strategies and real-world examples from some of the most innovative companies, Mike Walsh shows you why the real revolution is not just about how big your data is, but a mindset change about how data gets used in the enterprise.

- Future smart leadership will be small decisions informed by data
- Cultivating a management culture of experimentation, risk and feedback loops
- Learning to speak the language of data, and translating insights into stories that inspire change
- Identifying the critical data pivots in your business, the real-time numbers no leader can afford to ignore

THE NEW MARKETING MODEL

What will the marketing strategies of the future look like? The modern consumer is more complex, more informed and more in control than ever before. To win their hearts and minds requires new ideas, new tools and a whole new marketing playbook. With original research, practical evaluations of consumer behavior and case studies from some of the world's most innovative firms, Mike Walsh's analysis of 21st century marketing will give you the inspiration you need to totally re-imagine your engagement model.

- Digital anthropology and real-time data to profile your customers
- Transforming your marketing department into a company-wide engagement platform
- Insight into how the Internet of Things turns real-world behavior into the clickstream of the future
- Case studies on designing immersive, omnichannel customer experiences

MIKE WALSH

key facts

Currently …

CEO, Tomorrow Ltd, an innovation research lab (2006-present)
Author of *The Algorithmic Leader* (2019)
Author of *Futuretainment* (2009)
Author of *The Divergence* (2012)
Professional **Keynote speaker**

Formerly …

Group Strategy, **News Limited** (2004-6)
Managing Director, **Jupiter Research** (2002-3)
Managing Director, internet.com (1999-2001)
Analyst, **Ion Global** (1998-9)
Business Analyst, **Bain International** (1997-8)
Degree in Commercial Law and Media, University of New South Wales

Flies from **Los Angeles**

Speaks to audiences around the world, addressing conferences, client forums and management meetings

Sample speaking topics:

Futuretainment:
Winning the War for Tomorrow's Consumer

Flex: Business Re-Imagined:
What does it take to lead a 21st century company?

Big Data:
The Big Data Revolution:

World Next:
Your Roadmap To The Global Future

MIKE WALSH

what people say

Mike delivers a multimedia feast of video, vivid visuals and impactful case studies of innovation from his personal experiences in cutting edge markets.

"*Dynamic*, highly *relevant* and *stimulating*, with *fresh* and *unique insights*."
Chairman & CEO, **Grey Group Asia Pacific**

"*An eye opener!*"
Cyril Rickelton-Abdi, Director, Technology Development, **Disney ABC TV**

"*Great session* Mike, I liked your premise of *customer-focused innovation* and finding out the "one thing" that would make the board spill their coffee."
Cloud Director, **Cisco Systems**

"*Mike tailors his speech to his audience and is excellent in delivery* … he *lives and breathes his field* and has a strong focus on helping organisations achieve the outcomes they need."
CEO, Centre for The Edge, **Deloitte Australia**

Useful links for Mike Walsh:

- TIB Speaker Web Page **>> Go to Webpage**

- TIB Speaker Profile **>> Download PDF**

- TIB Video Channel **>> Watch Videos**

thought-provoking ▪ dynamic ▪ future-looking

The
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The InsightBureau

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CEO
The Insight Bureau
Appointed Agency

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