Perspectives on the Future and Its Current Implications

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The Five Forces of Change

1. Science & Technology
2. Redefined Media Landscape
3. Skeptical & Empowered Consumers
4. Demographic, Cultural, Socio-Economic, Geo-Political and Competitive Environments
5. New Business & Revenue Models
Cognitive Finance is here. There’s risk in merger and acquisition deals; up to nine out of ten fail. With IBM Watson Tradeoff Analytics, clients can analyze richer and more diverse data sets, designed to provide context around specific concerns and priorities. Clients can see risks and opportunities more clearly, and gain more knowledge to decide and more confidence to act.
Consumers are more **skeptical** and **empowered** than ever before.

- **Converging on Communities:** Let me be a part of it
- **Converging on Channels:** I want to call, click and visit
- **Converging on Competitive Value:** Give me more for my money
- **Converging on Choice:** Give me tools to make better decisions
- **Converging on Customerization and Personalization:** Make it mine

Current Implications of the Five Forces of Change

1. The Need to Challenge and Potentially Change Your Mental Models and Business and Revenue Models

2. The Need to Monitor the Business Environment in Real Time

3. Adapt a New Strategy Model Based on Idealized Design Followed by Adaptive Experimentation in All 3 Innovation Horizons

Questions?