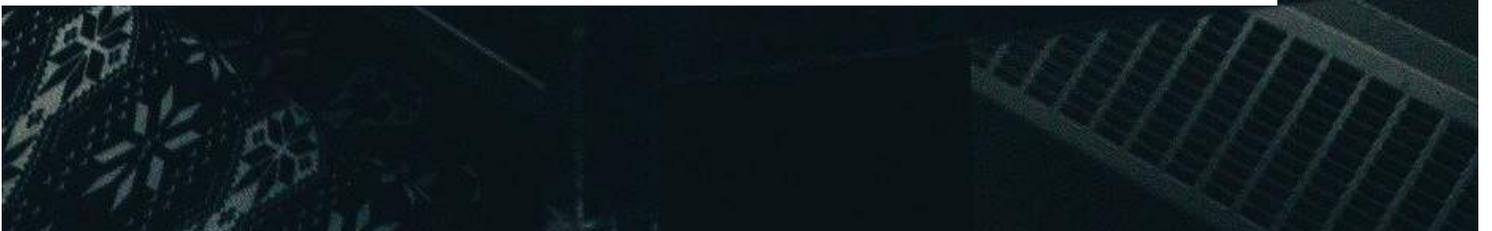




KEYNOTE NOTES

Tom Triumph



Thanks for attending!

Here's some additional information and material touched on during the Keynote that I believe will be of interest to you.

Yes, the world is changing rapidly, and it can be a challenge keeping up with all that's going on. New technologies are constantly being developed, customers require new levels of service and responsiveness and corporate management is always striving for the business to be better and faster. Your experience of these challenges isn't isolated or unjustified!

A recent report from the Bureau of Labor & Statistics shows that the average American is in their job for an average of just 4.2 years, what's more, it skews to about half that for younger people! That means every couple years, a huge number of people are going to be getting new jobs. And that represents a lot of learning.

In 2015, approximately 34% of Americans had a job outside of their "day job." In 2020, that has increased to 50% of Americans. Think about that! Half of everyone working in the US, has at least a 2nd job outside of their main job. That's a lot of hustle.



What's more, the reputable research firm Gartner, reported that approximately 30% of jobs current jobs will be displaced by 2025 from AI, Robotics, Machine Learning and Automation. That represents a lot of flux!

But we can do more than survive, we can actually thrive in this new environment. And we can do so by learning and applying much of what was discussed in the keynote.

Intentional Evolution

Intentional evolution is an important concept to understand, because it puts the responsibility for growth, improvement, change and success – squarely on our shoulders. We have the ability to intentionally evolve. To essentially improve by design. Which is in fact what many people and organizations have been doing throughout history.

Intentional evolution can be applied to those organizations and companies where we work; and it can be applied to our personal lives. Comparing “Darwinian evolution” to “Intentional evolution,” I think of the difference as “Nature vs Searcher.” So, be the explorer. Continually looking for a better way.



Strategy

Strategy is often the difference between success and failure. So often, we're working on things the wrong way. Or worse yet, we're working on the wrong thing! It's generally always worth the time to pause and think deliberately about what we're doing strategically and consider how can we best get it accomplished.



Note: I used Jimi Hendrix in the presentation to introduce the importance of strategy. On the topic of innovation, (as stated in his biography) "Hendrix is widely recognized as one of the most creative and influential musicians of the 20th century, Jimi Hendrix pioneered the explosive possibilities of the electric guitar. Hendrix's innovative style of combining fuzz, feedback and controlled distortion created a new musical form."

The example I used in discussing how far strategy can take us, was the moon! Which we successfully landed on just 7 years after Kennedy set the goal to get there and return safely back to earth in his, "*We choose to go to the moon*" speech.



In the speech, Kennedy characterized space as a new frontier, invoking the pioneering spirit that dominated American folklore. He infused the speech with a sense of urgency and destiny, and emphasized the freedom enjoyed by Americans to choose their destiny rather than have it chosen for them.

Here's a link to learn more about Kennedy's, "[We choose to go to the Moon](#)" speech.

And here's a source to learn more about the [moon landing](#).

Conspiracies

Conspiracy theories are widespread around the world. Interventions to reduce the occurrence of conspiracy beliefs include maintaining an open society and improving the analytical thinking skills of the general public. Learn [more here](#).

"The saddest aspect of life right now is that science gathers knowledge faster than society gathers wisdom."

— Isaac Asimov





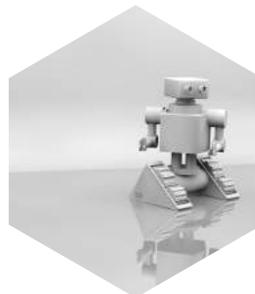
Creativity

George Land developed an assessment that NASA used to identify their most creative employees. Years later, when Mr. Land was retired, he tried the test on kindergarten children and was shocked to find that children also scored at the “creative genius” level.

The good news is, adults can regain their creative genius. And we can do so readily, in part by: generating an Abundance of Ideas, Withholding criticism and Exercising our creativity. A good reminder is to use more A.W.E.

It’s important to develop your creativity. You never know where it can lead.

[Watch George Land’s TEDxTuscon talk](#)



Cognitive Bias

All of us suffer from something called confirmation bias, which is a bias in our thinking that causes people to search for, favor, interpret, and recall information in a way that confirms their preexisting beliefs. Being aware of this very human issue, can be helpful in avoiding the inaccuracies and problems inherent with this bias.

Learn [more here.](#)

Jean-Michel Basquiat

I showed a video of myself trying to emulate a famous painting by American artist Jean-Michel Basquiat. That Baquiat painting is the MOST expensive painting ever sold by an American artist (\$110.5 million). Basquiat died at just 28 years of age in 1988.

You can learn more about [Jean-Michel Basquiat here.](#)

Should you wish to learn a bit more, [here's a movie](#) about Basquiat involving some excellent actors.

"The way to get good ideas is to get lots of ideas and throw the bad ones away."

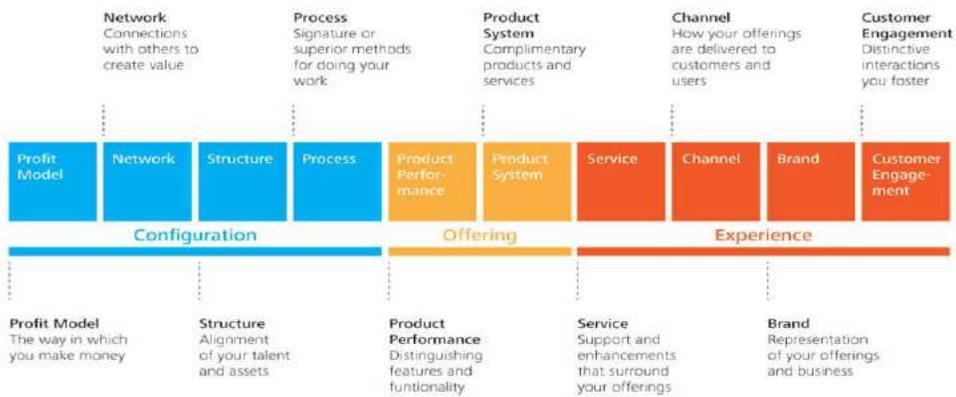
— Linus Pauling, two-time Nobel Prize Winner



Process

Examine EVERYTHING your company does. Where can you find opportunities for improvement. Your products or services offered are actually just one area wherein you can innovate. There are actually ten completely different areas where you can look to make improvement and even reinvent what you're doing.

Figure 1. The Ten Types of Innovation®



Source: *The Ten Types of Innovation* [Doblin]
Graphic: Deloitte University Press | DUPress.com



Marginal Gains

I used a little two-inch dinosaur to illustrate the power of compounding growth rate. Even just an almost imperceptible 1% change a day transforms a 2 inches tall dinosaur to one that is 6feet 4 inches tall within just 1 year. **Of course, the dinosaur is just a metaphor for whatever it is that you want to improve!**

CAUTION! It's worth noting, as is the case with a 1% improvement being basically not noticeable, the same is true with a 1% decrease.



I think the reason the vast majority of people and companies don't fully utilize this growth factor, is that it's difficult to measure such small improvements. And, it nonetheless feels uncomfortable pushing and stretching for these very small improvements every day, and while they're easy to identify and do... **it's also just as easy NOT to do them.**

1% **increase** a day results in growth equal to **multiplying by 37**, in just one year.

1% **decrease** a day results in growth equal to **dividing by 37**, in just one year.



The question was asked, “What companies do you know that eventually lost out because they almost imperceptibly lost ground?” It’s sort of a rhetorical question, because I believe **most every company failed not because of one particular decision, but because there were innumerable bad decisions and oversights.**

Customer Experience

We use technology to improve the customer experience, to reduce friction, speed delivery, bring us closer to the customer. Oftentimes, the technology and innovation we apply, delivers what seems like “magic” or “science fiction” into the world. As Arthur C. Clarke said, *“Any sufficiently advanced technology is indistinguishable from magic.”*

Yet, the reality is, all of us get used to this magic quickly.

Arthur Charles Clarke was an English science-fiction writer, science writer, futurist, inventor, undersea explorer, and television series host. He co-wrote the screenplay for the 1968 film *2001: A Space Odyssey*, one of the most influential films of all time. Clarke died in 2008.

“If I have seen further, it is by standing on the shoulder of giants.”
— Isaac Newton



Thinking machines. AI. Machine Learning.

In 1997 the IBM's supercomputer Deep Blue defeated the World Champion of those times, Garry Kasparov, in a chess match under tournament conditions.

And things have dramatically improved. **The current best chess engine is called Stockfish 11 – and it has an Elo 3438, about 753 points higher than Kasparov**, or indeed any human brain currently playing chess. And it's open source and free for you to download.

By the way, for all you check aficionados, you can download [Stockfish 9 here](#).



Culture

Culture can turn a group of average people into giants, and a group of above average people into has-beens. Culture makes all the difference in the world. Which is what famed business luminary Peter Drucker knew when he said, *“Culture eats strategy for breakfast.”*

Here’s more information on [“Steve Jobs: The Lost Interview.”](#)

The Future and YOU

Here’s what I can promise you. There will be more change ahead than we’ve ever experienced. It will be a very difficult time for many people. But as is always the case, challenging times also bring with them new opportunities.

It’s up to us to prepare, continually, to deal with the changes in a competent and professional manner. We owe it to ourselves, our families and friends. Frankly we owe it to each other and society.

In closing, I hope we stay in touch and hopefully meet again soon (in person, since we weren’t able to during this pandemic). So, let’s please stay in touch. We’re all better together!

Keep Innovating,

Tom Triumph

