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2009 NATIONAL CONFERENCE

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Trends Overview

- I was asked to talk for 15 minutes before the general discussion about trends
- I'd love to talk longer but this topic could literally take over the entire time of the conference
- Tough to do because nobody really knows where things are going but it sure is fun to try



Presentation Available At...

JeremyPerson.com
- My Corner of the Web

8 Users Online Right Now (Most Ever is 385 on September 15, 2009 @ 6:43 am)

My Homepage

JeremyPerson.com Search

About Me

I'm Jeremy a thirty one year old living in the Bay Area. I have a two year old son (Tyler), a dog (Wilbur), and a cat (Eclipse). >> [More](#)

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Curt Garbett: Red Tree Leadership & Development
October 4th, 2009 by Jeremy at 2:16 pm

Trends Overview

- The first trend I am seeing is companies are not giving employees the communication tools they need to be successful (not empowering or trusting them) as much as they should.
- We seem to be less productive with more tools and I think the reason for that is we are using the wrong tools for the job.
- Let's look at an example of what happens when an employee isn't given the tools he needs to perform his job which deals with communicating with others.

Give Your Employees What They



Trends Overview

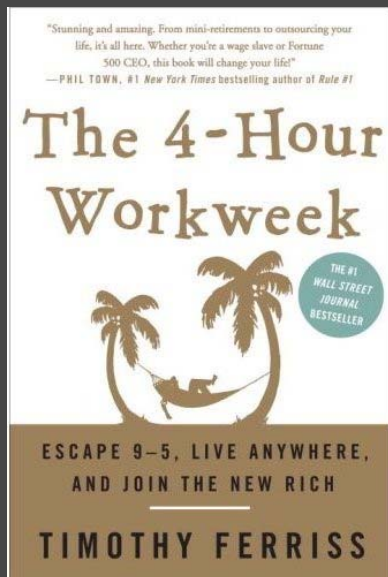
- So the video was funny but what isn't funny is if you don't train properly or give employees the right tools for the job, you are setting them up for failure.
- In other instances employees are screaming they have problems and the company doesn't understand how to help them.
- We see this at Safeway where employees overuse email, shouldn't be scheduling a meeting when they can cover it via email, send out hard copies, send out communications via a shotgun approach using multiple platforms.

Trends Overview

- We're in the midst of a global financial crisis and the first serious slowdown of the digital era.
- The IMF went on record in January as saying that they expect the global economy to grow by just 0.5% in 2009, its lowest rate for 60 years, and Eurozone GDP to actually shrink by 2.0%.
 - IMF, January 2009
- As I was sitting in the airport, I got an email from the Washington Post stating unemployment is now at 9.8 in the US

Trends Overview

- Recessions are traditionally great for innovation
 - This makes sense though right? How many stories have you heard where someone loses their job which forces them to do something they wouldn't have normally done if they still were comfortable in a job.
- "Most people will choose unhappiness over uncertainty
- Am I being productive or just being active? Focus on being productive instead of busy
- Risks aren't that scary once you take them
- What would you like to do if there was no chance of failing?"
 - Tim Ferriss – *4 Hour Work Week*



Trends Overview

HTML 5 Makes Proprietary video (Flash etc.) no longer needed

```
video alt="Example Video" src="://www.cmma.org/videos/jeremy.avi"  
height="320"  
width="240"  
title="Technical Go-Round Video"  
autoplay="noautoplay"  
loop="nolooping"/>Technical Go-Round Video</video>
```

Trends Overview

Big Buck Bunny



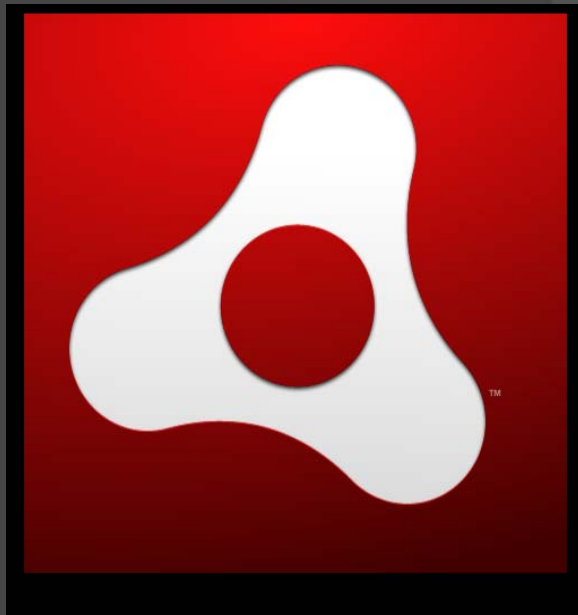
(c) copyright Blender Foundation | www.bigbuckbunny.org
[Creative Commons Attribution 3.0](https://creativecommons.org/licenses/by/3.0/)

Trends Overview

- Cloud computing: Applications and services delivered over the Internet
- Running your own data center will be the exception and not the rule, and IT departments will need a strong business case to justify the existence of a private data center.

Trends Overview

- The convergence of the desktop and the cloud
 - Browsers are nice but look for the convergence of the client and the cloud.



Trends Overview

- I predict (and full disclosure...hope for) an open source software and services explosion
 - I'm purposefully using Open Office Impress to show that you can now almost literally use a free tool to do something that 5 years ago you had to pay for or was proprietary
 - Photoshop > Gimp
 - IE > Firefox
 - Windows Media Player > VLC
 - MS Office: Open Office
 - Winzip > 7-Zip
 - Hundreds more examples exist...

Trends Overview

- We communicate more than ever but are we drowning in our own tools?
 - In 2009 we send 50 billion emails a day
 - In 2001 we sent 12 billion

Trends Overview

- The Internet is the fastest-growing tool of communication ever. It took radio broadcasters 38 years to reach an audience of 50 million, television 13 years, and the Internet just 4 years.
- The Worldwide Internet Population is estimated at 1.08 billion.

<http://www.learningpartnership.org/resources/facts/technology>

Trends Overview

- Crowdsourcing
 - This topic fascinates me, what happens when you have the collective mindshare of a group versus what you as an individual can share.
 - I saw this first hand at a web conference I attended in San Francisco earlier in the year where the speaker couldn't remember the date of talk like a pirate day and someone from the crowd shouted out "September 19th!"
 - Imagine the collective mind share of 1 billion people on the Internet. With one mind you can do great things, with 1 billion minds extraordinary things.

Trends Overview

- Have you heard the rumblings about an Apple tablet?
- Have you seen the Courier from Microsoft?
 - Supposedly "Courier is a real device, and we've heard that it's in the "late prototype" stage of development. It's not a tablet, it's a booklet. The dual 7-inch (or so) screens are multitouch, and designed for writing, flicking and drawing with a stylus, in addition to fingers."



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