

Nexter Chat Let's Talk

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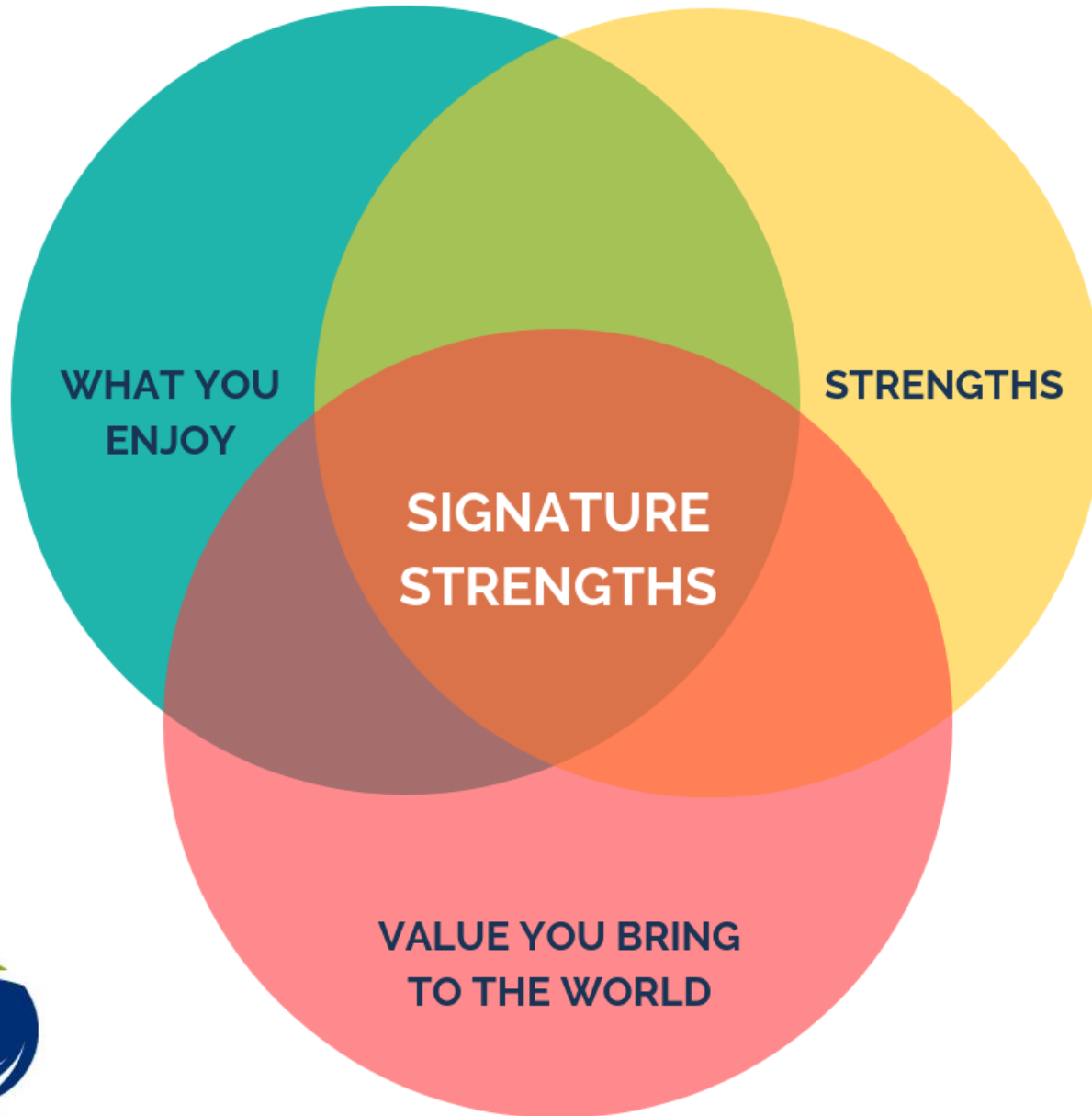
CEO

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Mindset

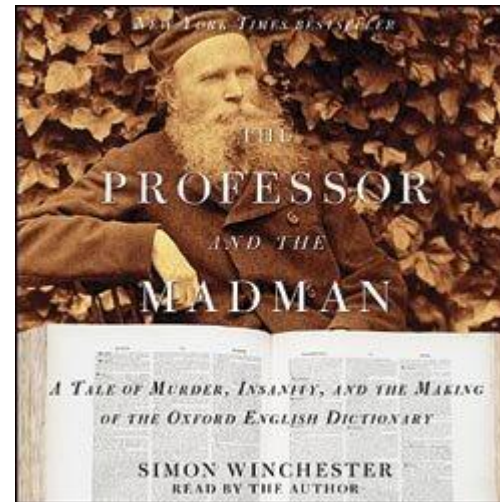


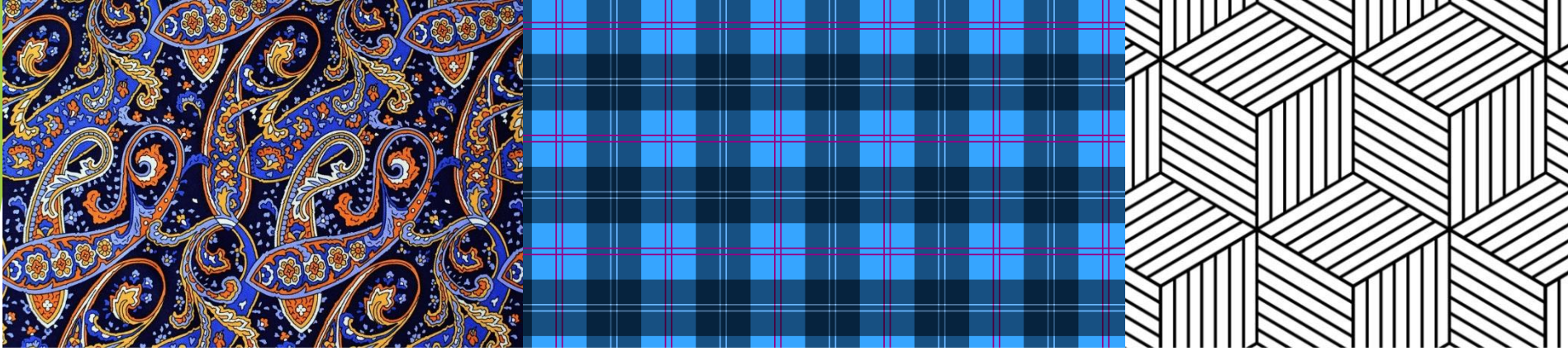
There are no revolutions
without evolution



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- ▶ Industrial Revolution - without engineering as a profession . . .
- ▶ Space Age - without the industrial revolution . . .
- ▶ Information Revolution - without Linnaeus and Webster and the OED mad man





Patterns



- ▶ Patterns can be:
- ▶ Random
- ▶ Lateral
- ▶ Longitudinal
- ▶ Socio-economic
- ▶ Political
- ▶ Disruptive
- ▶ Clear
- ▶ And more



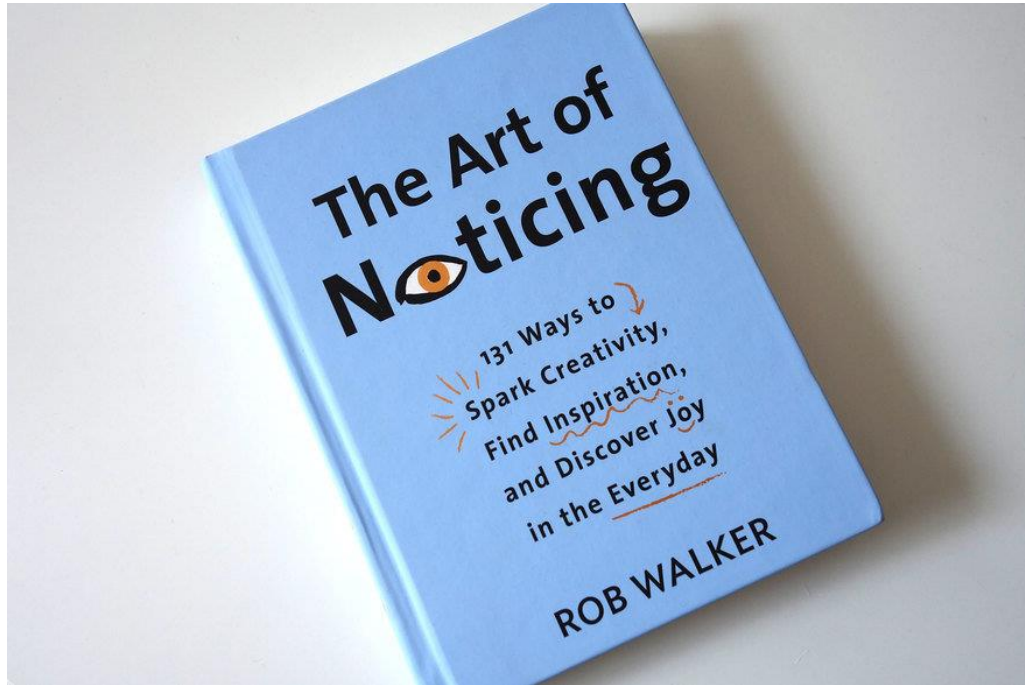
Exercise: What are your limits?

- ▶ What colour is the sky?



Imagination

Never ever say “I can’t imagine . . .”



Noticing

Noticing early helps ...



Exercise

- ▶ What aren't you noticing?
- ▶ What are you noticing?
- ▶ Imagine first then assess.
- ▶ Know your assessment is time-bound to the present tense.





Trends versus Fads



- ▶ Trends are long term
- ▶ Trends are usually just steps in a wider evolution
- ▶ Fads are evidence (Furbies, Tamagotchi's, Videogames, Pet rocks, ...)
- ▶ Fashion is a cycle not a trend. It reacts to societal change.
- ▶ Under the social changes underpinning those expressions in fashion and culture. Separate the medium from the message's expression.



Learning Through Play



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Play with a wider purpose

- ▶ Pokémon GO
- ▶ Bernie Sanders memes
- ▶ Genealogy and genomic testing
- ▶ Candy Crush +
- ▶ Gaming
- ▶ GPS, GIS, etc.

The background features abstract, overlapping green geometric shapes, primarily triangles and polygons, in various shades of green, creating a modern and dynamic visual effect.

Look for the potential
patterns in the features
and skills

Play

- ▶ Play is experiential



Where do we apply our skills

- ▶ Trade shows and exhibit halls
- ▶ Watching friends and colleagues
- ▶ Watching demographics - not just the young
- ▶ Shopping
- ▶ Design showcases
- ▶ On walks
- ▶ Toy stores



Connect the Dots



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Example: Toys

- ▶ Toys are a trigger for affordability
- ▶ Toys are a trigger for learnability
- ▶ Toys are a trigger for adoption
- ▶ Toys are a trigger for interest and desire

Example: Not so popular . . . Military and Intelligence needs

- ▶ Without a major market like the military and CIA (huge, well-funded, technology based, controversial, etc.) you wouldn't have ruggedized such things as:
- ▶ The internet and the Dark web
- ▶ Videogaming
- ▶ Encryption and back doors
- ▶ End to end encryption
- ▶ Automatic translation
- ▶ The non-alphabetic web
- ▶ Academic partnerships
- ▶ Etc.

Example: Not so PC . . . Porn & Dating sites

- ▶ Without a major market like Porn (huge, profitable, technology based, controversial, etc.) you wouldn't have ruggedized such things as:
- ▶ Streaming media
- ▶ Images and postage stamp visuals
- ▶ Interactive media
- ▶ Privacy controls
- ▶ Enabling Legislation
- ▶ IoT
- ▶ Etc.

So what am I noticing now

Past

- ▶ Online first
- ▶ CD-ROM for music
- ▶ DVD
- ▶ eLearning
- ▶ Cloud
- ▶ Dashboards
- ▶ LinkedData, BibFrame, etc.
- ▶ Mobile
- ▶ Fluid design
- ▶ Etc.

Present

- ▶ WFH tools that started as toys
- ▶ Holograms
- ▶ Memes
- ▶ Collaboration adoptions (Zoom Boom)
- ▶ Virtual conferencing emergence
- ▶ Streaming changes
- ▶ Pandemic changes
- ▶ Outdoor toys
- ▶ Laws & Taxes
- ▶ Copyright & Licensing

Actions

- ▶ Do your StrengthsFinder
- ▶ Develop your eye
- ▶ Notice
- ▶ Learn to see noticing as a trigger for critical thinking and predicting
- ▶ Train yourself to see beyond the fear and criticism
- ▶ Survey
- ▶ Read laterally
- ▶ Ask and Discuss
- ▶ Remember the adoption curve and personas



Questions ???



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Over to Brian . . .



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