

10.45 Setting the scene Bayer

- *11.00-11.30: Why and how to spot the future
- *11.30-12.00: Walk & talk - How irritating!
- *12.00-12.30: Where does the future come from & Hard or soft
- *12.30-13.00 Trend Mapping
- *13.00-14.00 Lunch
- *14.00 - 14.30 When will the future arrive? guided by Liselotte
- *14.30-14.55: Keynote, your biggest game-changer
- *14.55 -15.25 :Futuregraphic - competencies for the future in groups
- *15.25-15.35: Film from tables about game-changers top poster
- *15.35-16.00: Futurebased Ideas Development individual exercise/break
- *16.00-16.25: Idea-dating
- *16.25-16.55 News from the future - video with ideas from the future - groups
- *16.55 - 17.15 min: What do you remember?
- *17.15-17.30 Films from groups
- *15 min: Closing remarks Bayer


17.45 End of workshop

SPOT THE FUTURE TRAIN NOW!




WHAT JOB DID YOU WANT AS A CHILD?

SPOT THE FUTURE AND TRAIN NOW



WHY
HOW
WHEN
WHAT

FOUNDING PARTNER, FUTURE NAVIGATOR, LISELOTTE LYNGSØ





Gamers playing more than 5 hours/day/5 years are recruited to the air traffic controller training programme.

“Gamers solve problems faster, think faster. Make better decisions under pressure. Far better exchange between seeing, listening and writing than ordinary people..”
Brian 17th Nov 2017



NEW PATHWAYS

CATCH THE FUTURE

UP THE LADDER

ZIG-ZAG THE GRID



SPOT THE FUTURE AND TRAIN NOW

FUTURE





CURIOUS, OPEN, NO OPINIONS THEN DECISION-MAKER

Current Conditions	Required Conditions
1. ...	1. ...
2. ...	2. ...
3. ...	3. ...
4. ...	4. ...
5. ...	5. ...

FACTS TO MULTI FACTS

39 percent of Europeans trust individual health bloggers. 22 percent trust health authorities. Arla Foods February 2017





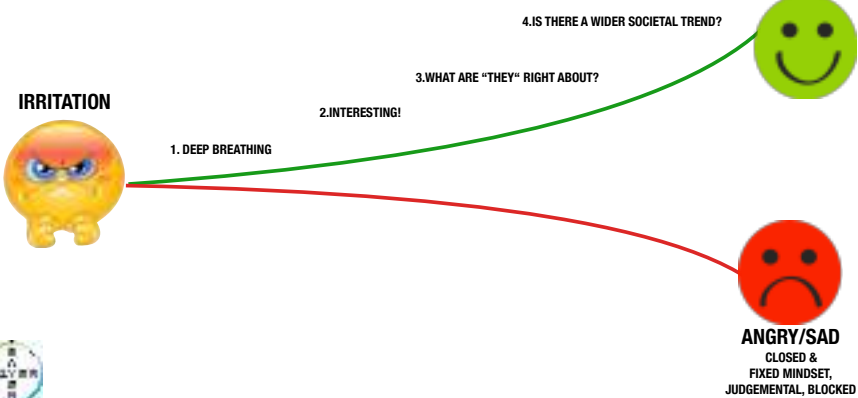
THE DISTANCE FROM ENVISIONING TO DOING SOMETHING HAS NEVER BEEN SHORTER!

NEW KINDS OF COLLABORATION & INVESTMENT

IRRITATION



BUDDY WALK & TALK MARKET ACCESS - IRRITATION MOVE UP THE CURVE!



BUDDY WALK & TALK MARKET ACCESS - IRRITATION MOVE UP THE CURVE!



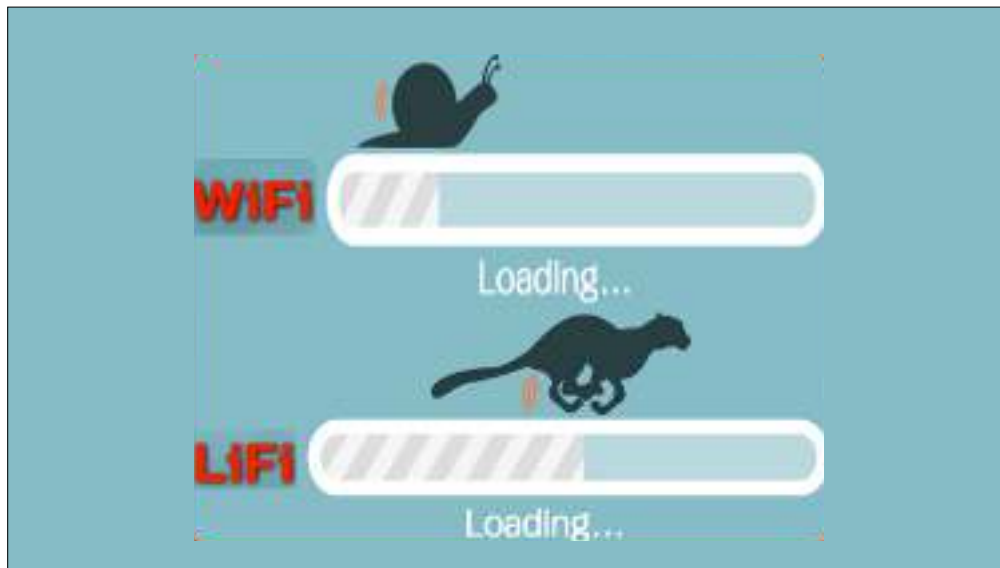
IRRITATION:



SOLUTION/BURNING QUESTION:



HARD OR SOFT TREND?



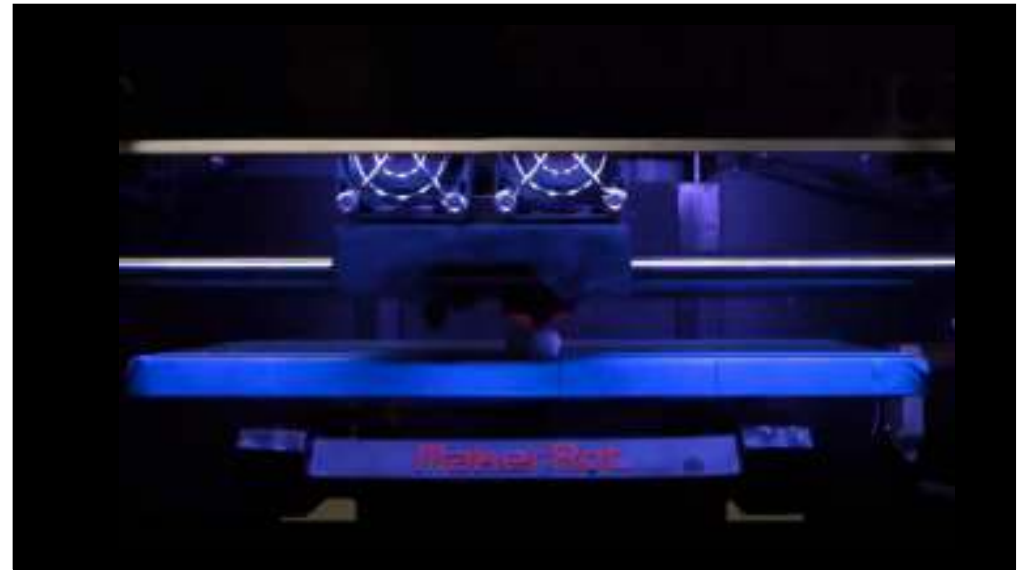


Tesla is releasing a solar roof calculator to show if your home will make money from the sun

By Michael J. Coren | May 10, 2017



FUTURE
LIVING



MEGA CITIES? HARD OR SOFT TREND?



- 1)RANDOMLY SPLIT THE CARDS BETWEEN YOU
- 2)PLACE THE CARDS IN EITHER SOFT OR HARD NO TALKING!
- 3) LET THE CANDY BATTLE BEGIN

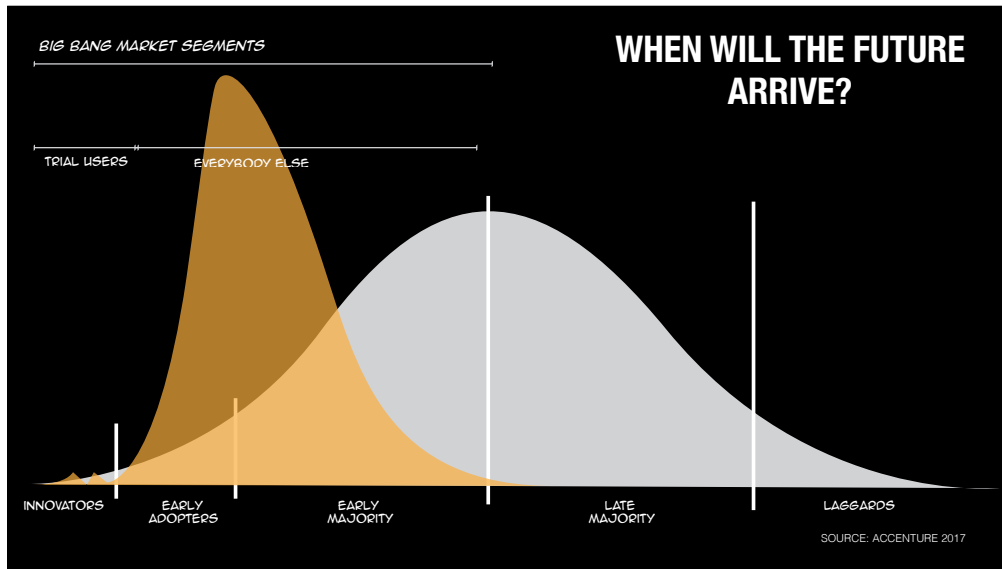


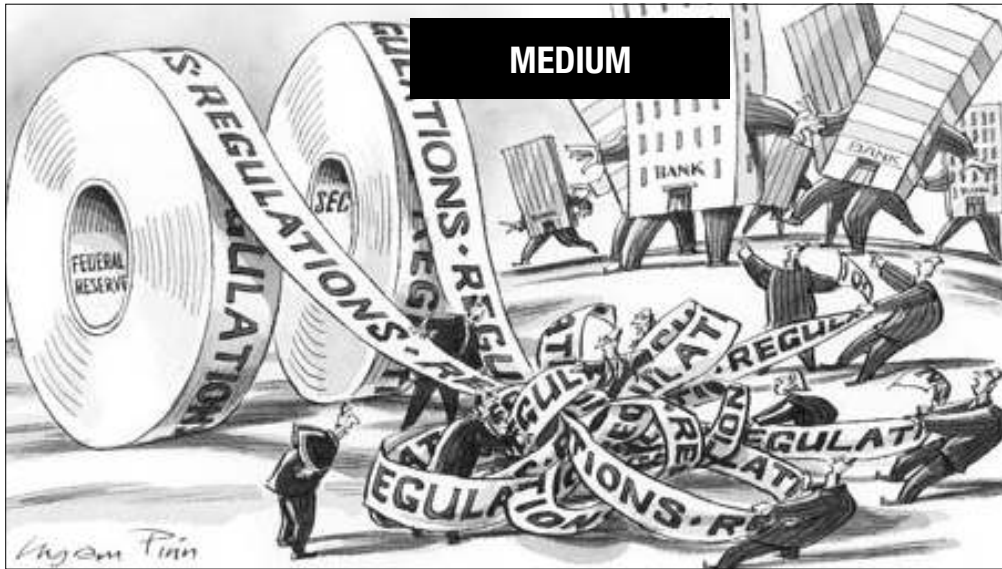
- 1)RANDOMLY SPLIT THE CARDS BETWEEN YOU
- 2)PLACE THE CARDS IN EITHER SOFT OR HARD NO TALKING!
- 3) LET THE CANDY BATTLE BEGIN



SPOT THE FUTURE AND THE PAST







MEDIUM



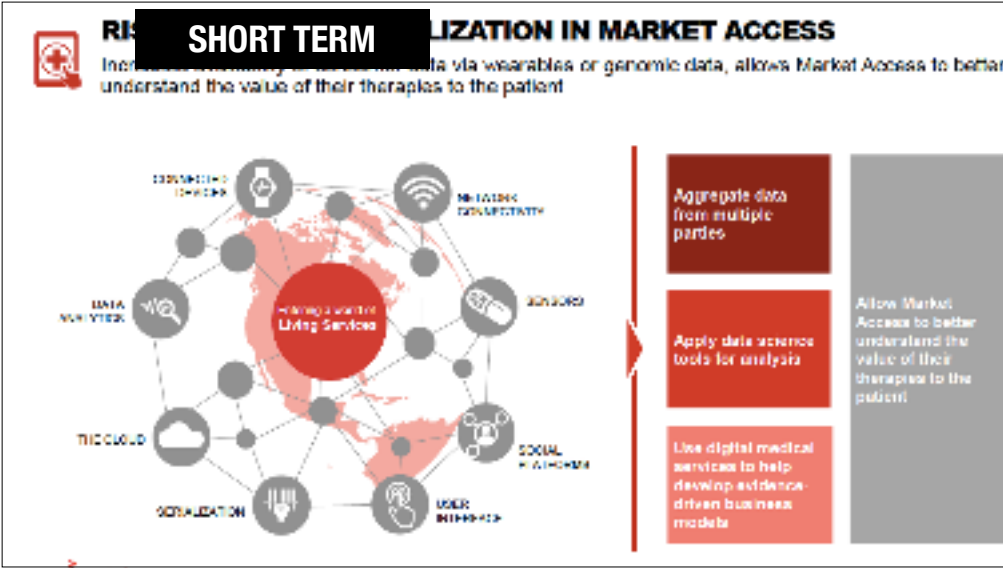
MEDIUM



SHORT TERM

L-4, 100X faster than Wi-Fi! Cold Fusion

FUTURE



RE... SHORT TERM ...LIZATION IN MARKET ACCESS
 In... via wearables or genomic data, allows Market Access to better understand the value of their therapies to the patient



Aggregate data from multiple parties

Apply data science tools for analysis

Use digital medical services to help develop evidence-driven business models

Allow Market Access to better understand the value of their therapies to the patient

TAKE THE HARD TREND CARDS
DIVIDE THEM INTO SHORT, MEDIUM AND LONG TERM

SHORT
1-2 YEARS

MEDIUM
2-5 YEARS

LONG
5-10 YEARS



THE BIGGEST GAME-CHANGER FOR MARKET ACCESS?



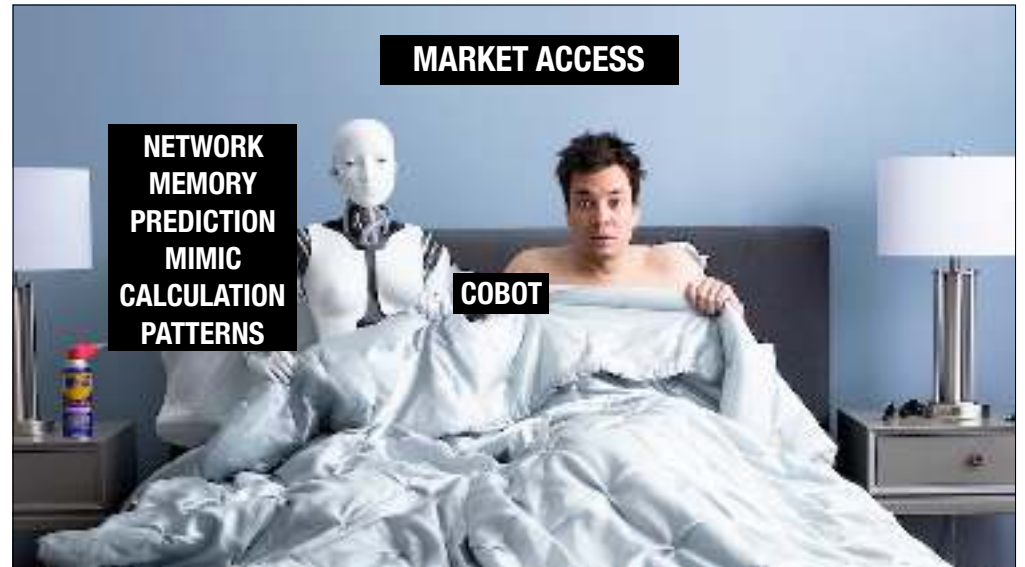
AI AND SELF LEARNING MACHINES



MARKET ACCESS

NETWORK
MEMORY
PREDICTION
MIMIC
CALCULATION
PATTERNS

COBOT



MOST IMPORTANT IN ORDER TO ACHIEVE WEALTH, HEALTH, A GREAT JOB, PERCEIVED HAPPINESS AND A LONG LASTING RELATIONSHIP?

- A) A HIGH IQ, EQ AND NQ
- B) A LARGE AMOUNT OF SELF CONTROL
- C) A POSITIVE MINDSET

FUTURE

Star-psychologist: It's expensive to be too optimistic



•B) A LARGE AMOUNT OF SELF CONTROL



Smart bag can stop shopaholics from overspending



Japan tapping AI to revolutionize drug development



Artificial intelligence will search for new drugs faster and suggest compounds that may work in new diseases, helping to solve the new-old-drug paradox by finding new drugs.

An internet company has found a single manager for 60,000 employees

AI-powered dynamic pricing turns its gaze to the fuel pumps

Shopping as a constant poker game

By Alexia D. Fowler 24 May 2017 at 12:00

2/4



The World's Largest Hedge Fund Is Building an Algorithmic Model From its Employees' Brains
Bridgewater wants day-to-day management—hiring, firing, decision-making—to be guided by software that doles out instructions

SIMULATION AND GAMIFICATION



PATTERN RECOGNITION



PREDICTION



INDIVIDUALISED JOHN R. SMITH, Watson IBM



CYBORGS



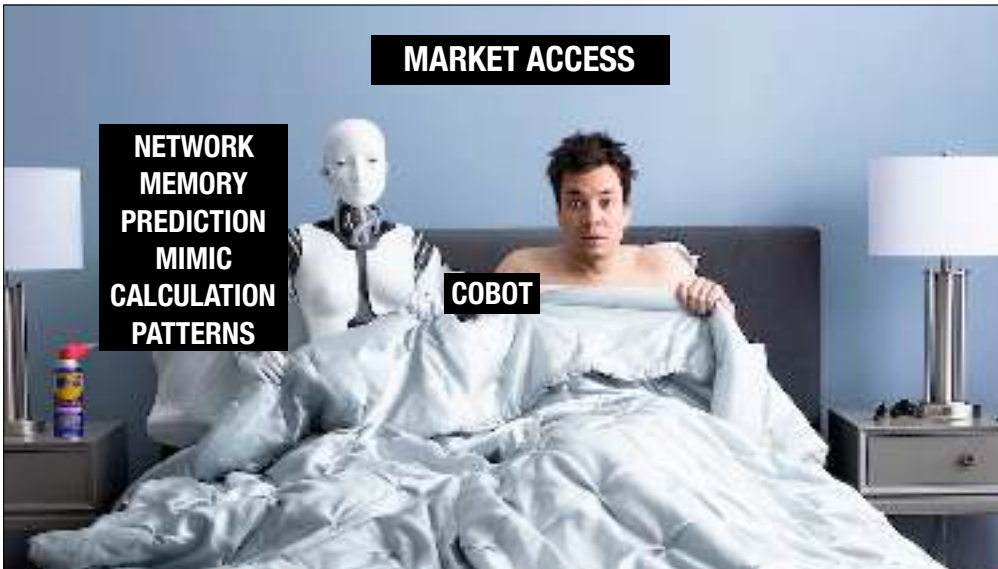
MIND READING



MARKET ACCESS

NETWORK
MEMORY
PREDICTION
MIMIC
CALCULATION
PATTERNS

COBOT



ETHICS

One argues 100% for A the other 100%
for B
you have 1 minut each

A) SHARE



B) PRIVACY



ETHICS

Swap option and bring new arguments forward

A) SHARE

B) PRIVACY



LAZINESS



MISTAKES



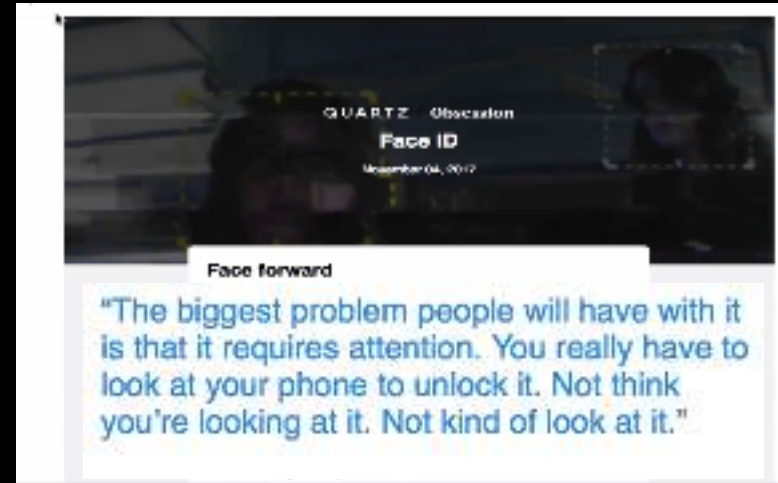
EMPATHY - LISTEN LOUDER



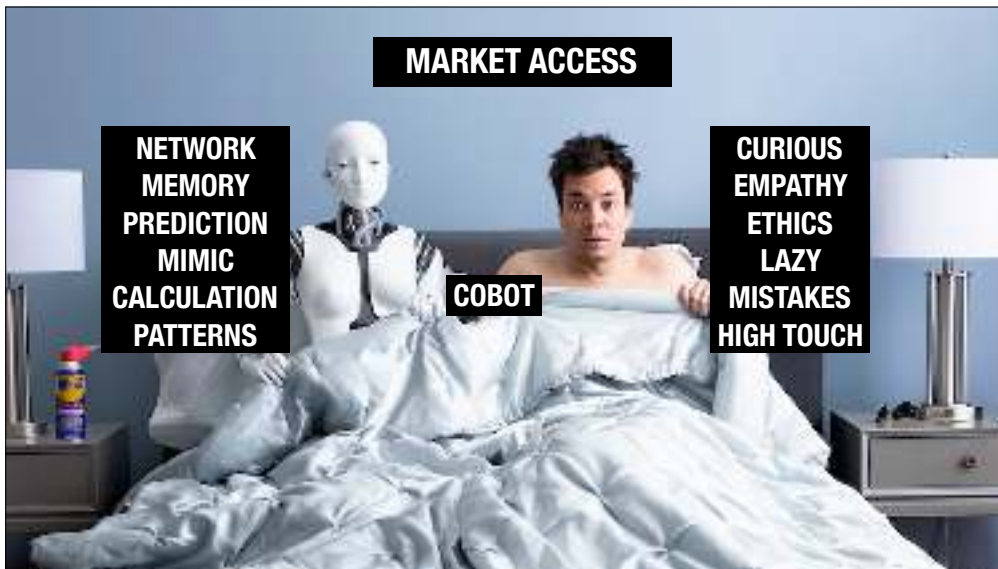
HIGH TOUCH



ATTENTION



MARKET ACCESS

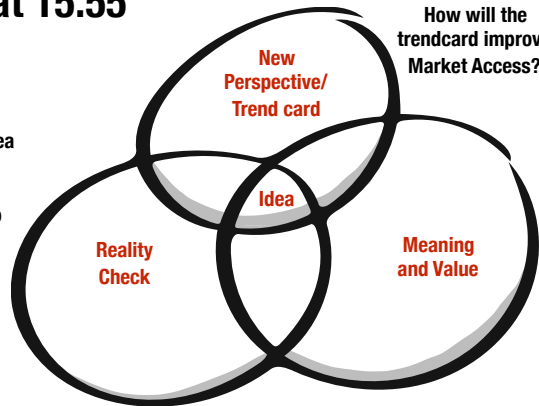


MARKET ACCESS - SPOT THE FUTURE & TRAIN NOW! FUTURE
TRENDS

<p>Soft trend Soft trend Soft trend</p> <p>WE EXPECT:</p> <p>_____</p> <p>_____</p>	<p>Game-changer Soft or hard</p> <p>OUR BIGGEST IRRITATION:</p> <p>_____</p> <p>BURNING QUESTION:</p> <p>_____</p>	<p>Hard trend Hard trend Hard trend</p> <p>WE PREDICT:</p> <p>_____</p> <p>_____</p>
<p>WE NEED TO STOP:</p> <p>_____</p> <p>_____</p>	<p>FUTURE-BASED COMPETENCIES & IDEAS</p> <p style="text-align: center;">TREND</p> <p style="text-align: center;"> </p> <p style="text-align: center;">COMPETENCIES VALUE CREATION</p> <p style="text-align: center;"> </p>	<p>IT WOULD BE FANTASTIC TO:</p> <p>_____</p> <p>_____</p>
<p>IN 5 YEARS MARKET ACCESS IS GREAT AT:</p> <p>_____</p> <p>_____</p>	<p>IN 5 YEARS I AM GREAT AT:</p> <p>_____</p> <p>_____</p>	

Future-based Ideas Development Back at 15.55

How soon could the idea be a reality?
What is the most important obstacle to overcome?
What competencies would be needed?



How will the trendcard improve Market Access?

What kind of value will the idea create for for market access, employees, clients and people?

What is a catchy name for the idea?



FUTURE

BUILD A BRIDGE TO THE FUTURE

1. SPOT THE FUTURE AND TRAIN FOR IT
2. BE CURIOUS, OPEN AND APOLITICAL
3. MAKE MISTAKES, USE YOUR IRRITATION
4. LOVE YOUR COBOT
5. PEOPLE ARE MAGIC



PRESENTATION AT YOUR PAGE:-)

@liselottelyngso