

SPOT THE FUTURE TRAIN NOW!

- 08.45- 09.30: Why & how
- 09.30-09.45: Walk and talk - Your game-changer? When?
- 09.45-10.15: Trendmapping & Game-changer Group work
- 10.15 - 10.50 The big Rambøll Game-changer
- 10.50 - 11.15 Poster work
- 11.15 - 11.35 Back-casting
- 11.35 - 11.45 What do you remember?

RAMBØLL
FUTURE POTENTIAL
FUTURE NAVIGATOR

Soft trend Soft trend Soft trend

WE EXPECT:

1 game-changer

IMPACT ON RAMBØLL:

Hard trend Hard trend Hard trend

WE PREDICT:

WE NEED TO STOP:

TRANSLATE THE FUTURE INTO COMPETENCIES

IT WOULD BE FANTASTIC TO CREATE:

IN 5 YEARS RAMBØLL NEEDS TO BE GREAT AT:

LOOKING BACK 5 YEARS FROM NOW WE HAD SUCCESS WITH CATCHING THE FUTURE BY:

WHAT JOB DID YOU DREAM OF HAVING AS A CHILD?

SPOT THE FUTURE AND TRAIN NOW

WHY

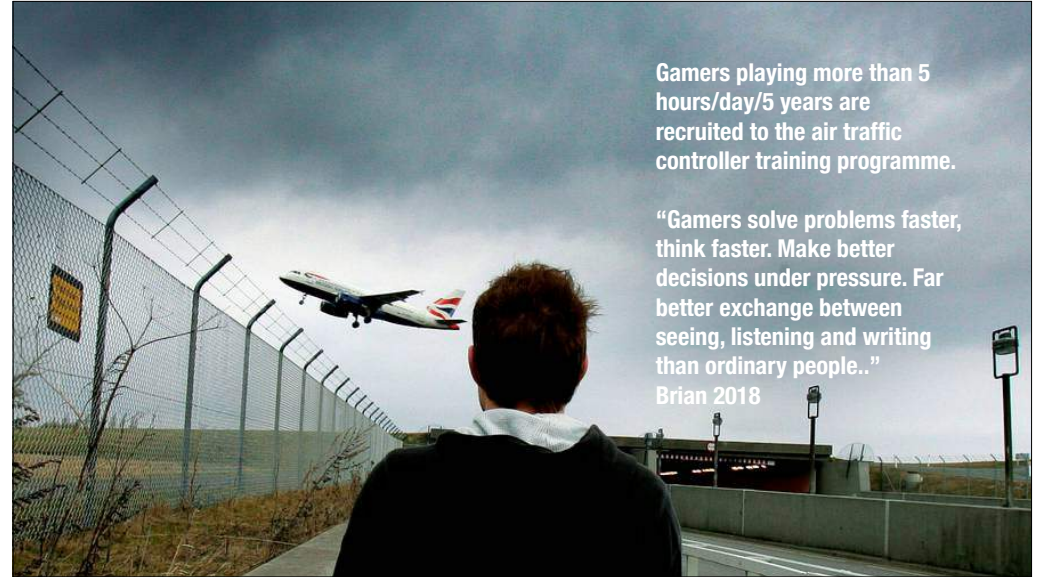
HOW

WHEN

WHAT

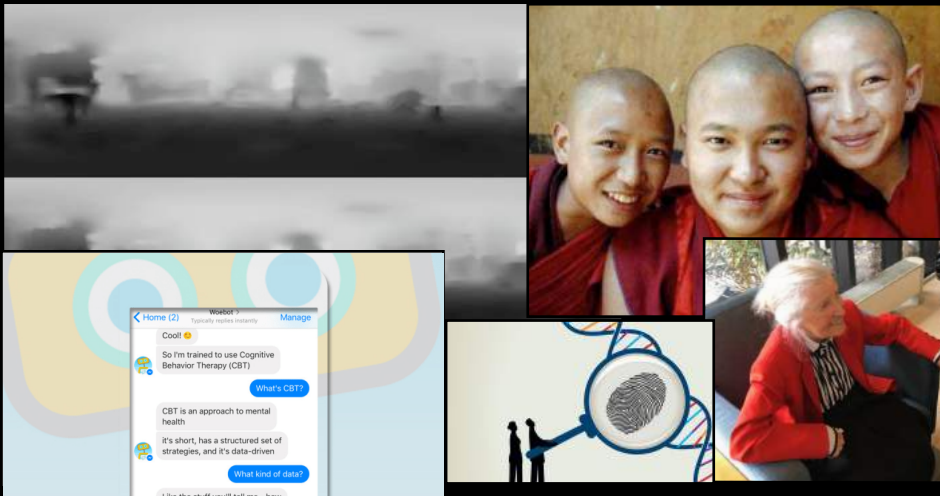
FOUNDING PARTNER, FUTURE NAVIGATOR, LISELOTTE LYNGSØ







CURIOUS, OPEN, NO OPINIONS -THEN DECISION-MAKER



**THE MOST POWERFUL
DEMOCRATICALLY
ELECTED POLITICIAN IN
THE WORLD?**

DIGITAL WAVES

- RADIO: Roosevelt
- TV: JFK
- INTERNET: Obama
- TWITTER: Trump
- NEXT WAVE?



FACTS TO MULTI FACTS



Malnourished baby dies after parents fed him gluten-free diet

This is absolutely tragic.



39 percent of Europeans trust individual health bloggers. 22 percent trust health authorities.
Arla Foods February 2018

WHEN?

SLOW

HARDWARE

HABITS

REGULATED



FAST

SOFTWARE

IDEAS

BIG 6

Chengdu to launch "artificial moon" in 2020

(People's Daily Online) 09:06, October 16, 2018

WHEN?



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

YOU CANNOT HANDLE THE FUTURE ALONE

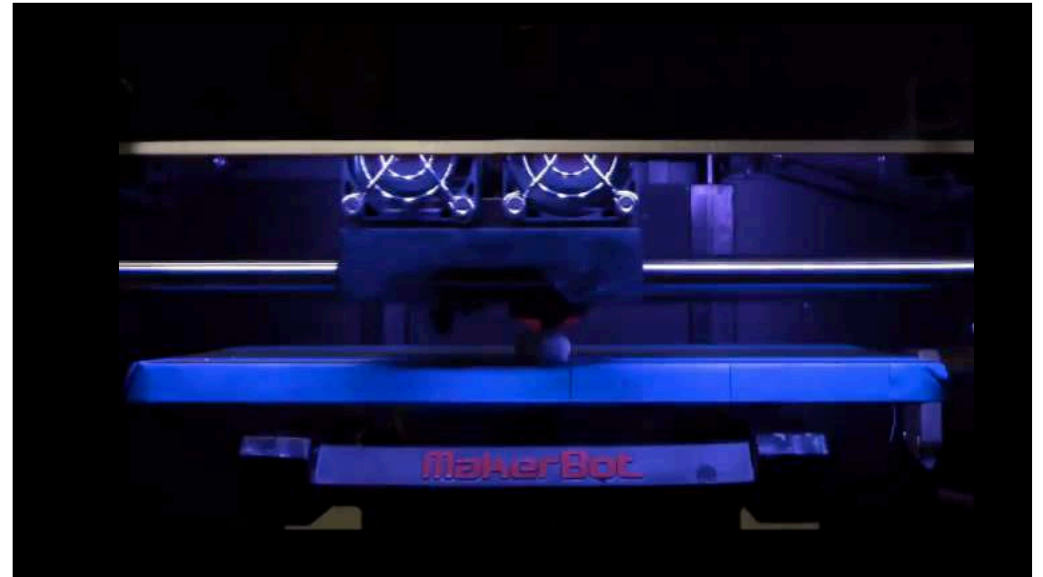
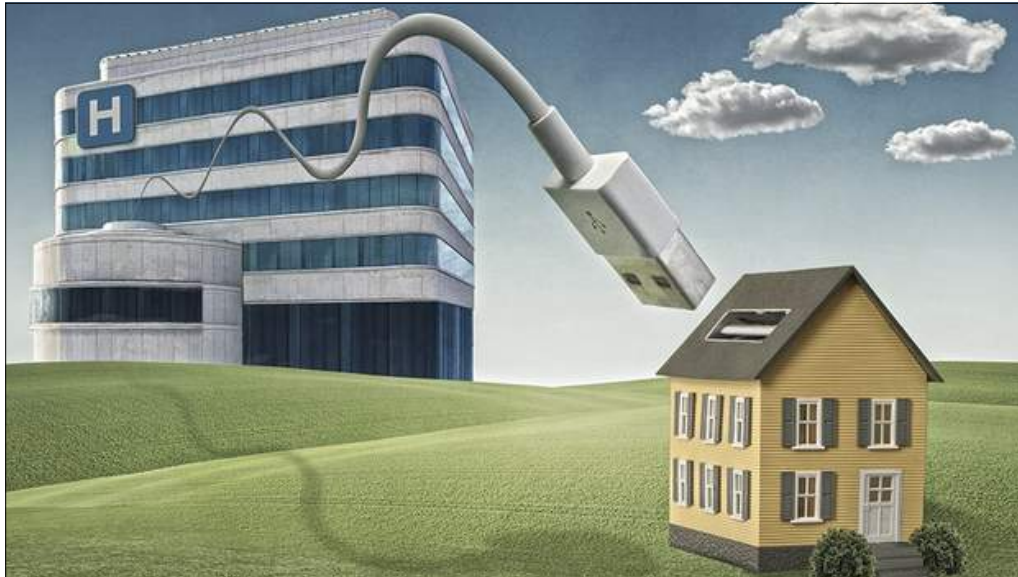


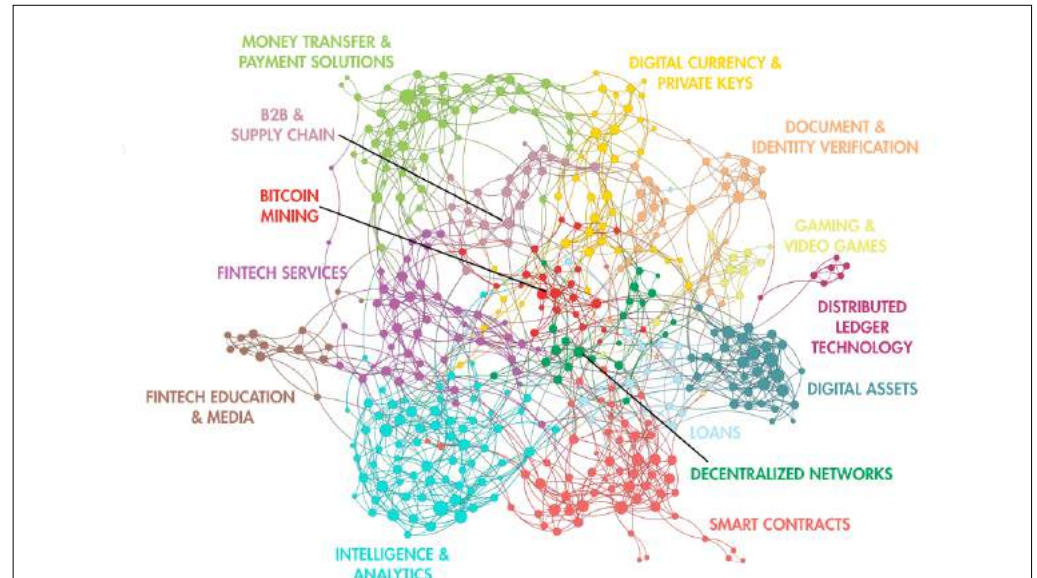
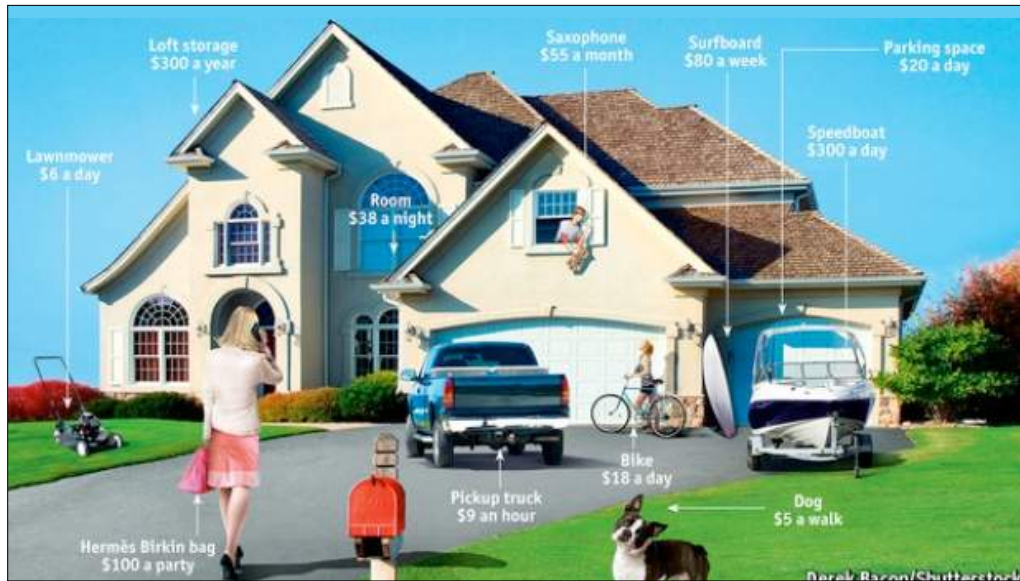
**CHALLENGE YOUR BUDDY WALK AND TALK -
WHAT WILL BE YOUR GAME CHANGER - 5 YEARS - 15 MIN**



**SOFT(CHOICE) OR HARD TRENDS(CONDITION)?
URBANISATION, LIFE SPAN, DIGITALIZATION, LONELINESS?**









**HARD TREND
CONDITION**

**SOFT TREND
CHOICE**

WESTERN → CHINA

The growth in finances in Asia will change our view of the West as the leading part of the world. In 2040 there will be more rich people in Asia than in Europe or North America. Today the MD's for Google and Microsoft are from India and we will see more of these leading persons. Anders Öhrn

**SOFT TREND
CHOICE**

**HARD TREND
CONDITION**

Aktivitet

Gå- + løbedistance **0,18 km**
i dag 09.37

Skridt **277 skridt**
i dag 09.37

Antal trapper **3 etager**

SELF REPORTED → REAL DATA

A new way of interacting with "respondents" or participants in programs. Enabling both a more accurate view than self-reported data, new methodological approaches, and a new perception of evidence. Much more expedient ways of bringing up answers to societal problems.

Martin Haaning

**SOFT TREND
CHOICE**

**HARD TREND
CONDITION**



WORK PLACE → PLACE FOR YOU

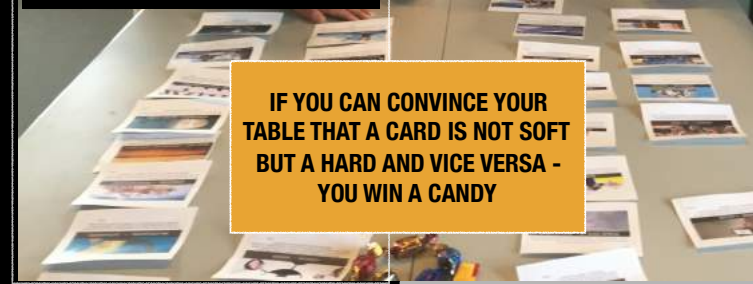
Away with individual desks and fixed working hours. Flexible work locations and work times. Different office environments, means of communication and leadership skills to keep all team-members aligned.

RAMBØLL Britta Wesseling **FLIT**

- 1)RANDOMLY SPLIT THE CARDS BETWEEN YOU
- 2)PLACE THE CARDS IN EITHER SOFT OR HARD NO TALKING!
- 3) LET THE CANDY BATTLE BEGIN: 10.25

**SOFT TREND
CHOICE**

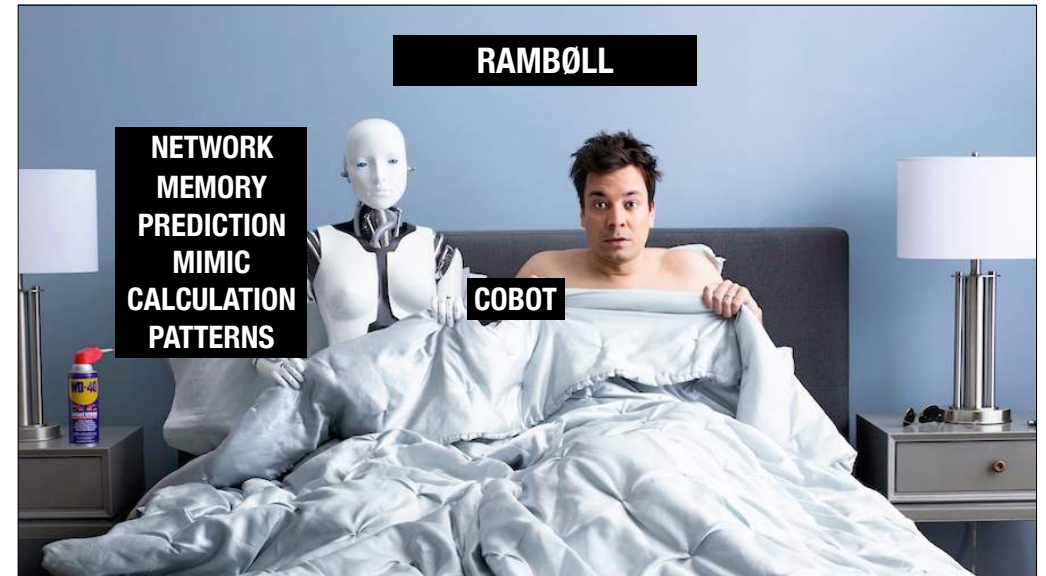
**HARD TREND
CONDITION**



**IF YOU CAN CONVINCE YOUR
TABLE THAT A CARD IS NOT SOFT
BUT A HARD AND VICE VERSA -
YOU WIN A CANDY**



THE BIGGEST GAME-CHANGER FOR RAMBØLL?



RAMBØLL

**NETWORK
MEMORY
PREDICTION
MIMIC
CALCULATION
PATTERNS**

COBOT



New DARPA Brain Chip Gives Military Pilots Control Over Drone Swarms

TOPICS: DARPA
SEPTEMBER 10, 2018

"The signals from those aircraft can be delivered directly back to the brain so that the brain of that user [or pilot] can also perceive the environment," Sanchez said at the symposium, which celebrated DARPA's 60th birthday. "It's taken a number of years to try and figure this out."



EXTREME INDIVIDUALISATION

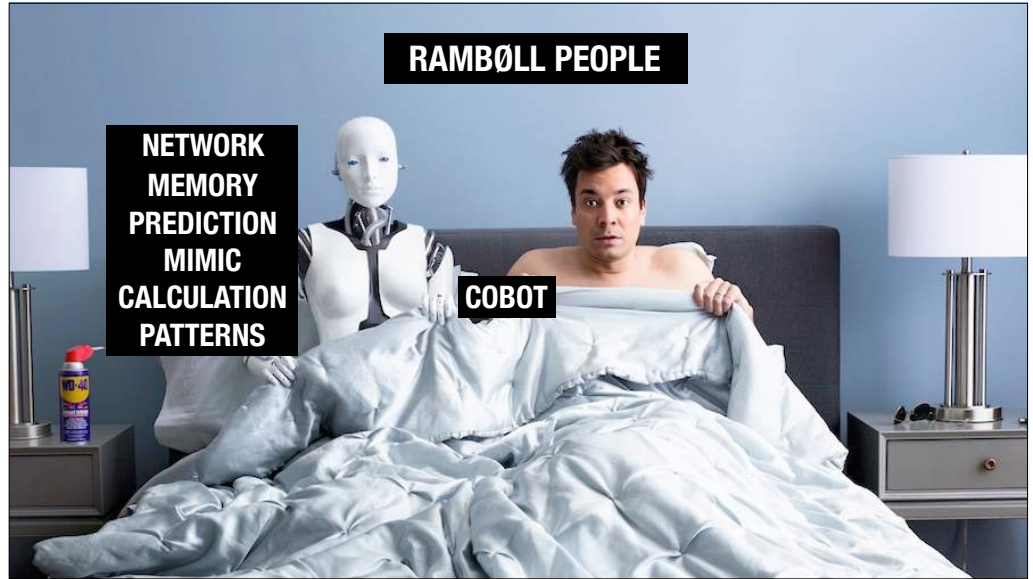
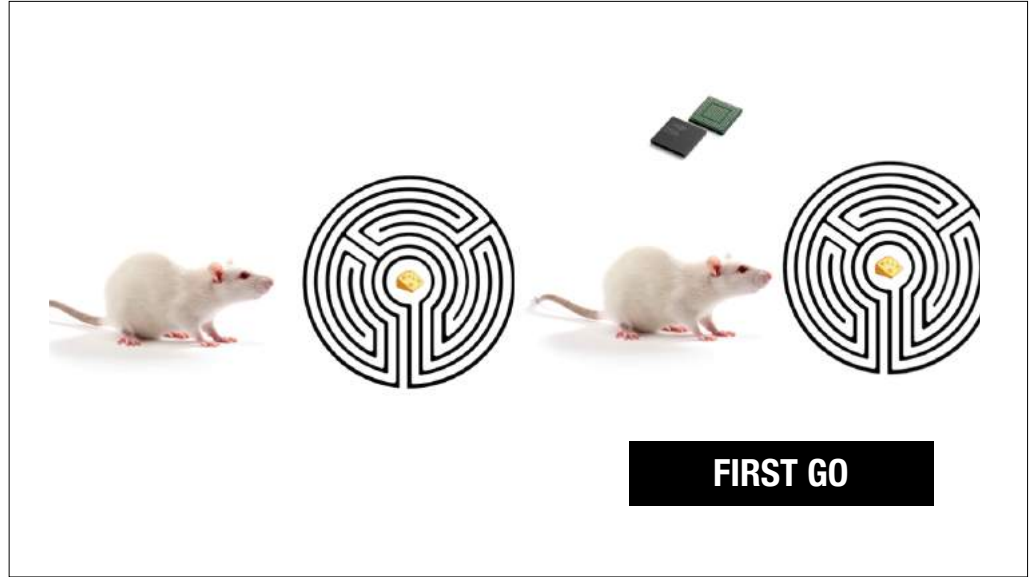


IBM's WATSON WAS CHALLENGED
TO MAKE A TRAILER FOR

ONE CONTRACT BECOMES OLD-SCHOOL

CYBORGS





ETHICS

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

A) GOAL CHINA



B) PROCESS EU



福祿山村善行义举

文明先行 敬业奉献 见义勇为 孝老爱亲 助人为乐

优秀典型

李老德孝 助人为乐 诚实守信 敬业奉献 见义勇为 孝老爱亲 助人为乐

ETHICS

Swap option and bring new arguments forward

A) GOAL CHINA



B) PROCESS EU



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RAISE AI



We basically write algorithms that allow computers to understand those patterns...

RAISE AI

WE NEED TO KNOW WHAT MAKES US HAPPY




#onebillionhappy

LAZINESS



CONVENIENCE OVER PRIVACY



EXPERIMENTS



MOONSHOT VISIONS

DIGITAL HEALTH FOR SPACE MISSIONS

LIST OF DISRUPTIVE TECHNOLOGIES IN DIGITAL HEALTH THAT COULD SUPPORT MANNED MISSIONS TO MARS

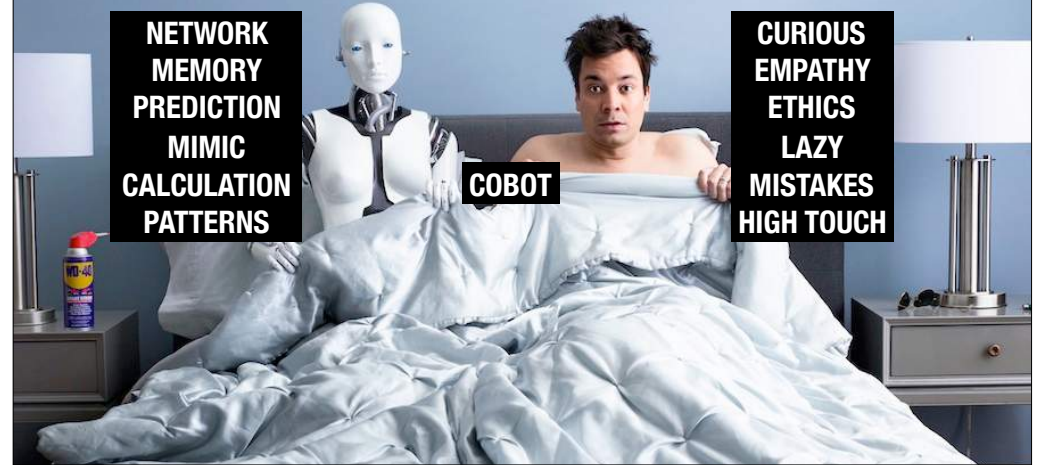
VIRTUAL REALITY	FOR REDUCING PAIN AND ANXIETY
HEALTH SENSORS	IMPROVING PHYSICAL EXERCISES MONITORING VITAL SIGNS BOOSTING SLEEP QUALITY
AUGMENTED REALITY	BETTER PREPARATION FOR SURGICAL PROCEDURES
GAMIFICATION	IMPROVING COMPLIANCE AND MONITORING
TELEMEDICINE	SIMPLIFYING ACCESS TO CARE
DIRECT-TO-CONSUMER GENOMICS	ASSESSING RISKS FOR MEDICAL CONDITIONS
PORTABLE DIAGNOSTIC DEVICES	MAKING PATIENTS THE POINT-OF-CARE
3D PRINTING	PRODUCING MEDICAL EQUIPMENT, CASES, DRUGS, BIOMATERIALS, PROSTHETICS
NARROW ARTIFICIAL INTELLIGENCE	SUPPORTING MEDICAL DECISION-MAKING
SURGICAL ROBOTS	PERFORMING SEMIAUTONOMOUS PROCEDURES



EMPATHY - LISTEN LOUDER



RAMBØLL



NETWORK
MEMORY
PREDICTION
MIMIC
CALCULATION
PATTERNS

COBOT

CURIOUS
EMPATHY
ETHICS
LAZY
MISTAKES
HIGH TOUCH

RAMBØLL

FUTURE POTENTIAL

FUTURE NAVIGATOR

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1 game-changer

Hard trend Hard trend Hard trend

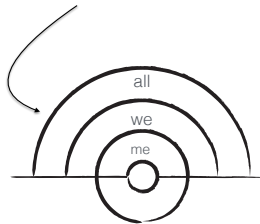
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