

Sheryl Connelly

Leading Futurist & Global Consumer Trends Expert, Legendary Chief Futurist at Ford Motor Company

Confessions Of a Corporate Futurist: Coming Trends That Will Revolutionize Your Business. No one knows what the future holds and despite our best efforts to prepare for the unknown, the future plays out in unexpected ways. All too often, the success and failure of an organization comes down to its ability to manage uncertainty and effectively identify how external — and seemingly unrelated — trends could have significant impacts on business. In this compelling keynote talk, Sheryl Connelly reveals her secrets for how to think like a futurist, providing audiences with the expertise and strategies necessary for effectively anticipating change. From the 10 mega trends that could change the world as we know it before the year 2050 (which is a lot sooner than it seems), to perspective that will forever change approaches to long-term planning and strategy, Connelly delivers the insights necessary for organizations across industry sectors to thrive, innovate, and remain relevant in the face of disruption.

How to Apply Future Trends to Your Business Today. Sheryl Connelly offers audiences a look at the potential futures of their industries and offers tips for scenario planning at their organizations. From exploring aspects you can't control to planning for multiple futures, she looks at how embracing the future, rather than fearing it, opens up immense opportunities for businesses to thrive.

Tracking changes across social, technological, economic, environmental, and political arenas and shifts in consumer attitudes and behaviors, she shares insights on the emerging trends that will most affect business in the years to come. Connelly begins by breaking down broad, “bird’s-eye view” trends like declining fertility rates, the global talent shortage, China and India, and the rising female frontier. She then moves to ground-level trends like ethical consumption and access versus ownership to assets. She takes these concepts and applies them to current patterns and predicted patterns in consumer behavior. Her unsurpassed grasp on the future of business proves invaluable as she helps audiences take advantage of what’s next.

Preparing for the Next Wave of Innovation. With a constant eye on the future and a keen grasp on the trends that will affect business in the coming years, futurist and global consumer trends expert Sheryl Connelly is a leading practitioner at the cutting edge of innovation. With the belief that if you are not innovating, you are falling behind, she shares insights on the disruptive ideas, technology, and trends that will disrupt businesses in the next five, ten, and twenty years and offers tips for how to match the rapid pace of change we see in the marketplace. Incorporating her immense expertise on future trends and scenario planning, she helps organizations understand and prepare for the next wave of innovation.