

Erik Peterson

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The Changing Nature of Production. An up-close and personal view of how tech advances will disrupt the business environment—and what companies and industries must do to pre-position themselves for the sweeping changes ahead. Peterson focuses on what he calls the “5+2” horizon—five key technologies underpinning production (AI, IoT, robotics, 3D printing, and augmented reality) and two closely-related tech areas (nanotechnology and biotechnology). By plotting the state of play in these areas and then mapping what could happen next, he sketches a Fourth Industrial Revolution world in which many current business assumptions simply no longer apply.

Global Reset. Have we reached a new phase in global business? A quarter century after the end of the Cold War and the onset of rapid globalization, there are new and fundamental questions on whether the global economy will “snap back” or whether we will see a return of protectionism and regionalism. What does it all mean for business? Many of the world's largest corporations are pursuing localization strategies in the light of uncertainties. Former GE CEO, Jeff Immelt, observed that the core issues that propelled him to the top of GE—innovation, productivity and globalization—no longer count in the current environment. What, then, should companies do? Peterson lays out the options, starting with addressing an operating environment marked by higher barrier to trade and capital flows.

The Future of the Global Economy: Four Scenarios. The uncertainties that surround the global economic outlook are pronounced, ranging from the course of globalization to political variables to fundamental questions about productivity and innovation. Peterson dissects the main drivers and then lays out four plausible and compelling scenarios on the global economy – “Pegasus” (benign, vibrant), “Phoenix” (worse before better), “Sphinx” (tapering of markets; countries with debt overhangs denominated in dollars vulnerable to changing rates); and Hydra (Arab Spring turns into Arab Winter) – and how business leaders should plan and react to each.

The 10 Things Global Business Leaders Must Address. Based on his interaction with business leaders from across the planet, Erik lays out the 10 diverse issues shaping the future business environment. A mix of both opportunities and challenges, these forces will mean the difference between winners and losers in a world of ever more competitive change.