

## Sheryl Connelly

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**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 to one’s 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 one’s approach to long-term planning and strategy, Connelly delivers the insights necessary for organizations across industry sectors to thrive, innovate, and remain relevant.

**Future Trends & Business Strategy.** Sheryl Connelly offers audiences a look at the future and tips for scenario planning at their organizations. From exploring the things you can’t control to planning for multiple futures, she looks at how embracing the future, rather than fearing it, opens up immense opportunities. Tracking changes across social, technological, economic, environmental, and political arenas and shifts in consumer attitudes and behaviors, she shares insights on the factors that will most affect business in the years to come. Connelly first covers both 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 how consumers are acting today and will be in the near future, and her unsurpassed grasp on the future of business proves invaluable as she helps audiences take advantage of what’s next.

**Innovation.** With a constant eye on the future and a keen grasp on the trends that will affect business in the coming years, Sheryl Connelly is on 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 of the coming 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.

**The Future Of...** Sheryl Connelly tailors her speech to the specific area of interest to her audience. From the future of leadership and the future of work to the future of luxury or women in business, she shares insights on the key trends that will affect her audience and their industry and offers tips for taking advantage of what’s coming down the pipeline in the years to come.