

Erik Peterson

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Key Inflection Points for Business in the Modern World Recently, we've witnessed staggering second-order consequences like stressed public health systems, dramatically curtailed economic activity, oil production wars, and plummeting financial markets are just a few of the staggering second-order consequences. Governments worldwide are moving into a new phase in which they are engaging in a range of economic policies designed to breathe life back into their economies. How well they will be able to jumpstart economic activity remains to be seen, and the various projections of recession are looming large. What is clear is that fiscal and monetary policies are significantly more limited in their effect than in earlier times of sharp economic downturns. For the past 10 years, from his perch as director of one of the world's foremost for-profit think tanks working closely with CEOs worldwide, Erik Peterson has been an eyewitness to successive waves of tumultuous change affecting the private sector. From currency instabilities to trade wars, he's had a bird's eye view of why—and how—many leaders have mitigated risk and exploited opportunities. In this talk, he shares how, once the dust finally clears, the fundamental nature of business will change irrevocably. Business leaders will think in far different ways about production. Their strategies on sourcing and supply chain management will be transformed. Their assumptions regarding the role of technology—and the breathtaking effect of fourth-industrial-revolution technologies—will be revisited altogether. Their attitudes of workforce development and retention will be extraordinarily different. Their ideas on the role of government policies, capacities and regulations will have changed. And their expectations regarding the trajectory of globalization will be modified. It will be a “same planet, different world” when it comes to business in the new, complex landscape. And the leaders endowed with a strategic mindset, and the wherewithal to bring their vision to fruition, will have a remarkable competitive advantage when the current crisis is finally behind us.

Anticipating the Coming Transformation in Production Here's the bottom line: Five key exponential technologies underpinning production (AI, IoT, robotics, 3D printing and augmented reality) and two closely-related tech takeoff areas (nano and bio) are changing the very nature of production. Together, they are revolutionizing the fundamental nature of business in the Fourth Industrial Revolution. Erik Peterson takes expert audiences through the specifics of how tech is transforming every stage of the global value chain—and what strategies industries and companies must do—and are doing—to pre-position themselves for the sweeping changes ahead. He weaves together insight from his extensive experience with business leaders worldwide, as well as his work with the World Economic Forum on the future of production, to offer practical and timely recommendations.

Competing in an Age of Digital Disruption The point of departure for this presentation is that the new “great game” has begun. We are all now moving into a new digital order affecting all dimensions of politics and the economy that is at once critically important and profoundly uncertain. In no uncertain terms, Erik Peterson lays out how massive the stakes are for all concerned. The capacity of societies to adapt to this sweeping change in digitalization has monumental implications for geopolitics, social stability and economic growth the world over. How, then, should companies react? According to Erik, who has extensive experience with leading business figures, companies must engage in nothing less than end-to-end transformations in order to persevere and prosper. Those are mere table stakes, however. They must also do significantly more to shape the markets in which they operate by working with—or around—embattled and populist governments.

Entering the “Post-Global” Age Have we reached a new phase in global business? According to Erik Peterson, the answer is an emphatic “yes.” Thirty years 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 an intensification of protectionism and mercantilism. Erik argues we are entering a wholesale new period. What does it all mean for business? Many of the world’s largest corporations are pursuing localization strategies to address the uncertainties—starting with fragmentation of markets and shortening of supply chains—and Erik has been in the middle of the action. What are the key signals that business leaders are anticipating? How are they hedging their existing “global” value chains?

Navigating Mounting Global Uncertainty The big-picture look at the forces driving global change—in demographics, resources and environment, economics, technology, geopolitics, and society—has been the centerpiece of Erik Peterson’s presentations before heads of state, CEOs and CXOs, chief strategy officers, and other senior leaders. With state-of-the-art projections and forecasts, Erik explores the future outlines of the world and the mounting challenges that organizations will face.