Sam Jordan

Futurist, the Future Today Strategy Group

The Disruptive Trends that Are Shaping Tomorrow. As constant technological innovation continues to keep business and society on their toes, Sam Jordan, a well-respected futurist and leader at the Future Today Strategy Group, helps groups wrap their heads around the world of emerging technologies and work through the complexities they present — in business and beyond. As she takes audiences on a mind-bending adventure into what the next five, ten, and twenty years could look like, she presents the most compelling future trends and emerging technologies that are reshaping industries, societies, and the ways we live, work, and do business. From the rise of transformative technologies (such as Generative AI) to the profound impact of societal shifts, Jordan explores the key drivers that are propelling organizations into the next decade and beyond. As she points to examples for how these megatrends might impact organizations and their specific industries, now and in the future, she outlines the human and ethical considerations they pose, and offers proven strategies for how businesses can identify the tech and trends that align with their goals and implement them for optimal impact.

AI-Driven Business Transformation: Powering the Future Today. In this immersive, future-focused keynote, Sam Jordan, futurist and leader at the Future Today Strategy Group, examines the dynamic world of artificial intelligence and its profound impact on organizations across industries in the modern world. Jordan emphasizes that, as AI continues to evolve industries, it is crucial for organizations to understand and embrace its potential, as well as work through the risks and ethical challenges it presents. Drawing upon her own cutting-edge research and insights, she examines the remarkable ways AI technologies are revolutionizing business landscapes, and how leaders and their teams can seize transformative opportunities to stay ahead in today's rapidly evolving market.

Strategies for Accelerating Innovation (and Why We Should). Throughout human history, technological evolution has ebbed and flowed — disrupting industries and creating opportunities for organizations to develop new products, services, and solutions that add value and take us into the future. In this fascinating talk, Sam Jordan analyzes the historical conditions that enabled or hindered progress to gain insights into expediting future advancements that can be leveraged in support of organizational goals. By studying key periods of exponential growth and innovation, like Silicon Valley's contemporary tech boom or Athens' Golden Age, Jordan seeks to understand the catalyzing factors behind such progress and apply them to markets today. This journey will encompass economic opportunity and resource and knowledge accessibility, as well as cultural acceptance of risk and failure. In distilling these ingredients for success, Jordan aspires to create a roadmap that organizations can adapt to expedite future solutions to humanity's pressing challenges. The central objective of this talk is to stimulate discourse around cultivating societal values, policies, and

opportunities that can fuel innovation and enhance lives.

This Time It's Personal: Our Relationship with Computers in the Future. Personal computing has been redefined. No longer defined by hardware, it now centers on the personal experiences that shape our lives. In this conversation, futurist and tech expert Sam Jordan analyzes how a convergence of social and technological forces has revolutionized personal computing in just the past few years. But more profoundly, we will see how personal computing has become personal through factors like an increasingly integrated work-life experience, global supply chain challenges, and shifting consumer expectations have accelerated this shift. As users, we are all shaping the future of personal computing through the tech we embrace and the habits we form. The coming decade will transform the landscape of personal tech, and this talk delves into that exciting journey — as well as the implications on organizations and their industries. Jordan helps the audience envision what personal computing could become when digital experiences are designed around human experiences. Unbound from any particular device, personal computing will feel profoundly custom and invisibly integrated into our lives. Overall, this speech aims to start a conversation about technology's deepest purpose: serving the human experience.

Democratizing Discovery: A Future Where Independent Research is Not Discernible from Credentialed Research. In this talk, futurist Sam Jordan explores the critical need for transformation within our scientific institutions. Jordan presents a vision of how we can improve the social processes of science to better support discovery, while discussing novel solutions for overcoming the division of labor challenges in science, and the key role of metascience in driving this necessary change. This talk will challenge us to reevaluate our scientific culture and to embrace the potential of metascience for progress.

How Science Fiction Shapes Technology, Society and Our Humanity. Science fiction often inspires new technologies that ultimately transform our societies in complex ways. In this talk, widely respected futurist Sam Jordan explores how sci-fi has catalyzed real-world innovation, while recognizing that the ethical implications of emerging technologies are seldom as simplistic as portrayed in fictional works. Audiences can expect a thoughtful discussion of both the optimistic visions of the future that rally their imaginations, as well as the harder truths about the challenges that accompany rapid technological change within their organizations, and society as a whole. Jordan delves into how science fiction inspired real-world technologies, stimulated novel ideas, and initiated vital dialogues about our technological future, ethics, and humanity. She will contrast the hopeful possibilities of advanced tech bettering our world with the cautionary tales of how it could go wrong.