
FUTURE PROOF YOUR THINKING, FUTURE PROOF YOUR BUSINESS

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KEY TAKE-AWAYS:

1. We are at the **crucial transition** from programmable computing to cognitive computing.
2. The **changes are happening** whether or not we agree with them, and whether or not we participate in them.
3. **Failure to participate means choosing to be less successful** (lower market share, alienate customers, invisibility to potential customers, lower income and higher expenses for your business).
4. Choosing to participate does not mean chasing every trend. Instead carefully consider ROI using as much factual data as you can gather while still staying in sync with the trends. **Budget for the changes** and don't over-invest in dying technology or in untested technology.
5. **Anticipate changes and leverage them to your advantage.**
6. Even the people engineering the changes **don't always understand them.**
7. **Stay informed**, educate yourself regularly (at least 15 to 30 minutes weekly):
 - a. Skift Travel Trends newsletter
 - b. Engadget.com
 - c. Think With Google newsletter
 - d. CNET
8. **Work together.** Ask for help. Start a coffee technology study group.
9. You don't need to learn last year's technology to access next year's technology. It's not always incremental. **Invest time, energy, and money in what's next.**