

STRATEGIC
CHALLENGES IN
**R&D Talent
Management**

Trends Session
JEFF COPE, TOM CULVER
RTI International



Liquid Talent: Tools to Embrace a More Fluid Workforce



Recruiting and Retaining Early Career Tech Talent



Career Paths for Innovation

2017 MEMBER SUMMIT OCTOBER 2-5 OMNI HOTEL FORT WORTH, TX

October 4, 2017



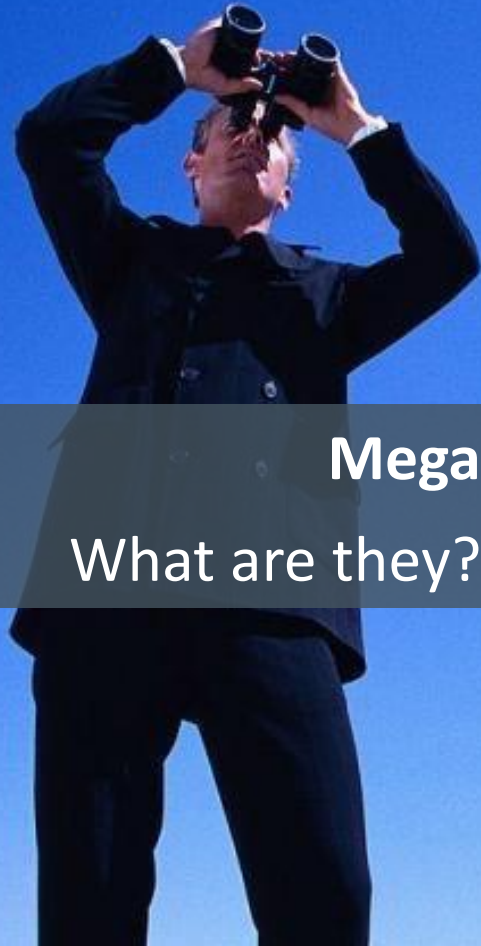
Creating Innovation Leadership Solutions
WWW.IRIWEB.ORG

SPRING: Sourcing Predictive Insights for New Growth

New initiative
with RTI and IRI

Discovering
implications
and impacts of
trends

Multiple ways
to get engaged



Megatrends

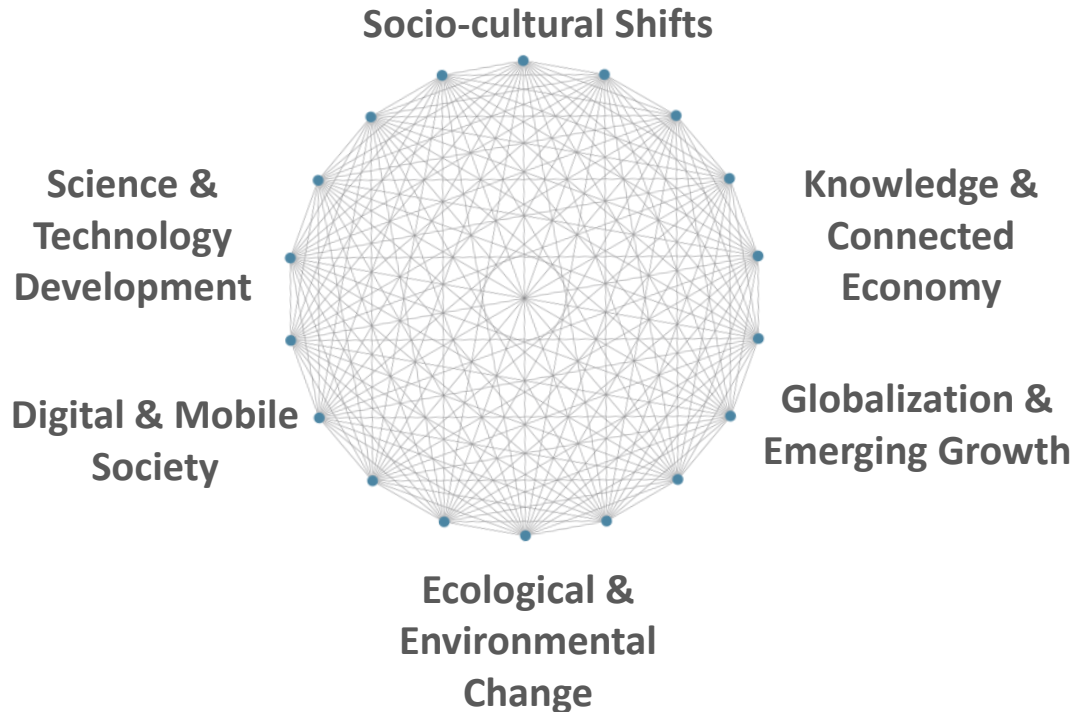
What are they? Why use them?

Megatrends are an essential part of Future Trends.

Megatrends are global, sustained, macro-economic forces that:

- are nearly impossible to reverse,
- significantly influence the future, and
- have far-reaching implications on businesses, economies, societies, cultures and personal lives.

Today's megatrends arise from a variety of interrelated areas.



Complex intersections of megatrends have wide ranging influence.



Global population
will be
8,000,000,000,000



Millennials want
immediacy,
experiences



By 2050, 70% of
population will be
urban



5.6 billion mobile
phone subscriptions
worldwide



Climate change
affects where crops
are grown



Hyper-connectedness
and dependency on
devices



BOP: 4B people,
\$5 trillion income



Wealth and spending
power of aging
population



IoT to add \$10-\$15
trillion to global GDP
by 2035.



Ubiquity and volume
of data

What kind of trends are shaping your company's future?

A hand holding a magnifying glass over a landscape of a river valley at sunset. The magnifying glass focuses the view on a specific part of the valley, making it appear larger and more detailed. The background is a soft, hazy landscape with a river winding through a valley, and a single tree on the right side. The sky is a mix of blue and yellow, suggesting a sunset or sunrise.

Megatrends and How to Use Them

Using Megatrends to Inform Innovation

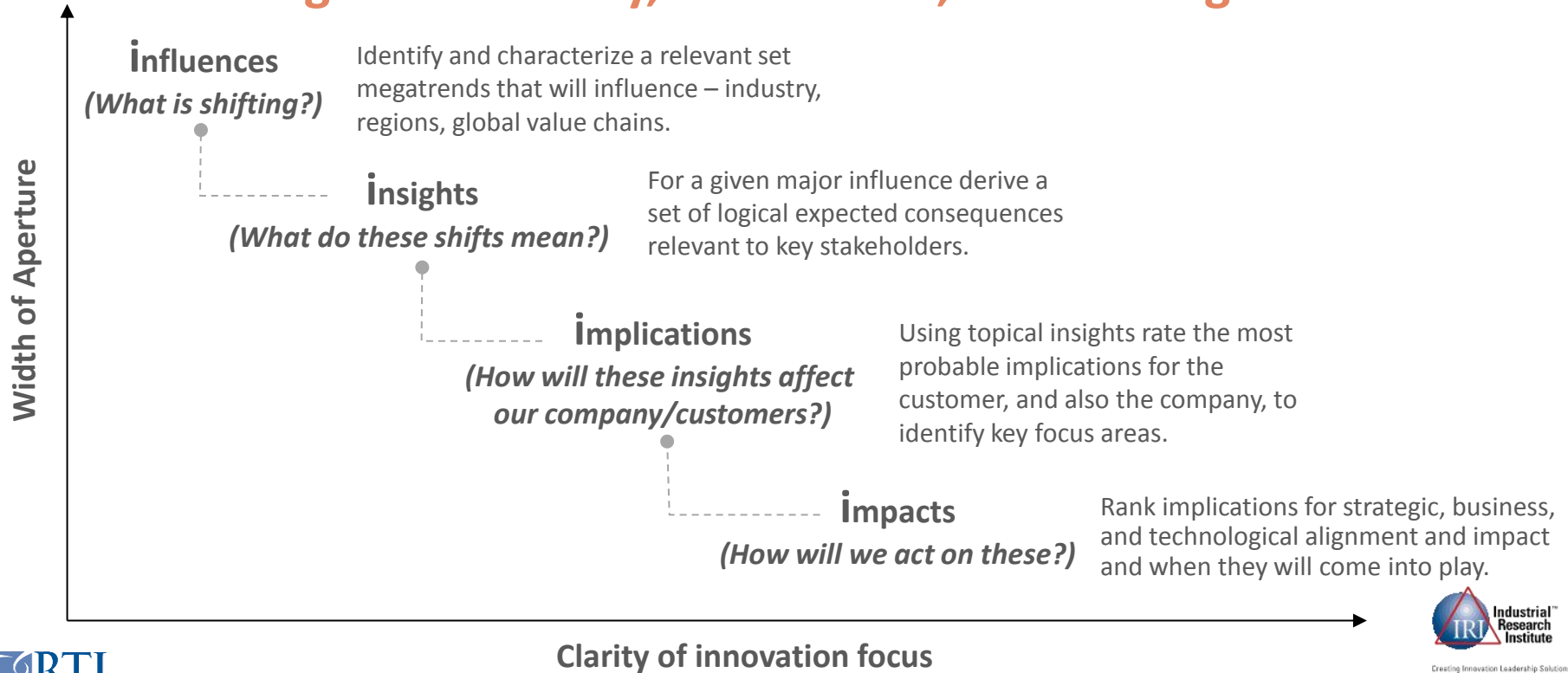
How might we identify, understand, and leverage trends?

Influences → Insights → Implications → Impacts



Start with a very wide aperture, use a series of filters,
narrow focus and move to action.


How might we identify, understand, and leverage trends?




Interactive Exercise

- Live polling exercise
- Explore implications and impacts of trends
- Explore areas of interest for start of SPRING

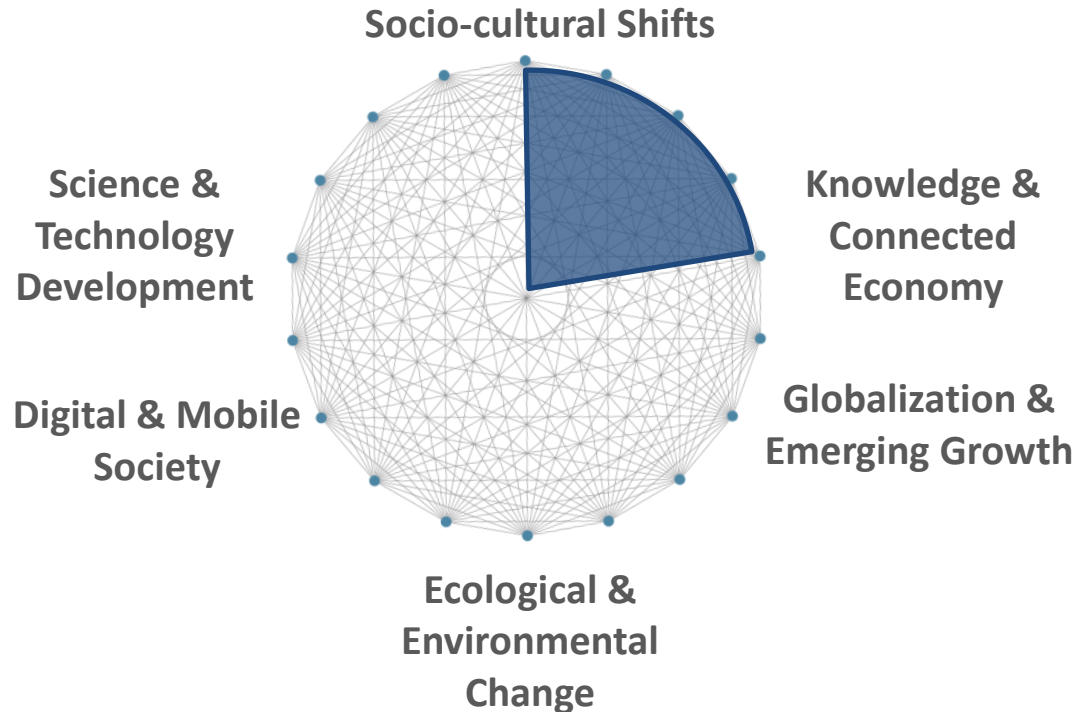


 When poll is active, respond at **Pollev.com/irisurvey**

 Text **IRISURVEY** to **22333** once to join

 Answers to this poll are anonymous

Socio-Cultural Shifts + Knowledge & Connected Economy



Example 1: Shifting workforce & consumer demographics



Insights – Rise of the Next-Gens

- Retiring Boomers drain special expertise
- Gen-Xers redefining “job” – location, duration
- Rising millennials bring new expectations – tech immersion, work-life meaning
- The next “transition” generation will be even more hyper-connected, independent – identity, education
- Consumer expect personalized, interactive, and seamless experiences

will this trend have implications for your company in a noticeable

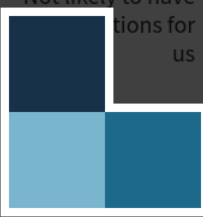


Already has
implications for
us

Likely
implications in
next 2 years

Likely
implications in 5+
years

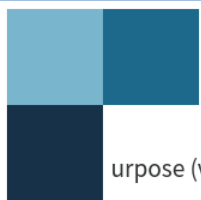
Not likely to have
implications for
us



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Which area in your company is this trend most likely to have a noticeable impact on?



Purpose (values, vision)

People (talent, culture)

Planning (strategy, operational)

Processes (operations, R&D,
NPD, innovation, etc.)

Performance (competitiveness,
growth, execution, agility)

Profit (cost, efficiency, margins)

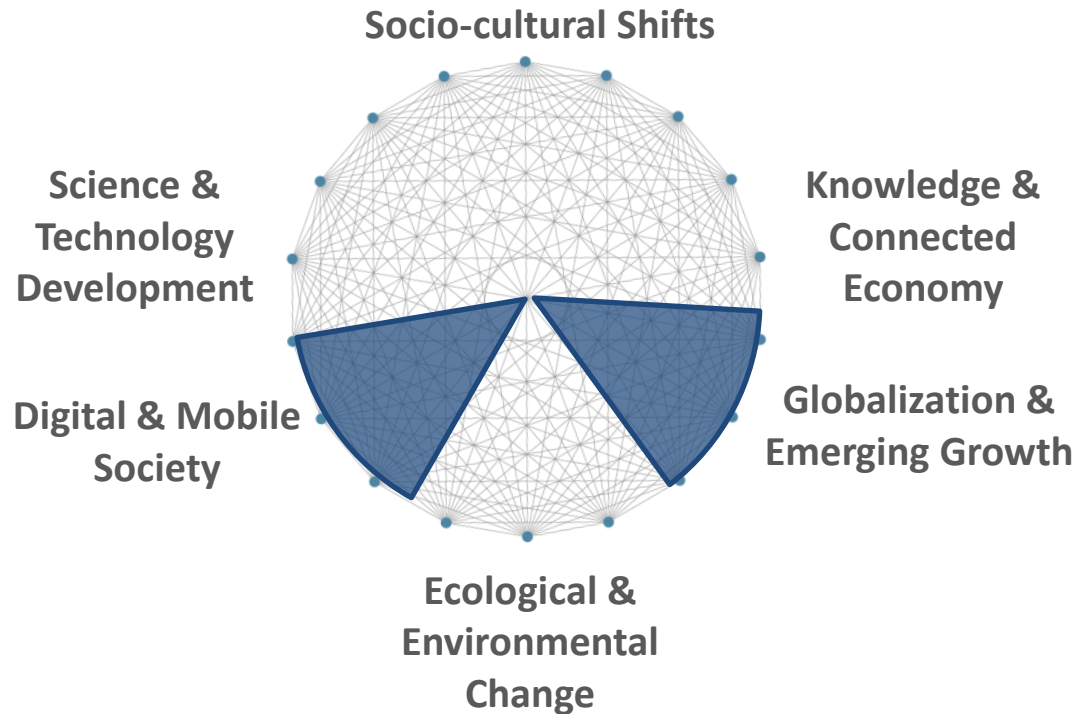
Other

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Globalization & Emerging Growth + Digital & Mobile Society



Example 2: Urbanization and Age of “Smart” Everything



Insights - Rise of the Mega and Smart Cities

- Huge increase in urban populations
- Megacities growing in Far East, Africa rising
- Smart cities and developing countries leapfrogging with technology
- Smart – healthcare, infrastructure, transportation, security, energy create >\$1.5 Trillion opportunity

will this trend have implications for your company in a noticeable

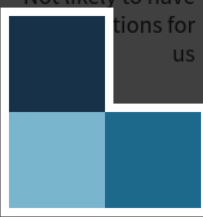


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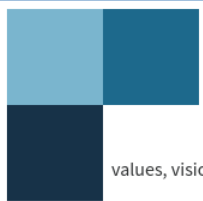
Not likely to have
implications for
us



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Which part of your company is this trend most likely to have a noticeable impact on?



Values (values, vision)

People (talent, culture)

Planning (strategy, operational)

Processes (operations, R&D, NPD, innovation, etc.)

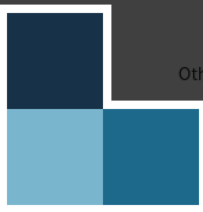
Performance (competitiveness, growth, execution, agility)

Profit (cost, efficiency, margins)

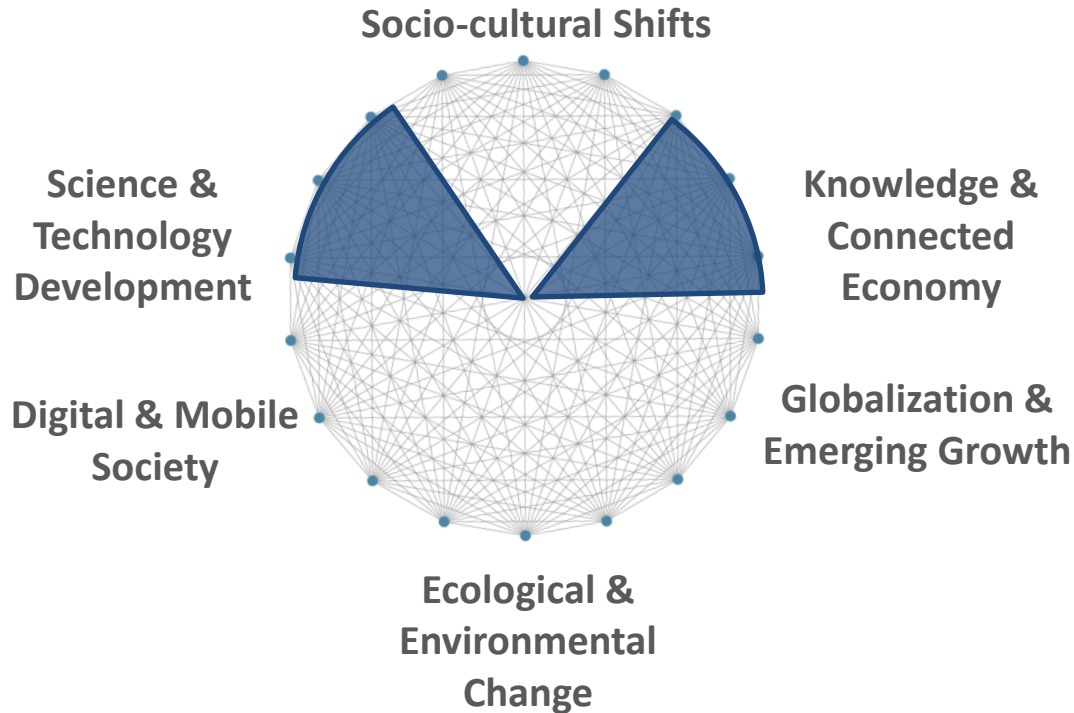
Other

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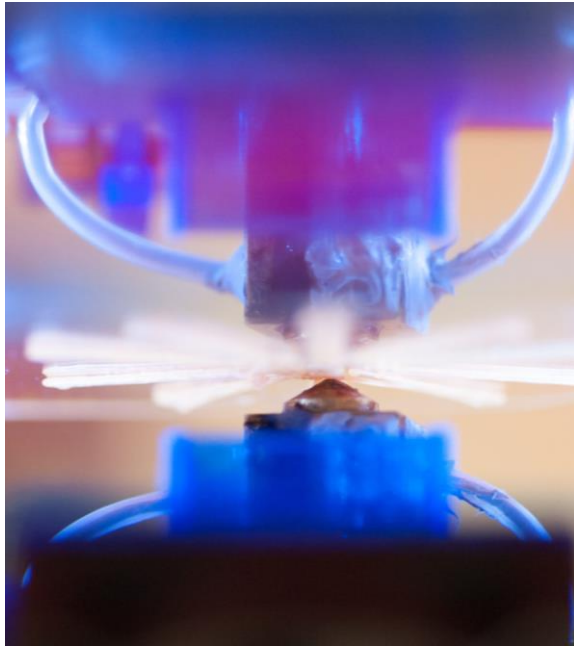
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Science & Technology Development + Knowledge & Connected Economy



Example 3: Digital intelligence in industry and products



Insights - Rise of Intelligent Agents

- Ubiquitous computing and connectivity
- IoT embedded in home and factory
- Robotics and artificial intelligence bring augmentation and autonomy
- Advanced manufacturing brings next era of industrialization
- User experiences are reality-enhanced

will this trend have implications for your company in a noticeable



ready has
implications for
us

Likely
implications in
next 2 years

Likely
implications in
5+ years

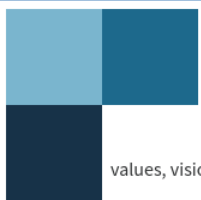
Not likely to have
implications for
us



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Which area in your company is this trend most likely to have a noticeable impact on?



Values (values, vision)

People (talent, culture)

Planning (strategy, operational)

Processes (operations, R&D, NPD, innovation, etc.)

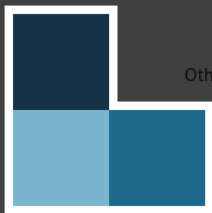
Performance (competitiveness, growth, execution, agility)


Profit (cost, efficiency, margins)

Other


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Topics are important for you and your company to explore over the next part of **SPRING**? Please share a short description.



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How do you want to engage in the SPRING initiative to help you and your company learn, prepare for, act on targeted trends?

- **Interactive sessions** with experts and peers (e.g., via webinars, conference sessions, workshops)
- **Immersive experiences** in the trends and how companies are leveraging them (e.g., via trend excursions, site visits)
- **Working teams** to explore, work with and develop strategies to work on trends (e.g., via workshops, conferences)
- **Reports on trend research** (e.g., whitepapers, topical research reports)
- **Surveys on trends** (e.g., cross-industry, benchmarking)
- Other?



Do you want to engage in the **SPRING** initiative to help you and your company prepare for, and act on targeted trends? Please share a short description of your preferences.



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As trends work, which specific corporate impact areas are most important?

(values, vision)

People (talent, culture)

Planning (strategy,
operational)

Processes (operations,
R&D, NPD, innovation,
etc.)

Performance
(competitiveness,
growth, agility)

Profit (cost, efficiency,
margins)

All of the above

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What's Next?



Thank you!

To continue the conversation, please contact us:

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RTI Innovation Advisor

Backup Slides

Why: The Innovation Challenge

Innovation today is different than in the past.

- Diversity and complexity of innovation are increasing.
- Technological and market disruptions are more frequent.
- Consumer primacy is demanding greater awareness and empathy.
- Disruptions can come from anywhere and out of nowhere.

A narrow view does not enable innovation agility.

Why: The Innovation Imperative

Innovation today requires a wide aperture and getting smart from the outside in.

- A wide view is required for strategic adaptability.
- Innovation beyond the incremental requires seeing to new horizons.
- Horizon thinking requires a view of the future.
- This means new ways of seeing and learning about global trends and forces.

Understanding megatrends and their implications is an imperative for innovating today.