



Critical Horizons 07
Regional Futures Conference
Changes in Society 16 Feb 07

Creating the Horizon

The Worlds of the

DotComs & Ferals

Annimac / Anni Macbeth

Futurist & Trend Forecaster

www.annimac.com.au

Annual Buzz Word

2005 Responsibility

2006 Passion

2007 Authenticity

Intuitive consulting futurist & trend forecaster

- **outside scientific model**
 - **outside academic model**
 - **value driven - not wealth driven**
 - **work in new paradigm**

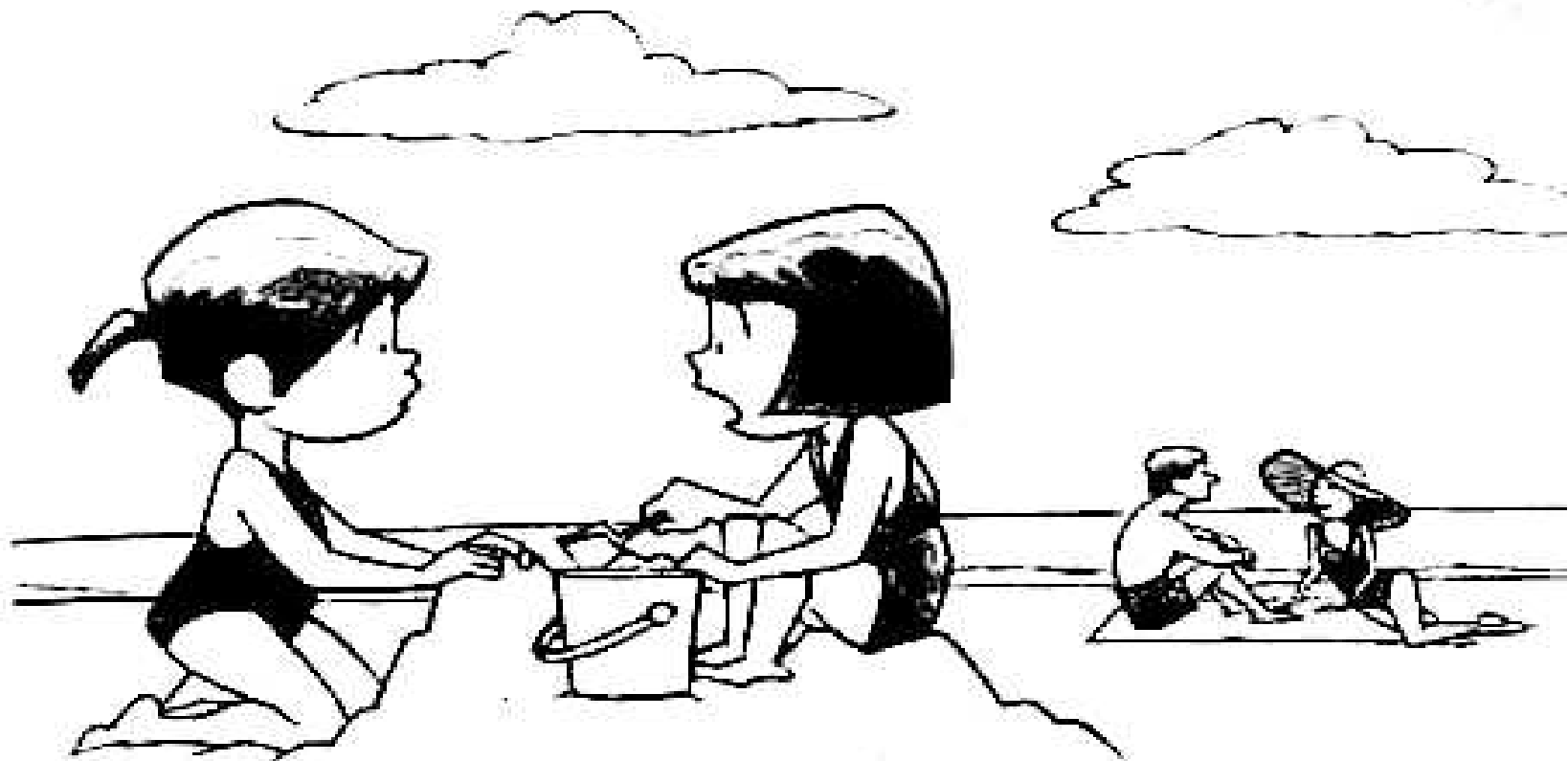
 - **focus : human energy**
: human evolution
 - **Pushing the Edge : understandings**
-

Intuitive consulting futurist

- **listen**
- **watch**
- **conversations**
- **read Net stuff**

Rate of change

- **Change we have in 1 day**
grandmother had in 1 year
- **Younger means *faster***



I'm never having kids. I hear they take nine months to download.

Generations

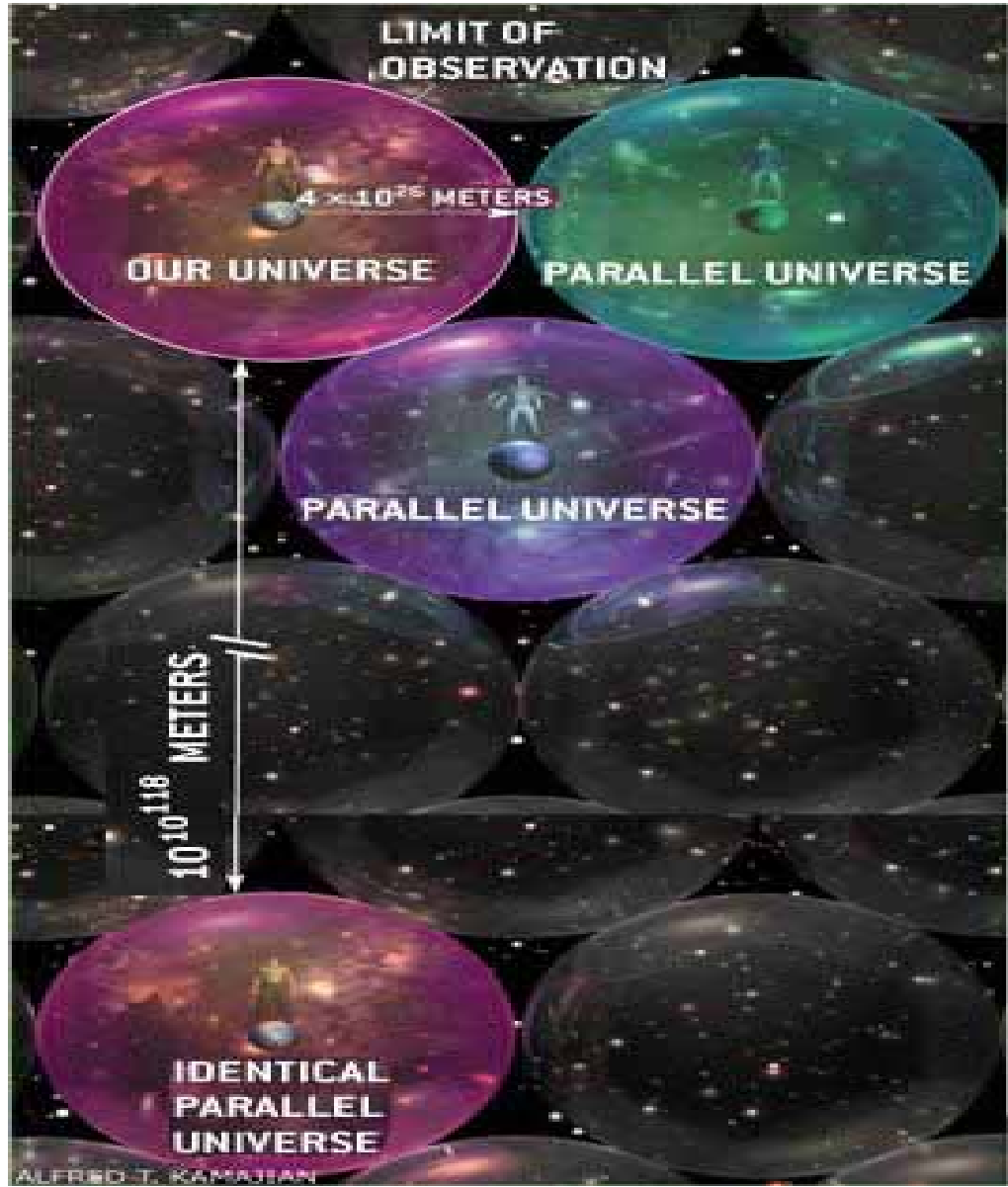
see the world

differently

The gap is widening

Parallel Universes

Is this part of YOUR world ?



Degrees of change an example Technology

By 2020

70 % of job types then

do not exist now

because

By 2020

80 % technology then

not imagined yet



Japanese Robanoid 2006

Likely jobs in next 15 years :

- **Director of Emerging Thought**
- **Chief Zookeeper - of people**
- **Creative Traffic Controller**
- **Virtual Personal Trainer**
- **Chief Imagination Officer**
- **Hacker Relations Manager**
- **Coach of Telepathy**
- **Knowledge Networker**
- **Human Interface Manager**

animac

Generations differ

- **how we see the world**
- **how we operate the world**

Generations - arbitrary

Baby Boomers **1945 – 60** *age* **45 – 60** rounding

Generation X **1960 – 75** **30 - 45**

DotComs **1975 – 90** **15 - 30**

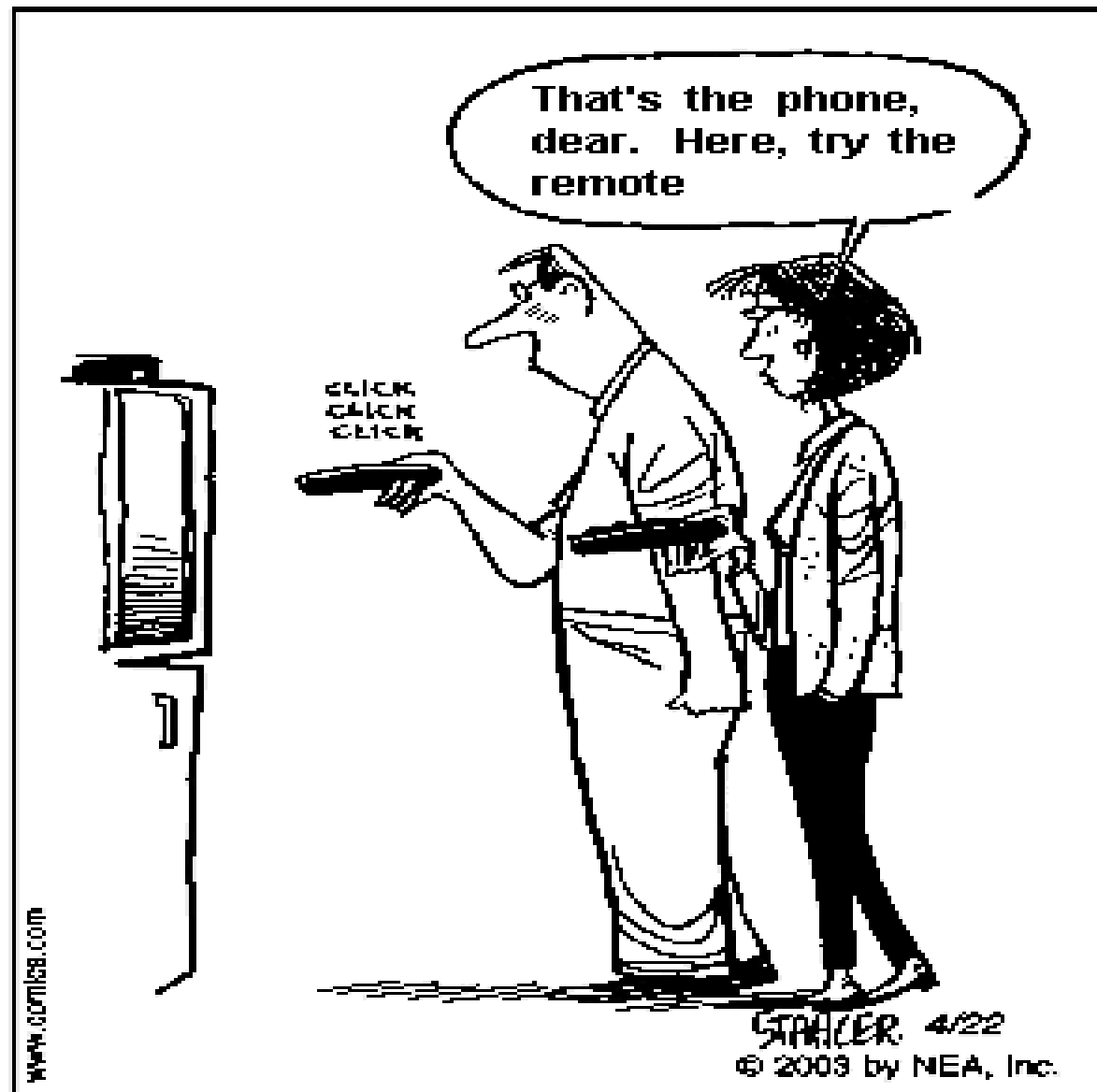
Ferals **1990 – now** **to 15**

Generation X	1960 – 80	25 – 45
Generation Y	1990 – now	17- 25

wikipedia

Baby Boomers

45-60



Baby Boomers 45- 60

- **Downsizing their lives**
- **Material status**
- **Competitive male paradigm**
- **Security conscious**
- **Believe own rhetoric**
- **Defer to establishment authority**

Gen

Xers

30-45



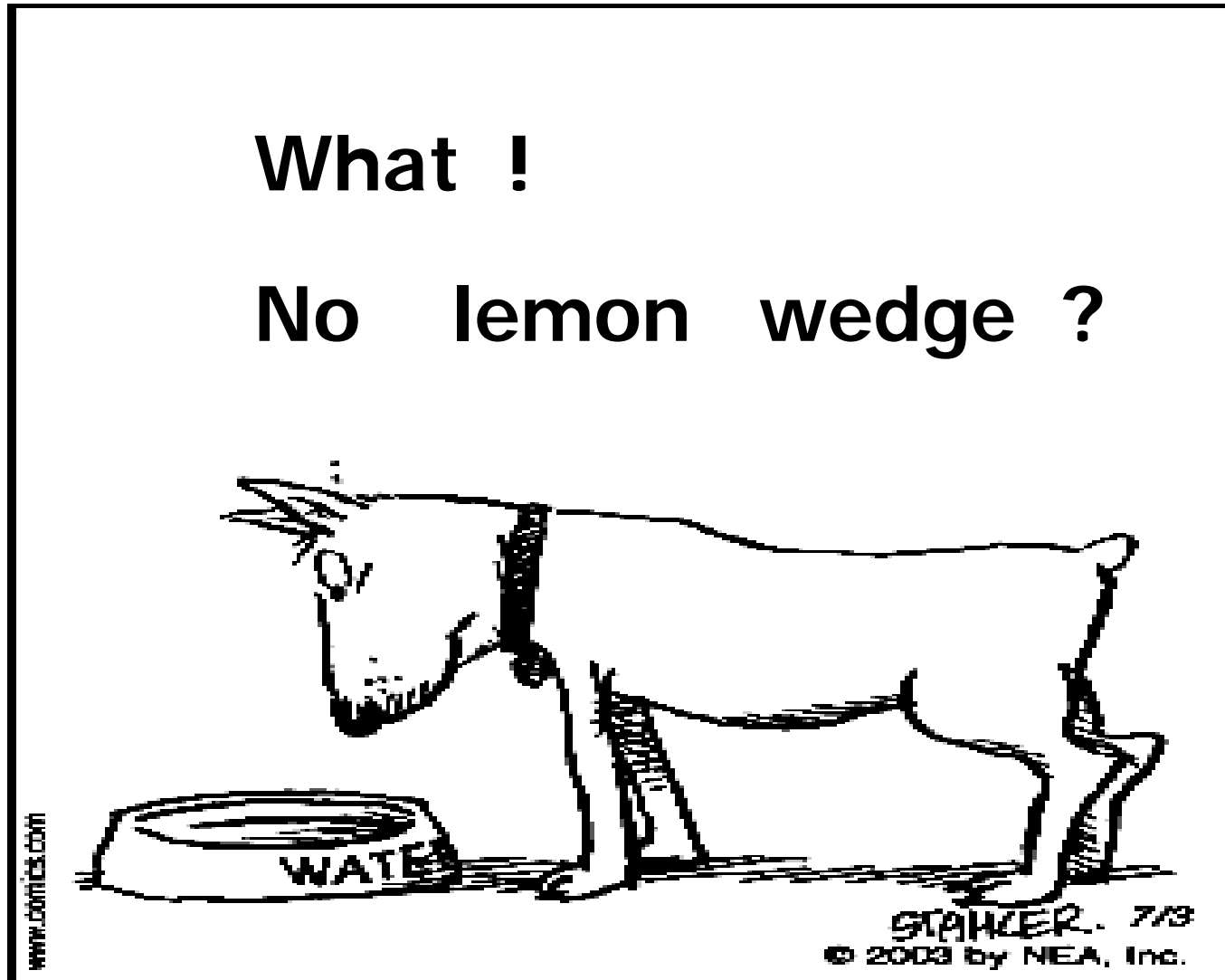
Generation X **30 – 45** **non BB clones**

- **mobile** **single** **childless**
- **multi lifestyles** **wired**
- **personal journey**
- **short term planners**
- **risk takers** **fast decisions**
- **defer to heroes**
- **frustrated with BBers**

Gen X Dog - Lifestyles

What !

No lemon wedge ?



Generations - arbitrary

DotComs 1975 – 90 15 - 30

Ferals 1990 – now to 15

Generation X	1960 – 80	25 – 45
Generation Y	1990 – now	15 - 25

wikipedia

DotComs



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DotComs

**Technology feeds the
Need for Speed :**

- **find what need - info things etc**
- **communicate**
- **create**
- **change**
- **relate**
- **move**

DotComs 15 - 30

- **Faster - on Own journey**
 - **No career concept**
 - **Many jobs**
 - **Temporary pairing**
 - **Group socialising**
 - **Parental home**

- **Internet relationships**
 - **Wired Immediacy**
 - **Temporary pairing**
 - **Group socialising**
 - **No home**
 - **I.d. from activity**

- **Multi channeled**
 - **Multi actions**
 - **Planetary group mission**

Cluetrain Manifesto
www.cluetrainmanifesto.com

- **Defer as per useful**
 - **Temporary deference**
 - **Need & welcome change**

Ferals



Ferals to 15

**Technology feeds the
Need for Communicating :**

- **faster : SMS text, code, next ?**
- **wider : global**
- **deeper : multimedia
multichannel**

Ferals

to 15

wired

- **No limits**
 - no boundaries
 - no patterns

- **Virtual reality**
 - parallel universes
 - secret life
 - no isms
 - can be anyone
 - heightened intuitive abilities

Ferals

No

limits



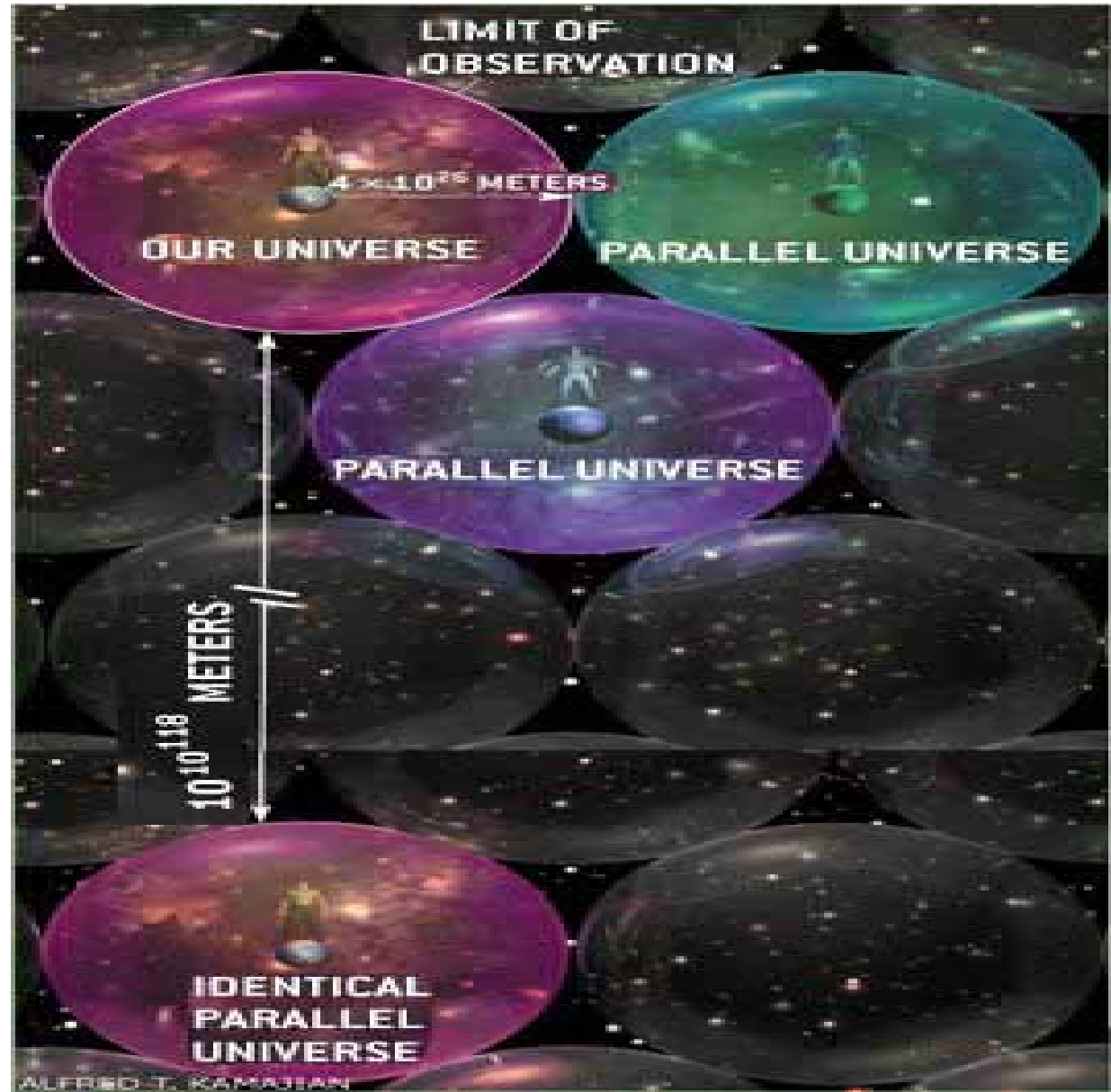
- **Communicators**
 - push speed depth breadth
 - push technology
 - post SMS texting in code

- **Telepathy**
 - next evolutionary step
 - honed by virtual world
 - honed by technology
 - basis for best relationships

- **Wired into Global Village**
 - **global momentary relationships**
 - **global id**
 - **global self values**
 - **connected universally**

- **Planetary mission**
 - **world most important**
 - **future jobs not a concern**
 - **non consumers**

Ferals connected



- **No Deference**
 - respect when earned
 - respect when useful
 - superb spin detectors

- **Live change**
 - live rapid constant change
 - ignore all barriers to change
 - creating our future

Ferals



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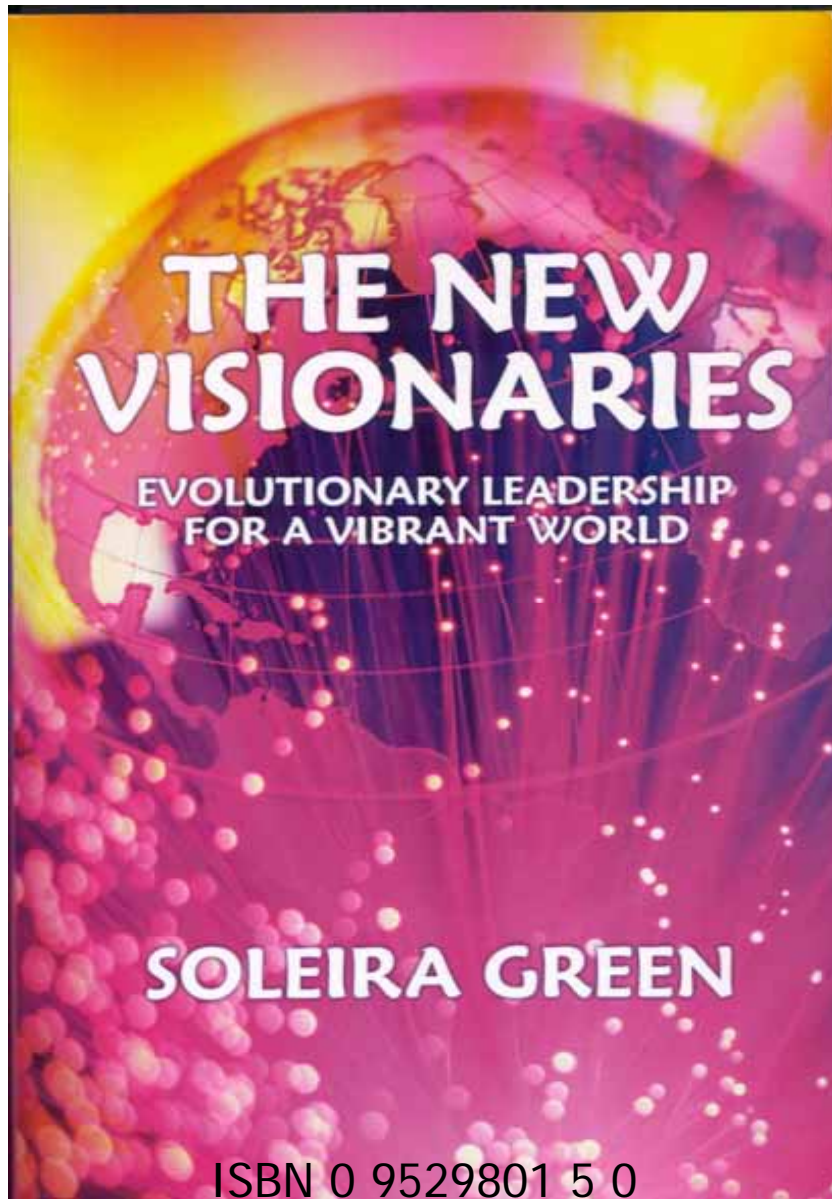


thank you

www.annimac.com.au

Thriving into the future





Soleira Green, UK,

www.newvisionaries.net

identifies 14 people as today's :

**“ New Visionaries
of connective,
transformative,
evolutionary
leadership”**

Animac is #6

Fav conversers :

in alpha order

Googleable

Person :

General Topic :

Neil Croft

Authenticity in Big Biz

Eduard De Bono

Thinking

Soleira Green

Evolutionary Consciousness

Dalai Llama

Values

Suzy Miller

New Kids

Riley

Global future (Autistic 6 yo)

Bruce Robinson

Peak Oil

Peter Senge

Human purpose

Peter Sheahan

Generation Y

David Suzuki

Global Environment
