

KEYNOTE TOPICS

Fresh ideas served hot here.

In her famously provocative keynotes, Mary O'Hara-Devereaux—global futurist, trend analyst, China insider—uses her deep cross-industry, cross-cultural expertise to deconstruct the radical economic and social shifts now underway and identify the core competencies that are required of any leader who hopes to be a successful player on the world stage of tomorrow.

FOCUS ON YOUR FUTURE

Even the most seasoned business and organizational leaders are challenged to make sense out of the current business environment. Understanding the future and preparing for it is not optional.

Hot Dispatch From the Near Future - New Keynote and Executive Briefing ***Economy in Upheaval - What's Really Next and Strategies to Navigate These Uncharted Waters***

Even the most seasoned business executive is challenged to sort out the truth and consequences of the current financial maelstrom. In response to a demand from clients Mary is keeping her core 2008-2011 forecast, which remains spot on, updated with insights, sense making and truth telling to help leaders understand the shifting context to enable the best decisions for their companies. It is now available as a keynote or executive briefing. You will leave the briefing feeling armed with information about the economy, an understanding of the financial 'bail out' underway, the likely scenario of when and how it will all end and 2 contingent scenarios as back up. You will leave the session feeling proactive, rather than reactive about how to respond on Monday Morning and longer term and the pitfalls to avoid. Customized to each group don't be blindsided.

Fault Lines: Eight Trends That Will Disrupt Your Future

Powerful driving forces are working synergistically to sculpt a new economic and social landscape over the next decade. The result? Deep fault lines that force new choices for all of us to make as individuals and businesses. In this provocative, energizing keynote Mary reveals the eight trends that are creating strategic imperatives guaranteed to disturb your status quo. Learn about some surprising demographic shifts; preview what's on the technology horizon; hear Mary's insider view of China; and discover the truth about the economy, the future of food, and more. Mary provides a customized set of implications for your group or company.

Is it all about you? Of course it is. That's why Mary also offers a special customized Fault lines and Trends keynote highlighting 6-8 of the trends most relevant to your industry or organization.

The Edge of the World: Beyond Tomorrow

Jump in Mary's futures helicopter and take a ride beyond tomorrow to **(2020-2030)**. What will we find in the far foothills of the future, beyond the Badlands? What are we fairly certain about, and what are the wild cards? This thought-provoking keynote will give you a view or two—grounded in over 20 years of forecasting and futures research—of what's likely next in the long term and tell you what you need to do to prepare for it.

KEYNOTE TOPICS *cont.*

MORE SOUGHT-AFTER KEYNOTES

Fueling Innovation: Game-Changing Strategies for Firing Up Your Profitability

The future won't resemble the past. Organizations—if they want to prosper long term—need to “morph” continuously in response to new opportunities. This high-octane keynote offers a strategic roadmap designed to help your organization leapfrog over old, ingrained habits and spark an epidemic of innovation to fuel your future profitability. Learn how to reduce barriers to innovation and harness disruptive trends to find unseen targets and seed game-changing strategies.

The Future of Work: Warning! Extreme Transformation Ahead

We are just at the beginning of profound changes across the whole world of work. Not only will individual knowledge workers be in the driver's seat, but most of tomorrow's knowledge workers will be women. Learn six powerful shifts that will radically reshape individual work and organizational life over the next 10 years—and take home actionable insights as an organization and worker that will increase your readiness to thrive in this brave new world.

Geeks not Geezers: The Millennials Come of Age—and Their Future Will Not Resemble Your Past

From this presentation you will gain unrivalled insights about the Millennials that will help you understand and appreciate them, hire and retain them, and leverage their considerable talent. Based on Mary's primary global research on these remarkable young global citizens—who truly are a generation apart—this lively keynote will dispel the many myths about the Millennials and retool the lens through which most leaders see them.

Strategic Power Networks: Trade Up to Lead from the Top of Your Game

Real leaders create Strategic Power Networks that launch innovations to bust through the obstacles posed by today's toxic leaders and the volatility and uncertainty of these historic times. In this no-holds-barred presentation you will gain invaluable insights into the Badlands' extreme context for leadership and the criticality of learning how to design strategic power networks and the eight steps to weave one together.

The Cave of the Tiger: Targeting Your Best Opportunities in China

Navigating China's business environment is not for the faint of heart. This keynote is customized to sharpen executive thinking about market entry or help seasoned leaders make the inevitable course corrections. You'll learn some rules of thumb, discover what pitfalls to avoid, and gain unrivalled insights into the strategic imperatives for identifying opportunities and hitting the targets you have in your sights.

MORE CHINA TOPICS

Favorable Winds: What's Next in China's Marketplace—a Five-Year Forecast

Gain an insider's view of the challenges of entering China's vast marketplace as China morphs, sputters, and explodes again after the Beijing Olympics. Whether you're new to China or a seasoned leader who needs to make course corrections, you'll come away with insights and strategies designed to help you succeed behind the Bamboo Curtain.

Fire Ascends Above the Water: Eight Surprises About China's Future

Beware of conventional wisdom about China. This myth-shattering keynote unveils eight surprises that will make you think differently about China and offers some unconventional ideas for tuning up your long-term strategies.

Secrets of the Middle Kingdom: Deciphering China's Consumer Conundrum

For ten years Mary has led extensive ethnographic research about the future of the Chinese consumer. Now she shares her evidenced-based insights and gives you a strategic framework for understanding—and capitalizing on—the game-changing behavioral shifts to come in the decade ahead.

KEYNOTE TOPICS *cont.*

HOT TOPICS

Dollars and Sense: Outlook for Consumer Financial Services

Perhaps no industry has been as completely transformed in the last two decades as consumer financial services. In this profound and provocative forecast Mary tells you about the changes still to come, explains what pitfalls to avoid, and offers a sound strategic framework for engaging the financial services customer of the future.

The Chalkboard Notes: The Future of Higher Education and Adult Learning

Based on Mary's recent ground-breaking forecast of higher education and adult learning, this keynote offers a clear view of the strategic imperatives for institutions, organizations, and learners of all kinds. You will take home a rich treasure chest of ideas and strategies that will help you create a customized roadmap into this new future.

The Hundred-Year Itch: Get Ready for Your Second Middle Age

Ages 60 to 80 have become a second middle age, with 85 the new benchmark for what we call "old age." Mary's ground-breaking research is put to a powerful purpose in this customized keynote focusing on the phenomenal impact that 25 more years of life will have—and the extraordinary opportunities this presents for both you and your organization. Innovating in their roles as consumers and workers of the second middle age will be the Boomers' last hurrah.

Rosie the Riveter Redux: What's Next for Women

In the next 10 years women are poised to leapfrog to new leadership roles in large numbers. In this thought-provoking, energizing talk you will learn surprising new facts about this new crop of innovators and take home personal and organizational insights that will drive you to make major shifts.