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Exponential Thinking to Get Exponential Results

Howard Getson

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What We'll Discuss Today

Part 1: Identifying What's Next

Part 2: How Thoughts Become Things

Part 3: Getting Exponential Results

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Part 1: Identifying What's Next

Anticipating The New World

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Exponential Technologies

What Technologies That Already Exist Are Going To Impact Your Industry The Most In The Next 3-5 Years?

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Exponential Technologies

What Technologies That You Expect To Exist Will Impact Your Industry The Most In The Next 5-10 Years?

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Exponential Technologies

Existing Technologies:

- Artificial Intelligence
- Electric Vehicles
- Big Data
- Internet of Things
- AR/VR
- Industry 2.0
- Natural Language Processing
- Next-Gen Computer Chips
- 5G
- Wearables
- 3D-Printing
- Privatized Space Travel
- Blockchain

Emerging Technologies:

- Generalized AI & Amplified Intelligence
- Fully Autonomous Vehicles
- AI Platforms & Ubiquitous AI
- Digital Omniscience
- Mixed Reality/Metaverse
- Mass Customization
- DNA Computing & Storage
- Advances In Computing (Quantum)
- Green Technologies
- Brain-Computer Interfaces
- Lab Grown Meat/Organs/Medicine
- Business in Space
- Authenticated Provenance & Governance

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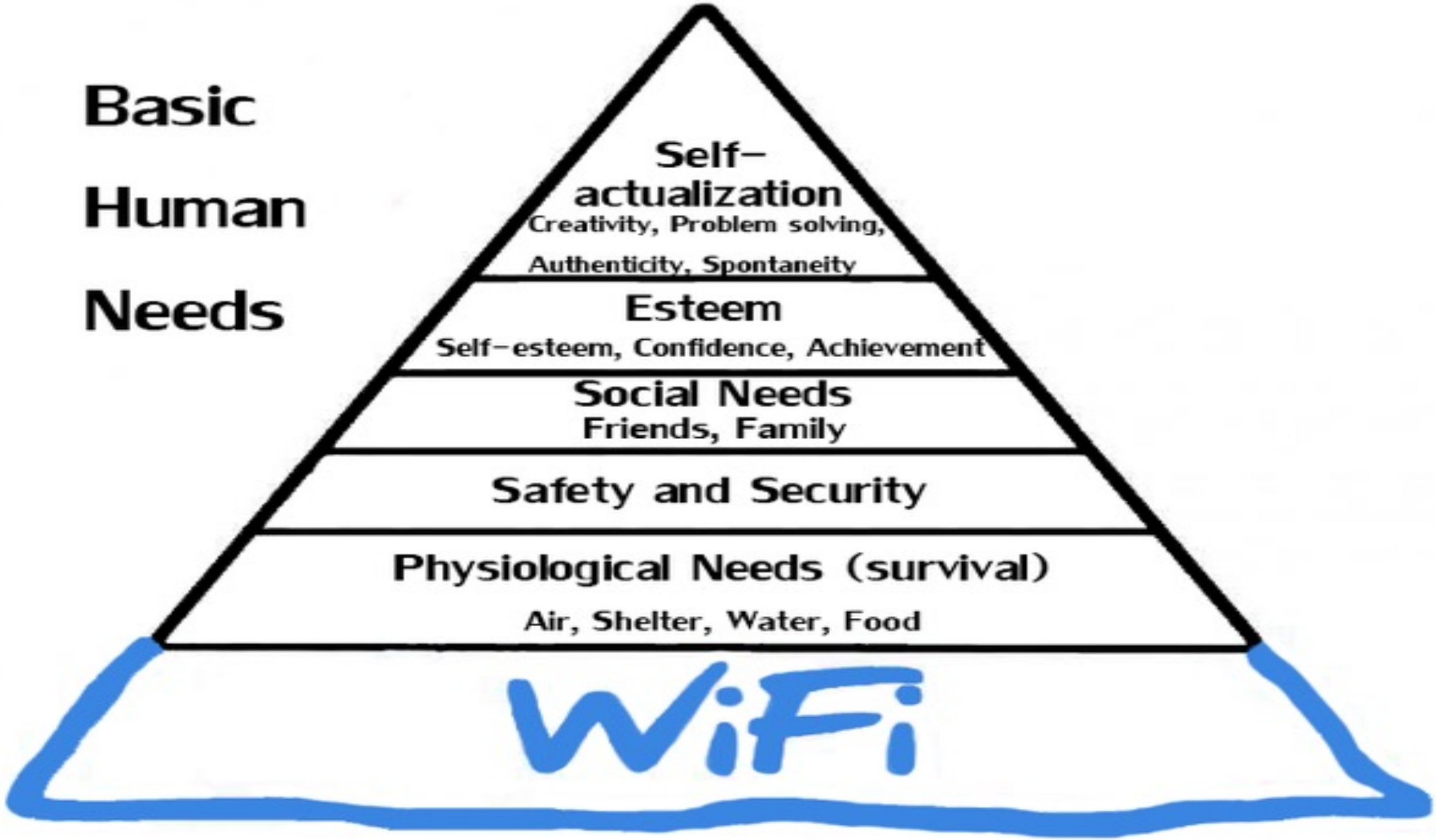
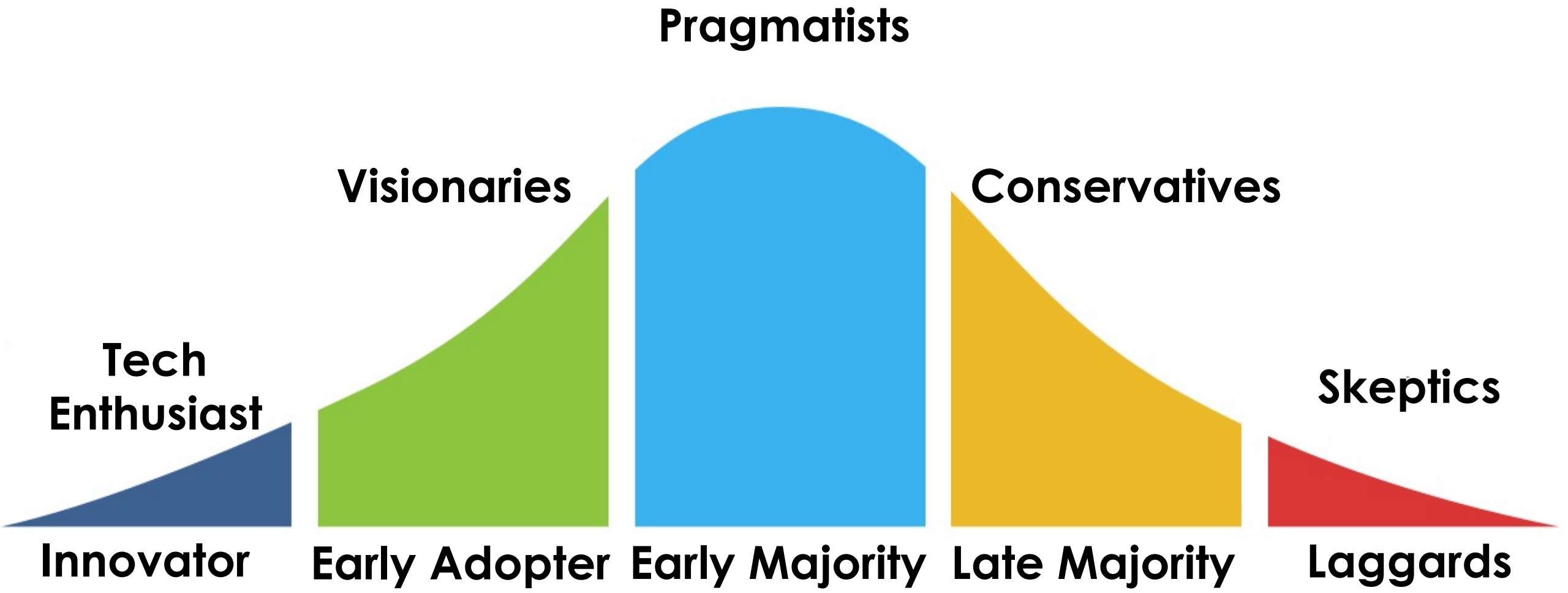
Humans Often Recognize Big Changes On The Horizon…

But Rarely Anticipate The Consequences

The Internet Changed Everything


Basic
Human
Needs
Self-
actualization
Creativity, Problem solving,
Authenticity, Spontaneity
Esteem
Self-esteem, Confidence, Achievement
Social Needs
Friends, Family
Safety and Security
Physiological Needs (survival)
Air, Shelter, Water, Food
WiFi

Technology Adoption Curve



Beal & Bohlen (1957) via "**Crossing The Chasm**" By Geoffrey Moore

Old World
vs.
New World

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GMC
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New-York

EW-YORK, SUNDAY, DECEMBER 28, 1879.---TRIPLE SH

EDISON'S ELECTRIC LIGHT

CONFLICTING STATEMENTS AS TO ITS UTILITY.

THE INVENTOR SAYS HE HAS SUCCEEDED IN GETTING A CHEAP SUBSTITUTE FOR GAS—A PUBLIC EXHIBITION PROMISED

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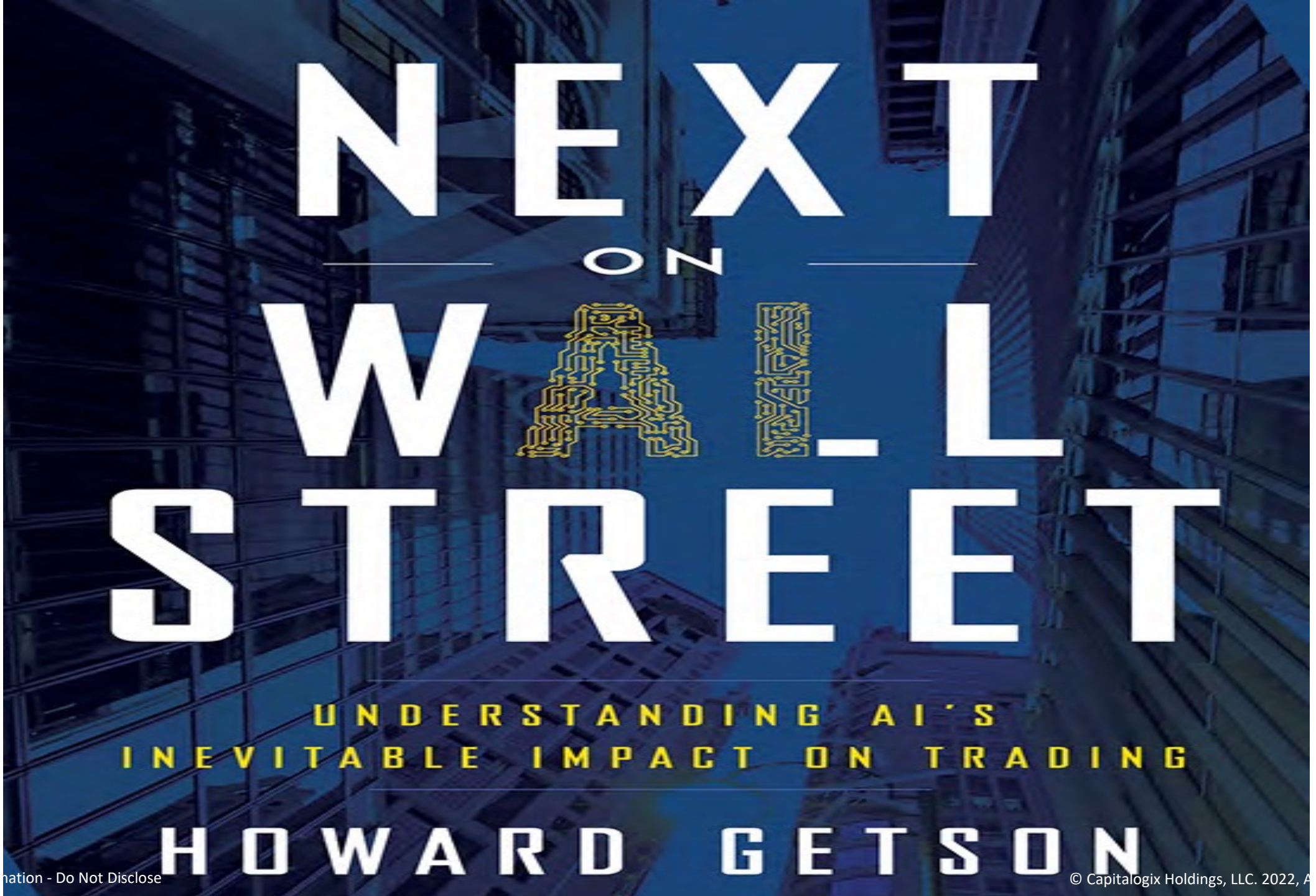

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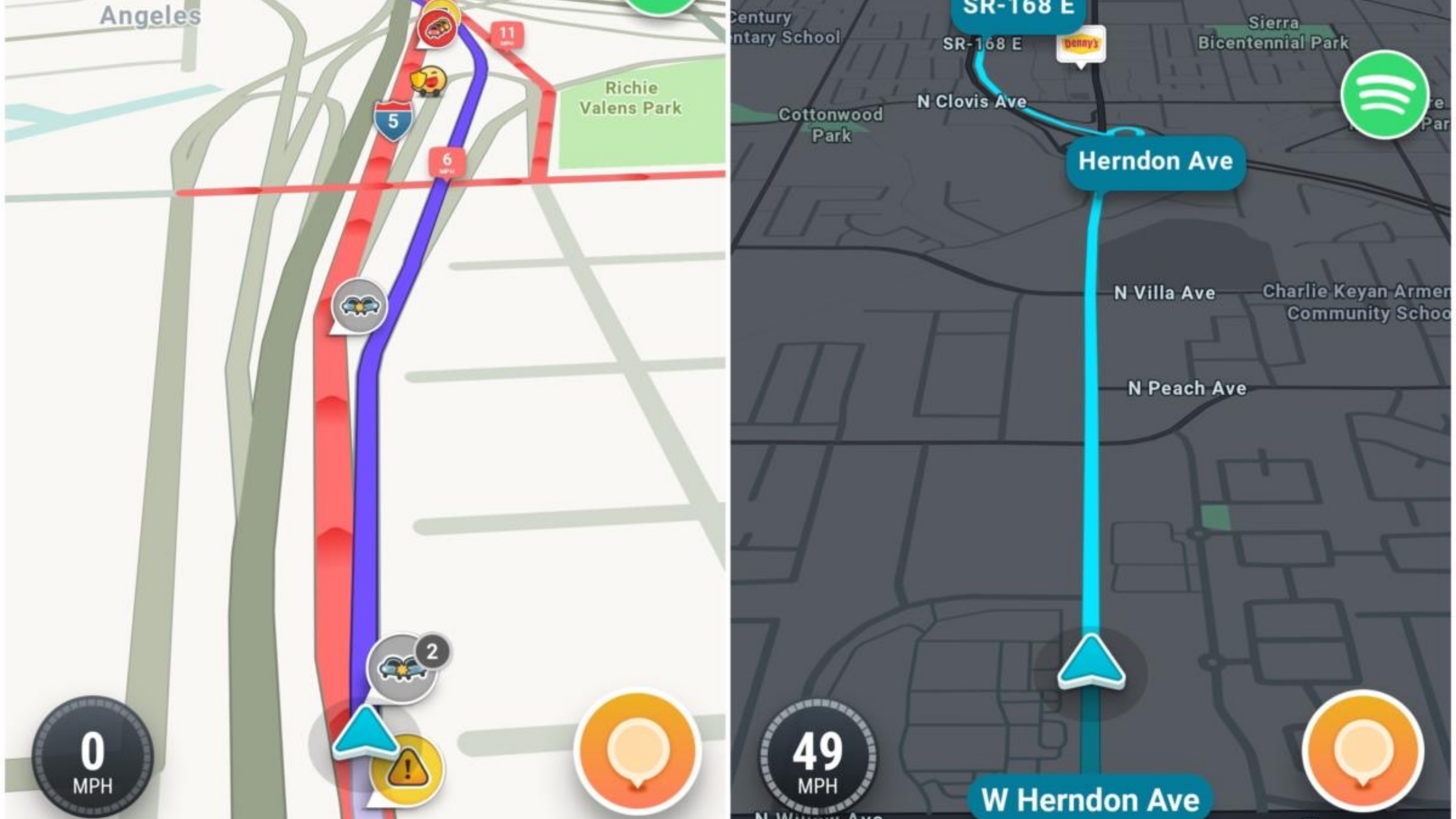
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N Clovis Ave
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Park
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N Villa Ave
Charlie Keyan Armer
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N Peach Ave
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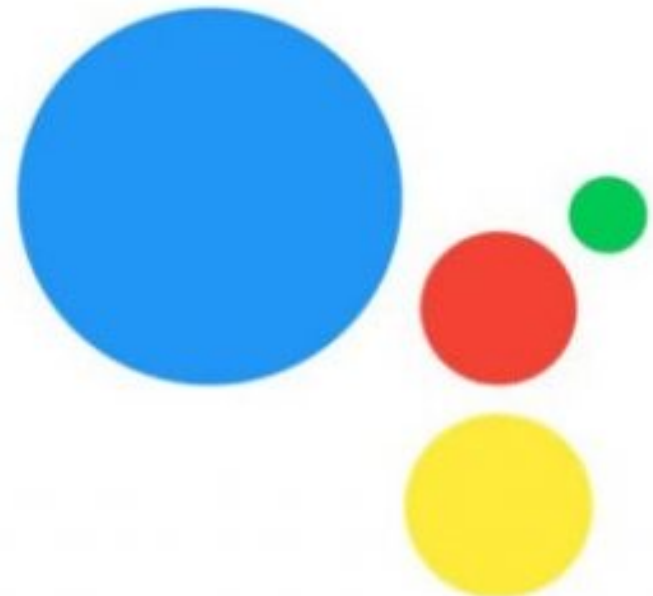
MPH
W Herndon Ave

Living Room
Kitchen
Entryway
Dining Room

“Hey Alexa”

“Hey Siri”



“Hey Google”

Amplified Intelligence

- Better Decisions
- Smarter Actions
- Improved Performance

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12
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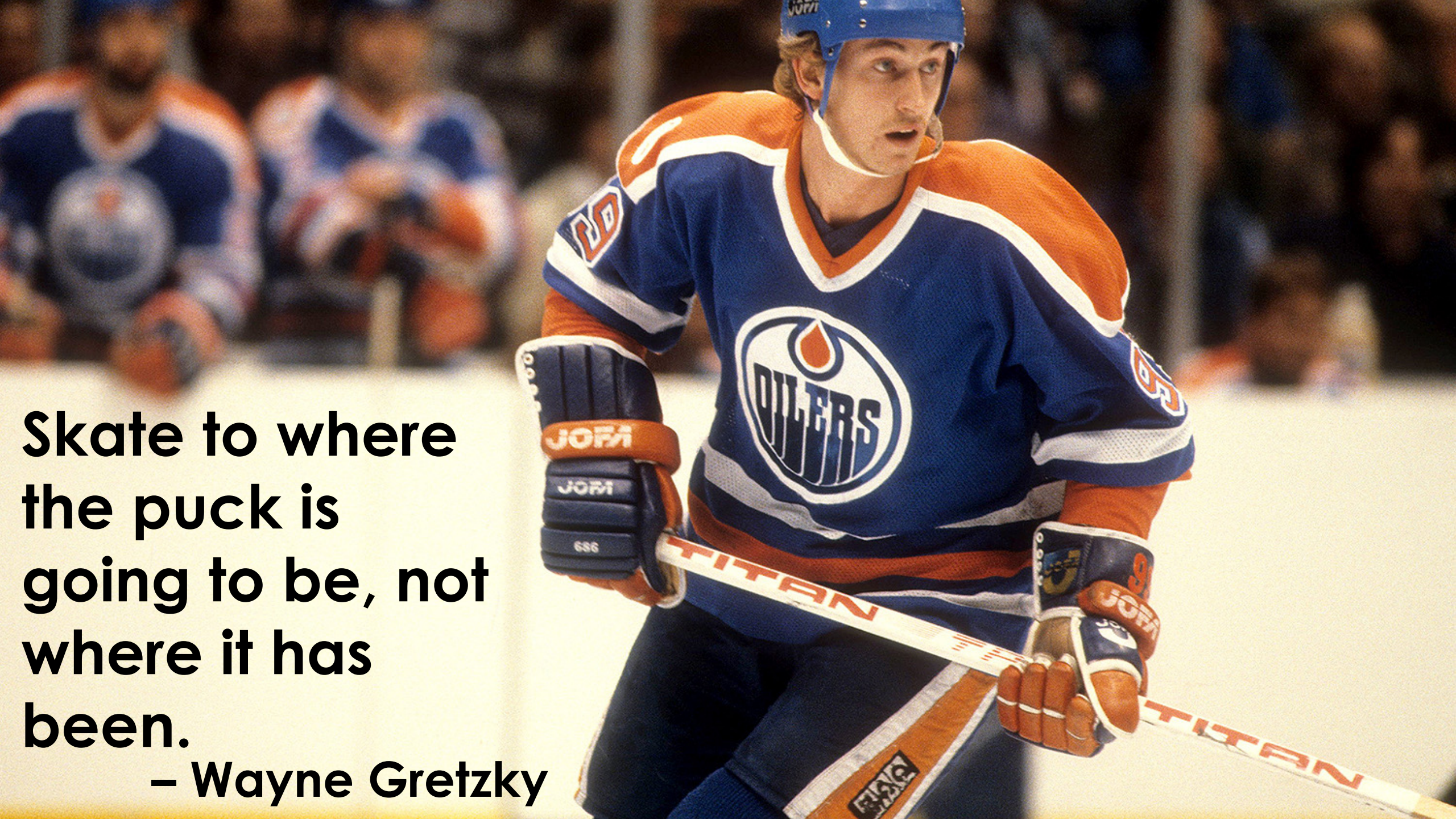
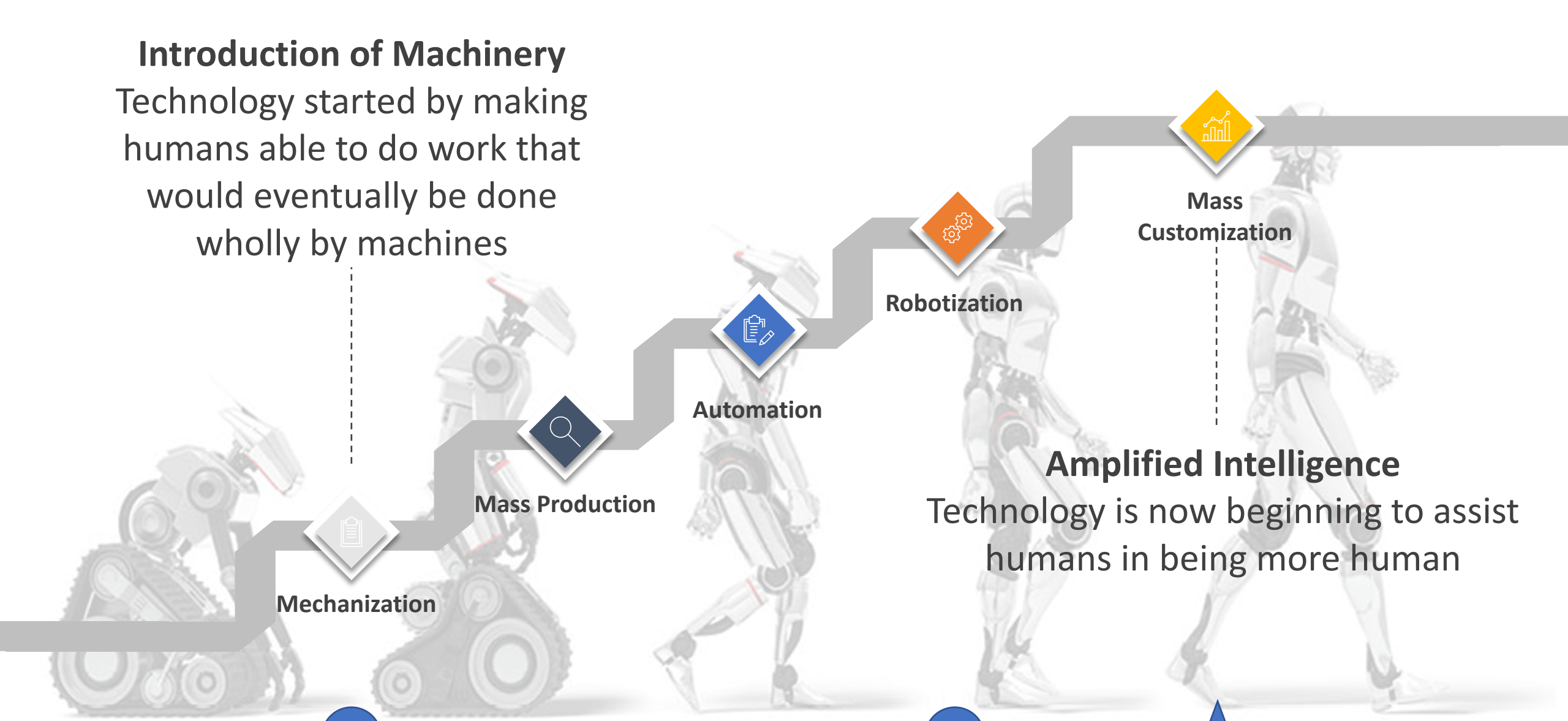

Skate to where the puck is going to be, not where it has been.
– Wayne Gretzky

The Four Seasons

The Law Of The Farm

Introduction of Machinery

Technology started by making humans able to do work that would eventually be done wholly by machines



Amplified Intelligence

Technology is now beginning to assist humans in being more human

Humans Acting Like Robots

Robots Acting Like Humans

Humans Free To Be What They Want

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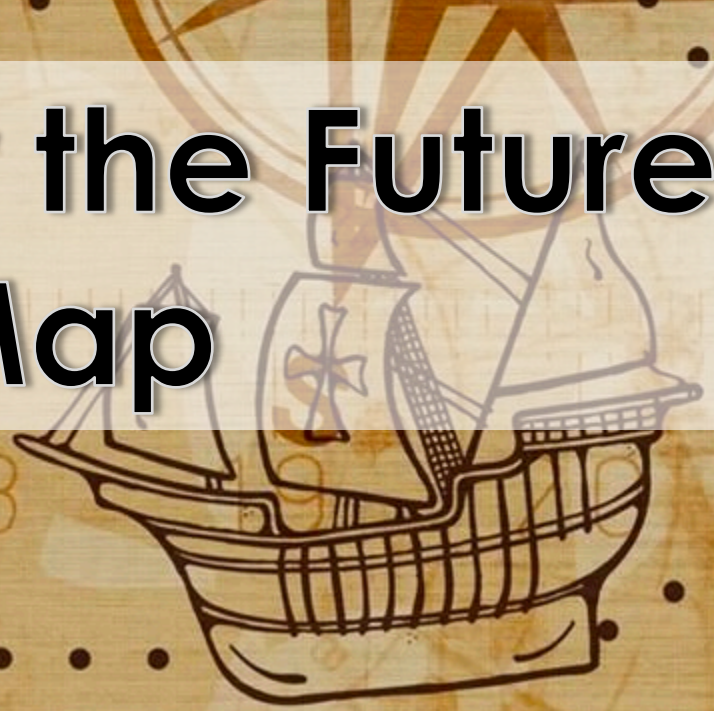
SEPTEMBER 20 1849

GOLD! GOLD! GOLD!

CALIFORNIA GOLD REGION SEEMS INEXHAUSTIBLE!

After James W. Marshall's great discovery at Sutter's Mill in Coloma, Forty-Niners have been arriving in droves, some from as far away as Europe and Asia, to get their hands on the valuable dust.

Think of Your Vision for the Future as a Treasure Map



It's Not What Happens...
It's What You Do!

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Questions or Comments

Part 1: Identifying What's Next

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Part 2: How Thoughts Become Things

Finding Your Map to the New World

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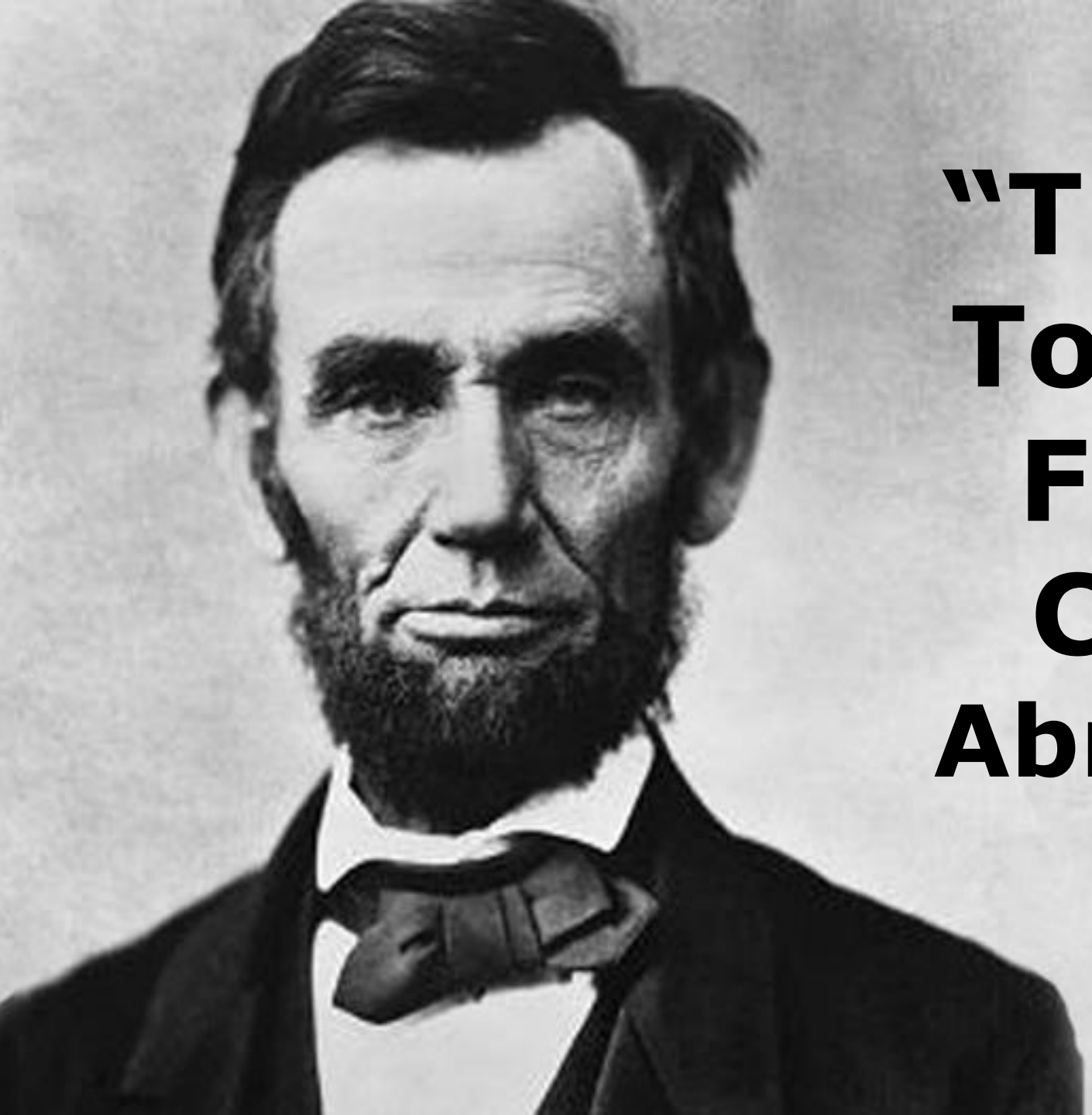

“The Best Way To Predict The Future Is To Create It” – Abraham Lincoln

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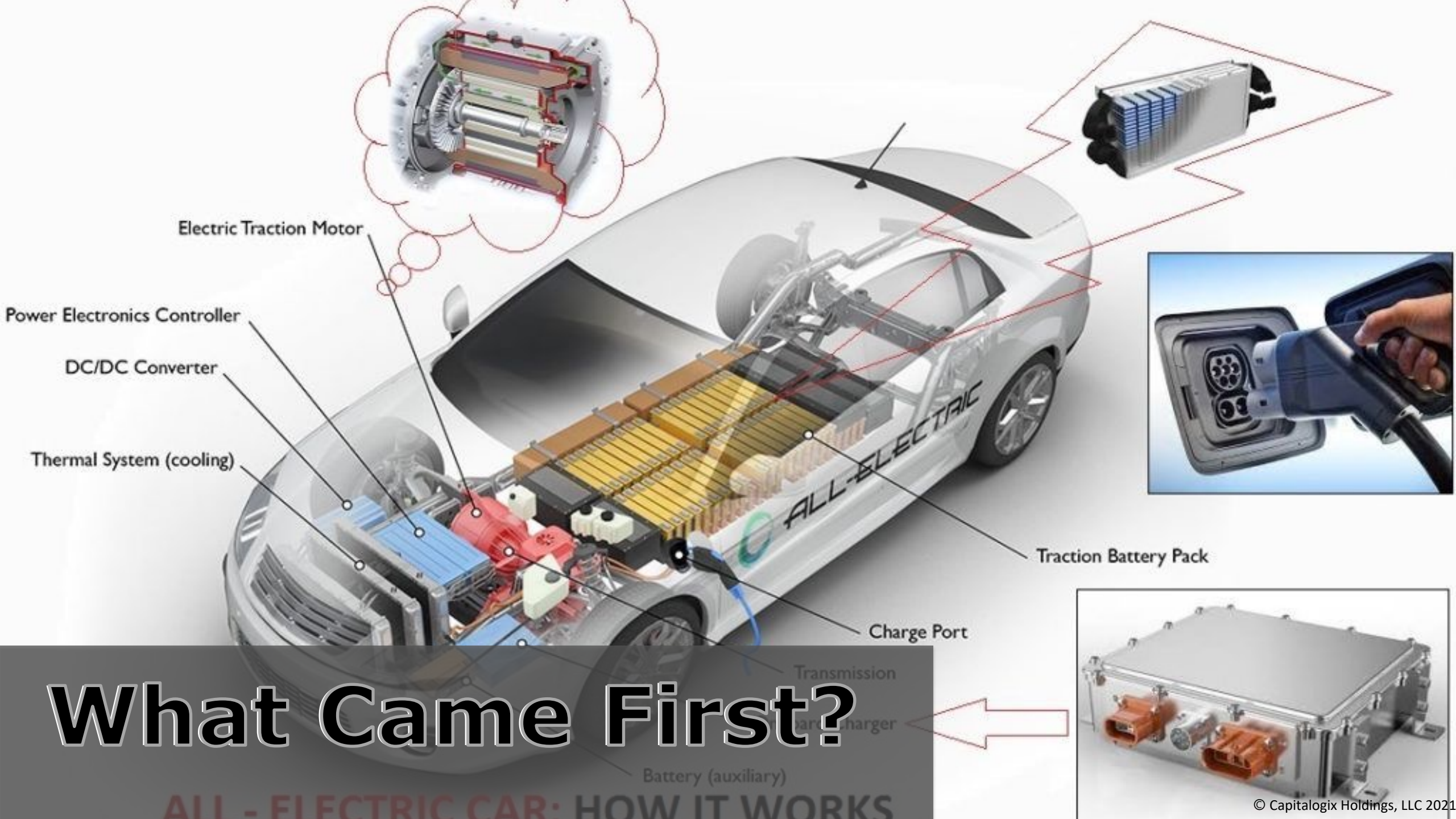
What Came First?



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TESLA	New Capability	Prototype	Product	Platform
Key Capabilities:	– Electronic engine	– Mass Producible Electric Car – Add “Cool” Features	– Affordable Mass Market Electric Vehicles – Auto Updates	– A New Empire – Energy Biz – Self-Driving Capabilities – U.S. Electric car Infrastructure
Constraints:	– Sufficient Battery Power – Clean Energy – Safety	– Drivable Distance – Be Worth the Hassle	– Charging stations – Distribution (direct to consumer, dealerships, etc.)	– Mass Adoption – Competition – Legislation, and – Cooperation

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It is Often Easier to Predict Human Nature Than to Anticipate Which Technologies Will "Win"

SPACEX

SPACEX	New Capability	Prototype	Product	Platform
Key Capabilities:	– Privatized Spaceships – Vertical Take-Off and Landing	– Get to Space – Accomplish Missions – Privatized Launch Capabilities	– Privatized Space Transportation – Shoot for Mars	– Commoditize Space Travel – In-Space Infrastructure
Constraints:	– Funding – No New Tech – Reducing cost/lb of Cargo	– Make Components Re-Usable – Human Safety – Avoid Over-Engineering	– Quality Control – Customer Experience – Mass Production: Permits & Shipping	– Scope & Scale – Off-World Problem Solving – Law & Order

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“People Rarely Try To Accomplish What They Don’t Believe Is Possible”

You Don’t Have To Invent The Future

Better Doesn't Always Win

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"Fire good. Wheel good. But Og no like fire wheel!"

“Your Imagination Is The Ultimate Competitive Advantage”

Technology Adoption Model

Emerging technologies are a great opportunity

But many people make the mistake of jumping straight to changing their whole business to capitalize on the hype. That's a recipe for being a flash in the pan.

A systematic approach is necessary to translate this opportunity into long-term growth and a sustainable competitive advantage

Stage 1: So What? Who Cares? (New Capability)

- Does it help you do what you already do, better?
- Helps you play the game you're already playing
- Key metrics are typically based on efficiency, effectiveness, and certainty

Stage 2: What's Next? (Prototype)

- What could you do, or should you do?
- Typically requires stopping some things to make room for others
- Still playing the same game, but with more capabilities and better results

Stage 3: Re-invention (Product)

- What can you release as a product/service/offering that is strategic & unique?
- Has to be good enough for people you don't know to achieve desired outcome
- Playing a new game requires new metrics

Stage 4: Transformation (Platform)

- What core capabilities create a platform for others to build upon?
- Attracts new audiences to use your products in unanticipated ways
- Changes the game or the playing field for other people

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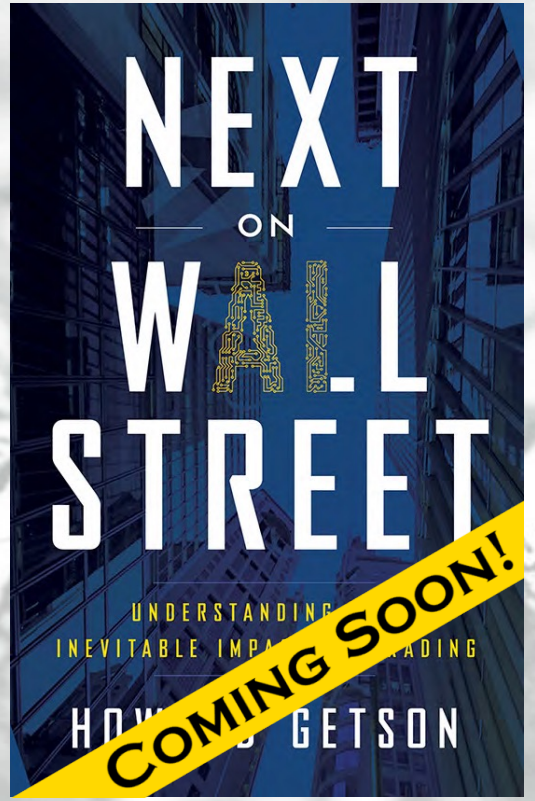

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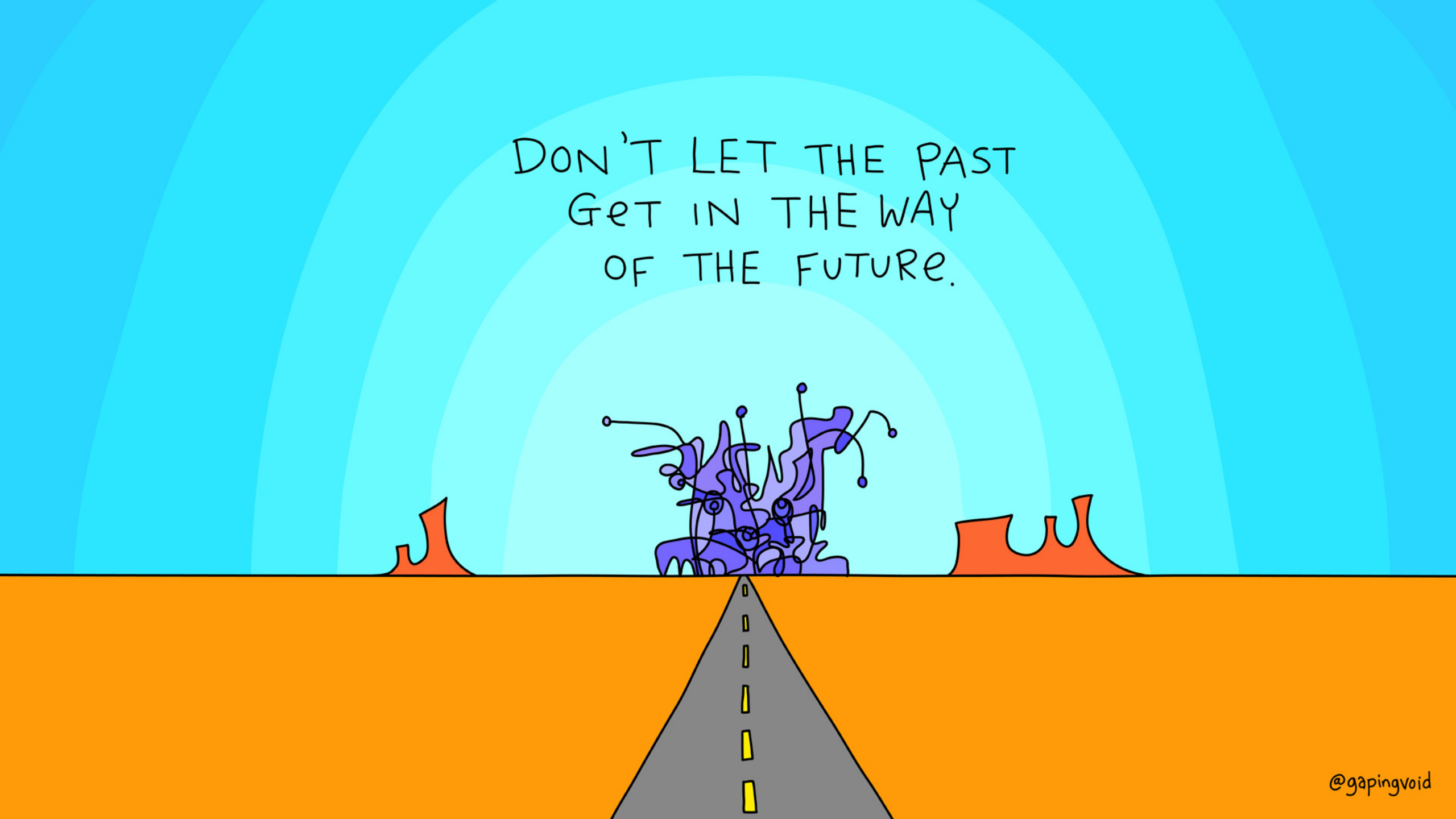
Once You Understand Your Industry…

Figure Out What You Will Create … and When You Want Do It.

the new NEW world of trading
Capitalogix®
@gapingvoid


DON'T LET THE PAST
GET IN THE WAY
OF THE FUTURE.
@gapingvoid

the old style
of trading is dead

luckily for us
not all the old
traders are

@gapingvoid

Capitalogix®	New Capability	Prototype	Product	Platform
Key Capabilities:	- Algorithmic Trading Systems	- Algo Trading at Scale - Lots of Data - Proprietary Metrics & Analytics	- Fund Run By Autonomous AI - Insight Engine	- Amplified Intelligence Platform - Many Products - Many industries - JV Biz Model
Constraints:	- Predicting Random - Computing Power - Clean Data	- Tradeworthy - Risk Management - Trading Costs - Funding	- Real-Time Insights - Distribution Partners	- Industry Partners - Opportunity Filtering

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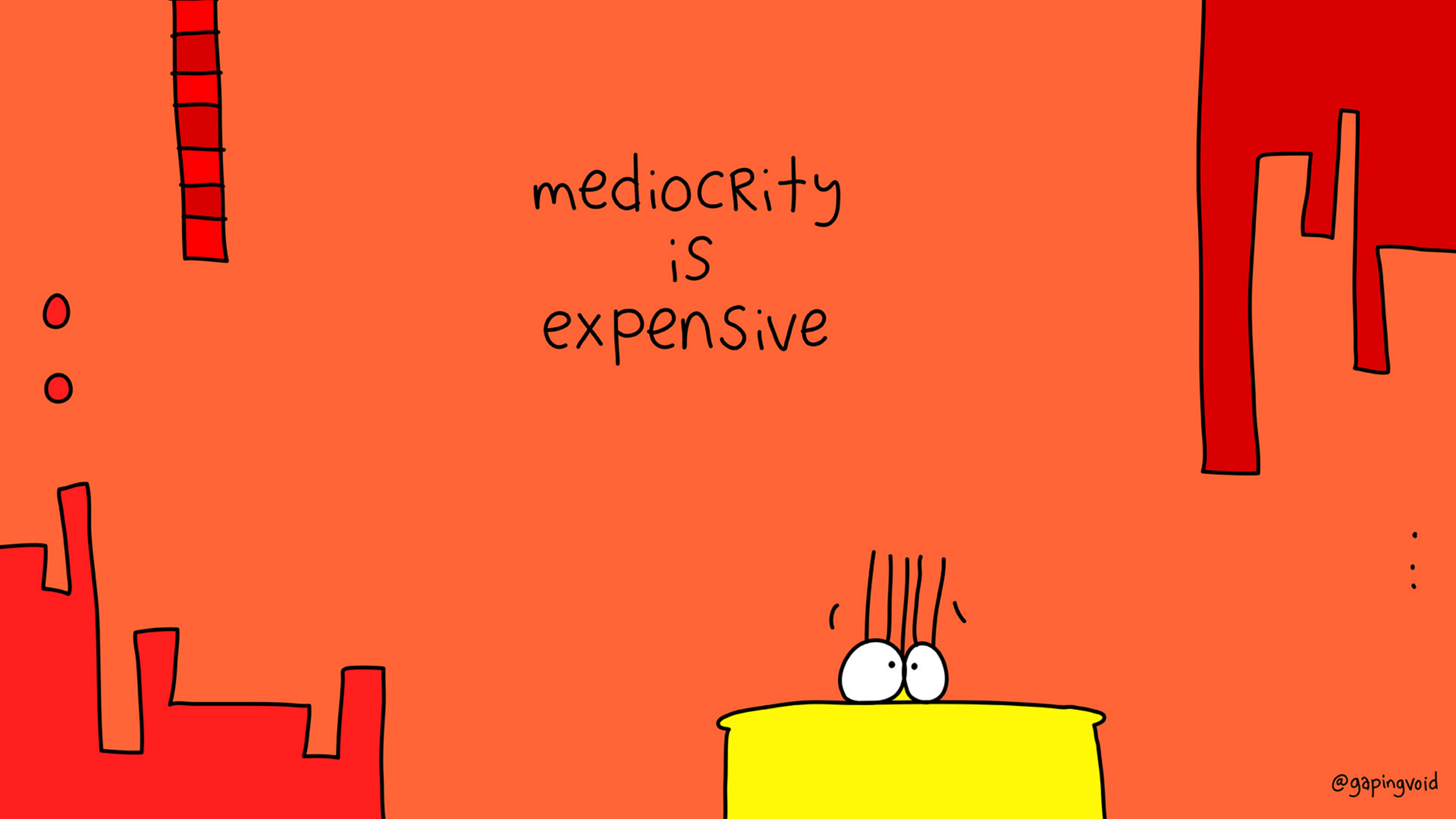
mediocRity
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expensive
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if you don't know what your edge is

you don't have one

@gapingvoid

To Do The Impossible, Make The Invisible, Visible

Don’t Just Be Different, Play a Different Game

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Tech Adoption Model For daVinci50

Name: _____ Date: _____

	Stage 1	Stage 2	Stage 3	Stage 4
	New Capability Who Cares?	**Prototype** What's Next?	**Product** Reinvention	**Platform** Transformation
	Does it help you do what you already do, better?	What could you do, or should you do?	What can you release as a product/service/offer that is strategic and unique?	What capabilities create a platform for others to build upon?
Core Capability:				
Key Indicators: Or Evidence of Success				
Potential Roadblocks: Or Constraints				
Getting to Next:	1	2	3	

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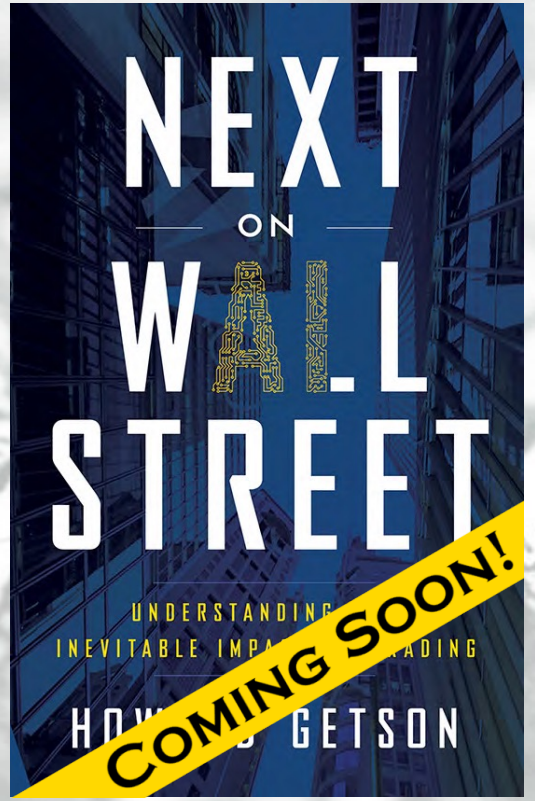

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Questions or Comments

Part 2: How Thoughts Become Things

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Part 3: Getting Exponential Results

The Who, What, Why, When, and How of Genius

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A Key Catalyst to Exponential Results

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Technology and Innovation

Ask Yourself: How well do I leverage new technologies and innovation during my most challenging moments?

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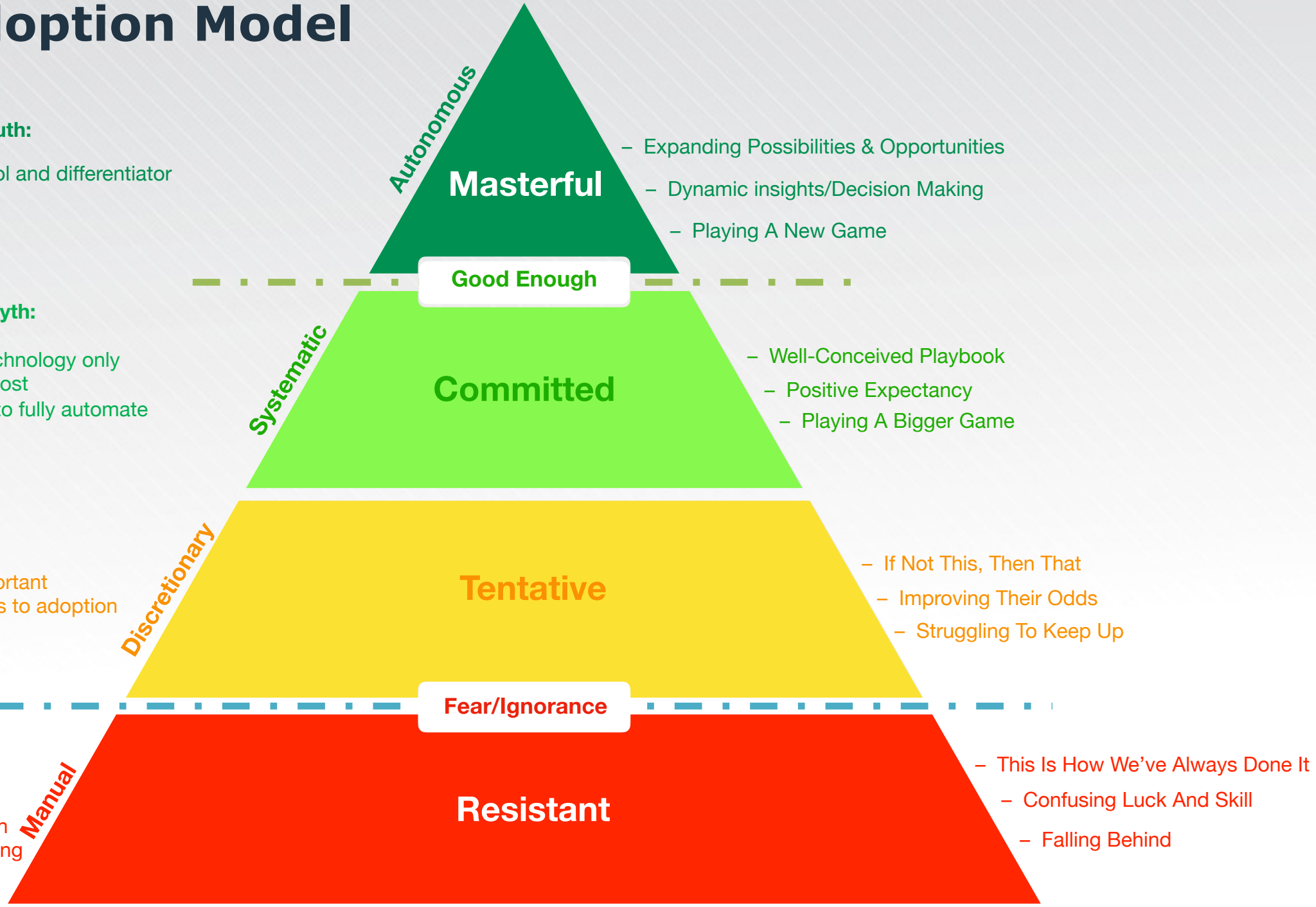
Tech Adoption Model



Dark Green Zone Truth:

- AI is a powerful tool and differentiator

Light Green Zone Myth:

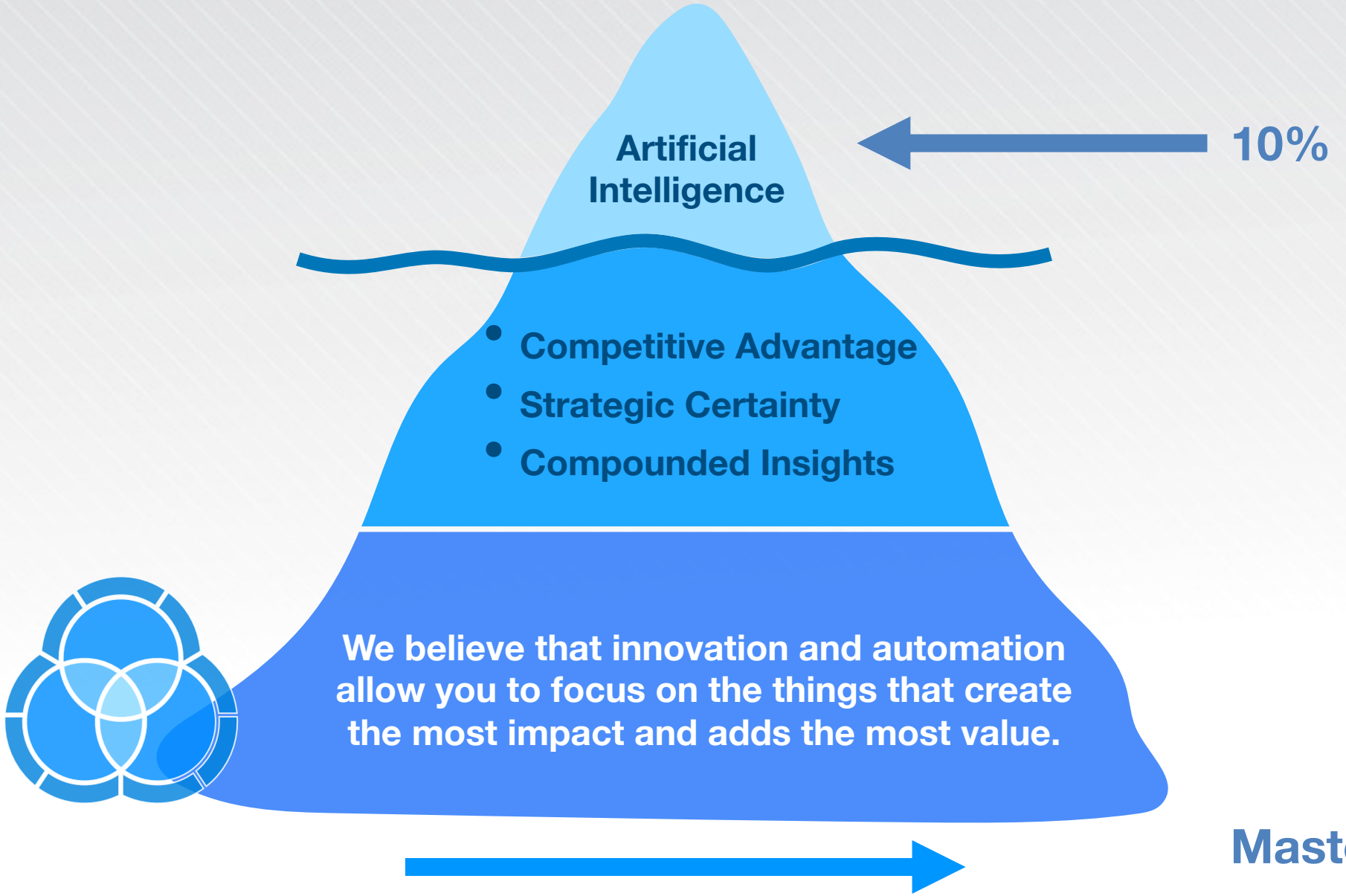
- You can rely on technology only where it matters most
- It's too expensive to fully automate

Amber Zone Truth:

- Technology is important
- There are shortcuts to adoption

Red Zone Myth:

- Integrating new tech is too time consuming and difficult



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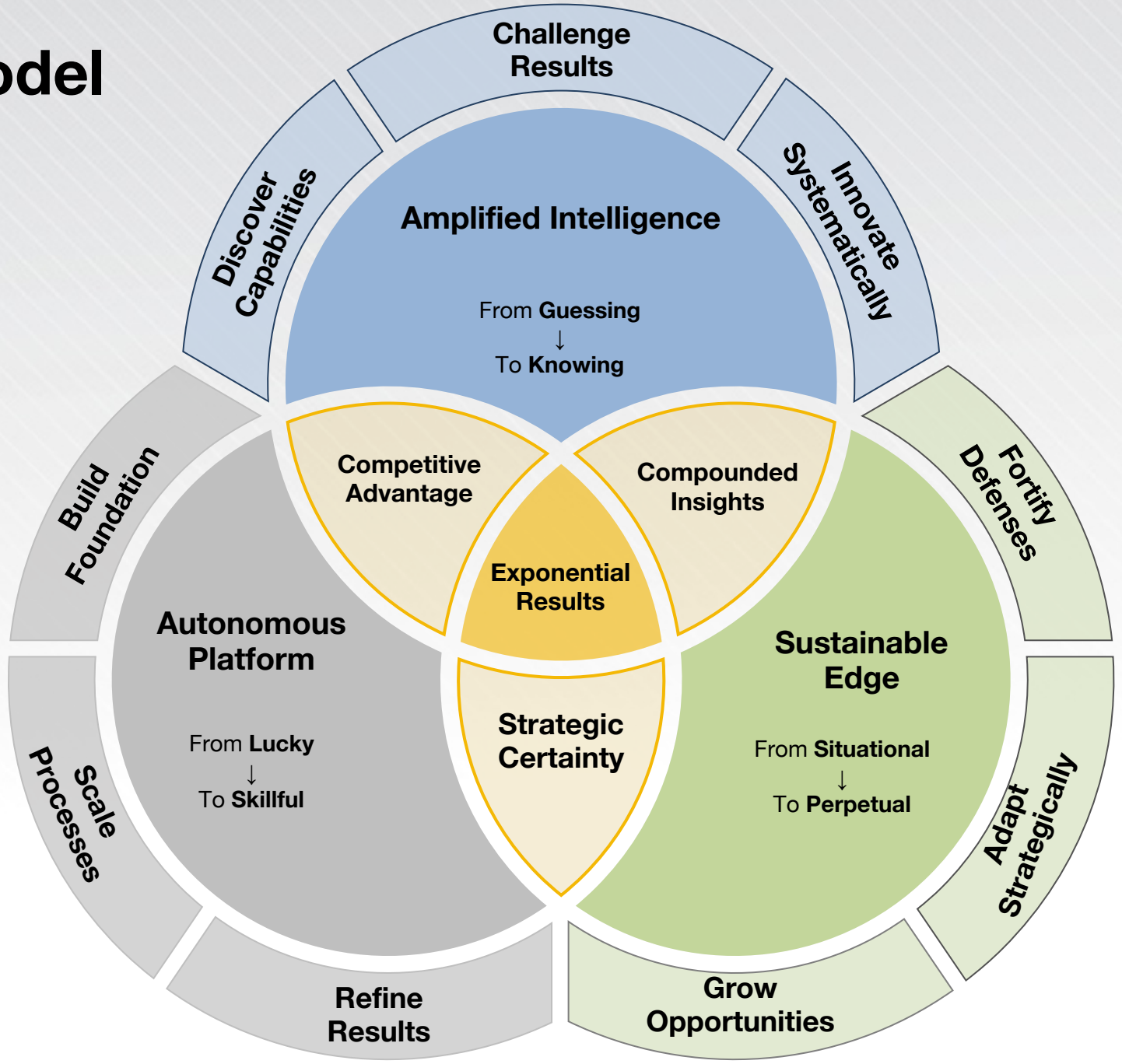
The Genius Model



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Key Tech Adoption Drivers

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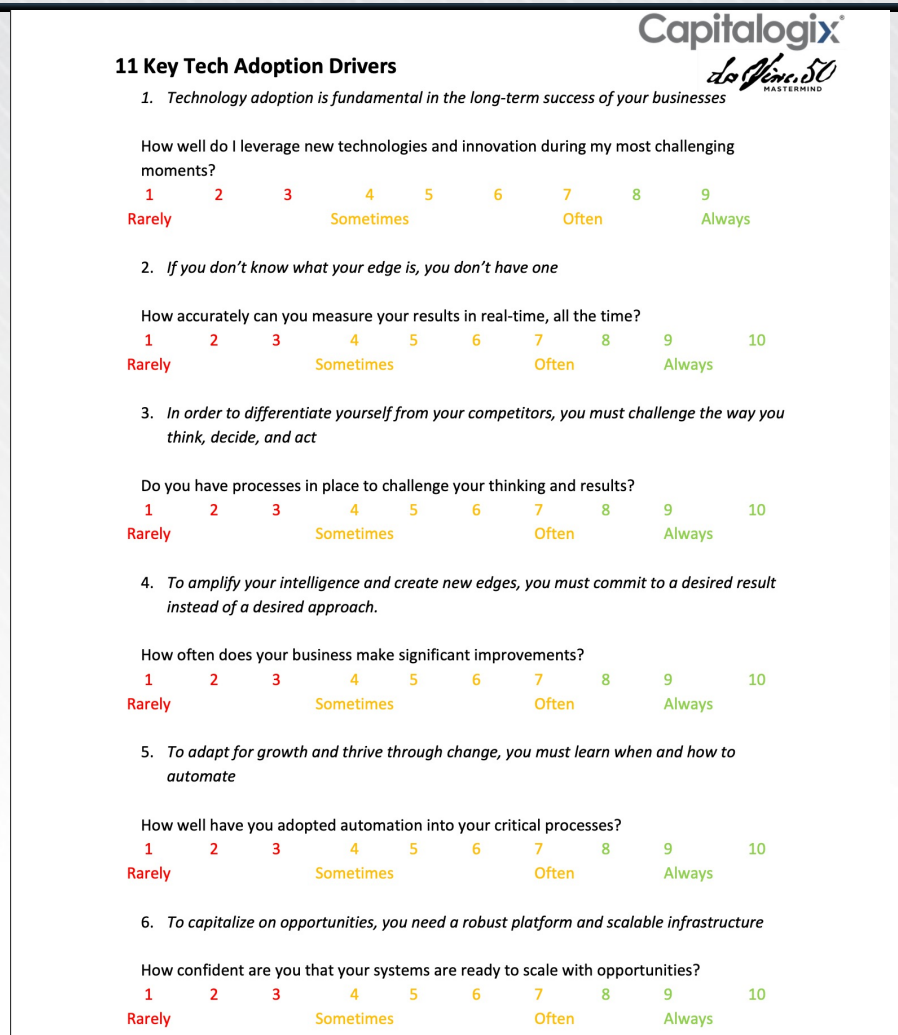

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da Vinci 50 MASTERMIND

11 Key Tech Adoption Drivers

1. *Technology adoption is fundamental in the long-term success of your businesses*

How well do I leverage new technologies and innovation during my most challenging moments?

1 2 3 4 5 6 7 8 9

Rarely Sometimes Often Always

2. *If you don't know what your edge is, you don't have one*

How accurately can you measure your results in real-time, all the time?

1 2 3 4 5 6 7 8 9 10

Rarely Sometimes Often Always

3. *In order to differentiate yourself from your competitors, you must challenge the way you think, decide, and act*

Do you have processes in place to challenge your thinking and results?

1 2 3 4 5 6 7 8 9 10

Rarely Sometimes Often Always

4. *To amplify your intelligence and create new edges, you must commit to a desired result instead of a desired approach.*

How often does your business make significant improvements?

1 2 3 4 5 6 7 8 9 10

Rarely Sometimes Often Always

5. *To adapt for growth and thrive through change, you must learn when and how to automate*

How well have you adopted automation into your critical processes?

1 2 3 4 5 6 7 8 9 10

Rarely Sometimes Often Always

6. *To capitalize on opportunities, you need a robust platform and scalable infrastructure*

How confident are you that your systems are ready to scale with opportunities?

1 2 3 4 5 6 7 8 9 10

Rarely Sometimes Often Always

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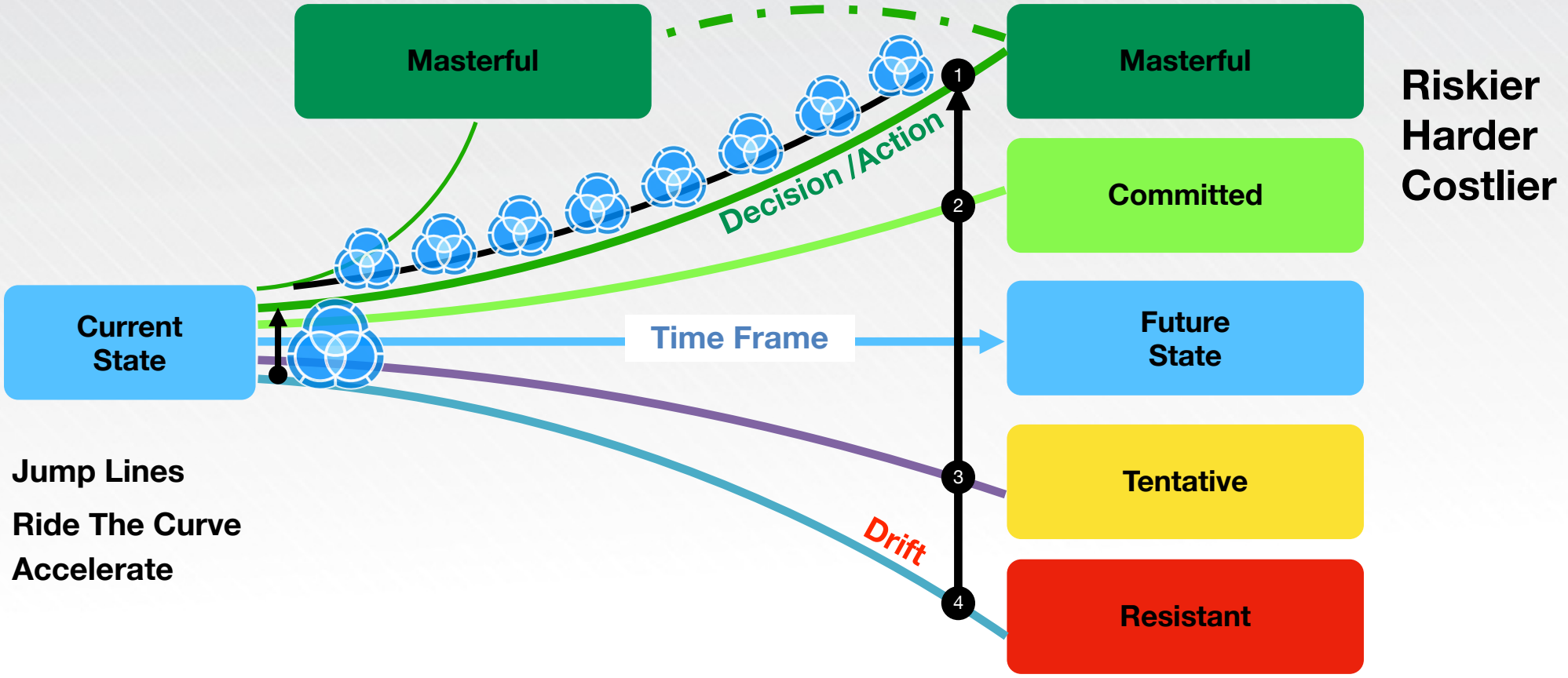

How long are you prepared to wait?

Today ---------- 18 Months

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Part 3: Getting Exponential Results

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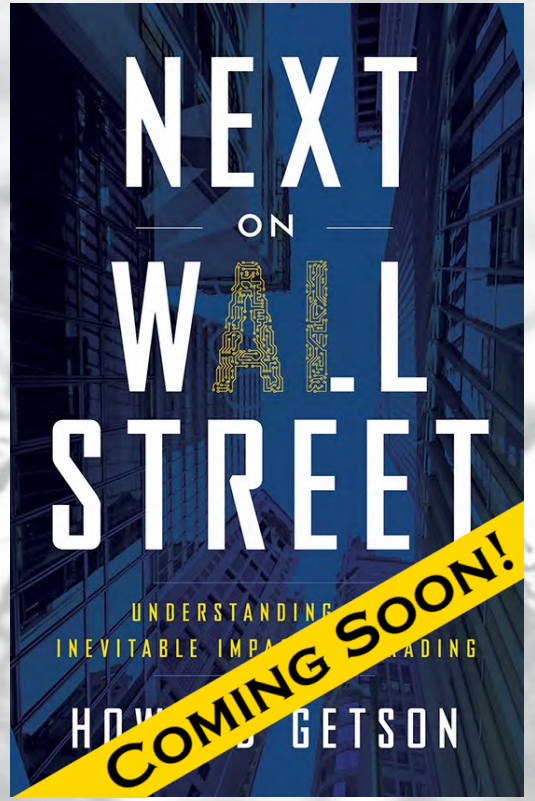

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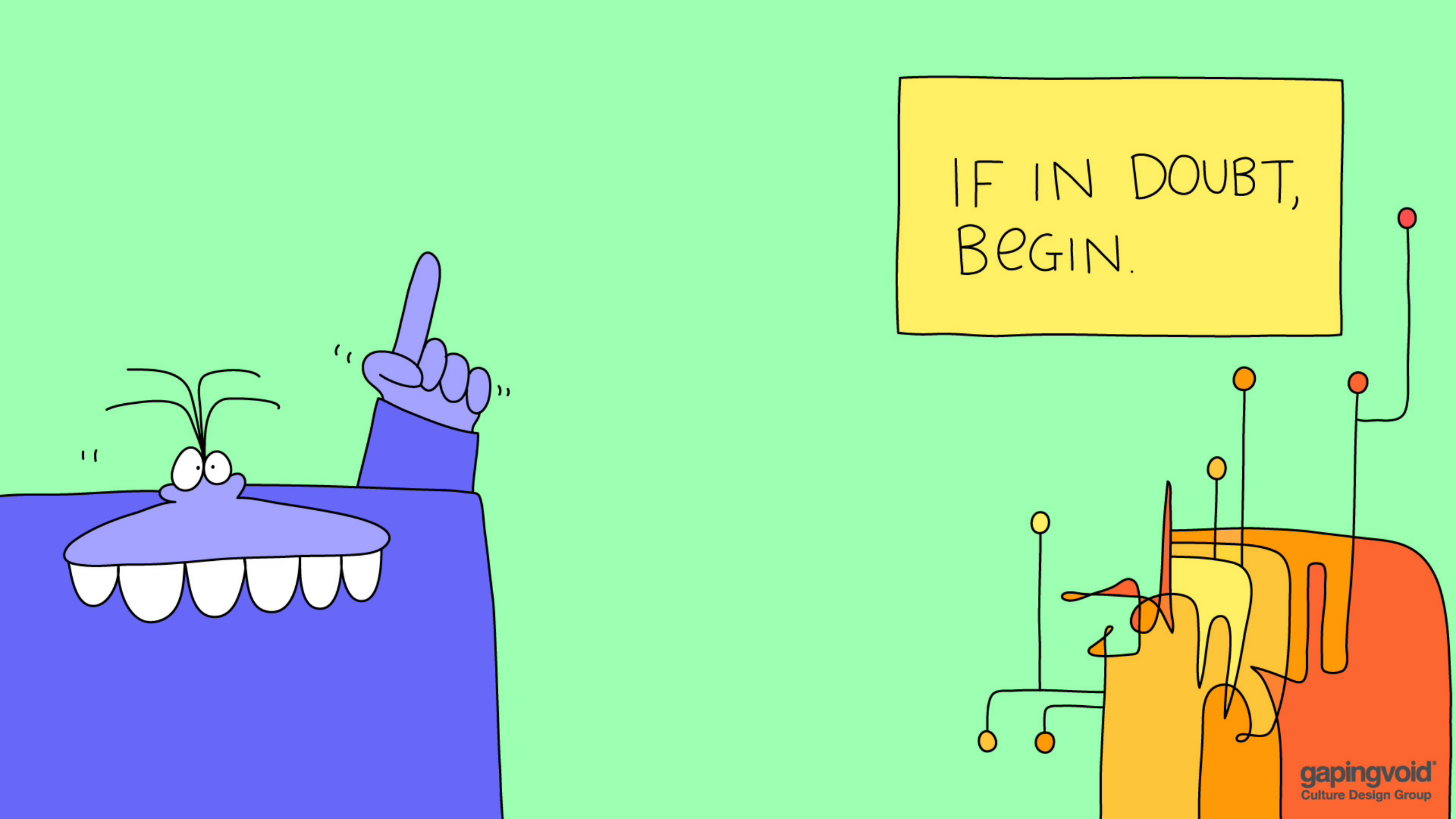
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