



Keynote Speech Topic: Global Trends That *Will* Affect Your Strategy

In the midst of uncertain times, what trends can you count on? Economic data offers conflicting signals regarding when the current global recession will bottom out, and rapid technological change makes it impossible in many industries to make meaningful predictions beyond a year or two.

Yet, there are several global trends that are highly predictable, exert an enormous ongoing influence on our strategic environment, and are likely to have a significant impact for decades to come. When trying to steer corporate strategy and determine how to best allocate limited resources, it is worth looking carefully at these mega-trends and their implications for global business opportunities.

This 90- to 120-minute interactive presentation provides a concise summary of global trends and offers participants an opportunity to consider the practical impact of these trends on the "new economies" and other key world markets.

Target Audience

- Groups of senior executives as part of a strategic planning meeting
- Large groups of global and/or regional managers

Objectives

During this session, participants will learn to:

- Question their assumptions about the drivers of today's global business environment and what to expect in the future;
- Think with a truly global perspective that takes into account the realities of the global environment, the customers and competitors that matter today, the business leaders one should pay attention to, and new sources of innovation;
- Apply the skill of *Frame-Shifting* to their own strategic planning process.

Sample Content

- Predictable global mega-trends
- The impact of these trends on the global business environment
- Risks and opportunities related to these trends