

Trends, Facts and Opportunities

By Sam Hill

Author: 60 Trends in 60 Minutes

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Trends are all about change, and change is a fundamental American right and tradition. The American Dream was always about reinventing ourselves. The key to that reinvention is vision and opportunity. And in our extraordinarily complex and interconnected society, trends are the road signs to opportunity. It's all a matter of seeing the signs first, and then following them before anyone else does.

Here are some major trends to watch and the opportunities that could be developed from them.

ECONOMIC AND GEOPOLITICAL TRENDS

Trend: Interconnectedness

Fact: A billion people on the Internet by 2005

Implication: The world gets smaller and faster

Opportunity: Plugging people in

Trend: Little India Is Coming

Fact: 145 million people living outside their home country

Implication: Global best-of-the-best cultural standard

Opportunity: Travel, import/export, secure money transfer

Trend: My Oh My, Megalopoli

Fact: 63 cities of five million by 2015

Implication: Boomburbs instead of suburbs

Opportunity: Exportable expertise

Executive Trivia Question?

Why couldn't Boeing use its slogan for the 747 - "Queen of the Sky" - in all countries?

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Trend: Barbarians at the Gated Community

Fact: One of 12 American households is a millionaire.

Implication: Mass upper class wants security

Opportunity: Anything that makes it feel safer

Trend: Comrade Adam Smith

Fact: 52 percent of Americans in 1998 owned stock

Implication: Ownership is powerful

Opportunity: Attract talent with ownership options

Trend: The Incredible Growing Government

Fact: Congress can pass 1,000 laws in 300 days

Implication: Government is a never-ending boom market

Opportunity: Sell to and service government

Trend: Balkanization

Fact: UN members double since 1961

Implication: More borders, more trade agreements

Opportunity: Cross-border management

Trend: Company States

Fact: 40,000 multinationals

Implication: Companies are becoming states

Opportunity: The company-state as a market

Trend: Babelization

Fact: 175 languages spoken in U.S.

Implication: More languages, not fewer

Opportunity: Schools, translation, multi-lingual marketing

Trend: Instant Obsolescence

Fact: A patent filed every three minutes

Implication: Shrinking markets

Opportunity: Authenticity, old tech, recycling

TECHNOLOGY TRENDS**Trend: Infinite Reach**

Fact: 21 million smart phone in three years

Implication: Fewer devices/greater reach

Opportunity: The portable office and going unplugged

Trend: Swarm to Warm

Fact: Fastest growing metro areas are in south

Implication: Hot boomtowns

Opportunity: Cooling people off

Trend: Pills 'R' Us

Fact: \$121 billion worth of prescription drugs in 2000

Implication: New miracle drugs

Opportunity: Satellites to pharmaceutical industry

Trend: Little Microscopic Machines

Fact: 80 companies involved in micro-machines

Implication: Machines the size of a grain of sand

Opportunity: Revolution in manufacturing

Trend: Bionicism

Fact: Average bra size increases from 34B to 36C in the '90s

Implication: Booming bionics

Opportunity: New medical devices

Trend: It Ain't Heavy, It's My Product, Brother

Fact: First cell phone weighed two and a half pounds

Implication: Everything's getting lighter

Opportunity: Sports equipment, outdoor gear, clothing

Trend: Down in the Data Mine

Fact: 90 percent of data hasn't been mined

Implication: The boom in data mining

Opportunity: Databases, purchase prediction, targeted ads

Trend: One Extra Lifetime per Person, Please

Fact: Since 1951 life span has increased by six years

Implication: People will die from different causes

Opportunity: Make the second half of life better

Trend: Helpless in Seattle

Fact: Most people don't understand the technology they use

Implication: It'll only get worse

Opportunity: Help people navigate the maze

SOCIAL TRENDS

Trend: Polytheism

Fact: Only 20 percent of Americans attend church regularly

Implication: Quasi religions replace traditional ones

Opportunity: Self help, gurus, and therapists

Trend: Post-Nuclear Families

Fact: Five million households are unmarried couples

Implication: The traditional family structure is changing

Opportunity: Infrastructure for post-nuclear families

Trend: Retribing

Fact: People are forming new, nontraditional communities of common interests

Implication: Such affiliations will supplant national ones

Opportunity: Promoting communication and assembly

Trend: The Trust Deficit

Fact: Only 12 percent of Americans trust the evening news

Implication: Harder to communicate to consumers

Opportunity: Protect the brand, use evidence-based advertising

Trend: Driving the SUV to the Recycling Center

Fact: We're using more, not less, energy

Implication: We'll have to balance conscience with economics

Opportunity: Sell the lesser of two evils

Trend: The Never Ending Traffic Jam

Fact: Drivers in LA spend 56 hours a year in traffic jams

Implication: People live in their cars

Opportunity: Make it faster and more enjoyable

Trend: You Talking to Me?

Fact Each person makes eight phone calls a day

Implication: Communication density increases

Opportunity: Selling communication services, selling quiet time

Trend: Instant Polling

Fact: Technology is making polling faster

Implication: More contact with customers at more points

Opportunity: Real-time marketing

Trend: Lawyers, Guns, and Money

Fact: Civil cases up a third since 1984

Implication: Law becomes industry

Opportunity: Lawsuit prevention

Trend: Screw You Very Much

Fact: 89 percent of Americans think rudeness is a problem

Implication: It will take more effort to be socially at ease

Opportunity: Politeness as competitive advantage

CONSUMER TRENDS

Trend: Peter Panism

Fact: 10 percent of health club members are over 55

Implication: Boomers aren't aging

Opportunity: Young products and services for the old

Trend: Pre-Maturity

Fact: Kids become adults younger and younger

Implication: A shadow market in adult products for children

Opportunity: Services for exceptional children

Trend: Escalating Expectations

Fact: Consumers return \$100 billion in goods each year

Implication: Customers are less satisfied than ever

Opportunity: Personalized service

Trend: The Concrete Consumer

Fact: 91 percent of viewers can't name brand after TV ad

Implication: Consumers have stopped listening

Opportunity: Targeted, lean, creative advertising

Trend: Faux Authenticity

Fact: Retro Thunderbird makes car of the year

Implication: Old is in

Opportunity: Sell your heritage

Trend: Born to Be Wired

Fact: 60 percent of new toys have computer chips
 Implication: Soon they'll be in everything

Opportunity: Sell your tech savvy

Trend: Nibble and Nap

Fact: We're snacking more and sleeping less
 Implication: The environment changes to suit the habits

Opportunity: Redesign work and selling space

Trend: Buy Now, Pay Never

Fact: Household debt is \$7.5 trillion
 Implication: It will continue to grow

Opportunity: Credit counseling, bankruptcy law

Trend: Upscaling

Fact: Average home is 50 percent larger than in 1970

Implication: People want the best of everything

Opportunity: Scale up from up-scale

Trend: The Frugal Rich

Fact: The rich aren't buying up scale
 Implication: Value propositions are back

Opportunity: Bargains for the high-end consumer

Trend: Plumposity

Fact: 61 percent of Americans are overweight
 Implication: Slim is still in

Opportunity: Make heavier look trendier

BUSINESS TRENDS**Trend: The Death of Demography**

Fact: Almost every purchase can be tracked
 Implication: Market research becomes valueless

Opportunity: Ground floor of a whole new era in marketing

Trend: Niche Picking

Fact: Miller Beer was unprofitable as number 2 but profitable as number 12
 Implication: Corporate giantism creates great niches

Opportunity: Find a niche and own it

Trend: Experience This!

Fact: Companies expand service faster than product

Implication: Experience replaces product and service

Opportunity: Make your business fun

Trend: On the Brand Wagon

Fact: Smirnoff brand goes on balance sheet for \$1 million

Implication: Explosion of brand as strategic asset

Opportunity: Build a brand and use it

Trend: A la Carte Business Models

Fact: Electronics is 73 percent outsourced

Implication: The virtual company

Opportunity: Outsource everything or supply outsourcing

Trend: Reintermediation

Fact: Some Chrysler dealers won't service cars sold on the Internet

Implication: Intermediaries are here to stay and more are coming

Opportunity: Efficiency and new intermediary services will rule

Trend: Strange Bed Fellows

Fact: 10,000 mergers and acquisitions a year

Implication: Even the competition is a partner

Opportunity: Bootstrap new business with a partner

Trend: The Price Is Wrong

Fact: Consumers know prices better than you do
 Implication: Everything is negotiable

Opportunity: Make prices flexible and mysterious

Trend: "Gotcha" Tactics

Fact: Local phone rates have risen by almost the same amount as long distance has fallen

Implication: Companies are gouging customers

Opportunity: Promote your solid, honest value

Trend: Mass Personalization

Fact: \$6.5 billion in customer relationship management software sold each year

Implication: Customers want you to know them

Opportunity: Get personal with "contact" management

Trend: A Pound of Risk to Go

Fact: \$18.2 billion on corporate insurance in 1995

Implication: Every risk is for sale

Opportunity: Learn what your risks are worth

WORKPLACE TRENDS

Trend: Diversity

Fact: In a securities industry employment study, 75 percent of executive jobs were held by white males

Implication: Diversity will grow

Opportunity: Consulting on diversity

Trend: Paraprofessionalism

Fact: Physician assistants will double in five years

Implication: Professional services are being industrialized

Opportunity: Specialize early

Trend: What, Me Work?

Fact: Personal time taken off from work has doubled

Implication: Good work will cost more

Opportunity: Hire older people and young MBAs

Trend: Retooling

Fact: Adult education has doubled in 10 years

Implication: Second careers are booming

Opportunity: Adult education and infrastructure

Trend: In a Land Far, Far Away

Fact: People don't have to live where they work anymore

Implication: Teleworking communities like San Diego are growing

Opportunity: Infrastructure for teleworkers

Trend: The Last Job Review

Fact: More lawsuits over bad performance reviews

Implication: Reengineering will grow

Opportunity: Develop a law-suit-proof appraisal system

Trend: Celebrity CEOs

Fact: Media coverage of CEOs has risen 53 percent in 10 years

Implication: More managers will push for the top

Opportunity: Market yourself internally

Trend: Mercenary Management

Fact: There were 33 million free agents in the U.S. in 1998

Implication: Management style will change

Opportunity: Specialized staffing agency

Trend: 24/7/365

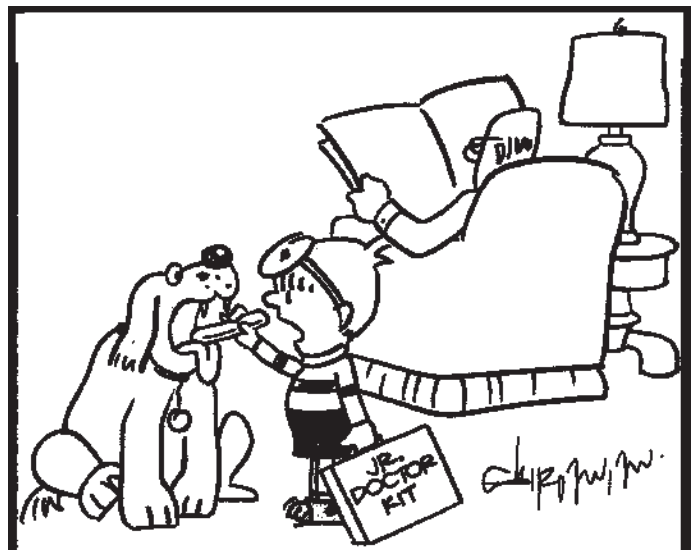
Fact: One of six people works at night

Implication: We're becoming an around-the-clock society

Opportunity: 24-hour day care

ABOUT THE AUTHOR

Sam Hill is the co-founder of the Helios Consulting Group, which helps top management solve complex strategic problems. He was previously a partner and Chief Marketing Officer at Booz Allen Hamilton and Vice Chairman of DMB&B, a top-twenty global advertising agency.



"Don't bite it. I have to check Daddy next."

Truisms

1. Love is grand. Divorce is 100 grand.
2. I am in shape. Round is a shape.
3. Never be afraid to try something new. Remember, amateurs built the ark, Professionals built the Titanic.
4. Brain cells come and brain cells go, but fat cells live forever.

Kids Ask the Hardest Questions

By Thomas E. Ollerman, Ph.D.

What was the largest bank robbery in U.S. history?

It was February 10, 1997, and the Lakewood, Washington, branch of the Seafirst Bank had just closed. A well-dressed man in a trench coat and FBI cap used some excuse to get the teller to open the door. Once inside he put on sunglasses, pulled out a gun, and let in an accomplice, also wearing sunglasses and a trench coat.

They were extremely polite as they ushered the three women tellers into the vault and bound their hands with plastic handcuffs. The men then began filling bags with money and taking the bags out to their car. Most of the bills they took were hundreds, fifties, and twenties. The loot probably weighed around 100 pounds because they made off with \$4.5 million dollars. A few hours later the tellers managed to free themselves and call 911, but by then the men had vanished.

The two, William Kirkpatrick of Hovland, Minesota and Ray Bowman of Kansas City, Missouri, might have gotten away with it if they had been as smart at handling money as they were at robbing banks.

Although his share was over \$2 million, Bowman forgot to pay the \$30 rent on his storage locker. When the manager opened up the storage space, he found guns, silencers, police radio scanners, and materials for creating disguises. He quickly called the police.

Just one month after the robbery, Kirkpatrick was stopped for

speeding by a Nebraska state trooper. When the trooper searched the trunk of Kirkpatrick's car, he found guns and \$1.8 million in cash.

If Bowman had paid his storage bill and Kirkpatrick had driven just a little bit slower, they might have been successful in getting away with the largest bank robbery in U.S. history. Bowman and Kirkpatrick had robbed other banks, and the FBI said that the two "trench coat bandits" had stolen a total of almost \$8 million. Neither man ever filed a tax return.

In over 75 percent of bank robberies, no gun is shown, just a note. Even customers in the same line often don't realize the person in front of them has just robbed the bank.

Hawaii's first bank robbery occurred in 1934 when two bandits stole \$976 from a bank teller. One man had used an eyebrow pencil to paint a large Groucho Marx mustache on his face. They were caught within hours, and there wasn't another bank robbery in Hawaii until 1955, over twenty years later.

Nearly 50 percent of all bank robberies take place on Friday.

Had Bowman and Kirkpatrick not been so careless, they might not have been caught. However, many bank robbers are simply inept. Here are a few examples.

Three men planning to rob a bank in Scodand got stuck in the revolving door. After being helped by the bank staff, they left, only to return shortly and tell everyone they were robbing the bank. When

they demanded cash the head teller laughed, thinking it was a joke. One man jumped over the counter to get at the money, but fell and broke his leg. The other two men tried to escape but got stuck in the revolving door again and were caught and arrested.

In Durham, North Carolina, a would-be robber broke through a glass window and climbed down a rope to get into the bank. Unfortunately, he slipped and hurt himself. He then realized that the money vault was locked and he had no way of getting out of the bank. The robber called 911 for help.

In Maryland one bank had its night deposit box on the sidewalk. Some enterprising robbers had the brilliant idea of hooking a chain to it and using their 4-wheel drive vehicle to pull it loose from the concrete. It was a good theory, but when they threw the vehicle in gear, it lunged forward and ripped off the rear bumper. Frightened by the noise, the robbers took off. They didn't get far. When police arrived at the scene, the bumper was still chained to the night deposit box, with the license plate securely attached.

Two bank robbers in France spent hours drilling into a bank vault from an attached building. Their calculations were slightly off. After hours of hard work they broke through - into the bathroom.

One man successfully robbed a bank. He wasn't caught until the next day when he went back to the same bank to deposit the stolen money into his account.

Thinking Around the World

● Afghanistan's national sport, "buzkashi" (teams of horsemen battling over a goat carcass in a game without many subtle rules), attracted worldwide attention when it was restored in September after years of suppression by the Taliban. However, also attracting attention, is Colombia's indigenous national sport of "tejo," a horseshoe-type game in which a block of mud containing four small powdered charges comprises a target, and the players lob tejos (resembling large paperweights) to trigger explosions that eventually sink the target into the mud. (Points are scored off the number of explosions and where the tejo lands.) The game's popularity stems largely from pre-game drinking.

● Last summer, Hindu nationalists in India began marketing "Gift of the Cow" bovine urine, touted as a cure for a wide range of human ailments, from obesity to cancer. And the head of Thailand's energy policy office announced in January that following successes in turning pig dung into gas (a project that caught the attention of the Toshiba Corp., which is planning to build the technology into its construction projects in Guangdong Province, China), the office would begin also using human excrement from the country's prison population. And a Newcastle University (England) professor announced in February that he had devised a method to de-pollute water running from contaminated tin and silver mines in Bolivia by treating it in a compost bed of llama droppings to absorb the poisons.

● Centers for Disease Control specialist *Charles Beard* told the Los Angeles Times in April that he has created a genetically modified dung that might eradicate Chagas disease, which kills 50,000 people a year in Central and South America. Beard's meticulously manufactured bug poop looks and smells like the real thing (made from ammonia,

ink and guar gum) but contains special bacteria that prevent the so-called "kissing bugs" from spreading the disease, which they would do if left to their normal "diet" of eating their parents' dung.

● In recent months, two different Hindu cults in India have begun to embrace ancient sacrifice rituals, one using horses and the other using the "Nara bali" practice of human sacrifice. In the village of Juna Padia, Assam, 150 priests participate in ceremonies to slaughter 10 horses and collect their deified blood for, they say, peace and prosperity. And in the state of Orissa, because of a paucity of human volunteers to sacrifice, the Kamakhya Temple cult uses human-size effigies made of flour, which its leaders insist are just as powerful in impressing divine forces.

● South Korea's baby-boomer parents in increasing numbers recently are sending their preschool youngsters for outpatient mouth surgery to snip the tissue under the tongue because they believe more tongue freedom will permit the children to pronounce the difficult "l" and "r" sounds that have long stigmatized many Asians when speaking English. "Learning English is almost the national religion" in South Korea, according to one educator quoted in a March Los Angeles Times report, but many authorities in South Korea say Asians' pronunciation trouble is purely cultural and that only a very few people are born with tight-enough tongues to be helped by these "frenectomies."

● "Quorn," an edible, nutritious fungus that its manufacturer says looks and tastes "like chicken," made its U.S. debut in January from the AngloSwedish pharmaceutical house AstraZeneca. Quorn (also known as mycoprotein) is sold as chicken-like nuggets or in lasagna or as a ground beef-like substance and is high in protein and fiber and low in calories. Said a sports nutritionist quoted by the Associated Press: "I think it's got a lot of potential. We just have to make sure 'fungus' is not going to appear on the label."

● Zulu traditionalists in KwaZulu

Natal province, South Africa, who have routinely tested females for virginity, are trying to create jobs for men to virginity-test other males by performing any of several unconventional procedures. Spraying urine (vs. a straight stream); the lack of a visible penile vein; the looseness of the light underside of the foreskin; and the darkness of a male's knees, are all evidence that the male is not a virgin, said a leader of the pro-testing movement.

● In a December story, Toronto's National Post reported on the group of scientists whose lives are spent researching mucus, which they say is underrated in importance because of the stigma over expelled secretions. For instance, a certain "mucin" appears to block the body's mechanism to fight a cancer cell, and if the mucin can be eliminated, so may the cancer. The researchers also want people to know that it is not dangerous to consume one's own mucus (even boogers).

● Among the newest non-lethal military weapons (developed by San Antonio's Southwest Research Institute) is a spray-on, whitish gel (dubbed "banana peel in a can") that is super-slippery and which the Marine Corps believes can be used to coat the ground to keep crowds from advancing on embassies or military bases. In tests, volunteers attempted in vain to walk across a lawn sprayed with the slime, and in fact, had they not been safety-harnessed during the tests, many would have broken bones.

● In April, the U.S. Patent Office awarded patent number 6,368,227 to Steven Olson, age 7, of St. Paul, Minn., whose father had filed to help him protect a method of swinging on a swing. The Olsons' discovery: While seated, if you pull alternately on one side's chain/rope and then on the other side's, while gradually introducing a forward-backward thrust, you can swing in an oval-shaped arc, as long as the side-to-side motion is greater than the forward-backward motion. According to the Patent Office, licenses to use the patented method are available from the inven-

Only In America

From: Sean Hunziker

Animal Whys?

by Jocelyn Little

Researchers at England's Cambridge University, and others in Tallahassee, Fla., and Cleveland, are training dogs to screen patients for prostate and lung cancers by detecting distinct smells of tumors in patients' breath. One researcher reported a success rate of 87 percent, which rivals that of some expensive technology. (The genesis of the research was a 1989 journal article reporting that a border collie attacked a woman's mole that turned out to be a malignant melanoma and ignored her after the mole was removed.)

The Asian paradise tree snake, which actually flies (by thrusting itself from high places, flattening out and undulating its body) and a species of millipede from the West Indies, which, when zoo-dwelling capuchin and owl monkeys rubbed them on their fur, caused the monkeys to go into a delirious frenzy (an "ancient primate form of hallucinogen," according to one millipede expert), similar to the way cats react to catnip.

An ostrich was found with diamonds in its gizzard in Southwest Africa, now Namibia. It started a diamond rush in the area, but no more diamonds were found. Ostriches, like lots of birds, swallow stones to aid their digestion.

1. Only in America...can a pizza get to you faster than an ambulance.
2. Only in America...are there handicap parking places in front of a skating rink.
3. Only in America...do drugstores make the sick walk all the way to back of the store to get their prescriptions while healthy people can buy cigarettes at the front.
4. Only in America...do people order double cheeseburgers, large fries, and a diet coke.
5. Only in America...do we leave cars worth thousands of dollars on the driveway and put our useless junk in the garage.
6. Only in America...do banks leave both doors open and then chain the pens to the counter
7. Only in America...do we use answering machines to screen calls and then have call waiting so we won't miss a call from someone we didn't want to talk to in the first place.
8. Only in America...do we buy hot dogs in a package of ten and buns in packages of eight.
9. Only in America...do we use the word 'politics' to describe the process so well: 'Poli' in Latin meaning 'many' and 'tics' meaning 'bloodsucking creatures'.
10. If con is the opposite of pro, is Congress the opposite of progress?
11. Only in America...do they have drive-up ATM Machines with Braille lettering.

WHY?

Why is it to stop Windows, you have to click on 'Start'?

Thought to Ponder...

All children are born geniuses, and we spend the first six years of their lives degeniusing them.

Buckminster Fuller

Executive Trivia Answer...

Because in some languages it is translated as, "The Virgin Mary.