

# Special NYCU: All Trend Watch

## Top Ten Innovations

In the next decade, these new products are going to affect the world in which you work and live:

1. Genetaceuticals. Medical cures combining genetic research and pharmaceuticals.
2. Personalized computers. Customized hardware and software that adapt to your way of working.
3. Multifuel automobiles. A combination of electricity, reformulated gasoline, natural gas, and other fuels.
4. Next-generation television. High-definition, wall-sized flat screens for information, communication, and entertainment.
5. Electronic wallet. A smart card to replace money, keys, driver's license, medical records, and other stuff you usually have to carry.
6. Home health monitors. Automatic analysis of your vital signs.
7. Smart maps and tracking devices. Good for finding a Chinese restaurant or a lost dog.
8. Smart materials. Sensors that detect stress in bridges, buildings, and other structures.
9. Weight-control and anti-aging products. From genetic cures for baldness to nutritionally enhanced fruits and vegetables.
10. Never-owned, leased-only products. Such as computers and other appliances that become obsolete quickly.

## Hot New Careers

Here are some emerging careers and job opportunities for the next 10 to 25 years:

- ❑ artificial intelligence technician
- ❑ benefits analyst

- ❑ computational linguist
- ❑ electronic mail technician
- ❑ information broker
- ❑ job developer
- ❑ leisure consultant
- ❑ retirement counselor
- ❑ software club director
- ❑ robot technician
- ❑ shyness consultant.

Source World Future Society, [www.wfs.org](http://www.wfs.org)

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## Ten Shift Shapers

These will help define the first decade of the 21<sup>st</sup> century:

1. Generation blur, new work- and lifestyles for thirty- and fortysomethings. Lifestage, not demographics, will be the most important criterion for market segmentation.
2. Evolution from green to blue. Companies must be seen as actively doing good, not just doing no harm.
3. Need for security and privacy. That will be the antidote to the accelerating pace of change. The home will be seen as a fortress against Big Brother (two-thirds of employers eavesdrop on their employees via phone, video, email, or the Internet, according to the American Management Association).
4. No-brow culture. The rise of discount retailers has prompted the rise of the anti-status consumer.
5. Redolent respite. Candles and candle accessory sales were US\$2.1 billion in 1998. Aromatherapy has been one coping strategy for stress.
6. Glocal style. The consumer of the future is likely to assimilate global trends, while remaining loyal to his or her locality, becoming a glocal citizen. The mass-appeal

brands will share these characteristics: global relevance, hyperlocal desirability, and strong ties to multiple niches.

7. Globalization, not Americanization. Trends now travel two ways, not only from the United States outward. U.S. companies are turning their international operations into incubators for the next big domestic hit, such as Pillsbury's successful transfer of Haagen-Dazs *ducle de leche* ice cream from Argentina to the United States.

8. Cyber-shopping in down times. The Internet has caused 24/7 consumption of products and services; most personal tasks will be taken care of online.

9. The Big Shrink. We're already seeing a decline of the "more is more" mindset. There are 24 million small businesses in the United States, and they account for nearly a third of all U.S. exports. Look for a spread of Netherlands-based Theory N management—a small, consensus-driven way of doing business.

10. Taking it personally. Textures, layers, and linkages equal personal signatures. Signature everything—from fonts to monogrammed sports clothes. Think unique recipes, mass customization.

Adapted from Brand Futures Group, [www.brandfutures.com](http://www.brandfutures.com)

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**Spotted...**  
Cool job title:  
Breakfast Supervisor