



IT Keynote 2 :

IT - The World of DotComs & Ferals

Speaker

Animac

www.annimac.com.au

Secrets of a Happy Life



**Go and have fun in the
meadows...**



Avoid bad habits...



**Always listen to good
advice...**



**Always be alert
and then wait.
Perhaps what
you're looking
for, will find
you...**



**Always be ready for any
surprises in life...**



**Always look at where you're
going...**



Be determined in achieving your goals...



**Don't let the
situation
confuse you...**





don't stop your curiosity,



**Always comb
your hair...**

And most of all...

S**M****I****L****E**!!!



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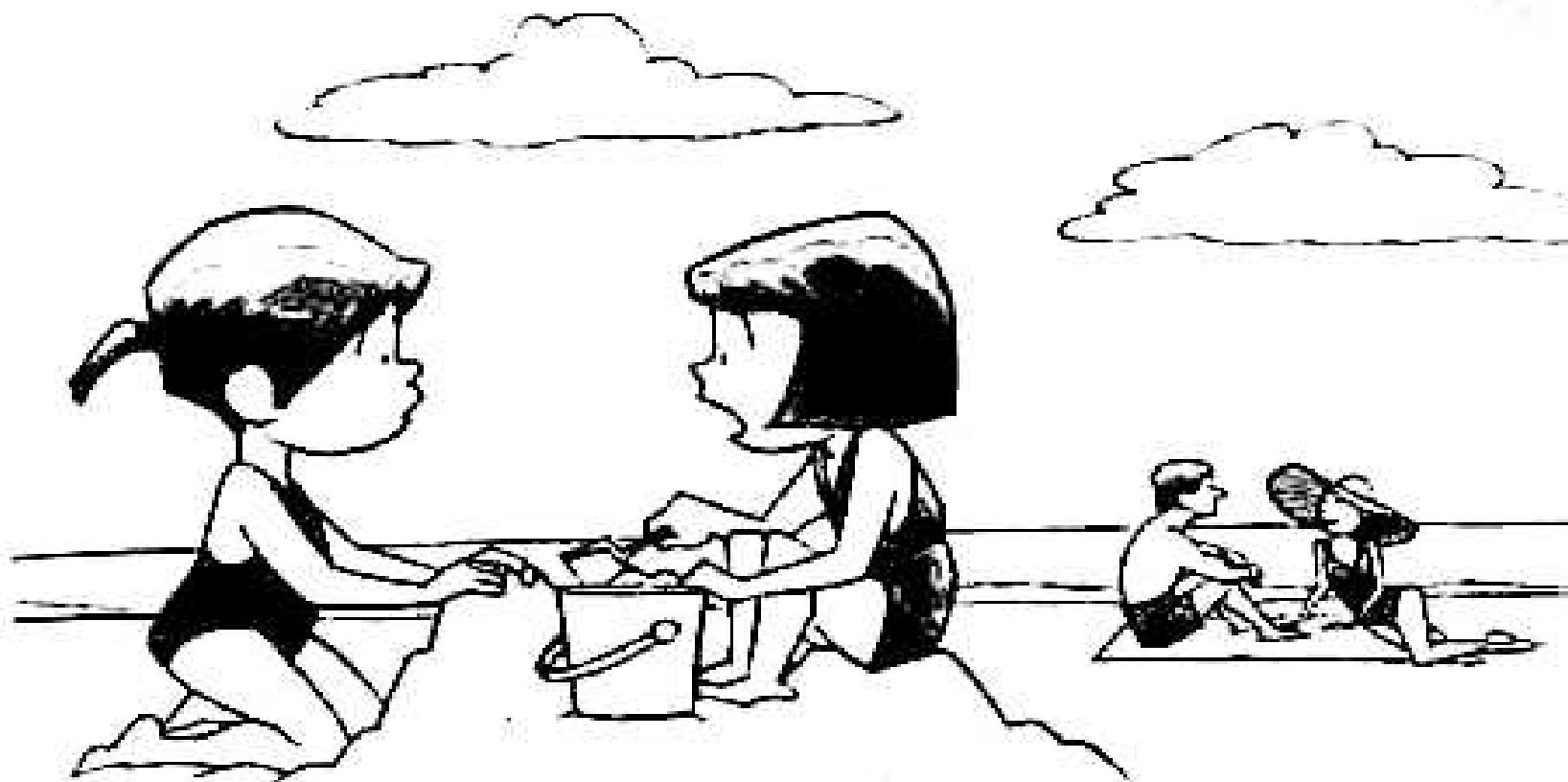


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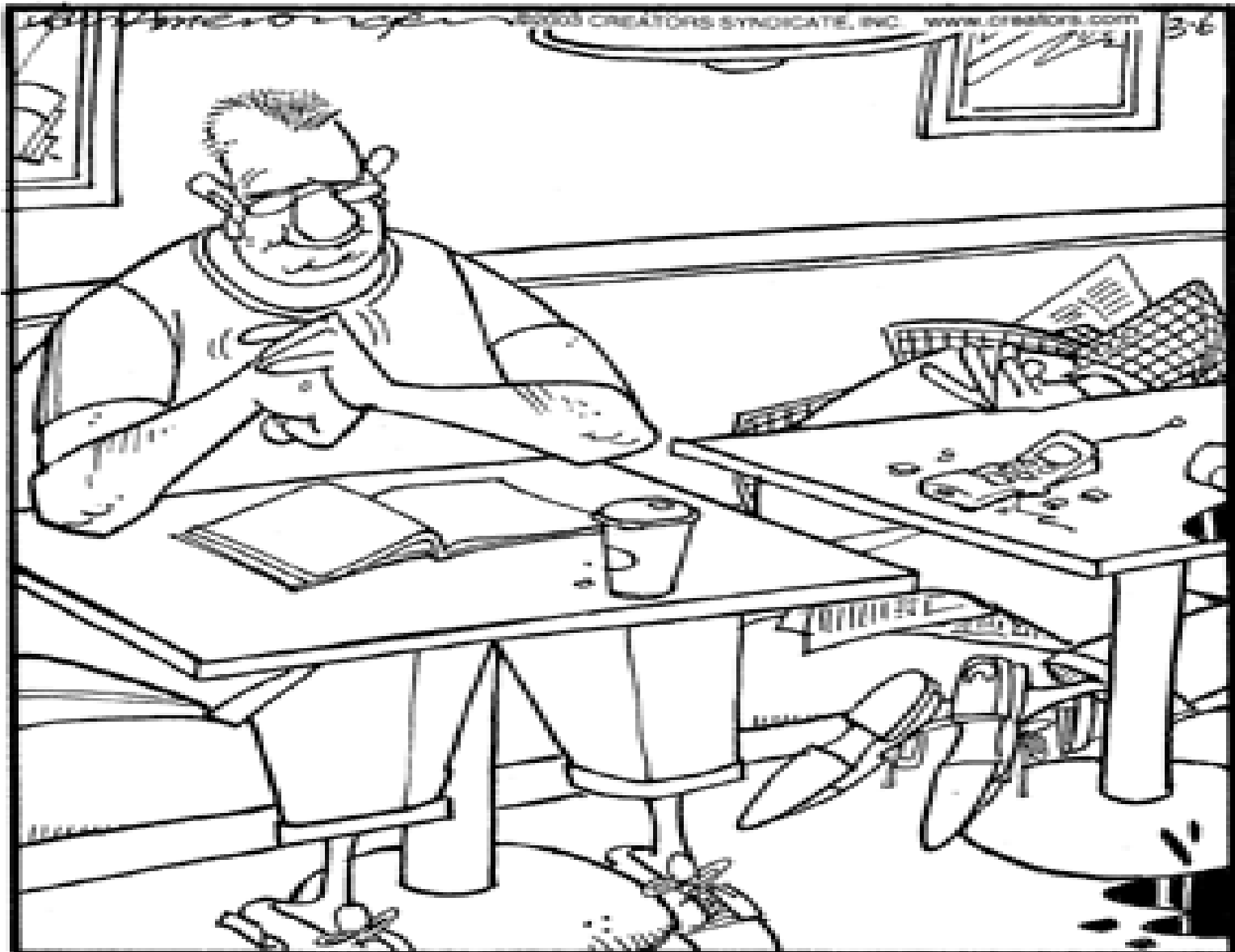
Rate of Change

- every 15 seconds = new web site
- every 15 minutes = new technology
- every 15 days = new product / service

! Amount of change now in **one day**
Grandparents had in **one year**



**"I'm never having kids. I hear they take
nine months to download."**



As Larry's phone began a second stanza of the William Tell Overture, Tiny Lundgren managed to tag him with a looping right hand.

Driving all Drivers of Change

Technology :

70 % of jobs in 2020 do not exist now

because

80% of technology of 2020 is not invented



Generations

Baby Boomers

b 1945 – 60 age 45 - 60 fewer females than males

Generation X

1960 – 75 30 - 45 largest number in population

DotComs

1975 – 90 15– 30 first wired generation

Ferals

1990 – 05 0 - 15 smallest number - ½ of GenX



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It occurs to Ted that the technology he's being replaced with doesn't look all that complicated.

Generations

Baby Boomers 45 - 60

The New Aged, confident they have the answers if only someone would ask the right questions.

Generation X 30 - 45

Uncertain what to do with themselves or their ageing parents. Old system not very appropriate; no apparent new options. Boomers won't hand over reins.

DotComs 15 - 30

Boomers' grandkids, busy connecting globally with no concerns about getting old. Assume innovations will offer untold new options for everything they need.

Ferals 0 - 15

No boundaries, no limits in time, space or distance. What they need they will create.



Trends BABY BOOMERS 45 - 60

- ❖ Married or divorced
- ❖ Empty nesters
- ❖ Retired or p-t work
- ❖ Identity from job
- ❖ Material status
- ❖ Downsizing their lives
- ❖ Set relationships
- ❖ Sense of community
- ❖ Travellers, homebodies
- ❖ Medium term planners
- ❖ Seek new IF safe experiences
- ❖ Security conscious
- ❖ Health conscious
- ❖ Defer to authority
- ❖ Love & hate change



- ❖ Single
- ❖ Childless
- ❖ I.d. ephemeral, changing
- ❖ Global i.d., no commitment
- ❖ Short term planners
- ❖ Risk takers, fast decisions
- ❖ Mobile, nfa, renters
- ❖ Varied lifestyles, wired
- ❖ Multi careers, SOHO
- ❖ Net Dating
- ❖ Materialism assumed
- ❖ Environmental values
- ❖ Personal journey
- ❖ Defer to heroes
- ❖ Expect, accept change



Trends DOTCOMS 15 - 30

- ❖ Parental home
- ❖ Global I.d.
- ❖ No careers, own path
- ❖ I.d. from activity
- ❖ Group socialising
- ❖ Temporary pairing
- ❖ Wired
- ❖ Net relationships
- ❖ Immediacy
- ❖ Multi channeled, multi actions
- ❖ Non consumers
- ❖ Planetary group mission
- ❖ Temporary deference
- ❖ Need & welcome change

I'M LOOKING
FOR MORE THAN
REALITY TV.

WWW.SCHULZ.COM

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- ❖ Parental home
- ❖ No patterns
- ❖ **Unlimited channels**
- ❖ Future jobs
unimportant
- ❖ Global limitless
relationships
- ❖ Momentary
relationships
- ❖ Global i.d. &
commitment
- ❖ Very immediate & long
term view
- ❖ I.d. from self values
- ❖ Non consumers, global
values
- ❖ Wired into global village
- ❖ Planetary mission, self &
group
- ❖ No deference, respect per
need
- ❖ Live change, ignore all
barriers



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SUMMARY : IT & YOUNGER TWO GENERATIONS

- ❖ Technology **is** - drives all change
- ❖ Younger is faster **everything**
- ❖ Wired & multi - five? - channelled
- ❖ Telepathic communication
- ❖ Creating their world – new paradigm
- ❖ Commitment to save planet Earth
- ❖ Ready for biotech life !!



