

An aerial photograph showing a city grid in the upper left, transitioning into a vast, rugged mountain range with deep valleys and sharp peaks that fills the rest of the frame. The colors are muted, with greys, browns, and greens.

# The Technology Disruptions Project

Technology is rapidly becoming the single most important driver of business strategy worldwide

It is opening up new patterns of work. It is driving completely new approaches to how we engage. It is helping organizations that wield it effectively get much more done with fewer resources in every area of business.

Still, misunderstandings about technology and technological change are incredibly common, and they have real world consequences.

What if you could channel the valuable insights of hundreds of experts to see different dimensions of the emerging technological trends shaping the future?



Rethinkery  
FORESIGHT





2021

is an opportunity  
for a new approach

In this period of transformation, there are inherent risks, but also many opportunities. Organizations that choose to embrace these opportunities will be the ones who are ready for the future.

The Technology Disruptions Program is designed to help you with the challenging task of understanding how technology is rapidly reshaping the organizational landscape, and how you can make the most of these changes.

Strategic foresight from  
diverse expert perspectives


Now is the perfect time to identify the new opportunities that will shape your organization's future.

With the right insights, you can understand this new world better than your competitors and make smart choices for the world ahead.

Research shows that organizations that use strategic foresight outperform the average profitability by 33%\*

\*see Rohrbeck & Kum, Corporate Foresight and its Impact on Firm Performance





Here are some of the many benefits that using strategic foresight can offer to your organization:

**Reveal opportunities**

.....  
to take advantage of the perfect market gap.

**Inspire shifts**

.....  
to new technologies and ways of working.

**Avoid tunnel vision**

.....  
with objective and external cross-industry perspectives.

**Identify key partnerships**

.....  
and potential opportunities for mergers and acquisitions.

**Support strategic initiatives**

.....  
and provide data to drive internal alignment.

**Manage uncertainty**

.....  
and increase organizational resilience.

The Rethinkery approach builds on these advantages. Our insights aren't just a hunch or a stab in the dark. They are based on the expertise, knowledge, and research of hundreds of professionals who are deeply immersed in their industries and working around the globe.

These experts share their informed views as part of our proprietary Network Intelligence Platform, creating a collective resource that is more valuable than the sum of its parts.

**What does the**

**Technology Disruptions Project**

**include?**

This research program offers a carefully curated suite of valuable insights, as well as a customized consulting session targeted towards the unique needs of your organization.

**Technology Disruptions Map: Spotlight on AI in the Enterprise**

AI is at a turning point. Despite recent hype around some applications, it continues to be one of the most important foundational technologies impacting business. Rethinkery is focused on helping to explore practical implications for your organization, your industry, and the world.

In the wake of Covid-19, as businesses seek to do more with less, new investment in AI-driven business applications and automation are fueling a new wave of innovation. This increased impact combined with the ongoing ambiguity in this space makes it a perfect candidate for stress-testing and closer scrutiny in 2021.

Participants will receive a summary of this analysis formatted as a deep infographic poster PDF. This material is designed to allow users to catalyze internal conversations around the specific ways AI is being used to rethink business tools and processes.

**50 Organizational Disruptions You Should be Tracking**

In addition, we'll go beyond AI in our 50 Disruptions deck. This practical set of business-focused signals will provide sharable insights and examples of technologies, processes, and practices that will impact your business in the next 3 to 10 years.

Expertly curated to be relevant in the current business climate, these insights will ensure you are up to date on the technologies that will impact your business.

**Deeper-Dives into Major Shifts in the Business Landscape**

The program also includes 12 essential shifts that are now changing the global business landscape. These deep analyses will inform and empower to make the best possible decisions for the future of your company.

For example, you'll learn about:

- » How and why the concept of technology stacks is reshaping business
- » How consumer behavior is transforming in the wake of COVID-19
- » How and why companies are switching over to remote work platforms such as Upwork
- » How companies are evolving their approach to marketing and communication

These insights and analyses will allow you to stay up to date with ongoing shifts, so you can make informed decisions about the future of your company.

**Custom Virtual Briefing**

The Technology Disruptions Program also features a custom consulting session, tailored to the needs of your organization.

Our expert team will meet with you and curate a unique presentation, focused around the topics and concerns that are most relevant to your particular organization.



“Rethinkery is an excellent and trusted partner. We have worked closely with them in examining disruption in global business and how companies can extract opportunities from this disruption.”

Institute for International Business  
University of Colorado



BILL & MELINDA  
GATES *foundation*



UNISYS



To learn more about the Technology Disruptions Program,  
please contact Dawn Alva at [Dawn@Rethinkery.com](mailto:Dawn@Rethinkery.com)

[www.rethinkery.com](http://www.rethinkery.com)