The New Differences in a New Age

Opening Comments
[6 March 2014]

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In this morning’s session we will be focusing on...

Two “News”

The “New” Age

“New” Behaviors

Script “Ohio” 1936
We will be paying particular attention to...

How “New Behaviors” in IT can Create Competitive Differentiation
Our Curated Speakers will talk about...

Devin Gardner Will Be Difference Maker for Michigan vs. Notre Dame

By Brian Leigh, Featured Columnist Sep 7, 2013

What does IT need to do to be a “difference maker”? 
Futurists tend to be “New Age” Guys

Thornton at Peggy Guggenheim Collection [Venice]
Turns Out Historians are “New Age” Guys too
Speaking Historically...

There have been quite a few... “New Ages”
PBS “The Sixties: The Years That Shaped a Generation”.
3 minute exercise

What is REALLY different about THIS

“New Age”?
Report Backs
What Patterns/Trends [if any] do you perceive in your responses?
Ardolis Chapman's 25 pitches on September 24th (each registering 100 mph or faster, including his record-breaking 105 mph heater) must have been a blur to Padres batters.
Futurists Measure

“How Long Do Things Last?”
&
“How Long Do Tasks Take?”

How Buildings Learn, 1994

- **Site**: 30 to 300 years
- **Structure**: 20 years or so
- **Skin**: 7-15 years
- **Services**: 3 years or so
- **Space Plan**: 3 years or so
- **Stuff**: daily / monthly

The diagram illustrates the different layers of a building and their expected lifespans.
Things have ALWAYS been Accelerating

Giacomo Balla (1871-1958), *Dynamism of a Dog on a Leash* [1912]
An analysis of the past quarter millennium reveals that historical hinges have tended to occur

once every **fifty years** or so in the early industrial age;

once every **twenty years** in the later industrial age;
“...every five years in the technology sector... things change enough to force me to write another book.”
Google Considers EVERY Day an Inflection Point

[San Francisco: No Starch Press, 2009]

Inside the Hottest Business, Media and Technology Success of Our Time

The Google Story

David A. Vise
Author of the New York Times Bestseller The Bureau and the Mole and Mark Malseed

[NY: Bantam Dell, 2005]
[1] When was the last time you personally used the phrase “inflection point” in a sentence?

[2] When was the last time you heard the phrase “inflection point” used in a sentence?
Things Used to Take More Time

It had taken Thomas Edison a quarter century to invent a lightbulb;

Alexander Graham Bell had spent many years developing the telephone;

Henry Ford created the modern assembly line after decades of work;

Thomas Watson Jr. labored long and hard before IBM rolled out the modern computer.
Things Used to Take More Time

Brin and Page – five years!

Graduate school research project to multibillion-dollar enterprise
We think big – not bigger than competition – but bigger than anyone has ever thought – IN EVERYTHING WE TRY TO DO.

When I actually get up in the morning what I do is I look for 10-X [10-EX].

What is 10-X?

Most companies when they think about progress think in terms of doing what they do today – better. They think they can save money. They think they can increase profits. They think they can get their next version 6.0, 7.0, 8.0 better.
When we take a look at opportunities to do a product or a service, one of the very first questions that we ask ourselves is:

“Will a minimum of a billion people probably use this?”

If it is not going to be at least a billion people, it probably is not going to be worth our time.

This puts an incredible filter on how you think about opportunities.
Customer Expectations have Changed!

Regarding Convenience...

“In 45 seconds you can go from never having heard a song to owning it.”