

# The Global Futures Forecast: The Top Trends for 2010

Dr. James Canton, CEO Institute for Global Futures  
www.FutureGuru.com

**1. Future Positive**—This trend perhaps more so than any other captures the sentiment of most people worldwide. This is the trend towards wanting the near future to be again a hopeful one, a future we can look forward to. We want a positive renewal of life. Even business and government: it is time to again look to the future envision opportunity, value and a sense that things are improving.

**2. The Existential Consumer**—The consumer's worldview, their sense of meaning, confidence and sense of self has been trampled on as jobs and the economic crises have strained normalized relationships between governments, business and individuals.

**3. Business as Unusual**—Bold business is coming back. Aggressive moves, mergers and acquisitions, new ideas, fresh innovations will emerge this year. There is a re-thinking going on in business. What will emerge this year will not be "business as usual".

**4. Design for a Better World**—This trend has been building for some time now and as the global economic recovery gets into full swing this year, some jobs come back, cash flows, business start to grow there will emerge a desire to make the world better. Giving back to others, social responsibility will emerge as a key trend this year.

**5. Energy X**—There is not enough energy in any form to sustain global growth by 2030. We need a massive global energy plan to meet the needs of the future or the lights may go out. The Energy X trend says that a radical new energy breakthrough may emerge this year to change the energy equation in new ways. Plentiful and cheap: it could be fusion, nanotech, biomass, moon methane mining, solar satellite arrays—some radical Energy X is coming.

**6. Asia Self-Reliance**—Asia will find unique growth opportunities from inside their economies. Self-Sustainable Asian economies will be an uptrend in 2010. This will create more balanced trade for the future with the West. Internal economies, especially India and China, will pick up the growth slack from the laggard Western economies for a time. GDP's at 8 to 9% will make Asian markets sizzle this year again.

**7. Personalized Medicine**—Want to know how to live forever? How about just another healthy 50 years? Personalized medicine will start, as the tools to understand individual's disease and health profiles will begin to emerge. **8. The Neuro-Society**—This year something quite fantastic will emerge. New research in how the brain works, neuroscience will have an impact on society in comprehensive ways. This could be used for good to improve learning and for massively controlling minds. Not good.

Brain centers for determining intention, desire, belief, language, depression, language even if or when a person is telling the truth or not may be possible.

**9. Hungry Planet**—Can we feed 8 billion by 2045? Many food experts are worried and they should be. The carrying capacity of the planet required to feed

another two billion people will demand a planetary level of cooperation never seen in the history of the world. Food security and increasing quality of life for eight billion will require global planning and logistics that has not yet begun.

**10. Products That Think**—From products with embedded computer chips, to GPS everywhere, to smart phones and autos that know where you are and where your going to be—networks of thinking products are coming. Every product will have its own Internet address. Over ten billion chips inside of every type of product will create a hidden culture of thinking products this year.

**11. Social Capitalism Emerges**— A new paradigm is emerging that will try to remake capitalism into a populist or social welfare tool rather than a personal and social wealth tool. It will fail. Unbridled taxation and government regulation under the guise of social good will kill the incentives like competition, new innovations and free enterprise we need to foster authentic economic growth.

**12. Workforce Talent War**—Organizations rely on many things to grow but one factor remains of the highest value, talent. With increased complexity, competition and demands for performance facing business the search for talent will be keen this year. There are simply not enough talented individuals available to meet the growing demands of global organizations, coming from both the private and public sectors. Get ready for the talent wars.

**13. Jobs and the Innovation Economy**—Jobs especially in the US will return slowly and many jobs are gone forever. Economic growth creates jobs, innovation jobs from green tech to health care and biotech will create prosperity, again. Real job creation will not come from government but the private sector stepping up the innovation game.

**14. Rogues Among Us**—The rise of sophisticated rogues—criminal and terrorist organizations that prey on society will expand in 2010. From pirates in Somalia to drug trafficking in Afghanistan, to fundamentalist terrorists: The inevitable is occurring; rogue organizations are destabilizing the world's security order increasing chaos and risk.

**15. Green Tech**—Its time to transcend the issue about how much of climate change is made by humans or caused by nature. We need to focus on the real end game, which is fixing what we can now and preparing for the future. This year we must focus on new thinking: green tech such as geo-engineering the planet using science to protect the planet, seed the climate, pollution controls, new alternative energy, making carbon capture work, carbon reductions and aggressively take charge of the climate crisis.

**16. Internet Everywhere**—Advanced technologies like super computers, the mobility and artificial intelligence are making the Internet smarter and fundamental to life, work and culture. From online education, health care, voting, energy monitoring, media and entertainment to banking—the Internet will be everywhere this year.

**17. Tomorrow's Markets**—Business faces an opportunity with such velocity that it could accelerate never-before-seen levels of commerce and prosperity: the emerging middle class in the developing world. There are over 22 megacities will likely grow to 20 million per megacity before 2030.

**18. Robots R Us**—The next revolution in autonomous robots is coming fast. From drones that fly, to robo soldiers, to industrial workers to house cleaners—the robots are coming.

**19. Singularity Watch**—How will we feed 8 billion? How will we manage the next 200 mega-cities Can we speed up the invention of alternative energy? How can we inspire and educate the next generation? The Singularity, the use of advanced science and technology to cope with planetary social challenges that humanity must address in the future is coming.

**20. Reinventing Education**—This year education should get a make-over. Too much of education is based on yesterday not tomorrow. Education needs to be blown up and changed to keep in step with tomorrow's jobs, challenges and opportunities. We need to Reinvent Education to make it more relevant, modern and future-ready.