

## Designs on the Future

@DavidZach • Futurist



Introduction:  
What comes  
after what  
comes next?



Imagine you & yours in 2026.

**IPV6:**

340,282,366,920,938,  
463,463,374,607,431,  
768,211,456

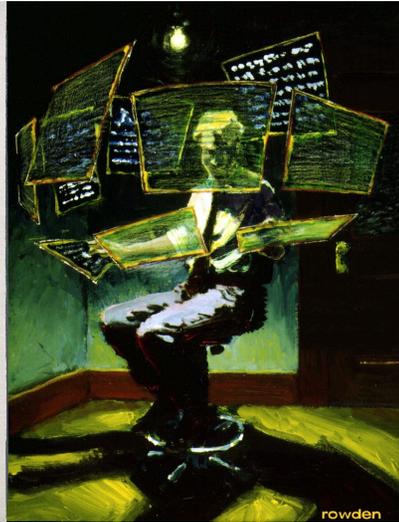
Imagine you & yours in 2026.

*A computer lets you make more mistakes faster than any other invention in human history— with possible exception of handguns and tequila. Mitch Ratliffe*

Maybe we're radically changing the operating system of the human condition.

If so, then this would be a really good time to make backups of our civilization.

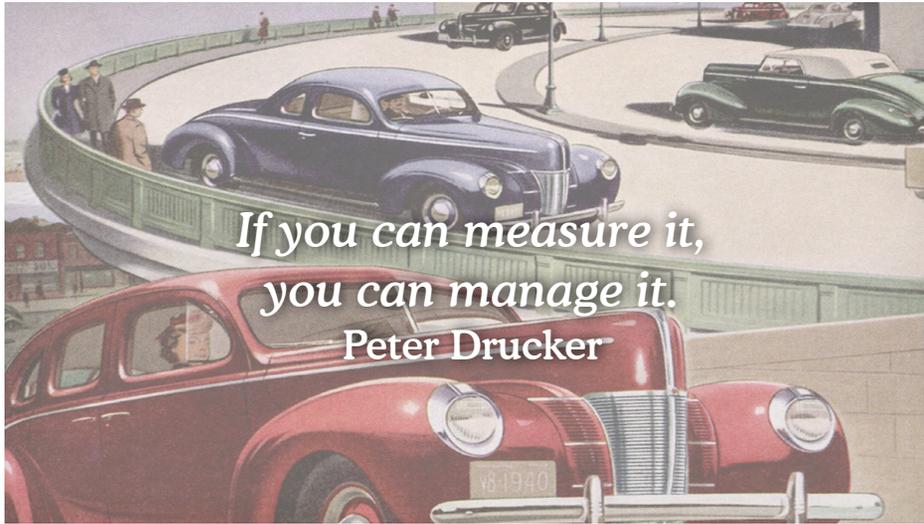
Bruce Sterling



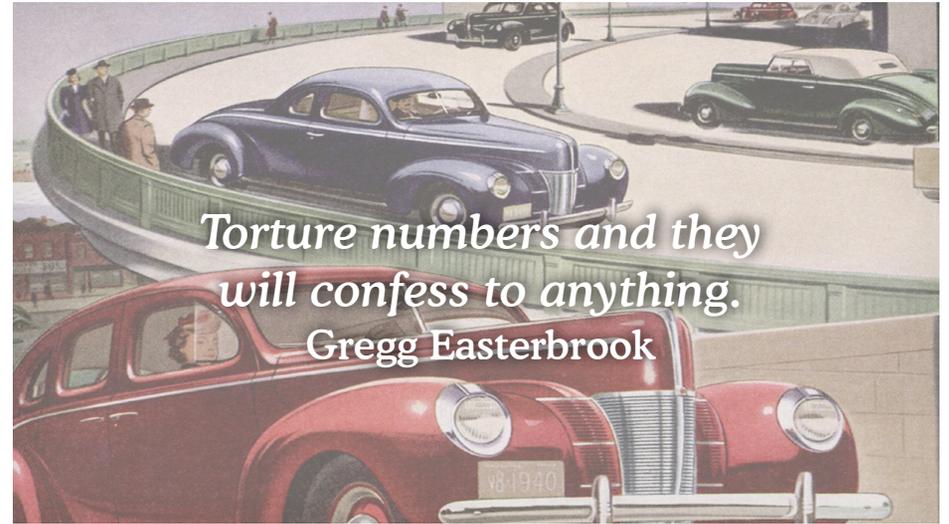
We are learning to do a great many clever things. The next great task will be to learn not to do them.

G. K. Chesterton

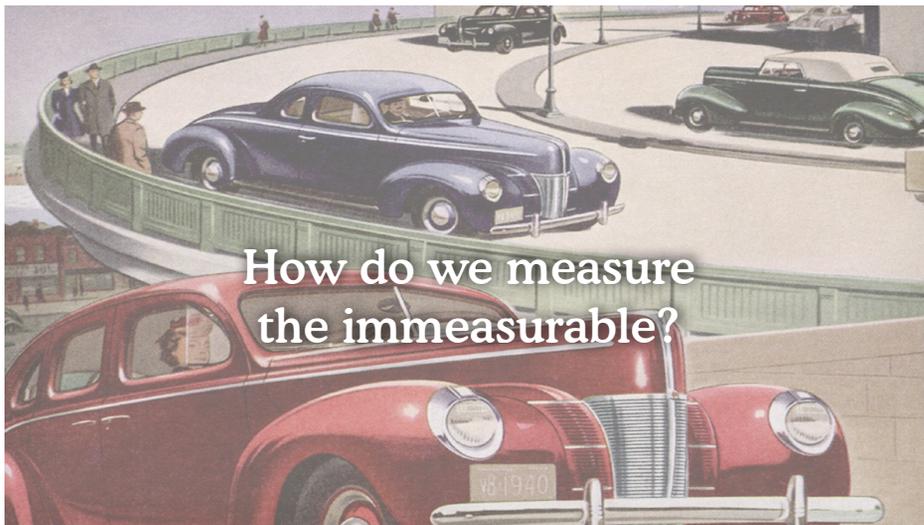




*If you can measure it,  
you can manage it.*  
Peter Drucker



*Torture numbers and they  
will confess to anything.*  
Gregg Easterbrook

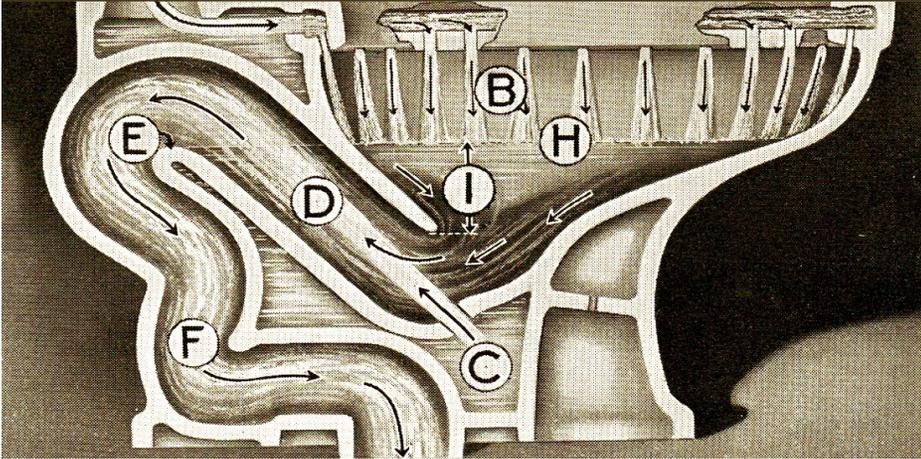


*How do we measure  
the immeasurable?*

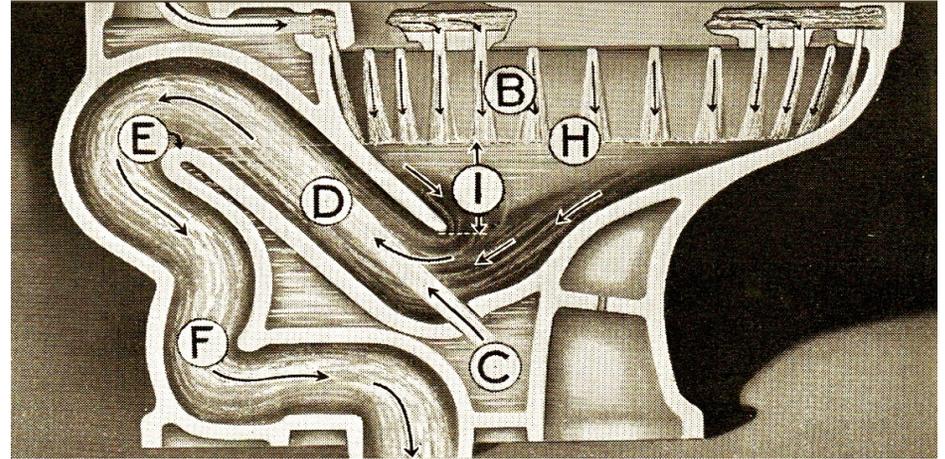


Are  
you  
what  
you  
eat?

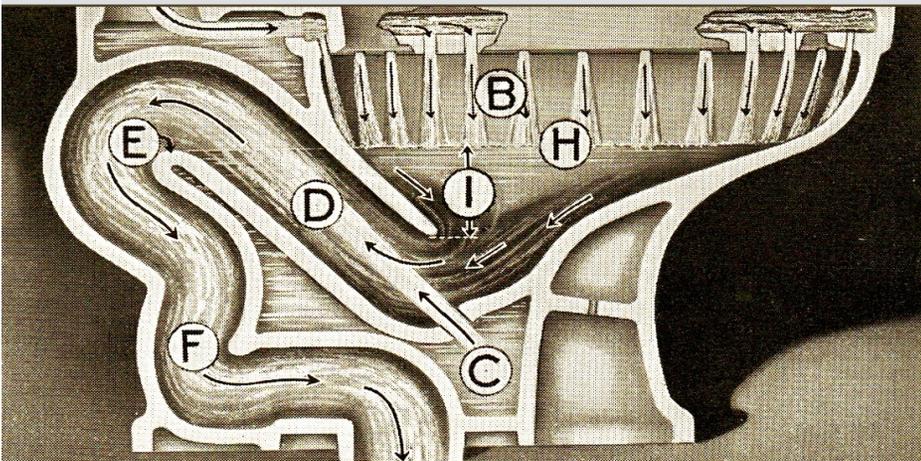
If you like your toilet, you can keep your toilet.



Do you have a right to be wrong?



Aren't you really healthcare workers now?



## Retreat or Querencia?

*A place from which one's strength of character is drawn.*

*A place in which we know exactly who we are.*

*The place from which we speak our deepest beliefs.*

# Retreat or Renaissance?

Orson Welles, *The Third Man*

*In Italy, for thirty years under the Borgias, they had warfare, terror, murder and bloodshed, but they produced Michelangelo, Leonardo da Vinci and the Renaissance.*

*In Switzerland, they had brotherly love, they had five hundred years of democracy and peace – and what did that produce? The cuckoo clock.*

ZERO  
TO  
ONE  
NOTES ON STARTUPS, OR  
HOW TO BUILD THE FUTURE  
Peter Thiel  
WITH BLAKE WALSTON

Maybe not  
Renaissance.

PayPal

USA  
pre-1970s  
(\$ = tool)

Definite  
optimist

Indefinite  
optimist

USA  
post-1970s  
(\$ = goal)

Most of  
the world

Indefinite  
pessimist

Definite  
pessimist

China

This will not last.

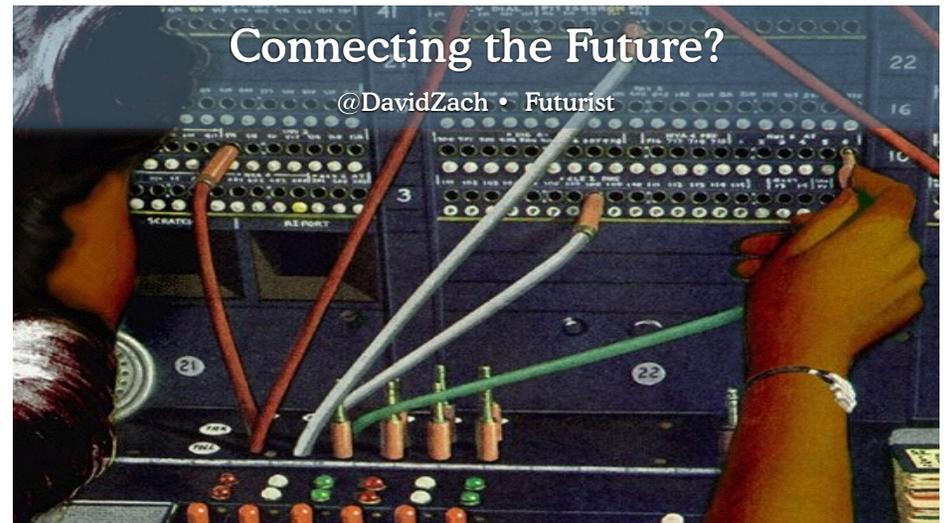


Indefinite  
optimist

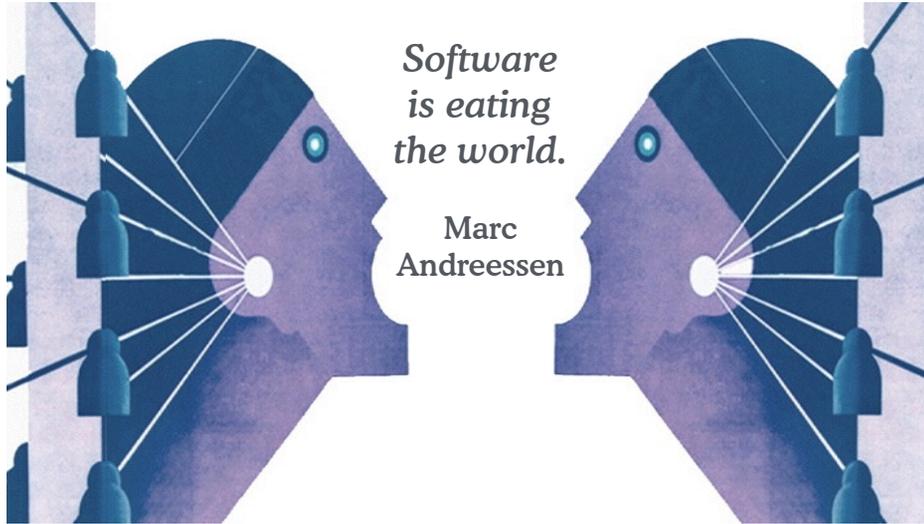
Do you know how to make optimism work?

# Connecting the Future?

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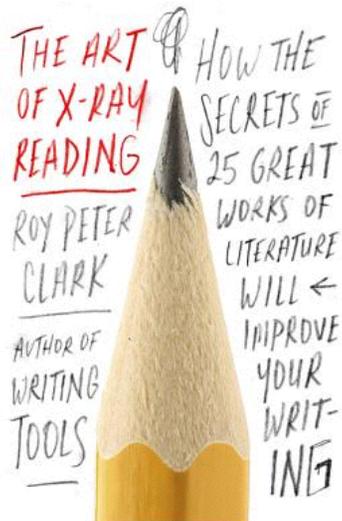


dielGROWTH

Betterm

1. What can you do that can't be automated?
2. Is anyone going to pay you to do that?
3. Is it legal for them to pay you to do that?
4. What can you do that you want to do?
5. Bottom line or the horizon?
6. Is your philosophy as strong as your plans?

healthfront MERRILL  mo



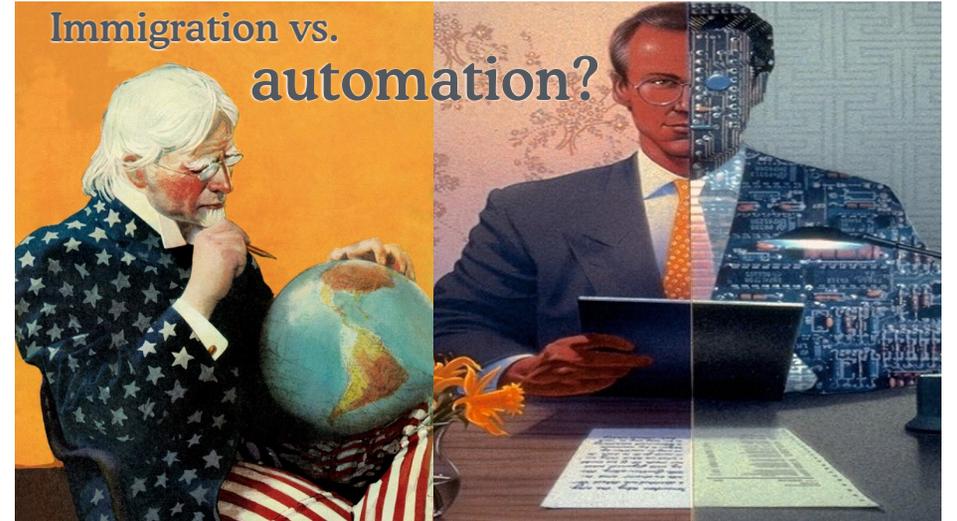
Can we afford not to think bigger ideas?

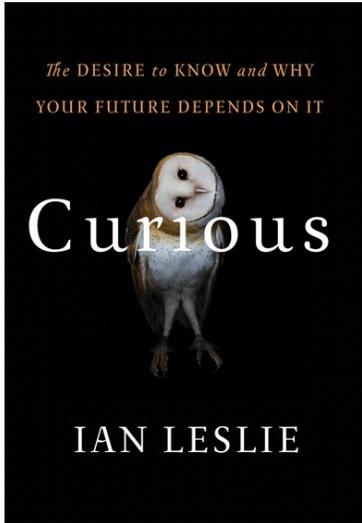
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Connecting the *wealth*.

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News vs. Olds?





In a time of drastic change it is the learners who inherit the future.

The learned usually find themselves equipped to live in a world that no longer exists.

Eric Hoffer

*if there is a heaven, do people have sex? How can I make my life more exciting? When is killing justified? How much "free will" do I have? What will people say at my funeral? How would my life be different if I was more willing to explore instead of avoid challenges? Are there more sides of me I have yet to know? How can I overcome my fears? Why am I so easily bored? Why do I always end up in such awful relationships? How can I become more productive and creative at work? Why is a leas*

## CURIOUS?

Discover the Missing Ingredient to a Fulfilling Life

TODD KASHDAN, PH.D.

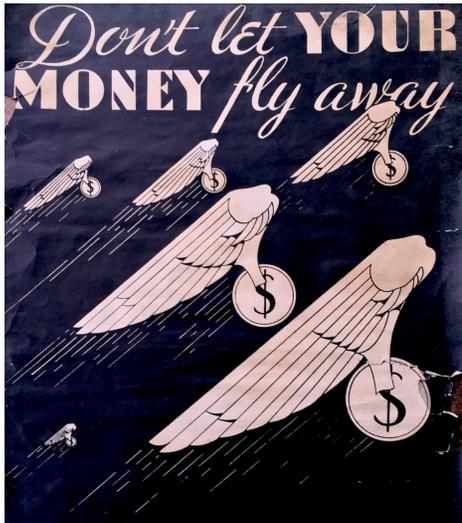
*are vibrant in color when it's dying? Why do I do so many things I don't like and like so many things I don't do? Why do I find it so hard to open up to others? Why am I so worried about what other people think of me? Is time travel possible? Is there such a thing as "love at first sight"? Why do bad things happen to good people? Why do we fear death? How can I reignite passion in my marriage? How can uncertainty be both terrifying and fun? Am I happy? What can I do right now to*



In a time of drastic change it is the learners who inherit the future.

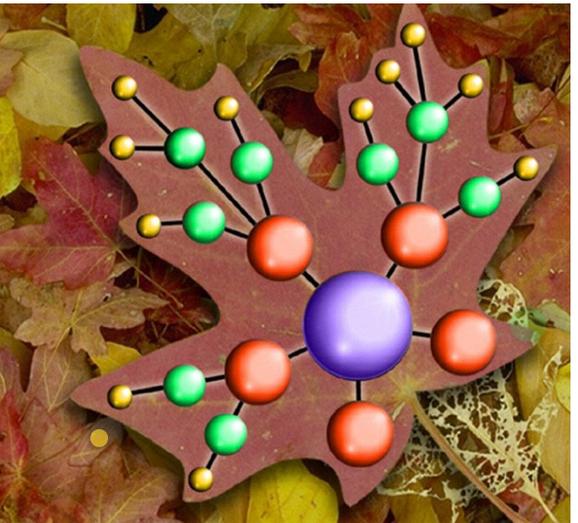
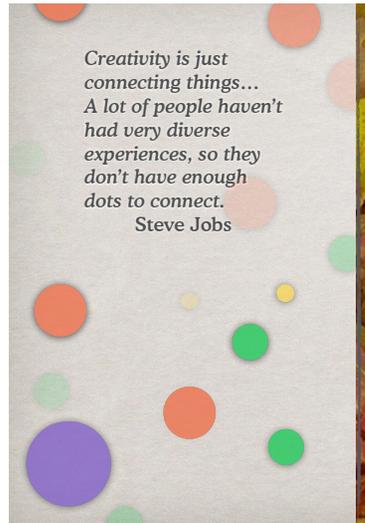
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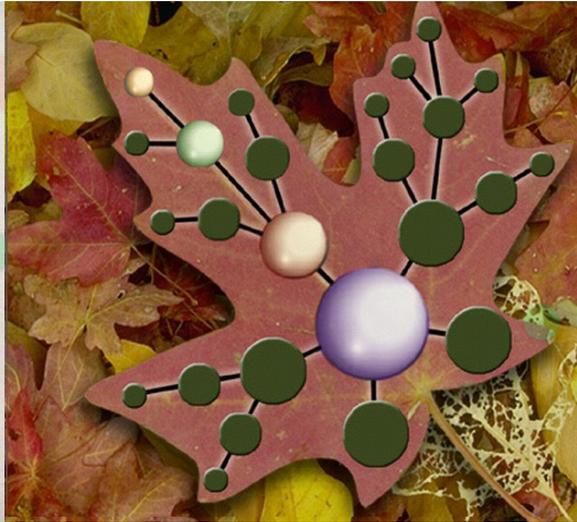


## Who will pay?

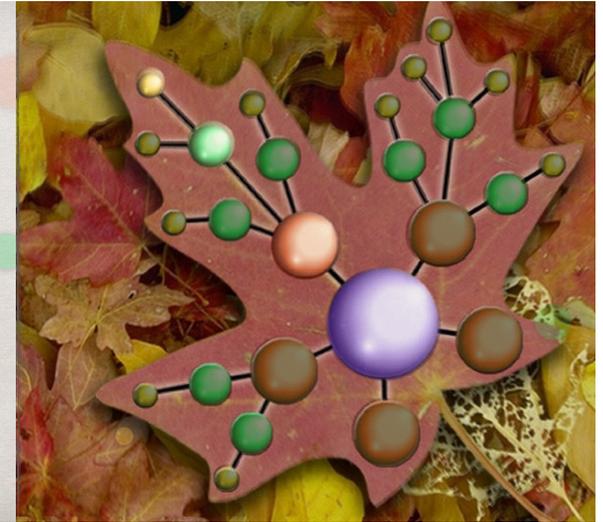
- Creation of wealth?
- It's a Boomer world, ...
- Loss of *interdicts* and the rise of assisted suicides.



Creativity is just connecting things...  
A lot of people haven't had very diverse experiences, so they don't have enough dots to connect.  
Steve Jobs



The miracle of compound interests.

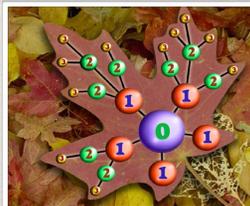


Philosophy vs. plans.



### Connections x 3.

If 0, then 1.  
If 1, then 2 & 3: Yes and...



1. What happens next?
- 2 & 3. What else happens?

### How to become an emerging industry, again.

Experiments don't always need to have immediate success. Does it bring together new things, new ideas and new people?

**Why don't industries & organizations cross-collaborate any more?**

**All materials continuously emerge.**

**Why do we [design] the way we do?**

Try to find innovation from other industries.

**Jonathan Thayer**

**Billie Faircloth**



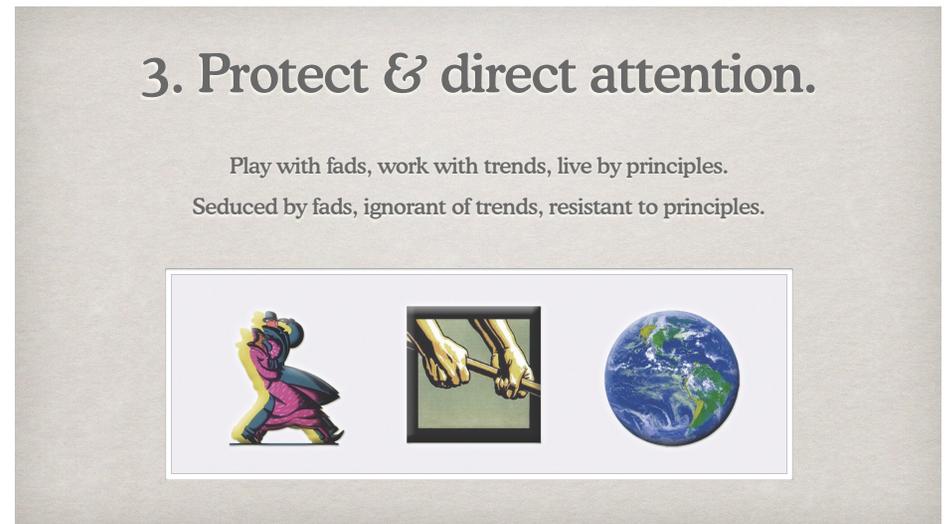
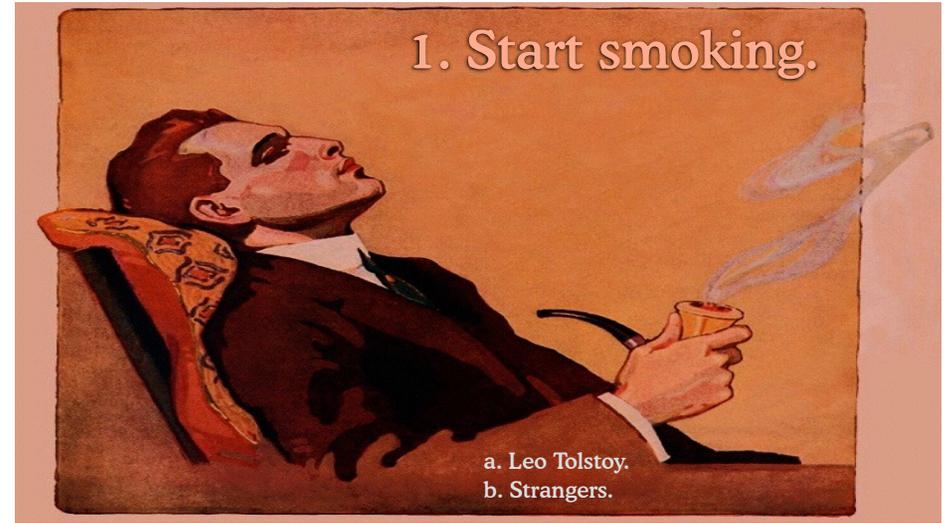
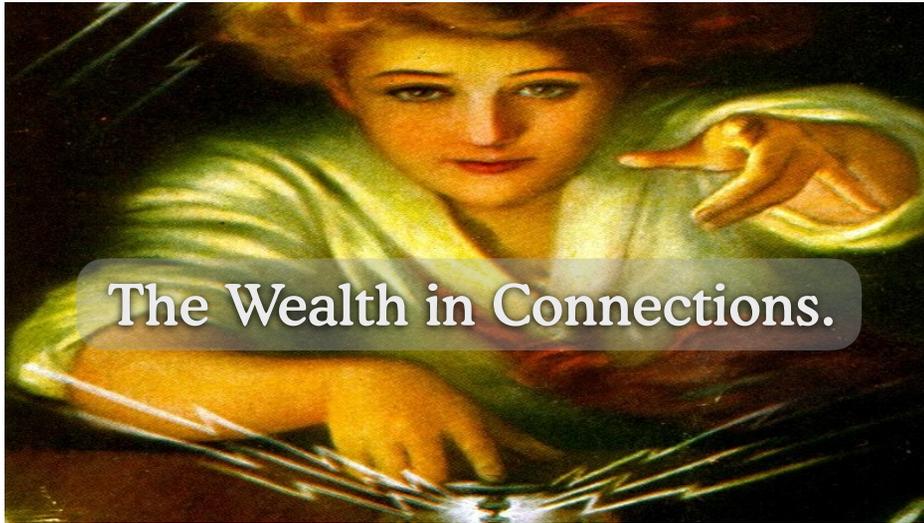
**Dwayne Oyler**



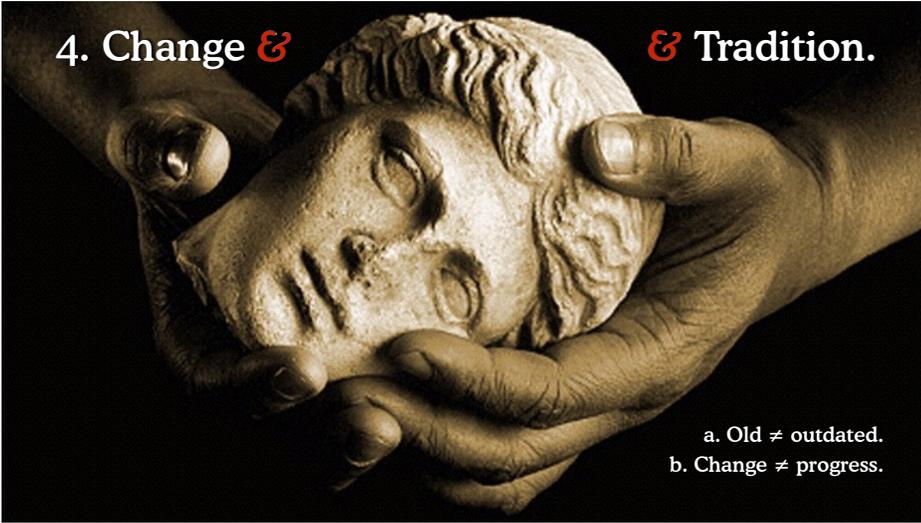
Don't be afraid of low tech materials.







4. Change & Tradition.



a. Old  $\neq$  outdated.  
b. Change  $\neq$  progress.

5. Elegance & eloquence.



*Were it not for shadows, there would be no beauty.*

*In Praise of Shadows*  
Jun'ichiro Tanizaki

*Presentation Zen*  
Garr Reynolds

- self
- ideas
- plans

6. Concierge-mindset.



EXPERIENCE • ATTENTION • ATTITUDE

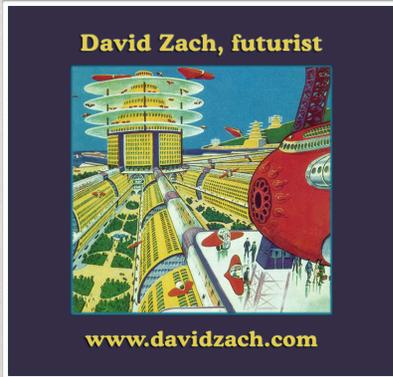
7. Play



*If it's a good idea and it gets you excited, try it, and if it bursts into flames, that's going to be exciting too. People always ask, 'What is your greatest failure?'*

*I always have the same answer—We're working on it right now, it's gonna be awesome!*

Jim Coudal, designer



For more ideas: Twitter & LinkedIn & Pinterest

Play with fads, work with trends, live by principles.

Unfortunately, too often we are seduced by fads, ignorant of trends, and resistant to principles.

Fads are like the spice of life, so have fun with them, but don't let those momentary things chain you to what quickly turns into an outdated past, distracting you from investing in the long-term and the eternal.

Trends need to be identified and understood so you can invest in them or reject them. They're like currents in the water; powerful, deep and directional. If a trend is good, work with it. If it's bad, then you must fight it — and resistance is not futile.

Principles are true even if you don't know them or you deny them. They can help you navigate through the fads and trends, offering guidance on how to make choices that will shape the future for you and your children.

website      futurist      contact

From the talks & ideas of  
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# Worth Remembering

the future value of old ideas

**David Zach, futurist**

Get the Kindle edition at amazon.com for only 99¢

## Worth Remembering — the future value of old ideas

This is a book about looking back before we look forward. There's value in looking back to find the lessons of history, to rediscover old ideas that stand the test of time. This book presents old ideas that can help us understand and explore the new ones.

<p>To look backward for a while is to refresh the eye, to restore it, and to render it more fit for its prime function of looking forward.  <i>Margaret Fairless Barber</i></p> <p>Men invent new ideals because they dare not attempt old ideals. They look forward with enthusiasm, because they are afraid to look back.  <i>G. K. Chesterton</i></p> <p>To be prepared against surprise is to be trained. To be prepared for surprise is to be educated.  <i>James P. Carse</i></p> <p>History is a vast early-warning system.  <i>Norman Cousins</i></p>	<p>If the very old will remember, the very young will listen.  <i>Chief Dan George</i></p> <p>Maybe we're about to radically change the operating system of the human condition. If so, then this would be a really good time to make backups of our civilization.  <i>Bruce Sterling</i></p> <p>Beware of false prophets, which come to you in sheep's clothing, but inwardly they are ravening wolves.  <i>Matthew 7:15</i></p> <p>The universe is full of magical things patiently waiting for our wits to grow sharper.  <i>Eden Phillpotts</i></p>
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David Zach is a futurist who loves history, studies trends, questions fads, believes in principles and gives thoughtful, entertaining talks on these themes to audiences around the world. To learn more, visit [www.davidzach.com](http://www.davidzach.com)

Worth Remembering is now available for the Kindle at [amazon.com](http://amazon.com) – only 99¢