



ABC Company Executive Board & Leadership Meeting with Jim Carroll

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Summary of Proposed Direction

- an overview of key trends impacting ABC Company and the automotive industry
- a discussion of the implication of these trends, in the context of “disruption,” challenges and opportunity
- a further discussion of practical short term, near term and longer term action steps and strategies

Key Trends (75 minute keynote style talk)

- **Major trends:** exponential science, impact of collaborative R&D, shift to Silicon Valley innovation pace for all industries, the ‘tinkering’ or ‘maker’ economy and what it means, sketch to scale manufacturing (faster prototyping and impact), STEM education and the global economy,
- **Automotive trends,** i.e. it’s more than just self-driving cars, i.e. shared mobility, prognostic diagnostics, intelligent highway infrastructure, Tesla self-driving big-bang vs. evolutionary phased approach, future trends in buying process (i.e. future of automotive retail locations), faster obsolescence, advancements in electric/battery/alternative energy, new auto companies (i.e. Elio Motors)....



Implications of Trends (“What Does it Mean for ABC Company?”) (90 minutes)

- disruption - different concepts and impact
- the concept of “world class innovation”
- the elephant in the room: impact of Amazon
- deciphering speed of change and jumping-points: the role of the Gartner Hype-cycle
- generational transition and impact
- Canada vs. US : adoption rates for innovation/business model change

Actions / Going Forward (60 minutes)

- “think big, start small, scale fast” thinking
- experiential capital
- partnership oriented innovation
- other responses to disruption : lessons from history
- startups vs. established companies - the role of culture

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