



2018 ThinkTransit Executive Summit

Rethinking Transit

**Challenges, Opportunities &
Strategies in the Era of Acceleration**



Being bold while **managing complexity**

Elon Musk talks of the imminent arrival of the transit 'hyperloop', making a case to the public that it is relatively easy to put in place a sophisticated, fast, relatively low cost 21st century transit system!

At the same time, transit executives must manage one of the most 'complicated machines' around, with complex operational requirements, long term capital investments and planning, increasing and challenging public expectations, and an acceleration of technologies.

While it might be easy to discount the big dreamers as embodied by Elon Musk - he is single-handedly reinventing the automotive, space, and energy industry through Tesla, SpaceX and the battery GigaFactory.

How does today's transit executive manage the challenges of change? What are the practical strategies that today's transit executive must pursue, to align the agency to a faster, more complex future, while at the same time keeping relentlessly focused on the need for operational excellence?



Accelerating **Change!**

If the future does belong to those who are fast, how do transit agencies accelerate their capabilities, skills, goals and actions?

There are a tremendous number of new trends which are impacting us today. Individually, they are disruptive; combined, they are potentially transformative. 3D printing, exponentiating bandwidth, hyper-connectivity, the Internet of Things, artificial intelligence, robotics, neural networks, deep analytics, autonomous vehicles, Bitcoin and blockchain, self-learning systems.

All of these trends and more are merging together, leading to a massively new, connected, intelligent machine that will transform, change, challenge and disrupt every industry - including the world of transit.

How should transit agencies align themselves to these trends? What new partnerships might need to be put in place. How can agencies 'think big, start small scale fast?'



Business model

disruption & innovation

Is public transit really moving from the traditional concept of 'transit' to an '*on-demand, shared ride mobility service enabled by apps*', as Jim Carrol suggests? Does the approach followed by Austin Metro make sense in the era of accelerated business model disruption, or is another approach required?

Clearly, we are seeing the emergence of entirely new transit concepts emerge.

How should transit agencies align themselves to the reality of disruption? What bold thinking might be required, in an era in which it is likely that if you don't disrupt, you will be disrupted.



About **Jim Carroll**

Jim is the world's leading global futurist, trends and innovation expert, with a massive global blue chip client list. Over the last 25 years, more than 2 million people have shared his insight with his events on stage.

Jim's global client list gives him a front row seat to the high velocity change that is occurring as disruption comes to take hold of every industry and every organization. With that insight, and the customized research that he undertakes for every engagement, he helps to transform growth-oriented organizations into high-velocity innovation heroes! For the last twenty five years, he has provided high energy keynotes for audiences of up to 3,000 people, and intimate, detailed customized strategic planning insight for CEO / board / senior management meetings.

Jim was recently named by *Business Week* as one of four leading sources for insight on innovation and creativity, and was a featured expert on the prime time *CNBC* series, "*The Business of Innovation*."

His clients include the Walt Disney Corporation, Godiva, the PGA of America, the World Government Summit, the GAP, NASA, Caterpillar, The World Congress on Quality, and the Swiss Innovation Forum. His other clients include • Hitachi Ventara • SAP • McKinsey • Accenture • Lockheed Martin • Mercedes Benz • Microsoft • Oracle • Siemens • KPMG • Toshiba Australia • Verizon • Ingram Micro • Taiwan Semiconductor Manufacturing Company • Volvo • Commscope • Gemalto • Bombardier • and many, many more.



Organizations today are looking for deep insight into the trends that will affect their markets and industries. CEO's are focused on the need for innovation, knowing that a world of high velocity change requires that they respond to opportunity and challenge in an instant. They are looking for guidance on establishing high-performance, innovation oriented teams that are focused on achievement.

That's why they've turned to Jim Carroll.

Jim Carroll

Futurist, Trends & Innovation Expert

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