

[youtube:youtube.com/?v=006TWTtoSP7w]

Video of keynote presentation on future trends for Nokia senior leaders as part of a strategic futuring exercise.

2015 scenario: Future by 2020 - but RECORDED in 2008!

Communications, marketing, management, leadership, virtual teams and virtual organisations. Customer focus in product design, advertising, brand development, software and hardware. Mobile marketing and positional advertising trends. Consumer use of personal organisers and mobile devices, mobile phones and other technology. Virtual switchboards, virtual meetings and distance learning. Future bandwidth, video streaming demand, convergence and divergence of technology. Future [innovations](#) in communication. Mobile phone strategy for emerging markets and developed markets.

Banks will become phone companies and telecom companies will become banks using personal organisers. Mobile payment systems, micropayments, mobile phone credit card transactions and loans. All innovation is divergent - doing things different and better. But most companies focus on convergence on price, quality, features, image, branding, winning customers, online marketing and building trust. Consumer changes, preferences and lifestyles. Energy saving, global warming, carbon neutral business and helping climate change. Videoconferencing and virtual teams. Winning the war for talent - motivation and leadership styles.

See more from: [Patrick Dixon on YouTube](#)