

## Club of Amsterdam

The Club of Amsterdam visits **London**.

# **Dancing with Disruption: *The Future of Business***

June 2015



A collaboration between Fast Future Publishing and the Club of Amsterdam.

► **Rohit Talwar**  
**Dancing in the Dark – The Future of Business**

<https://youtu.be/4ycKpneJbMQ>

► **Gray Scott**  
**The Simulated Reality Singularity**

[https://youtu.be/CWEM\\_Co2Llc](https://youtu.be/CWEM_Co2Llc)

► **Gerd Leonhard**  
**Redefining the Relationship of Man and Machine**

<https://youtu.be/HKUOEQ928Vs>

**Q&A - The Future of Business**

<https://youtu.be/X1zlp0aUZY4>

**The Future of Business - the book**

<https://youtu.be/YDDNAvVlbZA>

► **Rohit Talwar**  
**Dancing in the Dark – The Future of Business**

Tectonic shifts will reshape the business environment over the next decades – a reshaping of the economic landscape, evolving societal needs, disruptive innovation, transformational technologies, and fundamental questions about the role and purpose of tomorrow's company. Rohit will review these forces and the implications for the strategies, business models and capabilities that will help us survive and thrive in a rapidly changing reality.

[The Future Now Show](#) with Rohit and Gray on The Future of Business

► **Gray Scott**  
**The Simulated Reality Singularity**

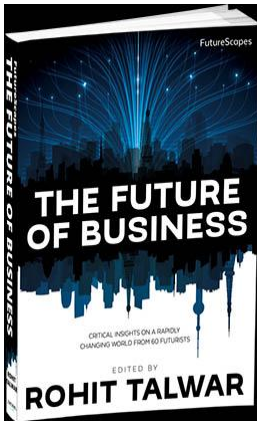
We are heading toward The Simulated Reality Singularity. A crunch in digitization. A state of pure digital reality that is indistinguishable from the reality that we see around us now. Every sensorial experience will be replicated in this new digital reality. What are the implications of this future digitization? How will humanity react?

The Future Now Show with Rohit and Gray on The Future of Business

► **Gerd Leonhard**  
**Redefining the Relationship of Man and Machine**

We are witnessing exponential progress in digitisation, automation, virtualisation and robotisation all around us, in all sectors of society, technology and business. “Software is eating the world” and it's getting smarter every single day. Artificial intelligence, deep learning and cognitive computing are becoming the next big memes, and many businesses don't know how to separate the hype from the likely-to-happen future. How will this play out in the next 5-8 years? What are the biggest opportunities, and what are the challenges we shouldn't ignore?

[Video of Gerd on The Future of Business](#)



**About the Book**

*The Future of Business* is the first book in the FutureScapes series that draws on the latest rich and challenging insights, ideas and visions from over 60 contributing authors - established and emerging futurists, foresight researchers and future thinkers from around the world.

The book focuses on the critical social and economic forces, business trends, and disruptive technologies, breakthrough developments in science and new ideas that could reshape the commercial environment over the next two decades. It explores how these future factors could come together to force a fundamental rethinking of the purpose, strategy, business models, values and structures of organizations as they seek to survive and thrive in a rapidly changing reality.

[fastfuturepublishing.com](http://fastfuturepublishing.com)

6:30  
Start

► **Rohit Talwar**  
**Dancing in the Dark – The Future of Business**

► **Gray Scott**  
**The Simulated Reality Singularity**

► **Gerd Leonhard**  
**Redefining the Relationship of Man and Machine**

8.30  
Networking - Refreshments will be provided.



### **Rohit Talwar**

Rohit is a global futurist, and the founder and CEO of Fast Future Research and Fast Future Publishing. He is the editor of *The Future of Business*.

Rohit Talwar is an award winning global futurist, entrepreneur and specialist advisor on business transformation, disruptive strategies and radical innovation. He was nominated as one of the top ten global future thinkers by the UK's Independent newspaper and regularly comments on the future and innovation for major international news networks. Rohit has been published widely and is the initiator, editor and a lead author for a forthcoming book on The Future of Business.

[fastfuturepublishing.com](http://fastfuturepublishing.com)



### **Gray Scott**

Gray Scott is a futurist and emerging technology expert based in NYC. He is the founder of the emerging technology website [SeriousWonder.com](http://SeriousWonder.com). He has appeared on Discovery, Al Jazeera America, and FOX news and is a frequent speaker at leading industry events.



### **Gerd Leonhard**

Gerd Leonhard is a futurist, keynote speaker, author and CEO of [The Futures Agency](http://TheFuturesAgency.com). Gerd is a widely-known and top-rated futurist, with over 1500 engagements in the past 15 years and a combined audience of over 1 million people. Gerd focusses on near-future, 'nowist' observations and actionable foresights in the sectors of humanity, society, business, media, technology and communications.