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Fast Future's predictions for 2018 and beyond  
#6: Flying taxis

Following successful trials of single person passenger drones in 2017, commercial services are launched in China and the UAE during 2018. The technology continues to improve over the next few years, despite some fatal accidents and many near misses. Around the world, by 2023 more than 20 countries have licensed the use of both single and multiple occupant passenger drones.



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#7: Ecosystem Thinking

Faced with the complexity of modern business, rapidly changing markets, short-lived opportunities, and exponential rates of development in technology, firms will have little choice but to work with a network of external partners. The year ahead will see a lot more experimentation with the use of ecosystems to absorb the constant onslaught of change and provide the capacity to respond faster. The next five years will see a mindset shift taking place, moving from "not invented here" to "which provider can do it better, cheaper, and faster." To make these ecosystem models work, there will be a critical requirement to develop leaders, managers, and staff with a collaborative mentality and a willingness to share, learn, and create solutions in partnership rather than by diktat.





Fast Future's predictions for 2018 and beyond

## #10: A Very Human Business

As a direct response to many of the forces outlined above, the next five years will see an exponentially growing number of businesses deliberately swimming against the tide and genuinely putting people at the heart of their strategies. While they will still be using technology, it will be seen as a productivity aid. The goal will be to help free up the time of smart people to engage more deeply with customers, develop new strategies, be creative, experiment, and build more sustainable points of difference that are embedded in people not technology.

# A Very Human Business

Risks of over-automation shift the focus back to people as the differentiator in business

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## Alpha Male vs. Embracing the Feminine

Growing challenge of protecting the feminine in business as the machines take over

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Fast Future's predictions for 2018 and beyond  
#8: Alpha Male vs. Embracing the Feminine

Across the board, 2018 will see firms responding to uncertainty by automating, becoming more number-focused, and adopting increasingly control-orientated thinking and management structures. There is a concern that these developments could drive out essential feminine traits that can differentiate us in the marketplace—leading to a far more masculine business environment with a few short years.

The broader issue of gender imbalance will undoubtedly persist for some time to come as firms continue to fail to take full advantage of available talent. In addition, a rising concern would be the loss of feminine traits that help define our culture and distinguish our brand in the marketplace. Leaders will need to pay serious attention to the challenge of ensuring that crucial feminine factors such as culture, connection, serendipity, empathy, and compassion don't get devalued or eliminated as we pursue efficiency and give greater agency to the machine.