

Michael Rogers

The Practical Futurist

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- TED-Talks
- Thought Leader
- Virtual



About Michael Rogers

Michael Rogers is an author and futurist, who also serves as futurist-in-residence for The New York Times. His consultancy, Practical Futurist, has worked with companies ranging from FedEx and NBC Universal to GE and Microsoft.

Rogers was a writer for *Rolling Stone* and co-founded *Outside* magazine. He then launched *Newsweek's* technology column and was vice president of The Washington Post Company's new media division, earning patents for his work as well as awards for his online coverage of 9/11. He is also a best-selling novelist whose books have been published worldwide.

Rogers studied physics and creative writing at Stanford University, with additional work at the Stanford Business School Executive Program.

Select Keynotes

- **Energy Futures: Assessing the Choices**

Rogers has followed the world energy picture since he shared the National Headliners Award for coverage of the Chernobyl disaster and its implications for nuclear energy. He has written extensively on alternative energy and recently participated in the United Nations conference Bridging the Divide on bringing new energy technology to developing countries, as well as speaking and consulting for a variety of energy companies.

- **Education: The Basics Go Digital**

After creating the award-winning Parents' Guide to Children's Software, Rogers has followed education and technology issues closely. He often speaks to audiences of both parents and educators about technology and learning—and specifically how the rise of computers and the Internet has actually increased the importance of the thinking skills that underlie the traditional three R's. He has worked with both K-12 audiences and higher education on both issues of pedagogy as well as new business models in the virtual age.

- **Health Care and Wellness: What's Ahead**

Information technology and genetic science are combining to create a fundamental shift in the way we think about and treat disease. At the same time, however, prices continue to rise and there is as much pressure to use technology to cut costs as to advance health science. How do we balance the enormous potential of advancing technology with the real world questions of delivering affordable health care?

- **The Challenges for Law**

Between globalization of services and the digitization of business, the legal profession is facing more change in the next decade than has occurred in the past century. Michael has worked extensively with the American Bar Association, state bars and individual firms to talk about how the profession can adapt, what younger lawyers can expect and how older lawyers need to adapt.

- **The Future of Media**

The rise of the Internet and the digitization of all media are having a profound effect on the media industries. What will the next decade see in content and services delivery, customer expectations, the protection of intellectual property, and the role of traditional media? Will we still have newspapers? Will we still have traditional television? Who will create, distribute and profit from the news? And the rise of citizen journalism—via blogs and social media—means that for corporations, nothing is under the radar anymore. Who will be the winners and losers between cable, satellite, landlines and wireless?

- **The Digital Lifestyle**

Computers, the Internet and the digitization of all media are changing many aspects of the American lifestyle—from how we work, where we shop, how we entertain ourselves and even how we meet our mates. It is also beginning to reshape the way our homes are built, furnished and lived-in. What does the digital lifestyle mean for what companies must do to reach their customers and how products must change to meet new needs? Elements ranging from pop culture, consumer electronics and even home décor are required to fully understand the scope of the transformation.

- **The Virtualization of America**

Over the next decade, more and more of our work, what we care about and how we interact with others is going to move into the virtual world, mediated by computers and the Internet. In addition, we're seeing the rise of a new generation of "digital natives" who are remarkably comfortable with virtual relationships. What will this mean for how our businesses and organizations must grow and evolve in the years to come?

- **Use the Downturn to Rethink, Restructure, and Thrive**

The recovery remains weak, but three key elements will still characterize successful businesses during the remainder of the decade: virtual organization, global vision, and the extended Internet of smart objects and cloud-based intelligence. These new tool may even create entirely new business models. Coming out of this long downturn presents the perfect opportunity to rethink and restructure, using low-cost software tools, to fit the emerging new paradigm.

- **Management Meets the Future**

Managers are facing multiple new challenges: virtual work forces, flattened corporate structures, a new generation of ambitious and cyber-savvy workers, a heightened atmosphere of public scrutiny—not to mention the perennial pressure to do more with less. How are smart managers coping and what's next to come?

- **Your Business in 2029: A customized Prediction**

For this popular speech, Michael—who is also a best-selling science fiction writer— does an interview to learn more about your business, practice or discipline. He then creates a realistic scenario of what your profession or business may be like by the end of the Twenties. He'll identify potential new products, new customers and new challenges. He's done it for lawyers, health care professionals, transportation companies, retailers, educators, financial services companies and more—even a luxury goods manufacturer!

Select Articles

- [Seven Tech Predictions](#)
- [Lessons from Rock and Roll](#)

Hint: Give away what you used to sell, and sell what you used to give away....

- [Innovation and the Corporate Immune System](#)

Corporations have evolved a bit like human bodies, with the ability to repel the unfamiliar.

Select Testimonials

It's seldom the case that a speaker can hold our group's attention for two hours, especially without notes or AV, and he did so spectacularly. Our members found his topic very enlightening, especially as it relates to the coming changes in technology and how best to invest.

— *AGN International*

We were absolutely delighted with your presentation and have received very positive feedback from management and customers alike.

– *Boeing*

Thank you for the excellent talk you gave to our audience yesterday. The range of topics you addressed was thought-provoking and exactly on target with the theme, “Building Bridges to the Future.”

– *Federal Reserve Bank of New York*

Some futurists are good storytellers with plenty of charisma but no 'wisdom' or experience and others have loads of experience but no charisma. You demonstrated both.

– *Gary Battaglia, Pitney Bowes*

You were absolutely fascinating and the room was buzzing over lunch; you got everyone talking!

– *Marriott*

Many of the delegates mentioned that your session was the most informative of the program--many expressed that they especially appreciated your warmth and wit. We were very pleased that your remarks were so carefully tailored for our audience, and that you delivered exactly the message we had planned.

– *National Association of Federal Credit Unions*

I've heard nothing but positive feedback on your presentation. Everyone thoroughly enjoyed your speech. They found it both educational and entertaining. You definitely hit on some key points for the attendees with regards to technology. I would highly recommend you to other groups who are looking for forward thinking speakers.

– *National Retail Federation*

Michael presents as though he is talking with you, versus at you. He's someone you would love to be seated next to at any event!

– *Nicole Freeman, General Electric*

We especially liked your storytelling. It led to a sense of excitement and sparked quite a dialogue among our team.

– *Raytheon*

Michael's practical look into the future was invaluable as it addressed shifting global demographics, emerging economies, technology and the future of the supply chain. Not only did he lead a discussion on challenges but also on opportunities. He laid a strong foundation for planning for the future. He is indeed a “practical futurist.”

– *Ron Martin, Colgate-Palmolive*

You hit a home run with this group. Long-time bar association executives who can be somewhat jaded were particularly enthusiastic about your presentation.

– *Roseanne T. Lucianek, American Bar Association*