

# Garry Golden

## Academically-Trained Futurist, Emerging Trends Analyst, and Block-Chain Technology Guru

Please contact a GDA agent for information.

### Topics

- Big Data
- Business Growth / Strategy / Trends
- Cryptocurrency / Blockchain
- Energy Policy
- Sustainability
- Transportation

### About Garry Golden

Garry Golden is an expert on how social change and technology disruptions shape industry transitions. His foresight has informed organizations like Accenture Operations, Boston Scientific, and Microsoft.



Garry is a professionally trained futurist who writes, speaks, and consults about the driving forces that will shape society and business in the 21st century. His uncanny sense of what will hit—and what won't—can be seen in FutureThink's research and heard in his international keynotes and corporate change leadership seminars. His talks on how to align business outcomes and talent development to coming market transitions have been shared with and implemented by such organizations as Disney, Goodyear Tire, Hartford Insurance, and Reliant Energy.

Garry serves as Adjunct Lecturer on the Future of Energy and Environment for the University of Houston. He has consulted on projects as diverse as the future of financial services; utilities; transportation and supply chains; and healthcare. An expert communicator, Garry has brought his avant-garde thinking and provocative approach to change to audiences at TEDx, Wharton, the Cheung Kong School of Business in Beijing, and beyond.

Garry attended the University of Wisconsin-Madison and received his Futures Studies degree from the University of Houston. He is a past board member of the Association of Professional Futurists (APF) as well as an aspiring collector of street art (which will likely be huge in the year 2040.) If left to his own devices at a museum gift shop, odds are a micro-machine or geological piece will be finding itself a future home.

### Select Keynotes

- **FINDING THE FUTURE: How to Anticipate Change and Lead Innovation**

Do you know the driving forces shaping your organization's future? How can you better 'lead' the future you want vs. letting the future be shaped by someone else?

Today's leading innovators know that they must not only stay on top of emerging trends, they must also continually act on these signals of change in impactful – even disruptive - ways. Organizations don't need high-tech machines, complex algorithms or crystal balls to find what's ahead. In this inspiring, thought-provoking keynote, Garry Golden helps leaders analyze key drivers of change and learn to extrapolate unexpected future implications for their business and society. He enables attendees to stretch their minds around what is possible in the future, and challenges them to develop a clear vision for success in the year 2025 and beyond.

Using foresight, individuals will come to understand the dynamic process of anticipating future trends and understanding the implications those trends have on their industry. Anticipating and acting on change can be achieved using easy to understand strategic tools to drive growth strategies and help your organization lead market transitions.

The keynote will demystify the future and identify key drivers of change:

\* Interactive Game: In the News

\* Misperception Challenges: Rethink Futurist Thinking

\* Trend Overviews: (Sample: Artificial Intelligence & Data-driven Innovations: How Software is Transforming the World, etc.)

\* Taking Action: How to develop behaviors that bring foresight to life inside your organization

Garry will introduce actionable ways to analyze the future and predict upcoming trends that will affect your industry. Participants will leave this keynote with the foresight to take their organization in a new direction for innovation success.

## Select Book Titles

- **2008:** Designing Your Future: Key Trends, Challenges, and Choices Facing Association and Nonprofit Leaders

## Select Articles

- [Solar Experiment Lets Neighbors Trade Energy Among Themselves \(The New York Times\)](#)

"We need to make energy a product and a service that people can purchase on their own and not rely on a large centralized entity," Mr. Golden said. He added that it was important to build out infrastructure that would be able to better withstand disasters, both natural and man-made.

- [4 Ways to Forecast the Future](#)

In recent years, we have seen clients across industry sectors embrace "strategic foresight" as the front end of their innovation and growth strategies. Your company can do the same. The tactics and techniques described in this article are designed to increase understanding of emerging and converging trends, and build imaginative capabilities across the organization.

- [Why LinkedIn should kill the résumé and replace it with the experience graph \(TechCrunch\)](#)
- [Embedded fuel cells power smartphones for a week... and could run the world \(TechCrunch\)](#)
- [Tap Your Inner Marketing Seer: A Conversation With Futurist Garry Golden \(CMO\)](#)

Nick Corcodilos, contributing writer at CMO.com interviews Garry Golden

- [Preparing for Drastic Change in the Transportation Norm \(Real Estate Council of Austin Blog\)](#)
- [MoMA's Redesign Won't Destroy The Museum \(Fast Co Design\)](#)

"Using more innovative programming strategies to bring people into the museum environment, whether or not they tour the galleries—even if they grab a cup of coffee or something to eat somewhere on the museum property—that notion of making the museum more open and inviting is certainly an aspirational trend," explains Garry Golden, a futurist who has consulted with several museums.

## Select Testimonials

"The exercises Garry lead pushed us out of our comfort zone to think about new ideas. He got us to look past the day to day and plan for long-term trends. Garry has shifted our way of thinking."

— *American Express*

"4.6 out of 5 for new knowledge acquired during our session. Garry's method of teaching trend prediction was incredible. We wish we had more time to discuss the future of data-driven innovation aided by Garry's expertise."

— *Cheung Kong Graduate School of Business*

"Garry ground real examples of crazy s\*\*\* happening in our business and put us all in a different frame of mind."

— *Direct Energy*

"Garry provided a compelling sequence of trends, from suspending our worn out beliefs of the future to embracing unconventional value-creation-and-capture, to scenario analysis. Awesome."

— *Motorola*

"The time we spent discussing emerging market trends and how they could impact our businesses was very impactful. I also thought the time we spent with Garry was very thought provoking and caused me to think about how I should spend more time thinking about the future vs just the next 18-24 months."

— *The Hartford*

“What an eye opener! I truly enjoyed Garry’s presentation as it gives true pause for future innovations and how our business can be part of that growth.”

– *Verizon*