

Elevate Awareness! Surviving in Turbulent Times

Aaron A. Buchko, Ph.D.

Speaker has no conflicts of interest to disclose

Learning Objectives - Pharmacists and Technicians

1. Identify current trends in social, economic, and technological forces that are impacting the manner in which organizations think about and deliver core services, and the types of impacts those forces can have on organizations.
2. Identify concepts in the assimilation of change and organizational responses to changing environments.
3. Describe techniques of leading organizational change efforts to address environmental trends, and the types of behaviors necessary to bring about effective change in organizations to improve performance and deliver organization results.

Challenging Times

Turbulent:

- Violently agitated or disturbed; tumultuous
- Having a chaotic or restless character or tendency
- Causing unrest or disturbance; unruly
- From the Latin *turba*, to disturb

Consider.....

- 90% of all scientists who ever lived are alive today
- Uber is the biggest taxi company in the world, but owns no cars
- Airbnb is the biggest hotel company in the world but owns no properties
- Watson out performs chess players, Go, Jeopardy, and lawyers

Consider.....

- **Television:**
 - Netflix and Amazon; next: Hulu
- **Health Care:**
 - AI: Watson outperforms oncologists and cancer nurses (CAGR: 42%)
 - CRISPR/Cas9: Modifies DNA accurately, cost effectively, and reliably. Research is transformed.
 - The Tricorder Xprize (Qualcomm)

Sources:
<http://www.mobihealthnews.com/content/qualcomm-tricorder-x-prize-has-to-winner-work-tricorders-will-continue>

Consider.....

- Autonomous cars for the public in 2020
 - No one owns cars; call for pickup; no more parking
 - Fewer deaths from auto accidents
 - Car insurance becomes 100x cheaper
- Real Estate: Work while commuting means moving away from central cities
- More solar energy than fossil; no more grid
- Cheap and abundant water

Consider.....

- 3D Printing (of human tissues!)
- 70 – 80% of jobs will disappear
- Agriculture: Cheap Robots
- Insect Protein (fewer cows)
- Facial recognition to read moods, lying
- Education: Cheap smartphones – access to education

Disruptions

- **Fundamental Social Transformations**
 - Demography
 - Social Structure
 - Tribalism
 - Isolationism

Disruptions

- **Fundamental Economic Transformations**
 - Agricultural
 - Industrial
 - Service
 - Knowledge

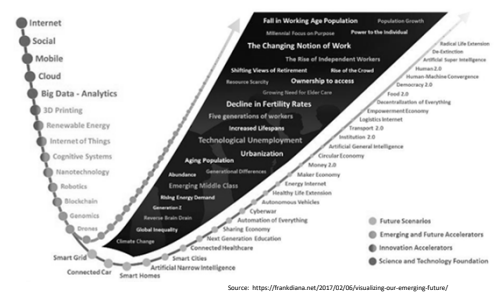
Disruptions

- **Knowledge Transformation**
 - More Information Available
 - Knowledge in the hands of consumers
 - Know More = Expect More

Information moves fast.....

Source: <https://www.smartinsights.com/internet-marketing-statistics/happens-online-60-seconds/>

It's coming.....



THINK

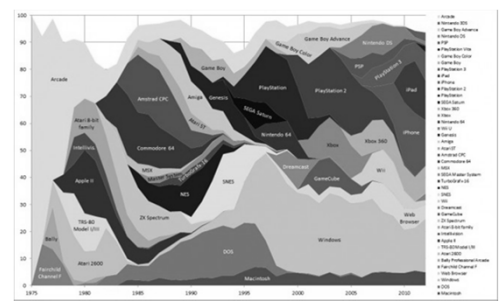
- What are the 3 biggest issues, forces, and/or factors that are going to change your organization in the next 3 – 5 years?

Change Happens

Source: <http://graphiccave.com/steve-sasson-invented-digital-camera-in-1975-but-bosses-from-kodak-made-him-hide-it/>

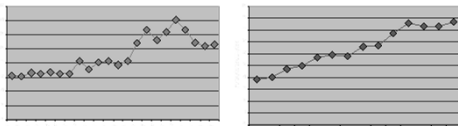
Industry in Transition

How Things Change.....



Creativity

- Are we asking the right questions?



THINK

- What do people really want that we're not providing?
- What are we providing that people don't really want?

Exponential Growth

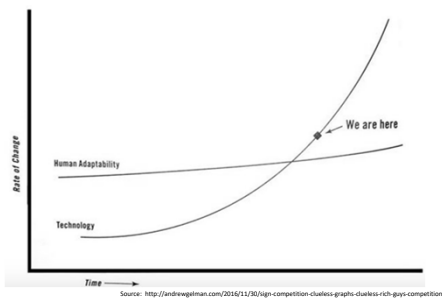
- **The Game of Chess**
- **We are not built to understand exponential growth !**

Image Source: www.ck12.org

The “Hockey Stick”

Source: <https://images.theconversation.com/files/23283/original/8bqbth9m-1367841253.jpg?ixlib=rb-1.1.0&q=45&auto=format&w=1000&fit=clip>

We're behind the curve....



THINK

- **Where does my organization face the greatest challenges in adapting to change?**
- **Which of these concepts will be the most essential for my organization to address in adapting to change?**

Four Firms in the 21st Century

Firm	“Currency”	Margin
INFLUENCERS	Information	++++
CONFIGURATORS	Know WHAT	+++
INTEGRATORS	Know HOW	++
PROVIDERS	Low Cost	+

How do people feel about change?

- People naturally _____ change.
 - People naturally RESIST change.
 - People naturally change.
- What's your bias? It will affect how you lead!

Driving Change

Source: <https://www.slideshare.net/Elemica/creating-marketdrivenvaluenetworks-loracecerepdf>

THINK

- What type of organization are we today? How will we transition to a higher level of organization activity?
- What is my belief about people and change?
- What is our organization “missing” when it comes to managing complex change?

Thank You

Leading in Turbulent Times

Aaron A. Buchko, Ph.D.
abuchko@comcast.net