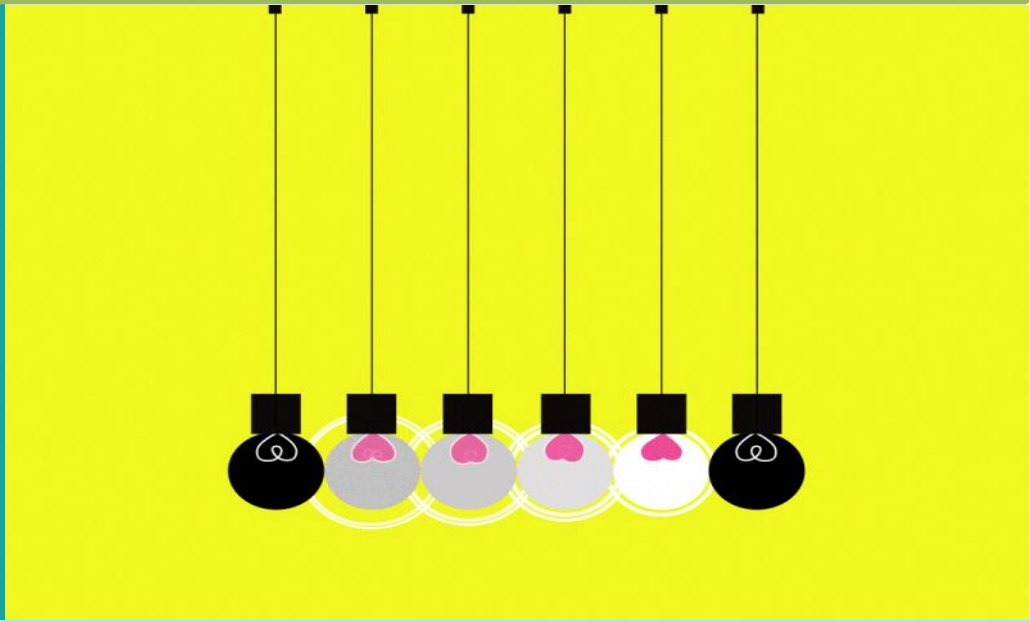


10 Trends Shaping Florida's Future



Trendspotting





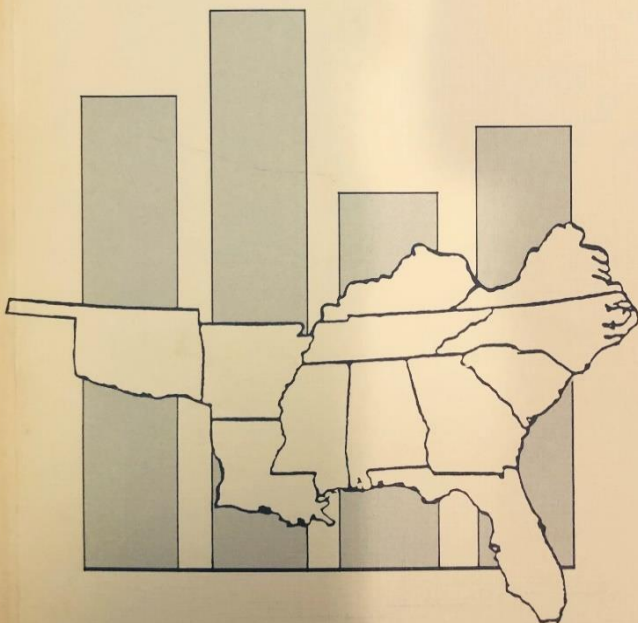
A Jetson's Kind of Thinking



If you want to think like a futurist- stop marveling at “what’s new” and begin to think “what’s next”.

... and how it will impact me and my organization and my state!

A Profile of the South

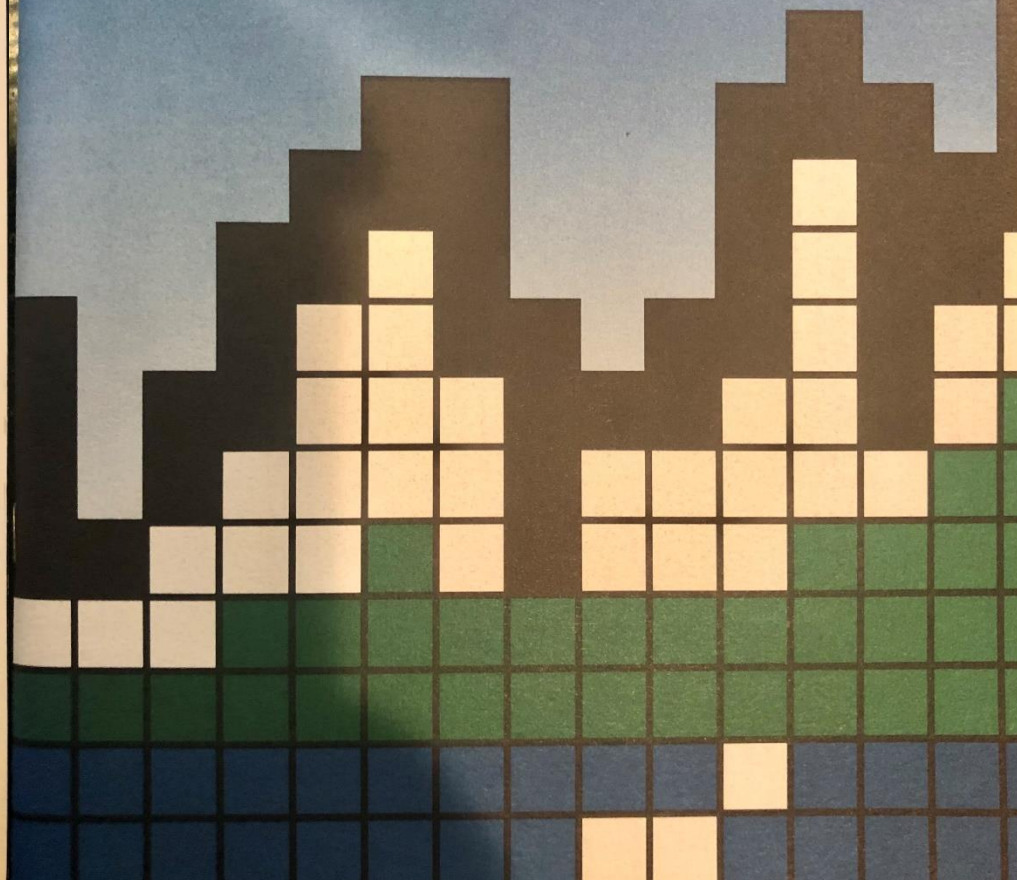


1986-87

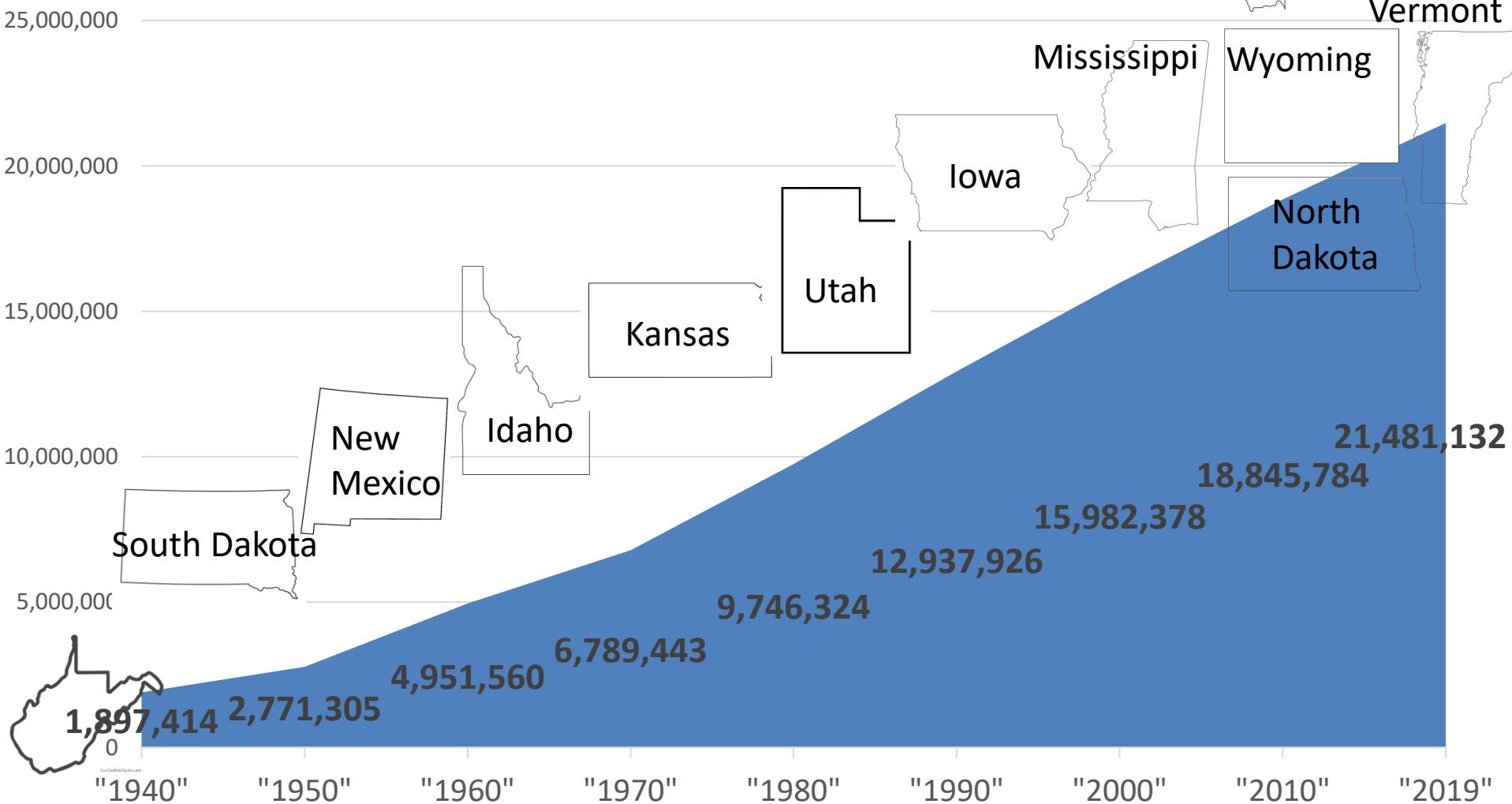
**Southern Growth
Policies Board**

MEASURE BY MEASURE

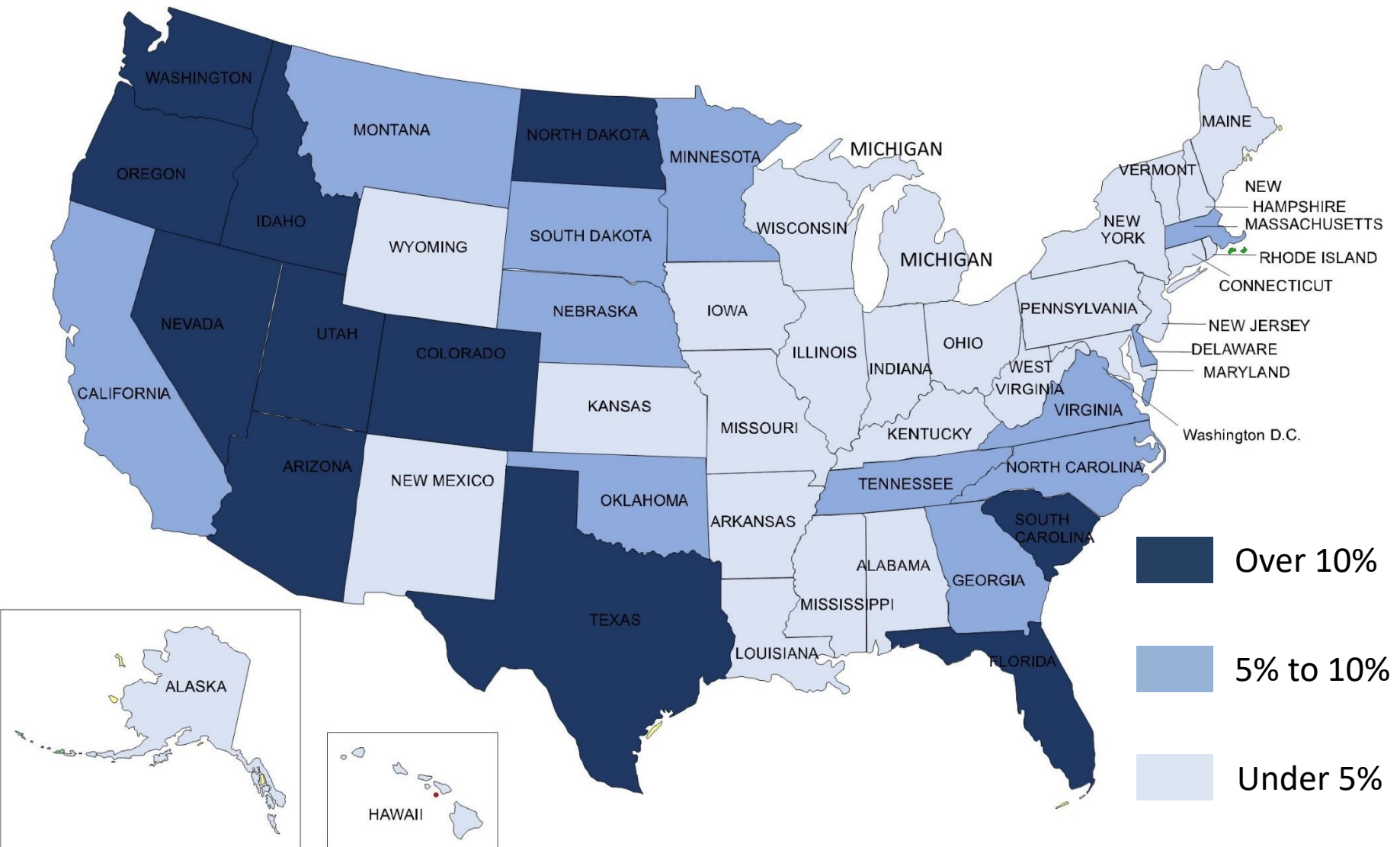
The South Will Lead the Nation



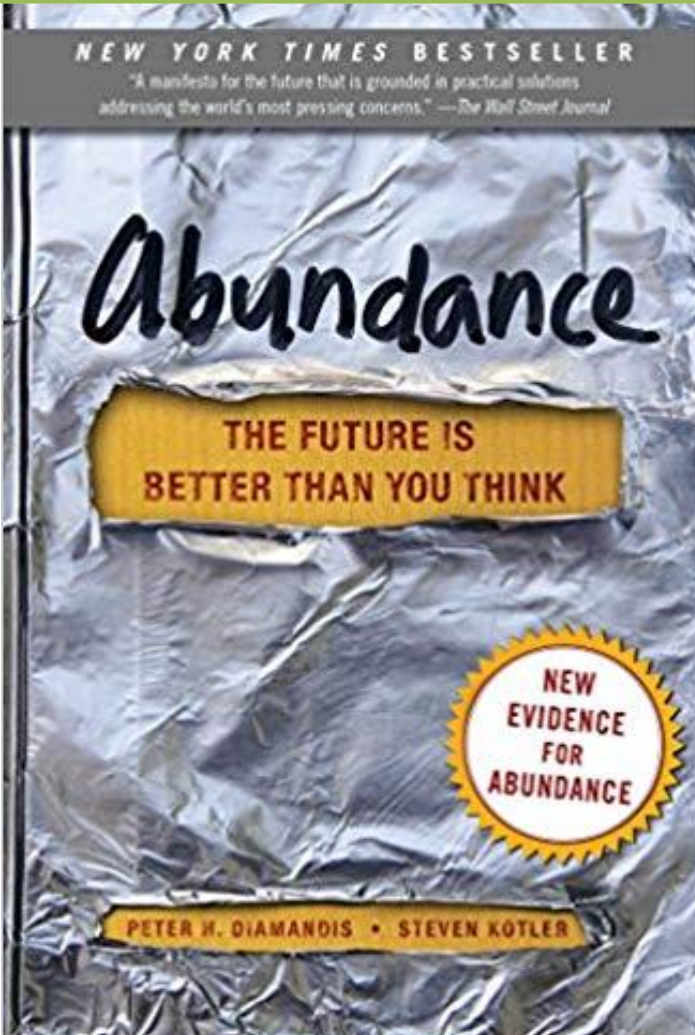
Florida Population Growth



Population Change 2010 - 2019



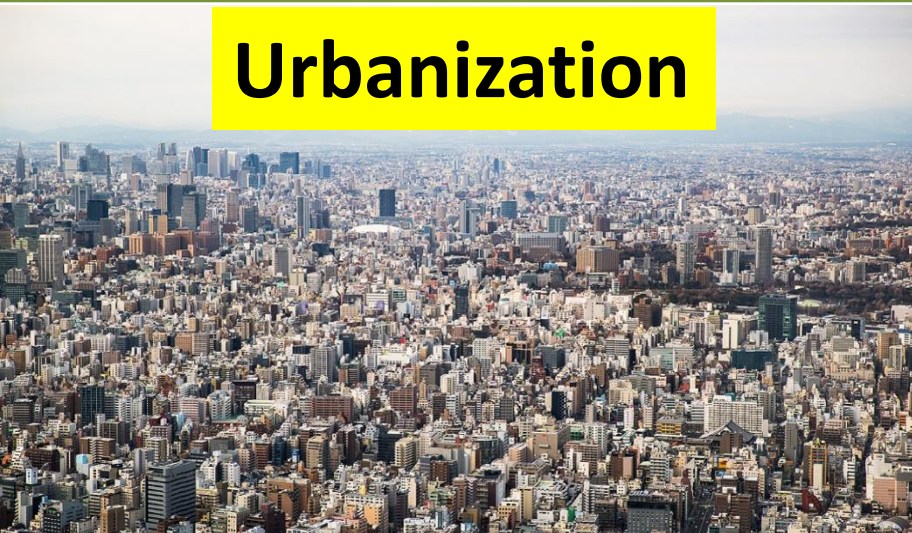
Trends Are Not a Sad Story



- In 1900, the average number of hours worked each year was 2,700...today it is 1,600
- In the past 50 years, infant mortality rates have been cut by 80%
- Auto deaths each year in the US have dropped by 75% since 1940
- Crime is down, deaths from war is down, global poverty is down
- Life expectancy, education levels, gender equality, and AC and indoor toilets are all up

Trends That Seems Certain

Urbanization



Longevity



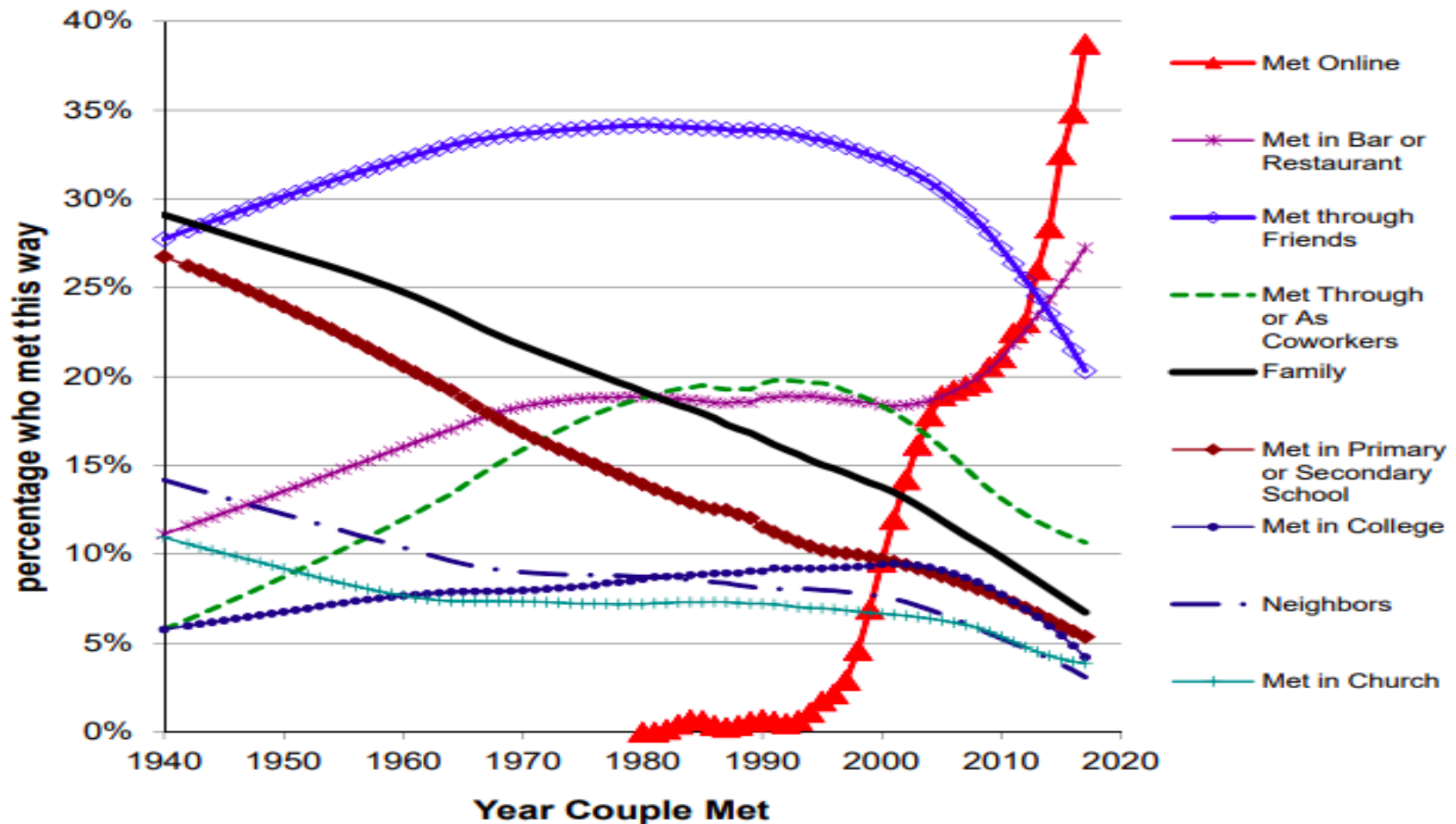
Diversity



Tech



How Couples Meet



Ten Trends for Today's Lunch Brain Gymnastics

- 1) Acceleration
- 2) Hyper-connectivity
- 3) Constant disruption
- 4) Complexity & dependency
- 5) Place-winners & losers
- 6) People-winners & losers
- 7) Talent war escalation
- 8) Housing crisis
- 9) Emerging geo-muddle
- 10) Serendipity is not a strategy



#1 Acceleration

Everything Gets Faster & Faster



- Customer expectations are for instantaneous
- Technology adoption time shortens
- Speed to market shortens



Is there anyone here today that believes the pace of change will slow over the next 10 years?

Your High-Tech World 20 Years Ago



You are Probably Riding the Tech Wave?



istockphoto.com • 547854538



You are Probably Riding the Tech Wave?



Rapid Technological Advancement

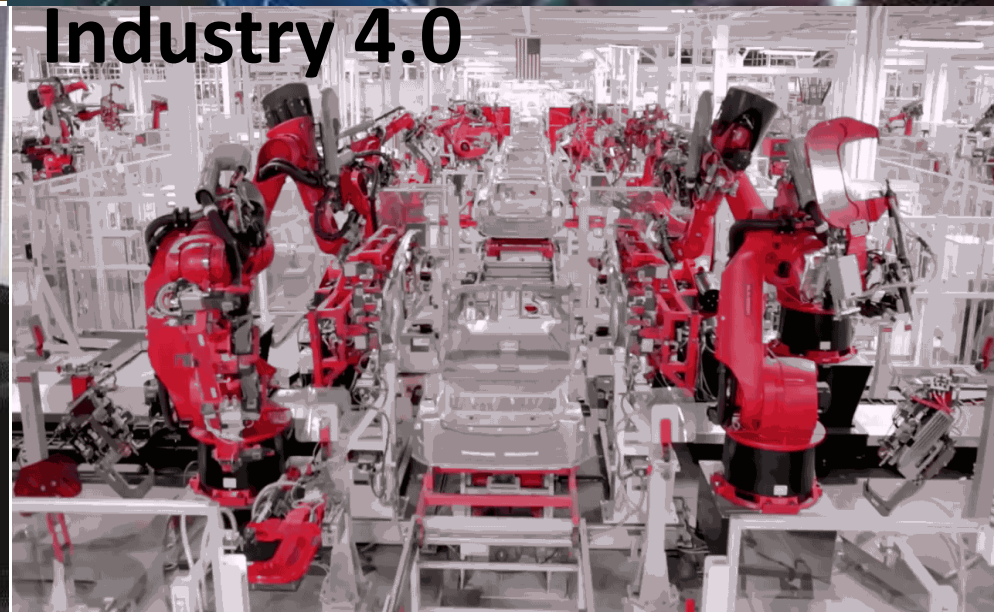
Wearables



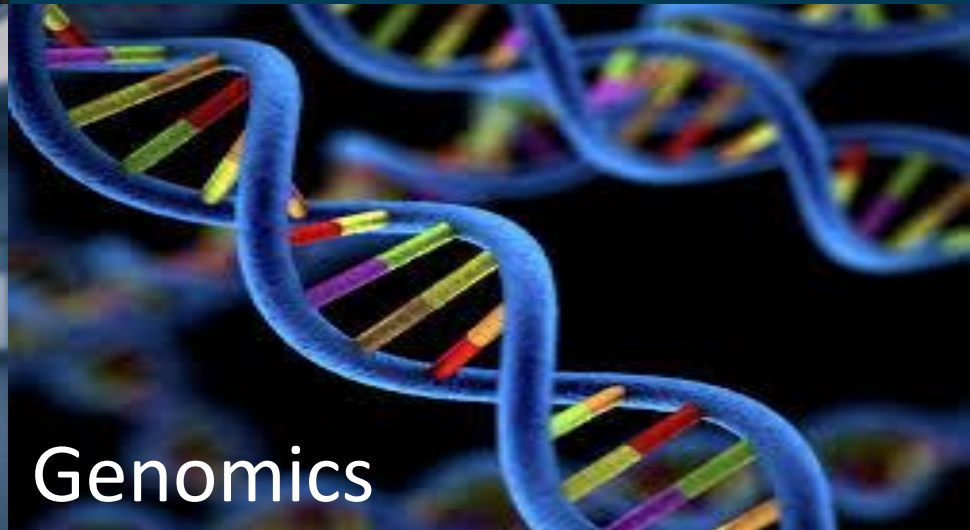
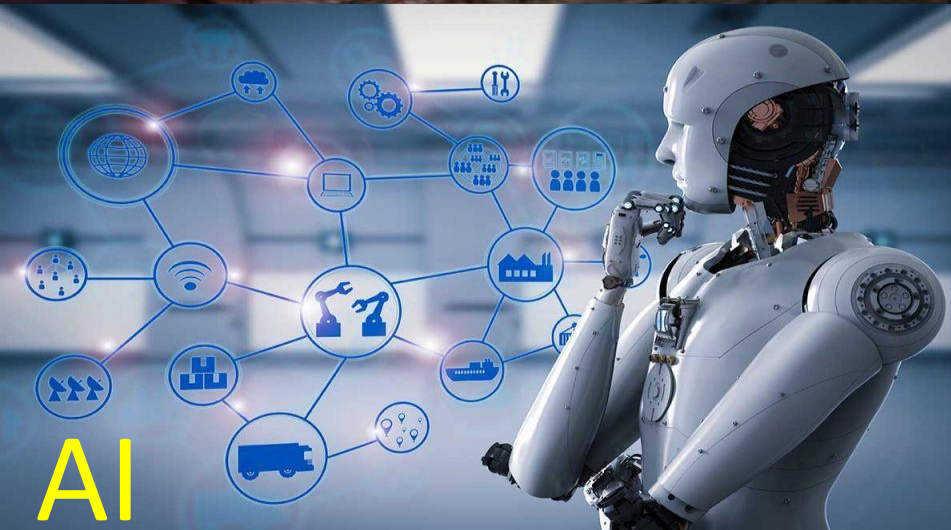
Consumer Robotics



Industry 4.0



The Intersection of Major Tech Trends is Where the Future is Reimagined



#2 Hyper-Connectivity & Data Democratization

- 4.1 billion people on the internet
- By 2021, 2 billion people using digital assistants
- Since I started talking, 25,000 new websites

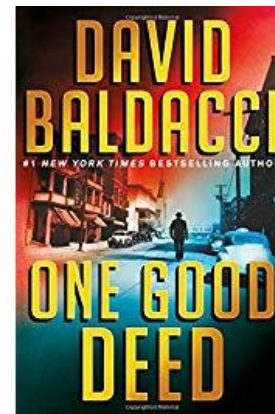
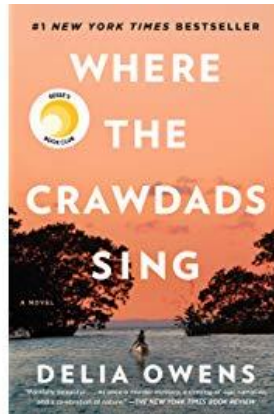


But Also, Segmented-Hyper-Connectivity

- Launched way back in 2017...
- **200 million players and \$2B in revenue**



But Also, Segmented-Hyper-Connectivity



Data Analytics Might Rule the World



Economic Leadership Multifactor Analysis

200 Factors for top 100 Metros

Business Climate (building costs, adjusted COL, household disposable income, rental costs, housing costs, traffic congestion, crime rates, regulatory and legal rankings)

Workforce/Education (educational attainment, standardized tests scores, education expenditures, HB1 visas)

Innovation- (private funded R&D, patents, tech growth, STEM completers, broadband penetration, VC, biz birth rates)

Demographics (population change, projected population growth, age dependency, out-of-state & foreign in-migration, millennial growth, age, poverty)

Economy (GDP, GDP Growth, wages, employment growth, unemployment, economic diversity)

- 1) Raleigh
- 2) Austin
- 3) Seattle
- 4) Dallas
- 5) Charlotte
- 6) Nashville
- 7) Salt Lake City
- 8) San Francisco
- 9) Durham
- 10) Atlanta

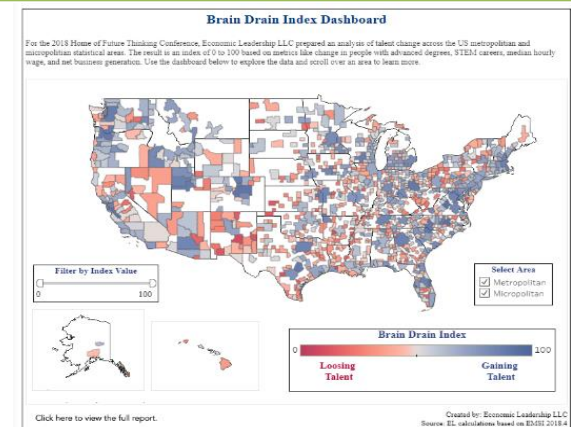
Talent Attraction is the Top Competitive Factor

Brain Attraction Index Components Measured for 933 Metros & Micros Across the County

- Change in Number of People with Advanced Degrees
- Change in STEM Jobs
- Number of STEM Jobs
- Median Hourly Wage for STEM Jobs – Cost of Living Adjusted
- Net Business Generation
- Change in White Collar Jobs
- Science & Engineering Graduates
- Number of People with Advanced Degrees

Top 20 Brain Attraction Index Areas

- 1 Charlottesville, VA
- 2 San Jose-Sunnyvale-Santa Clara, CA
- 3 Raleigh-Cary, NC
- 4 Denver-Aurora-Lakewood, CO
- 5 Charlotte-Concord-Gastonia, NC-SC
- 6 Austin-Round Rock, TX
- 7 **Palm Bay-Melbourne-Titusville, FL**
- 8 Portland-Vancouver OR-WA
- 9 Columbus, OH
- 10 Fort Collins, CO





Alexa...What are
the 10 best
restaurants in my
area?

- How many of you would pick #8 to try?
- How many choices would you ask for?

Choice does not Correlate to Satisfaction



Hey Alexa- Where
will be the best place
to find workers for
my business 5 years?

Predictive Analytics

#3 Constant Disruption



\$10,000. 2 Pounds.
10 Hours to Charge...lasts 20 minutes

#3 Constant Disruption



#3 Constant Disruption

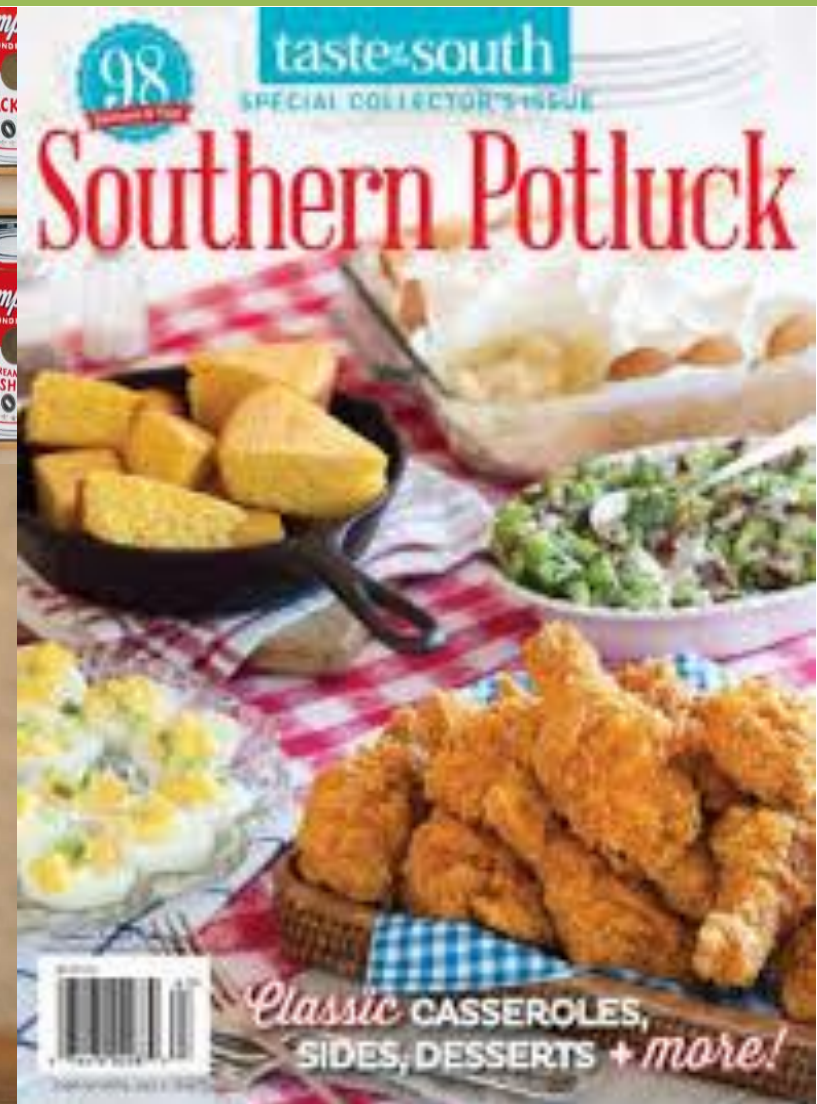


Products
Companies
Sectors
Occupations

Product Disruption



Product Disruption

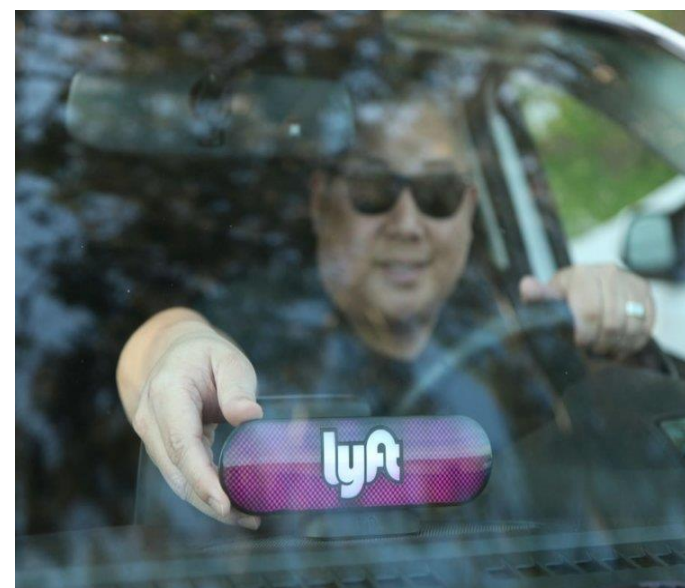


Corporate Darwinism



digital

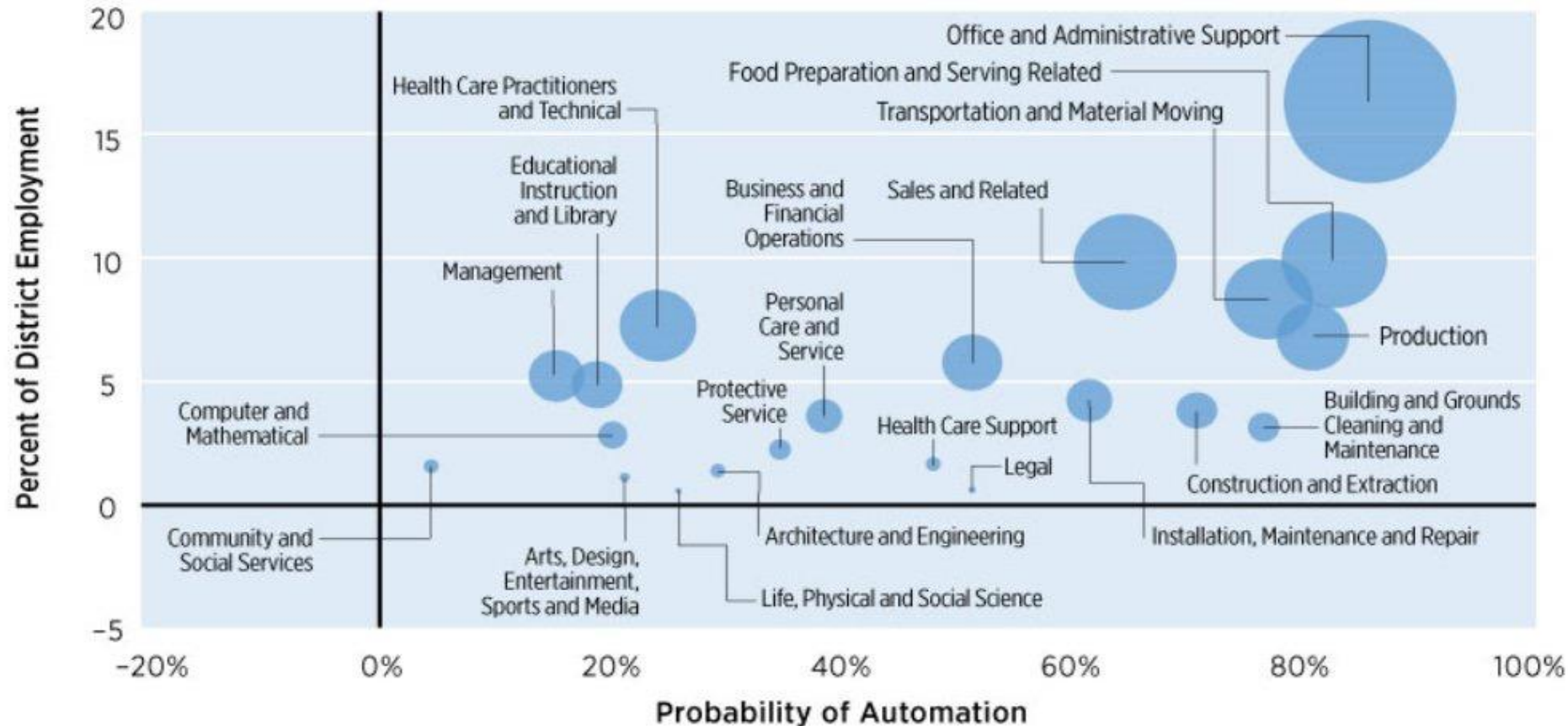
Whole Sector Disruption



Jobs are Continuously Changing



Which Jobs Are Most Vulnerable to Automation

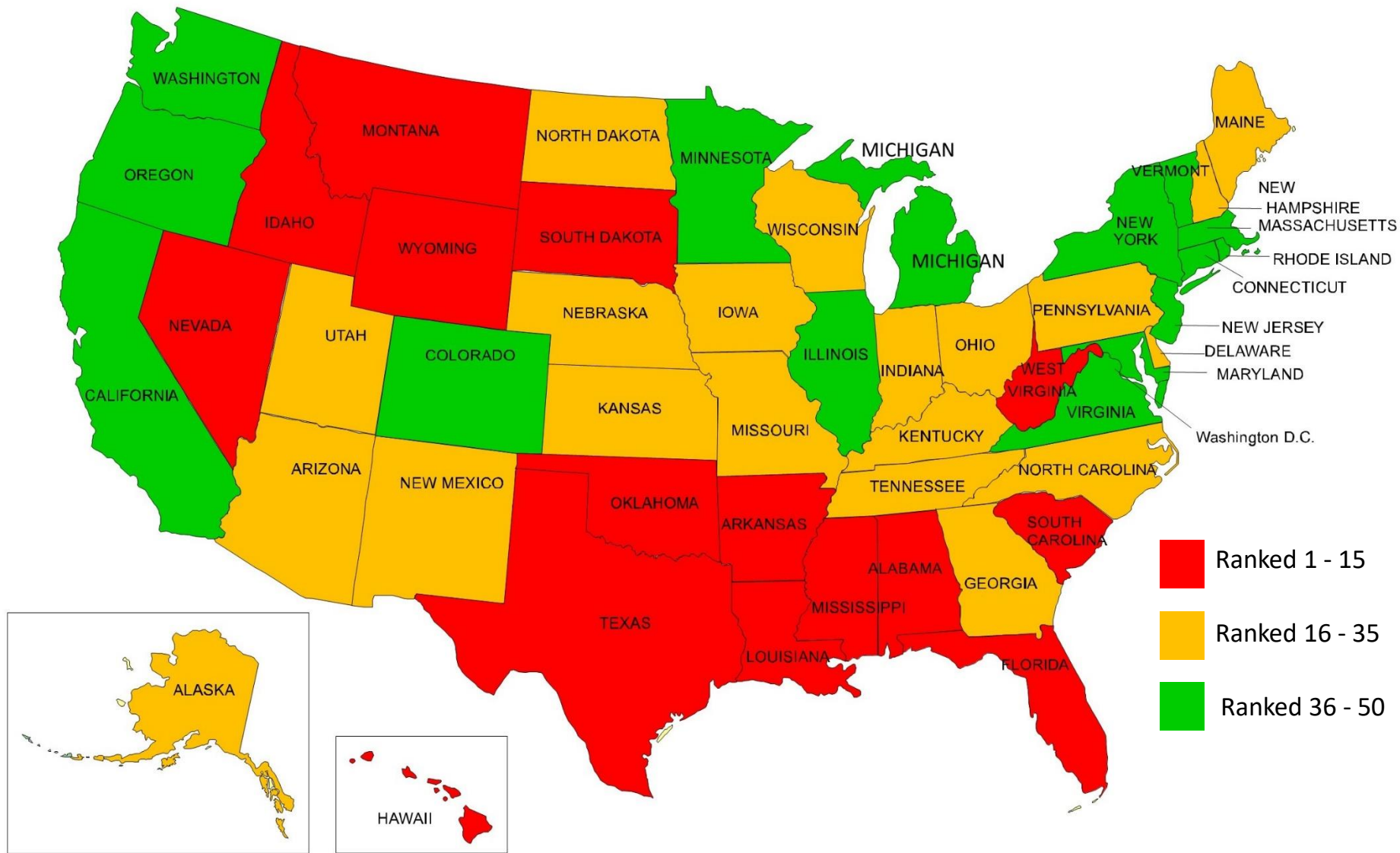


SOURCES: Census Bureau's Occupational Employment Statistics, Frey and Osborne, authors' calculations.

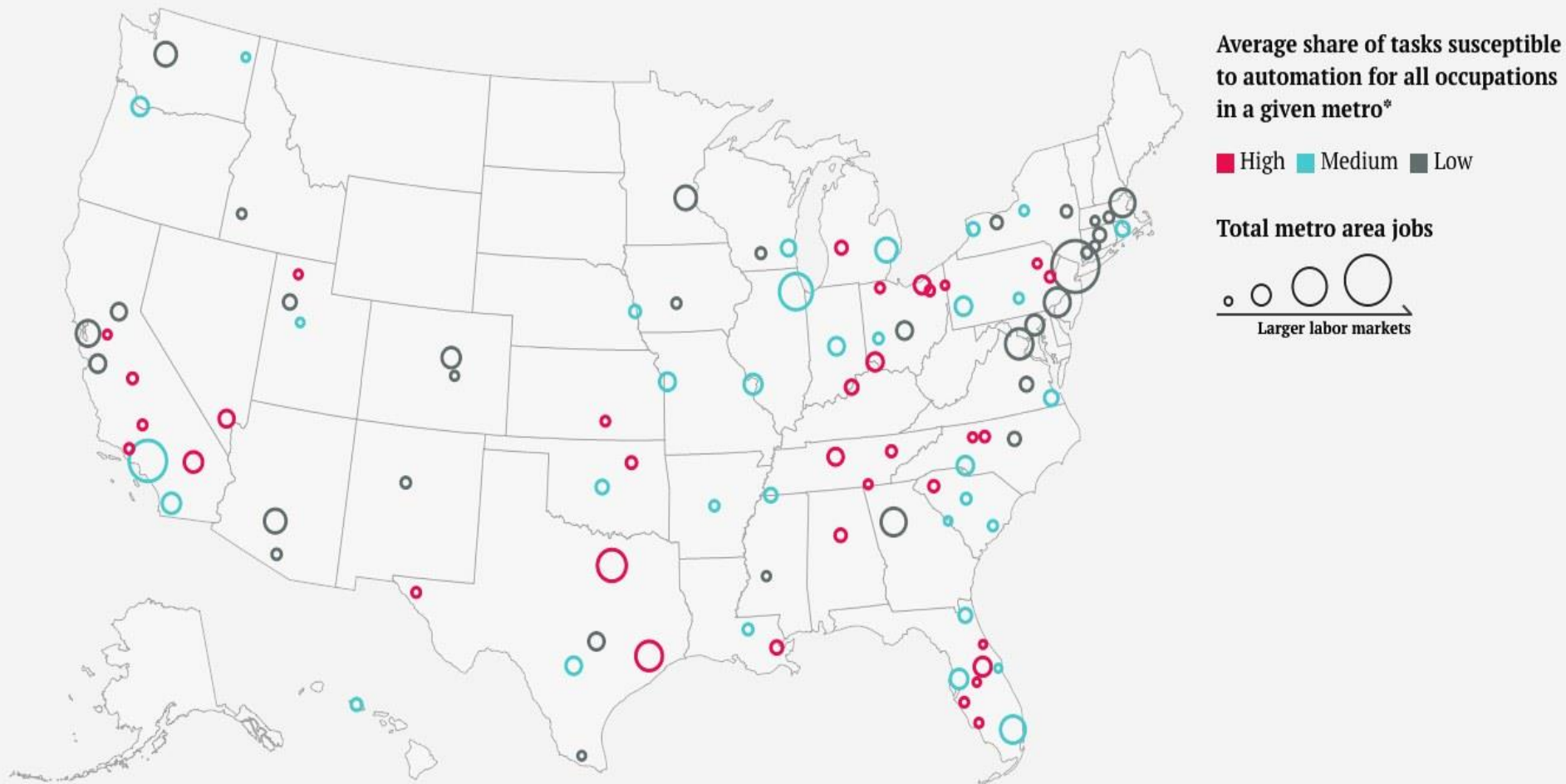
NOTE: The figure shows a positive correlation between probability of automation and percentage of employment for occupations in the Eighth District. Probability of automation is on the horizontal axis, while percentage of employment is on the vertical axis. The size of the bubbles represents the number of jobs in each occupation.

■ FEDERAL RESERVE BANK OF ST. LOUIS

States Where Jobs are Most Vulnerable to Automation



Metro Susceptibility to Automation

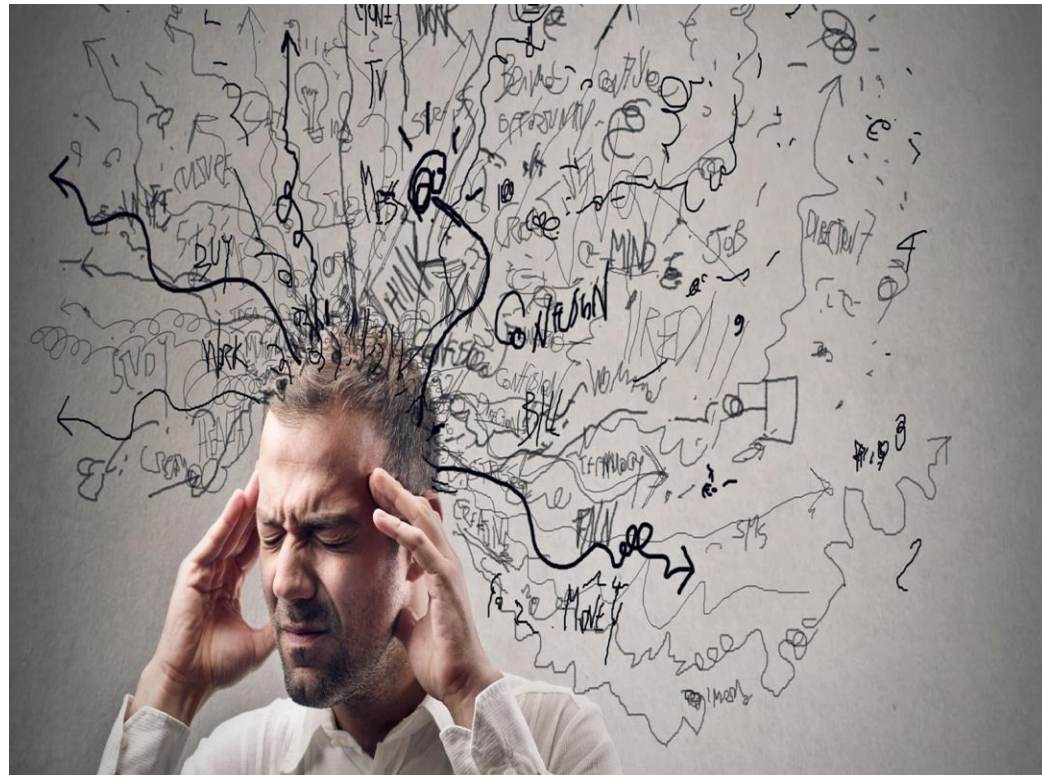
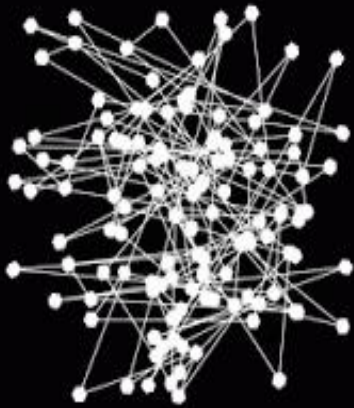


*Each group contains one-third of the 100 largest metro areas

THE BROOKINGS INSTITUTION

#4 Rising Complexity & Dependency

Information Expansion (Overload)



Collective Intelligence

Cognition

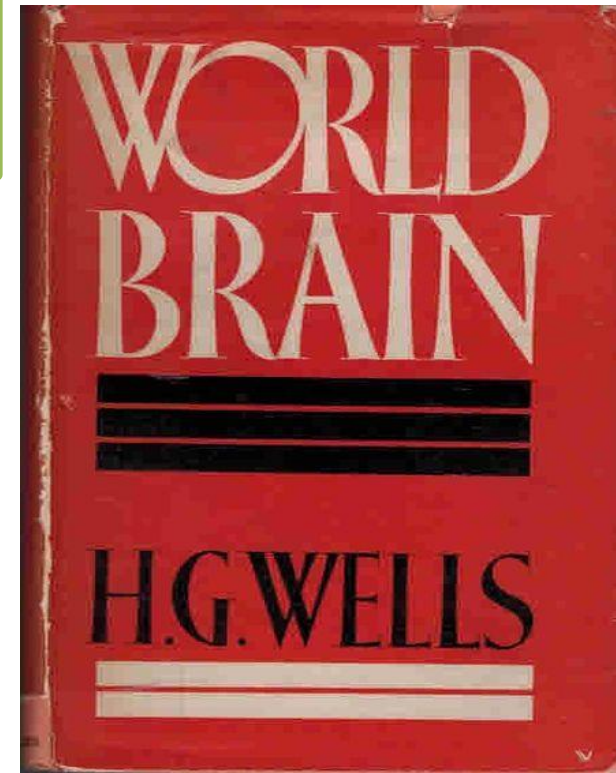
Cooperation

Collaboration

Future
Thinking

Networks of
Trust

Collective
Action



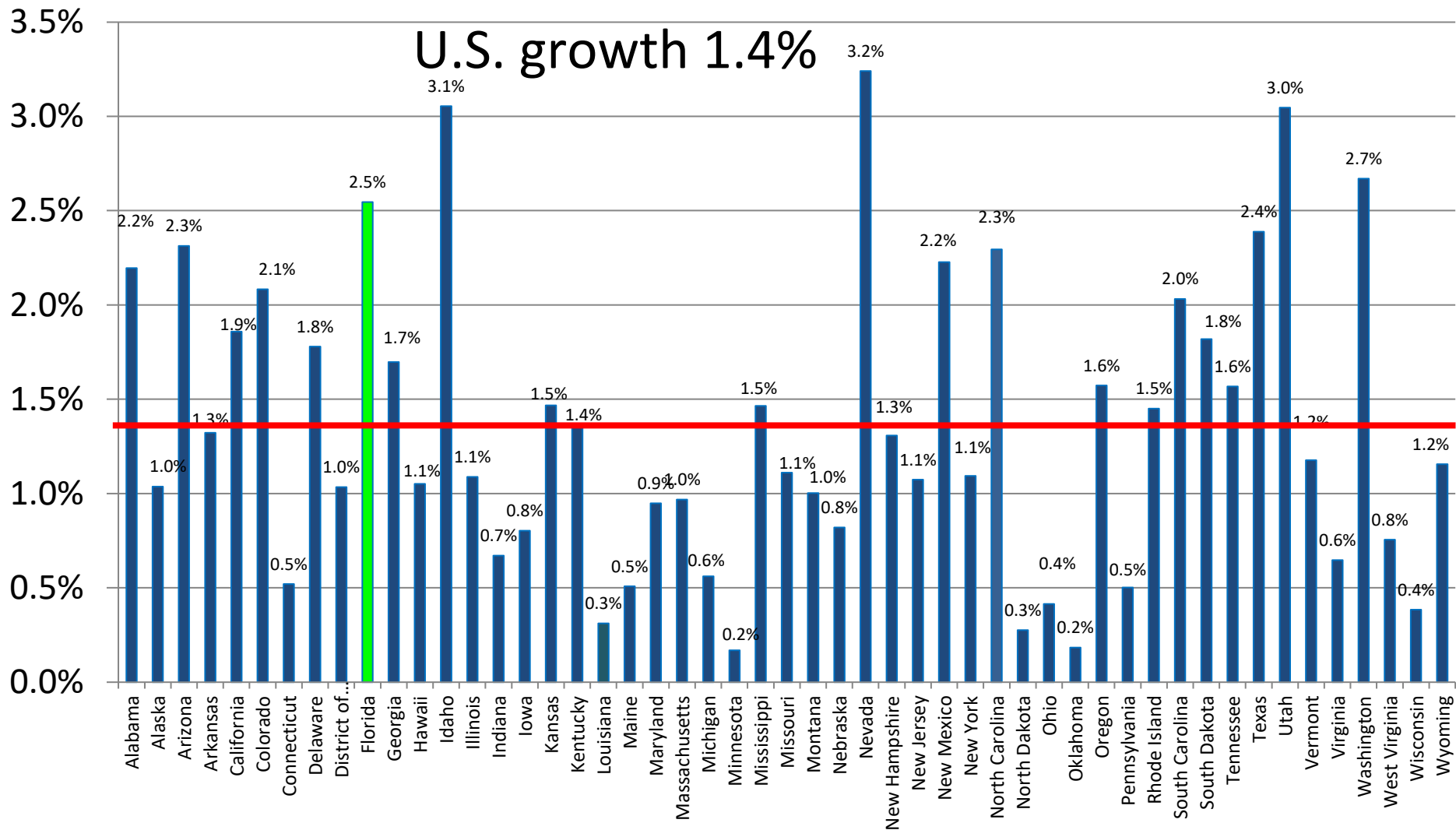
The future challenge for effective leaders is to gather & filter information, simplify complexity and convert knowledge into action, quickly!

#5 Winners and Losers - Places

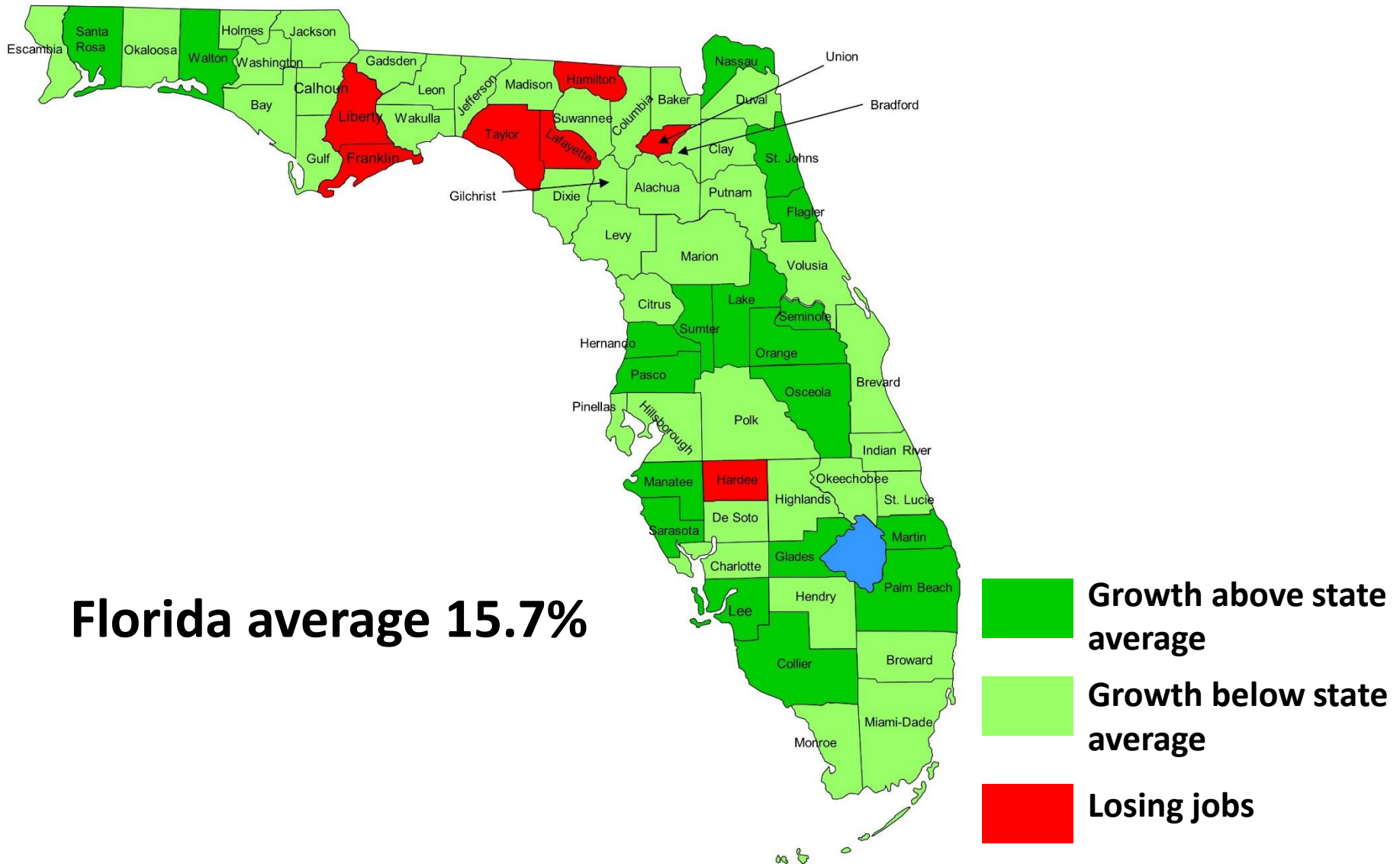


All States 1-Year

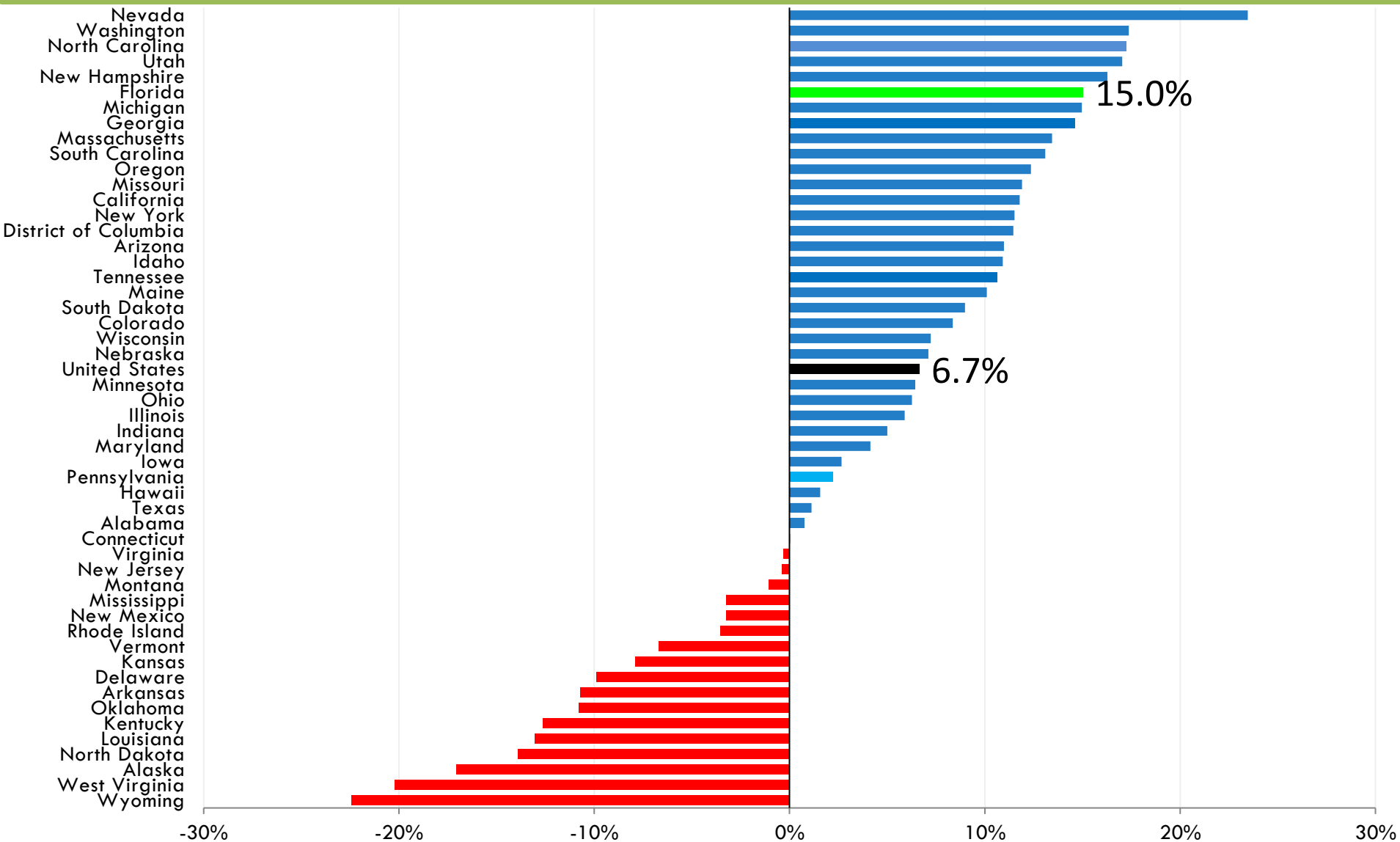
Total Non-Farm Employment Percentage Change Sept 2018 to Sept 2019



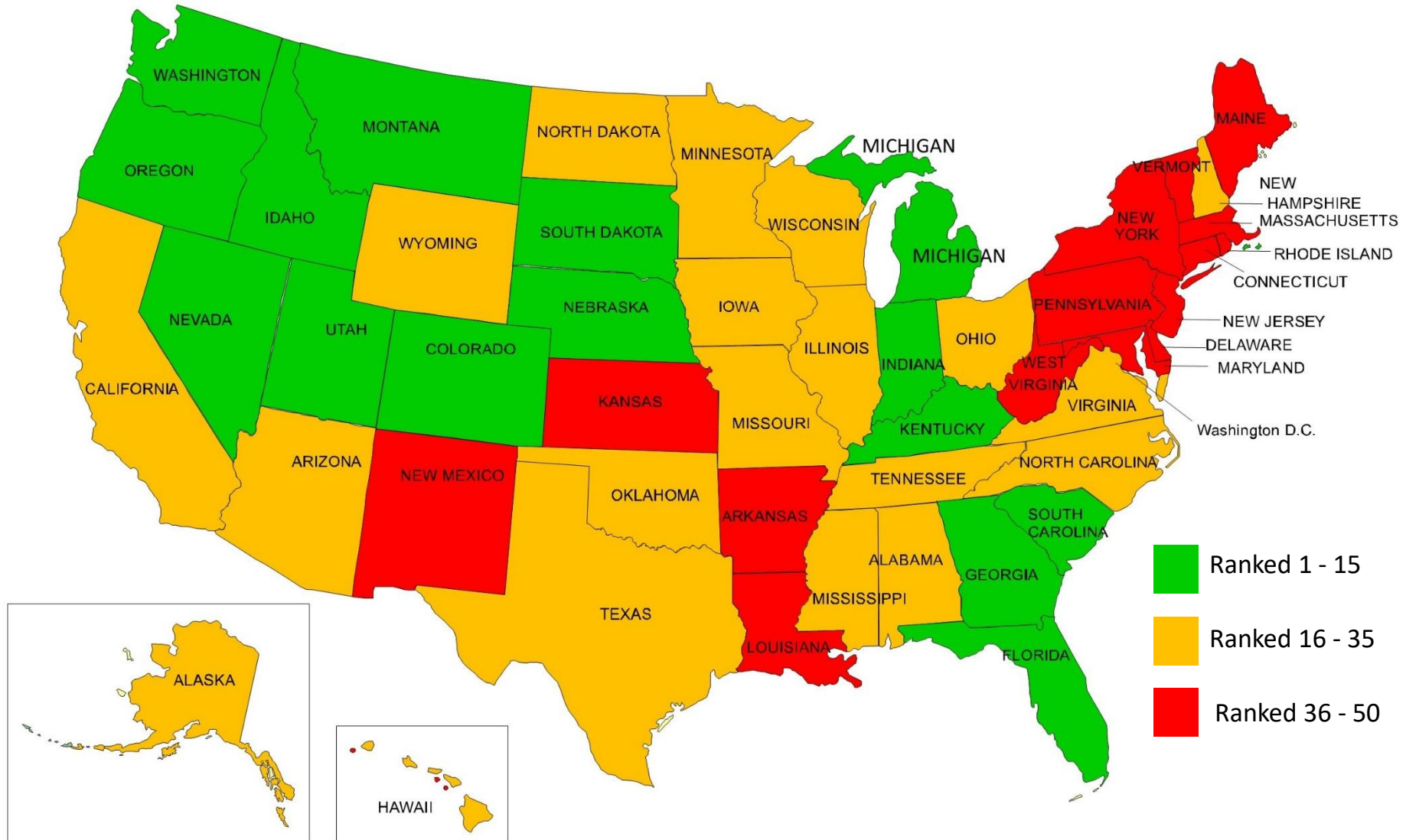
Florida % Change in Jobs 2013-2018



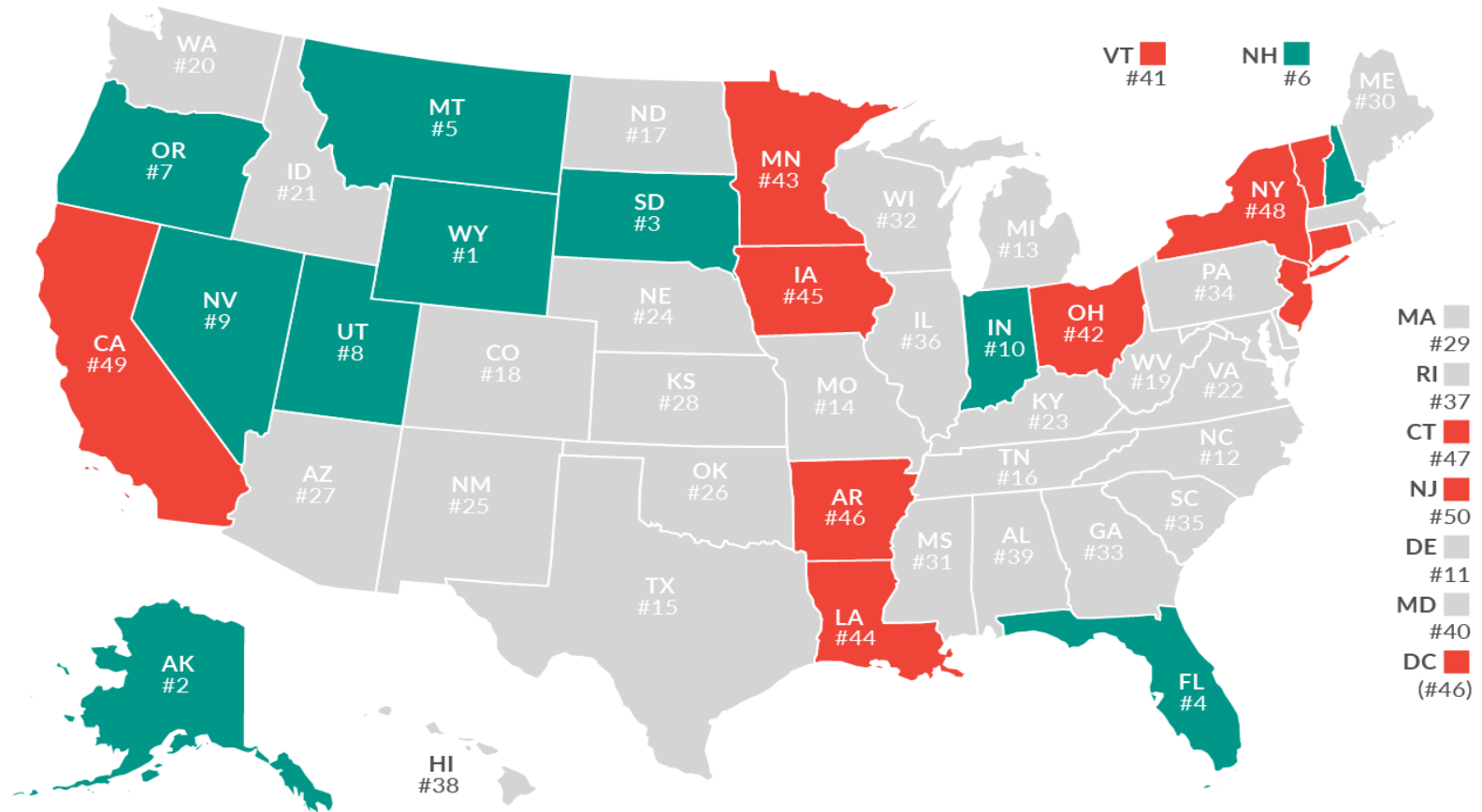
Tech Sector Employment Growth, 2012-2017



10 Year % Manufacturing Job Growth 2008 - 2018



2019 State Business Tax Climate Index



Note: A rank of 1 is best, 50 is worst. Rankings do not average to the total. States without a tax rank equally as 1. D.C.'s score and rank do not affect other states. The report shows tax systems as of July 1, 2018 (the beginning of Fiscal Year 2019).

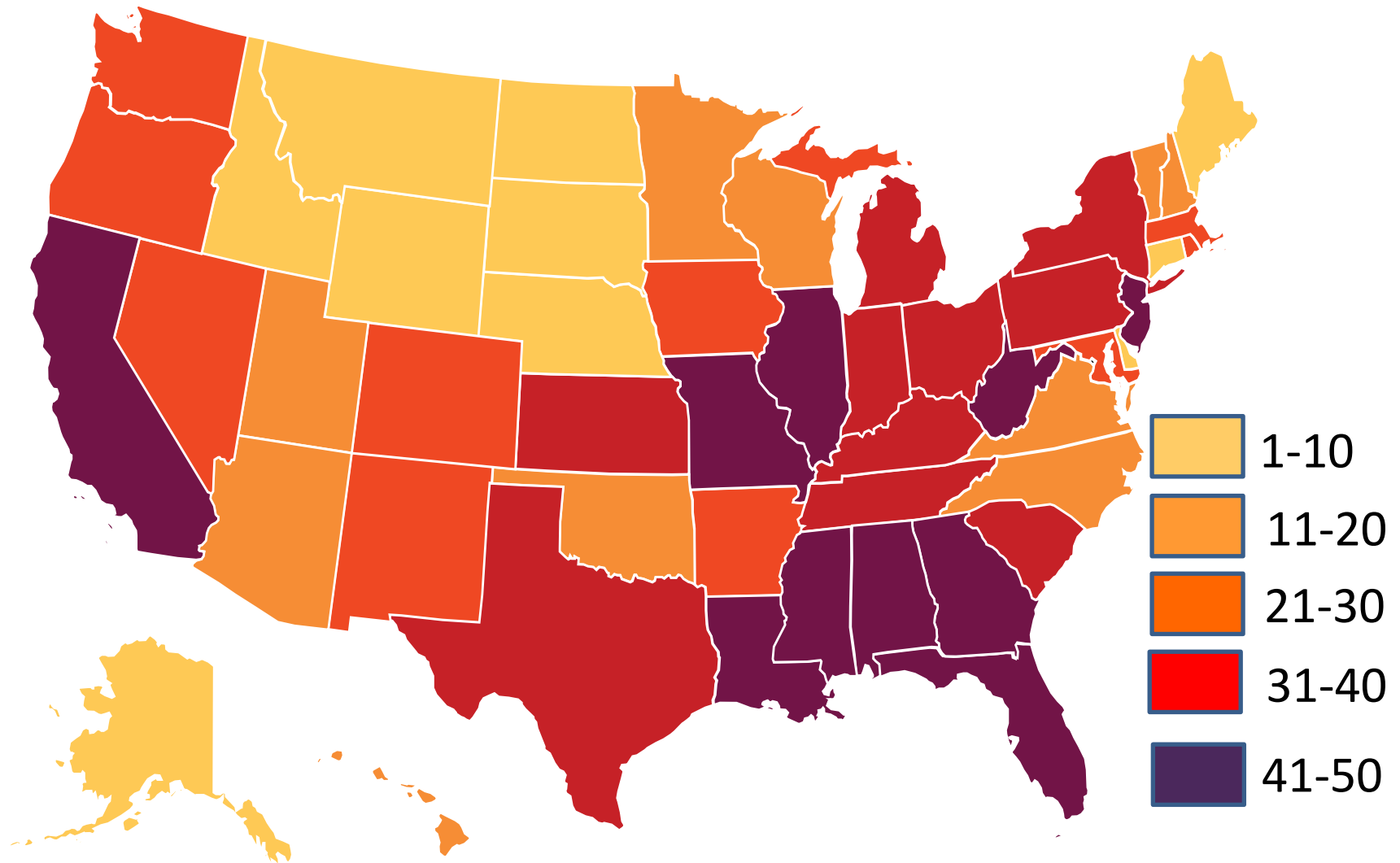
Source: Tax Foundation.

- 10 Best Business Tax Climates
- 10 Worst Business Tax Climates

TAX FOUNDATION

@TaxFoundation

Legal Climate: Overall Rankings by State

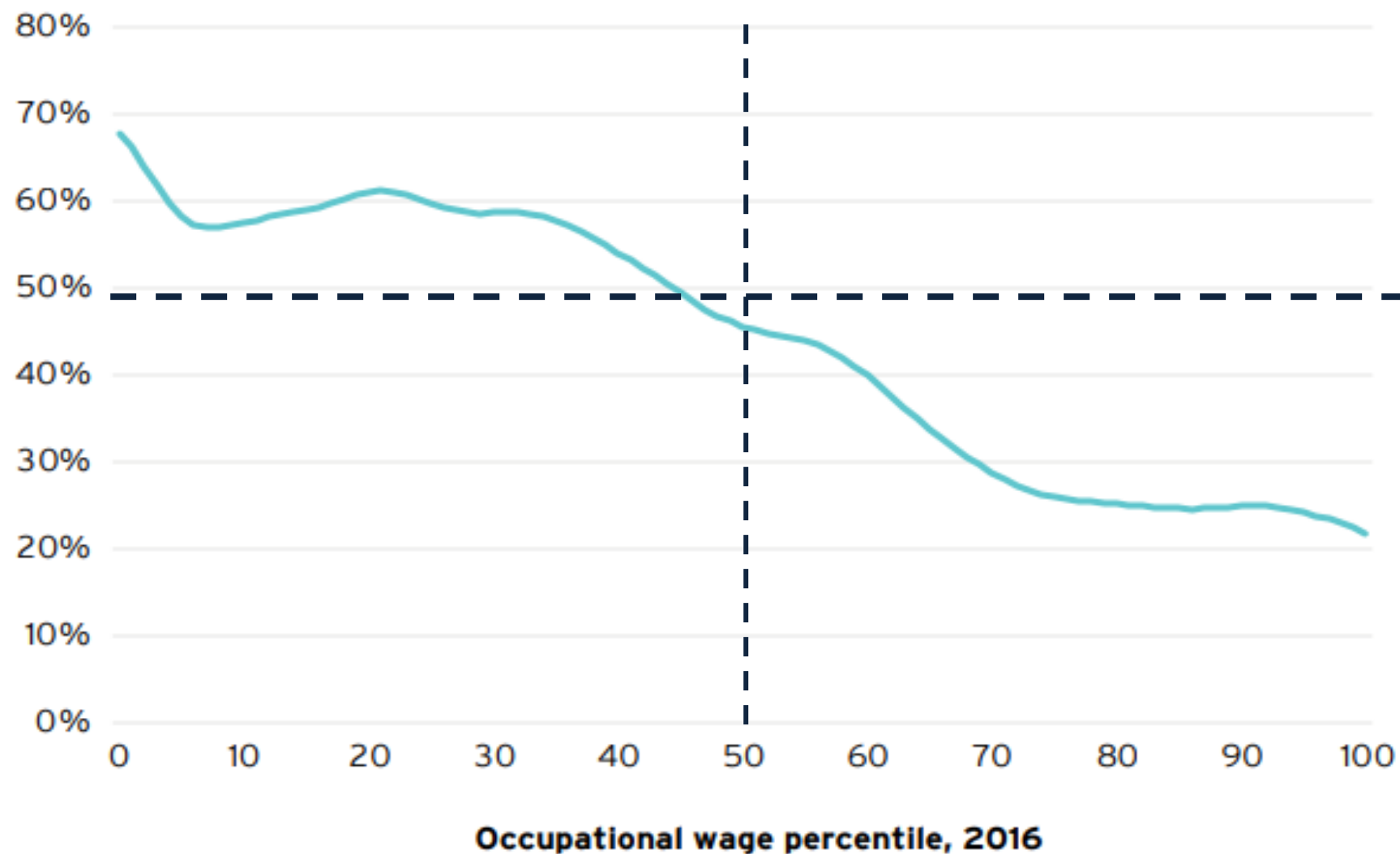


#6

WINNERS & LOSERS People

The lowest wage jobs are the most exposed to automation

Automation potential, United States, 2016



Note: Figures have been smoothed using a LOWESS regression

Source: Brookings analysis of BLS, Census, EMSI, and McKinsey data

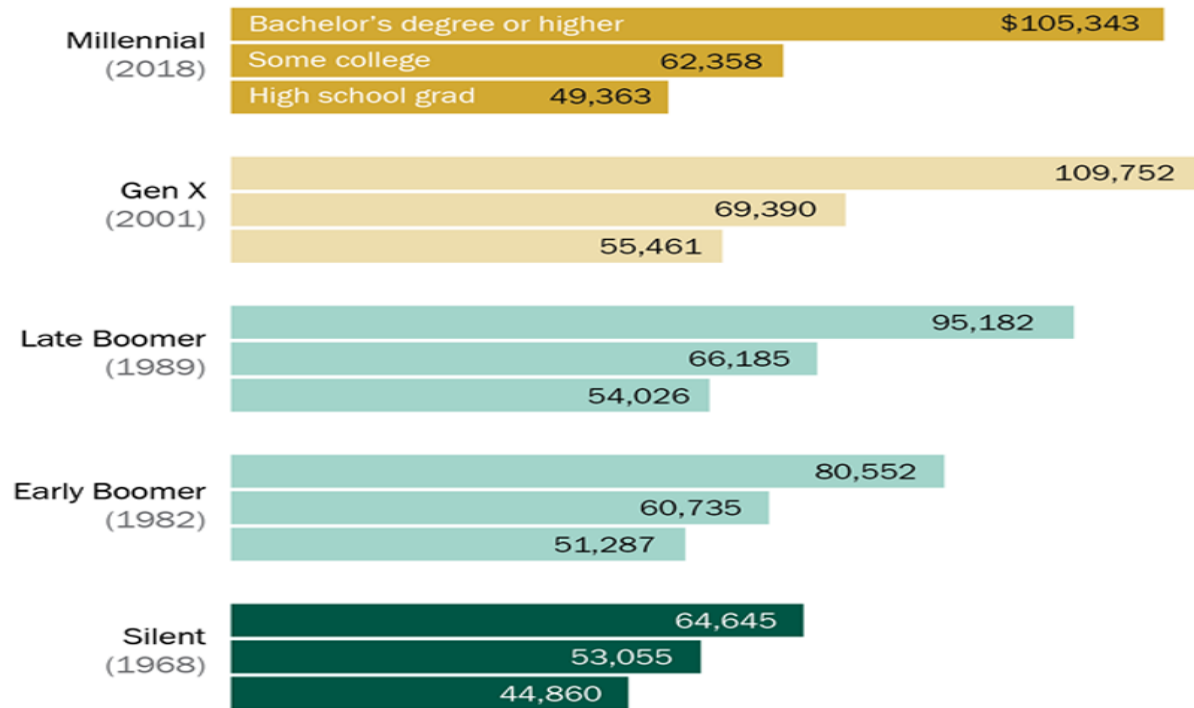
Widening Education Gap

In 1968 the difference btw high school grad and college grad income was 44%

50 years later it is 113%

For Millennials and Gen Xers, large education gaps in typical household income

Median adjusted household income of households headed by 25- to 37-year-olds, in 2017 dollars

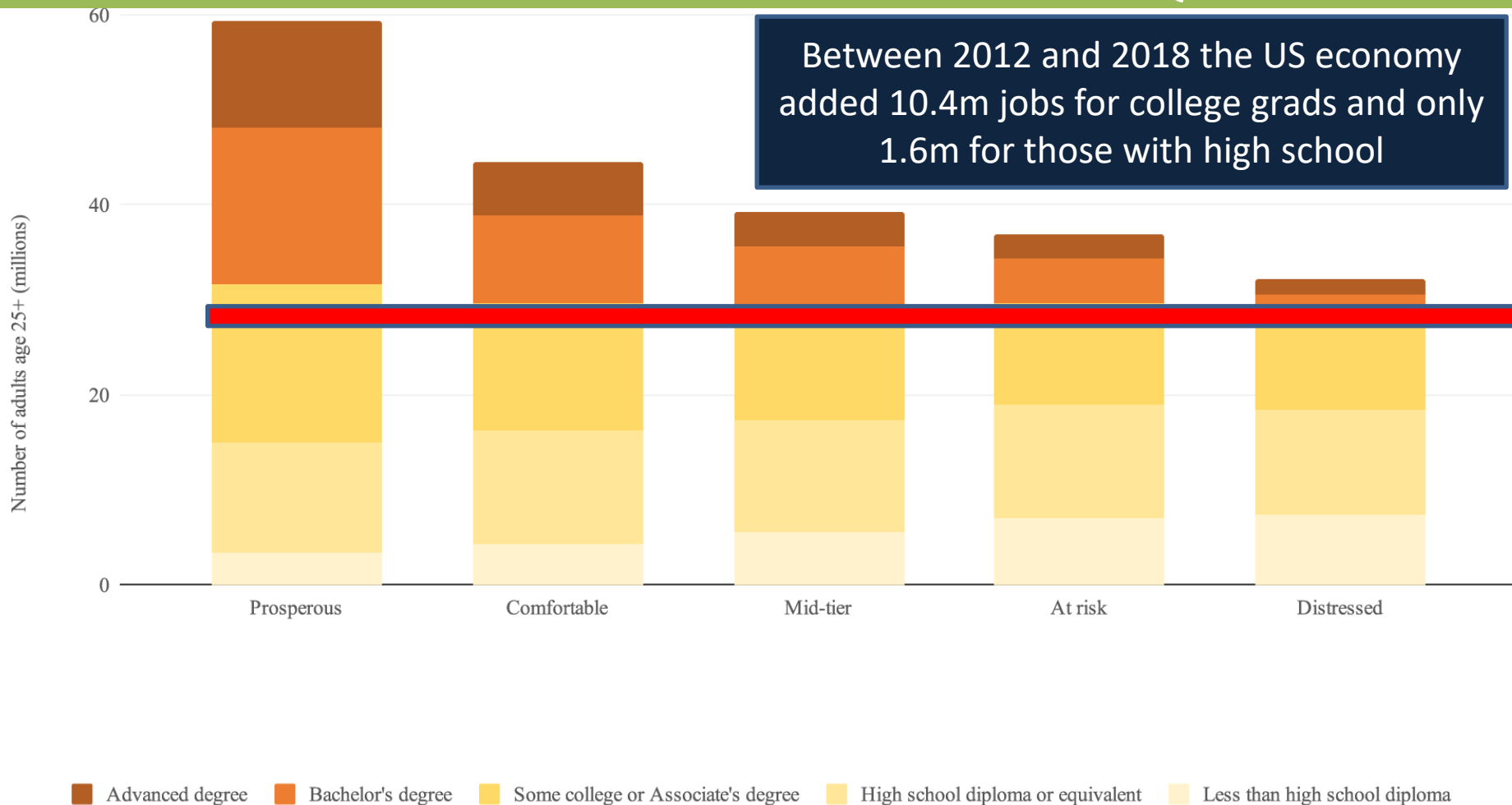


Note: Household incomes are adjusted for household size. "High school graduate" includes those who have a high school diploma or its equivalent, such as a GED certificate. "Some college" includes those with an associate degree and those who attended college but did not obtain a degree. The educational attainment question was changed in 1992. For Boomers and Silents, "high school graduate" includes those who completed 12th grade (regardless of diploma status) and "bachelor's degree or higher" includes those who completed at least four years of college (regardless of degree status).

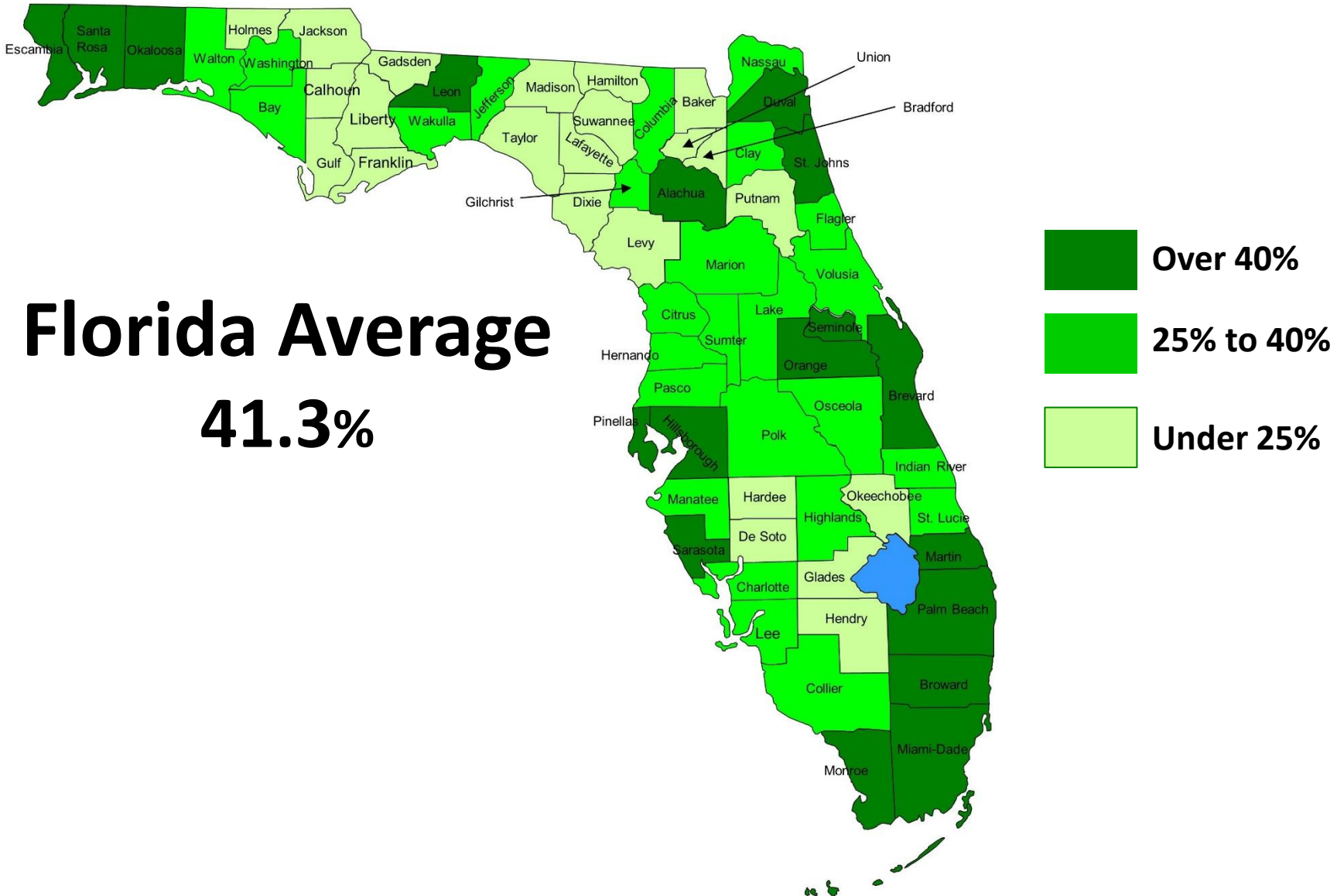
Source: Pew Research Center analysis of 1968, 1982, 1989, 2001 and 2018 Current Population Survey Annual Social and Economic Supplements (IPUMS).

PEW RESEARCH CENTER

Distribution of Adults by Educational Attainment Across Distressed Quintiles



% with 2 Year Degree or Higher



Florida Ranked Compared to All States

Job Growth Wage Growth GDP Growth

1 Year

2017 – 2018

8

24

5

5 Year

2013 – 2018

4

20

6

10 Year

2008 - 2018

26

8

22



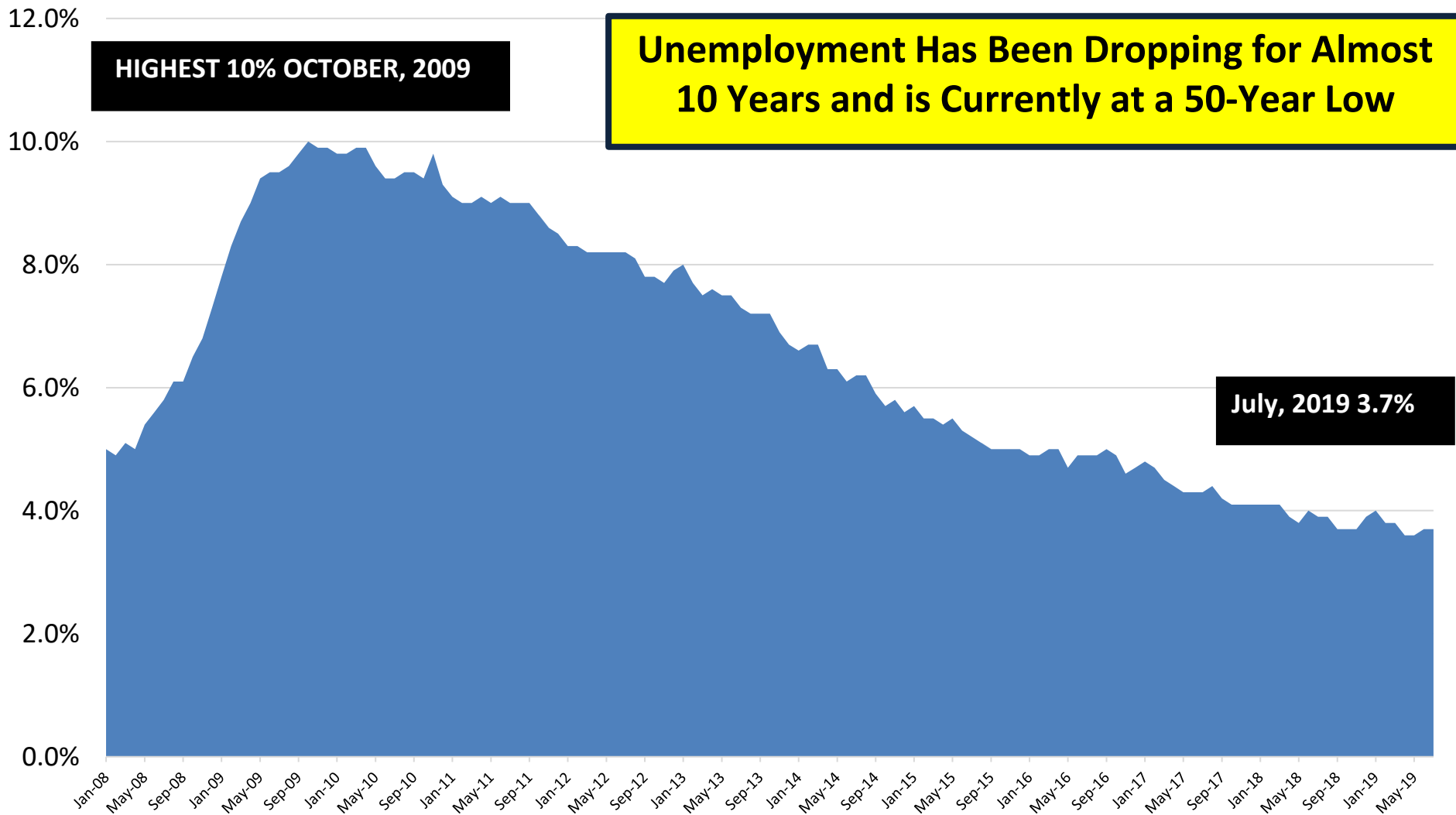
#7 Talent Wars Accelerate



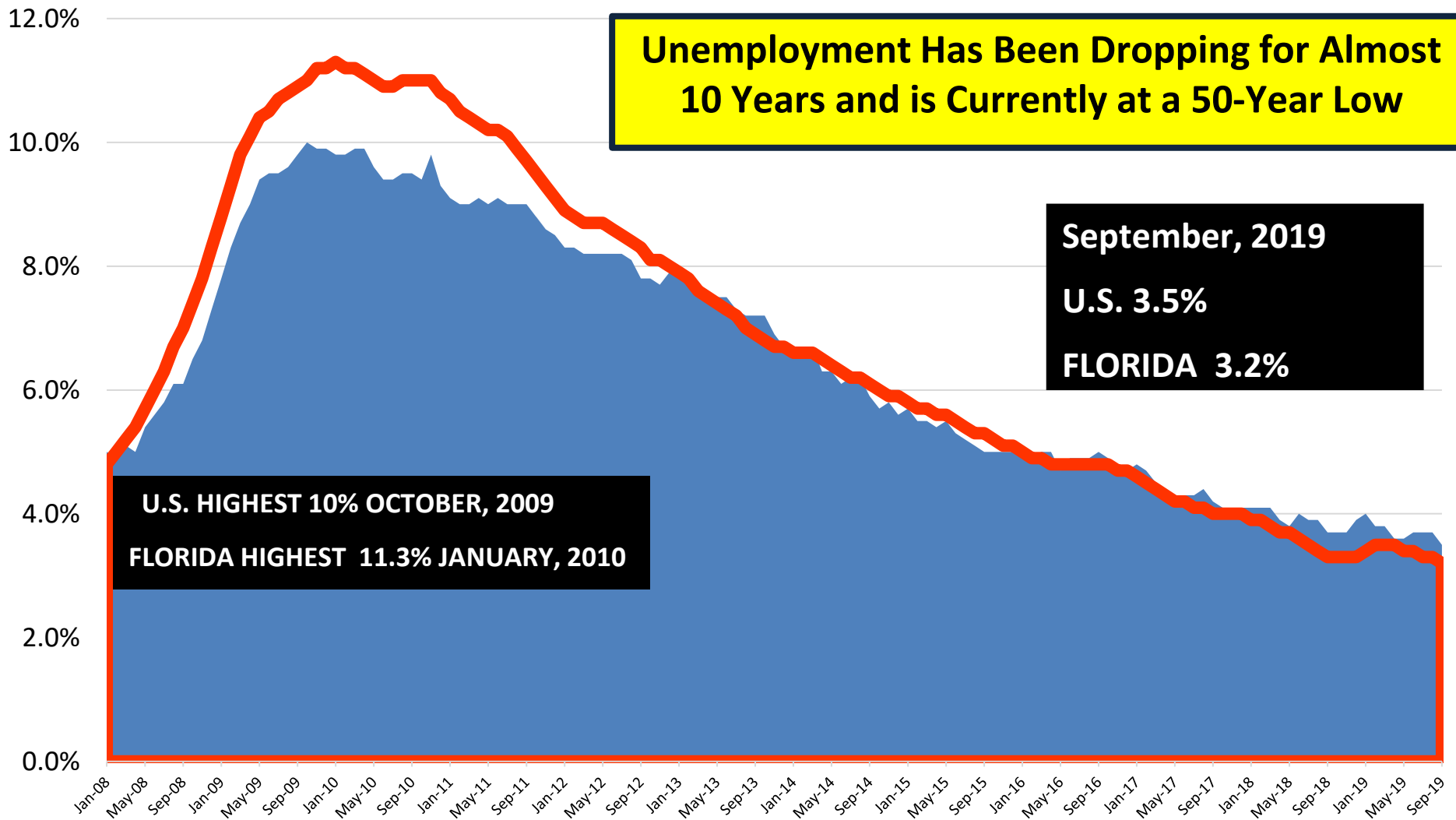
THE HEADWINDS

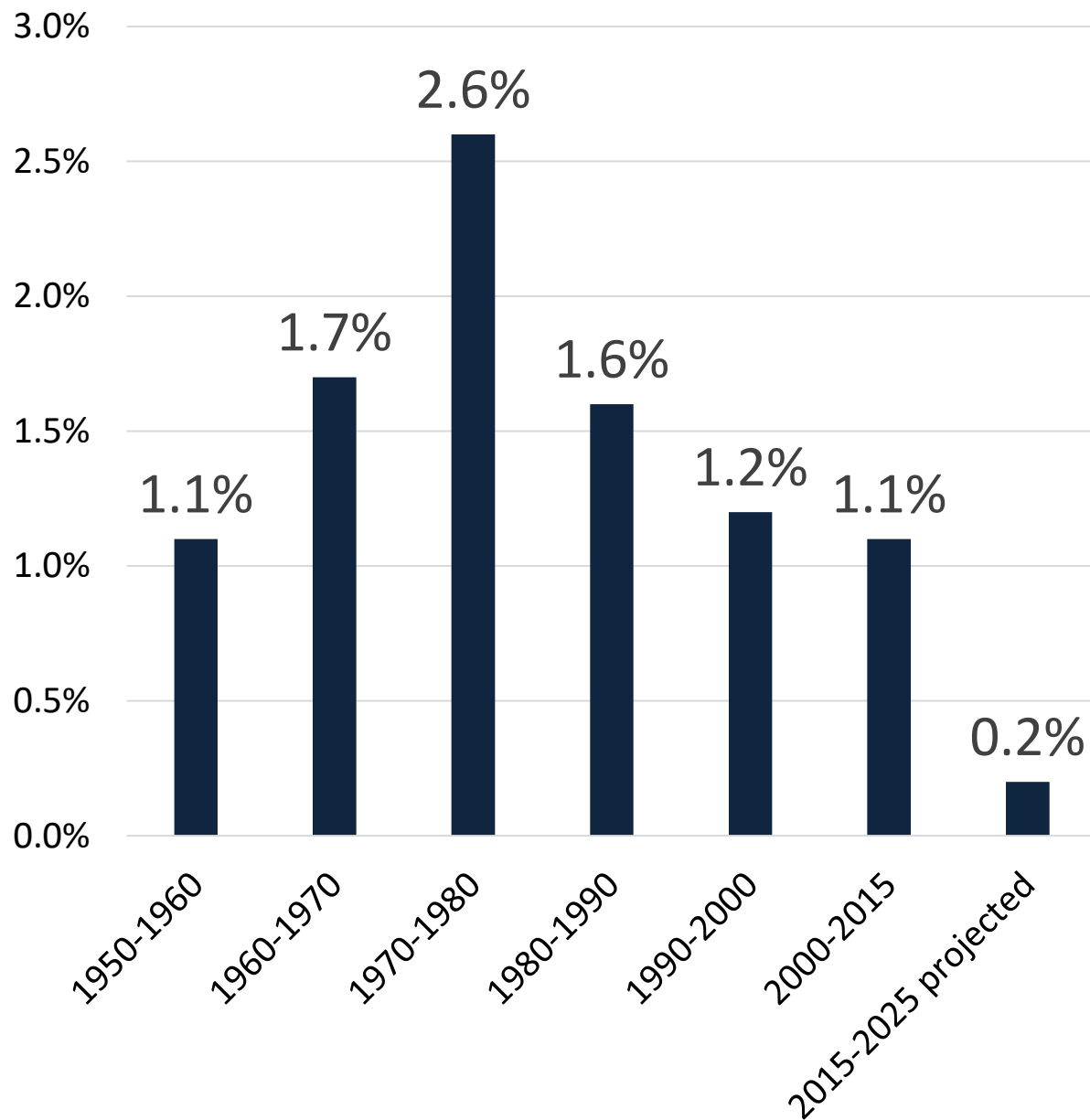
For Workforce

U.S. Unemployment Rate



U.S. Unemployment Rate





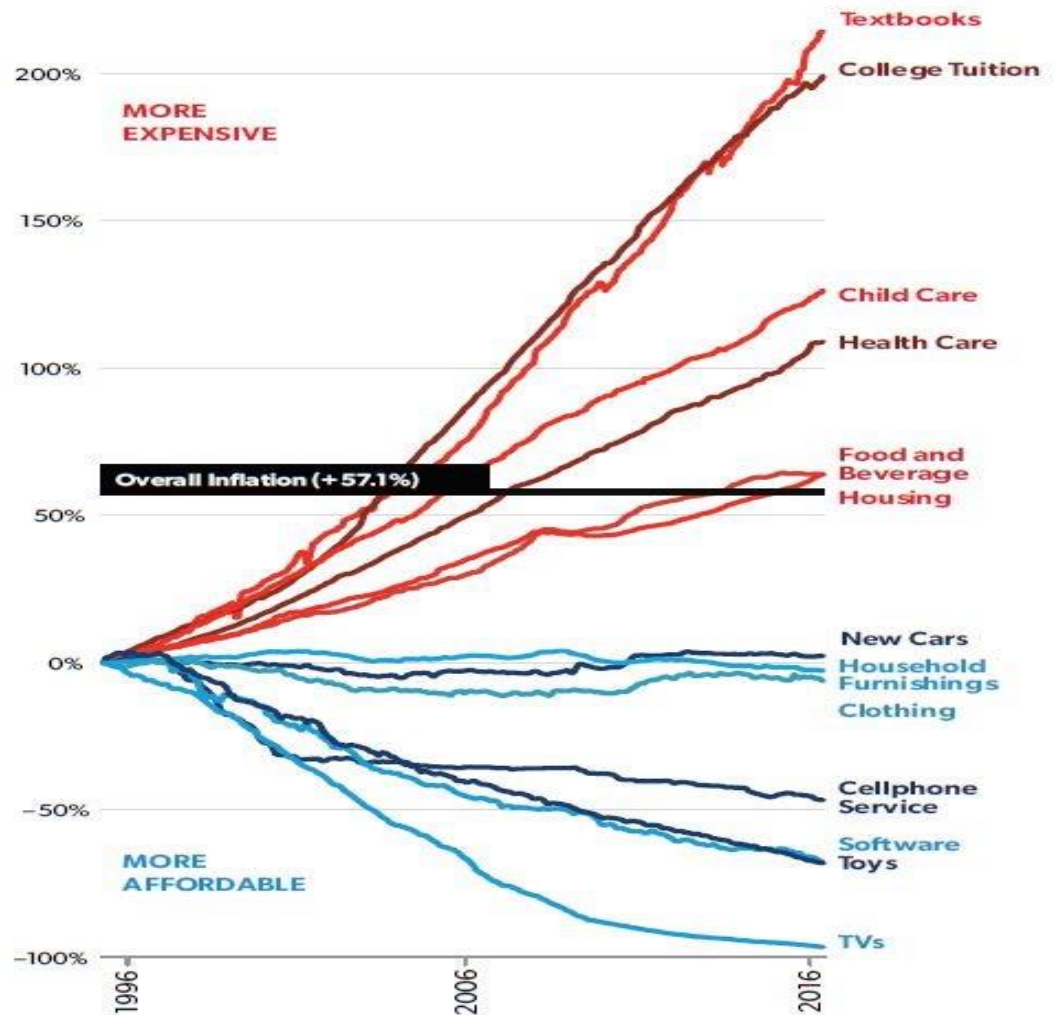
U.S. Annual Rates of Labor Force Growth

Millennials Are Not Having Children?



Price Changes (Jan. 1996–Dec. 2016)

Selected Consumer Goods and Services

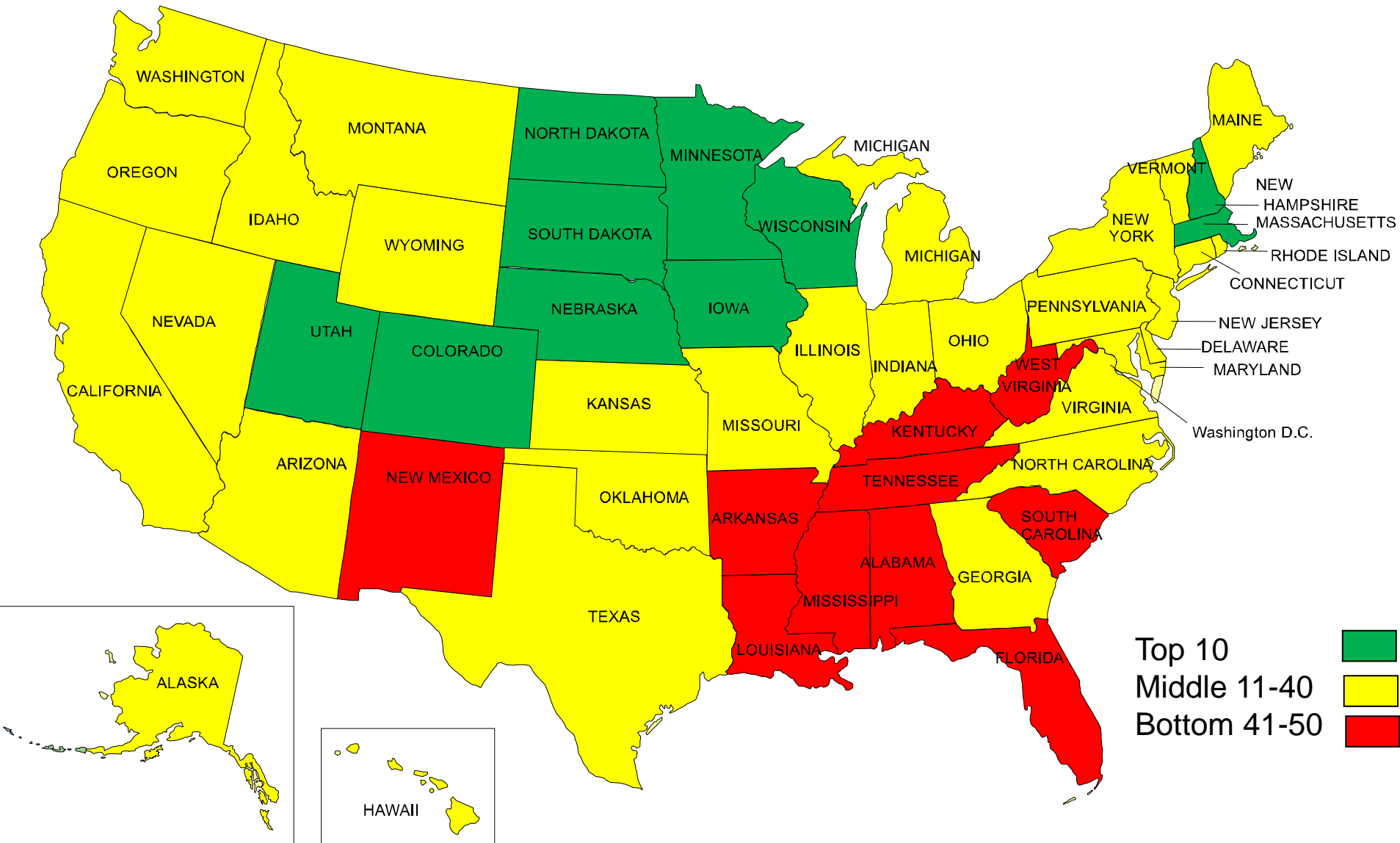


Source: Bureau of Labor Statistics.

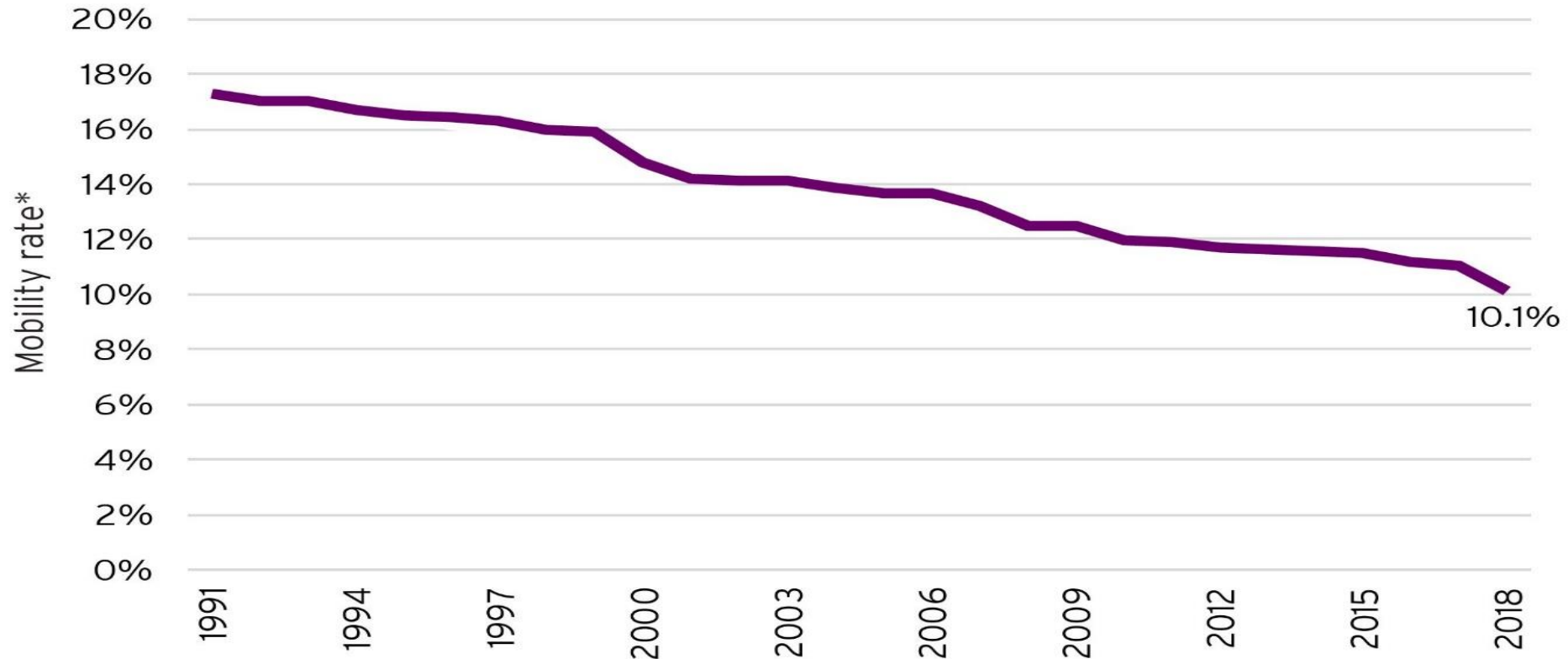
Millennials Are Not Having Children?



Labor Force Participation Rate - December 2018



Annual Rate of Geographic Mobility 1990-2018



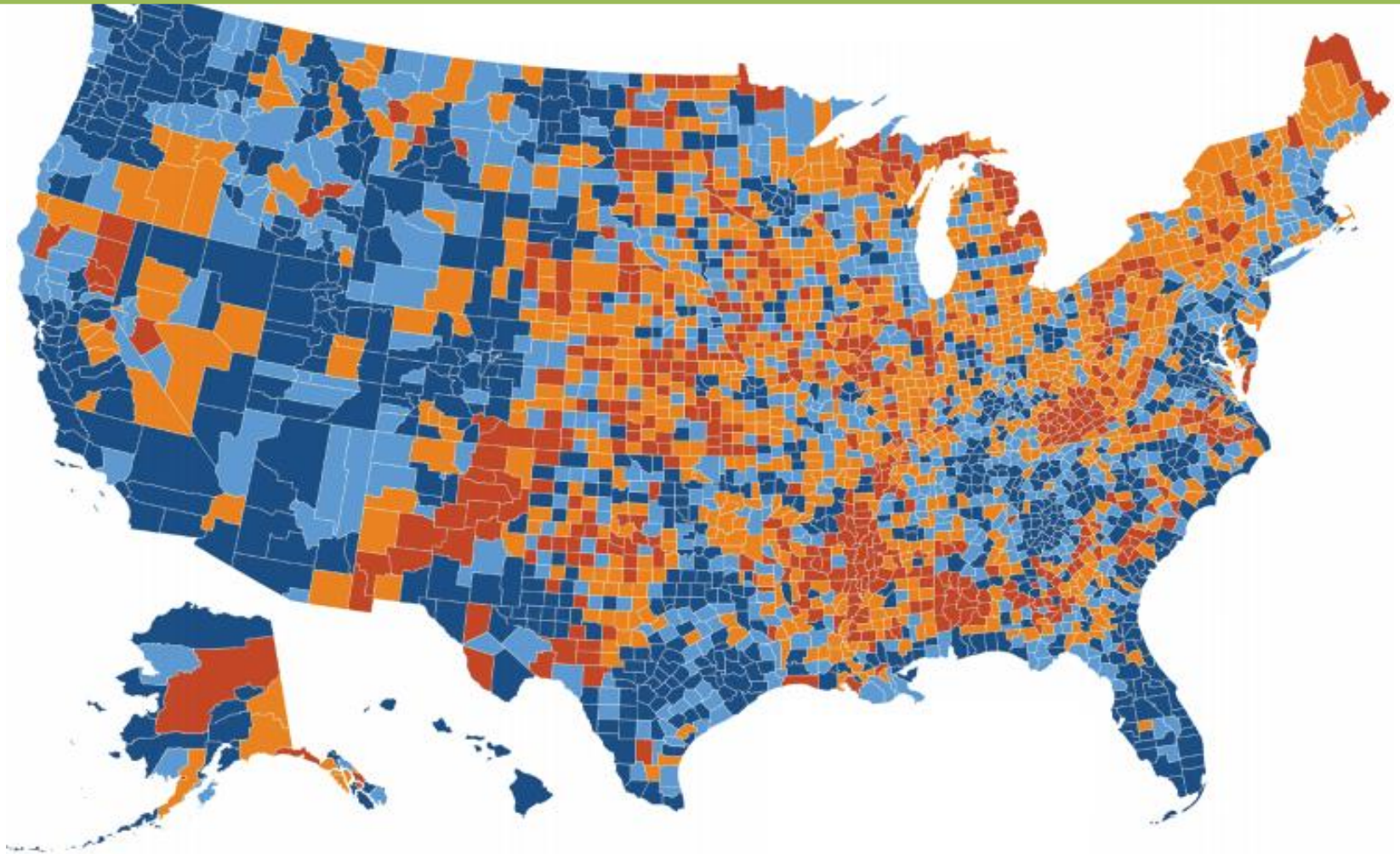
*Mobility rate is defined as the percent of the population changing residences over the 12 month period ending in March of the year shown.

Source: William H. Frey analysis of U.S. Census Bureau Current Population ASEC Supplement released November 27, 2018



Metropolitan Policy Program
at BROOKINGS

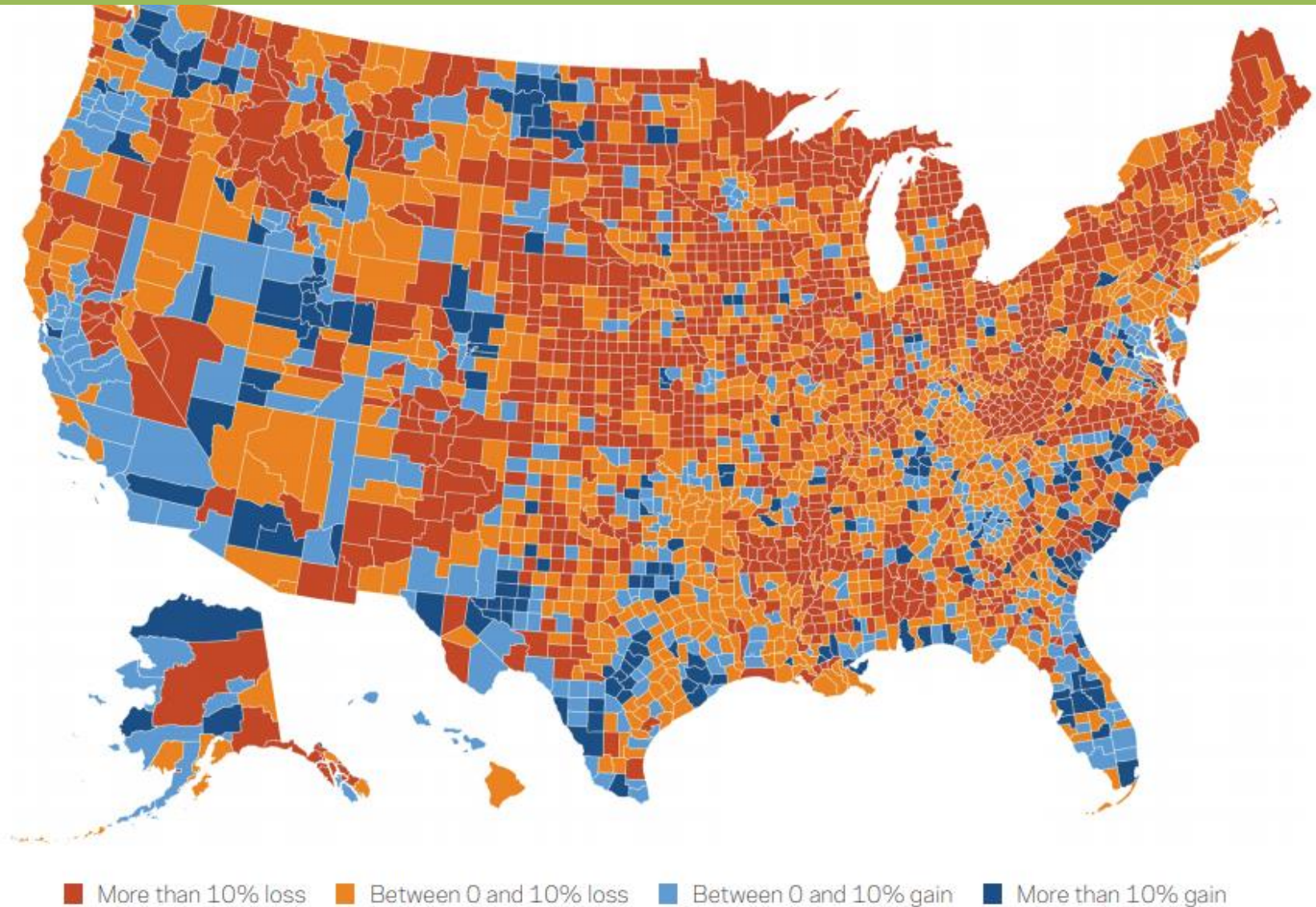
County Population Change 2007-2017



■ More than 5% loss ■ Between 0 and 5% loss ■ Between 0 and 5% gain ■ More than 5% gain

Source: U.S. Census Bureau, Moody's Analytics

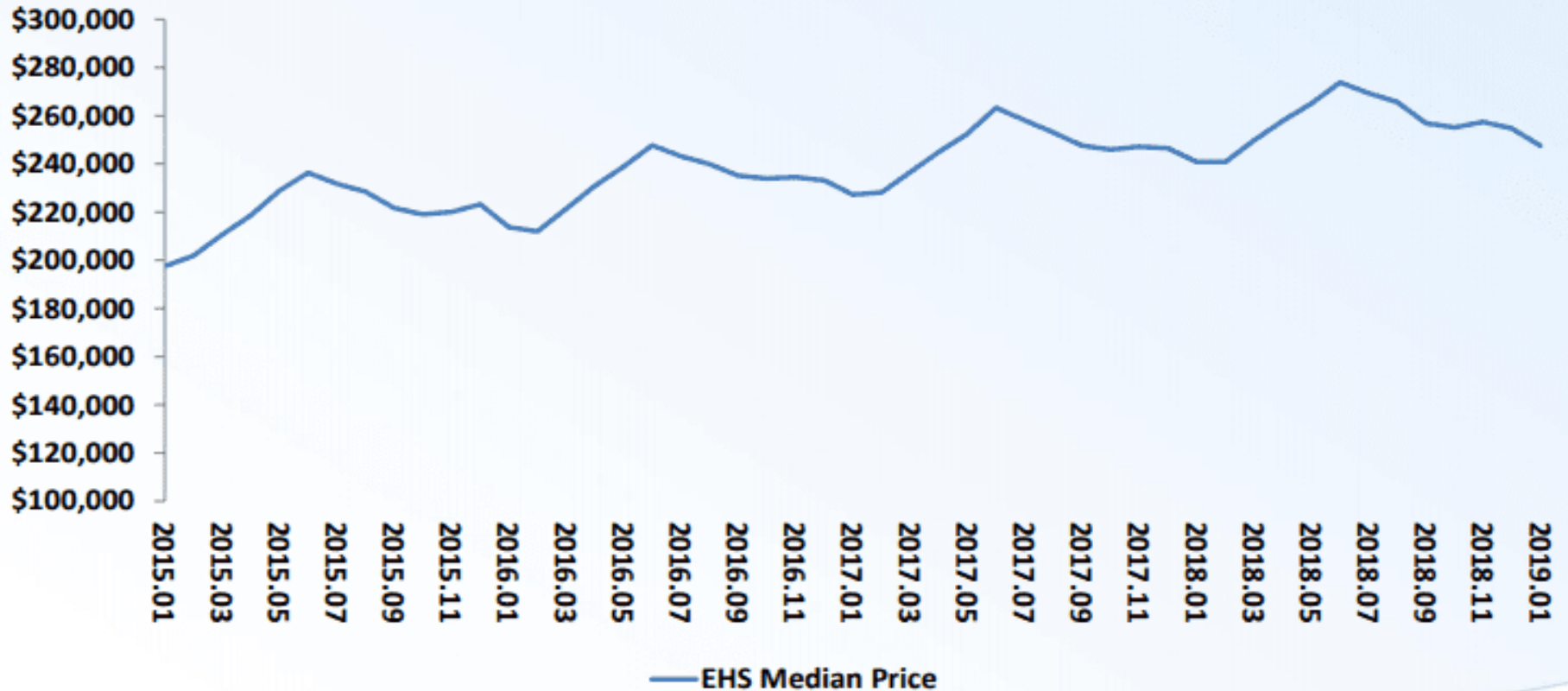
Prime Working Age Population Change 2007-2017



#8 Housing - Frog in the Pot Crisis



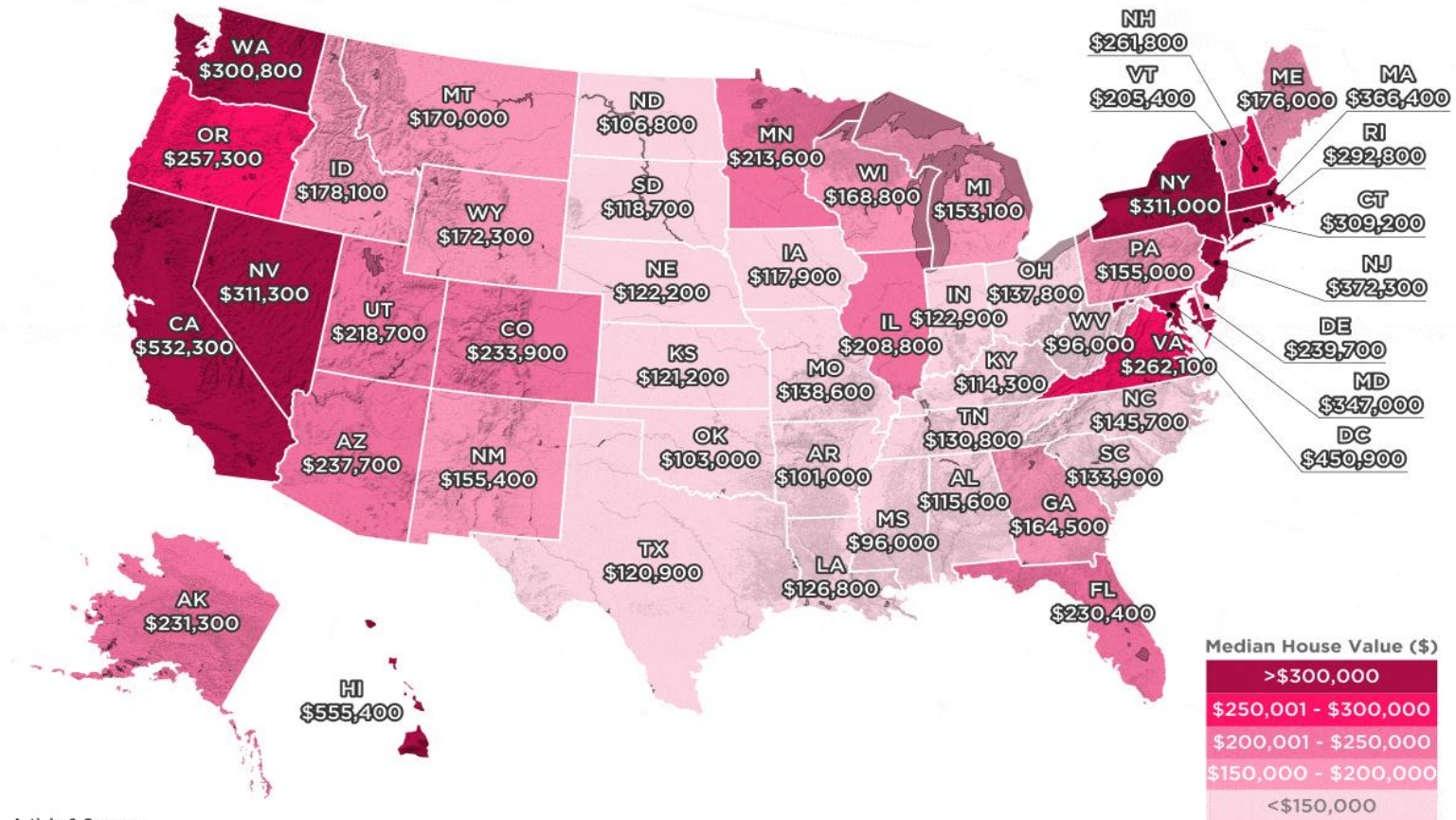
Median Price of Existing Home Sales



Median Price Home

Changes in House Prices Since the Real Estate Bubble Burst (2007-2017)

Median House Value 2007 (\$)



Article & Sources:

<https://howmuch.net/articles/median-house-value>
https://factfinder.census.gov/bkrmk/table/1.0/en/ACS/07_1YR/B25077/0100000US.04000
https://factfinder.census.gov/bkrmk/table/1.0/en/ACS/17_1YR/B25077/0100000US.04000

howmuch.net

#9 Emerging **Geo-Muddle**

The World Order Never Stops Changing Don't Be the Frog

GLOBAL EROSION OF DEMOCRATIC NORMS



ELECTIONS

Over the last 4 years, electoral processes have declined more than any other measure of freedom.



TERM LIMITS FOR EXECUTIVES

Leaders in 34 countries have tried to revise term limits in the last 13 years and were successful 31 times.

ETHNIC CLEANSING

Instances of forced changes in the ethnic makeup of a country are more widespread than in 2005.



FREEDOM OF EXPRESSION

Freedom of expression, already in decline, has taken a steeper downturn in the past 6 years.

SAFETY OF EXPATS

Nearly half of Not Free countries have physically targeted their nationals and diasporas in other countries in the last 13 years.

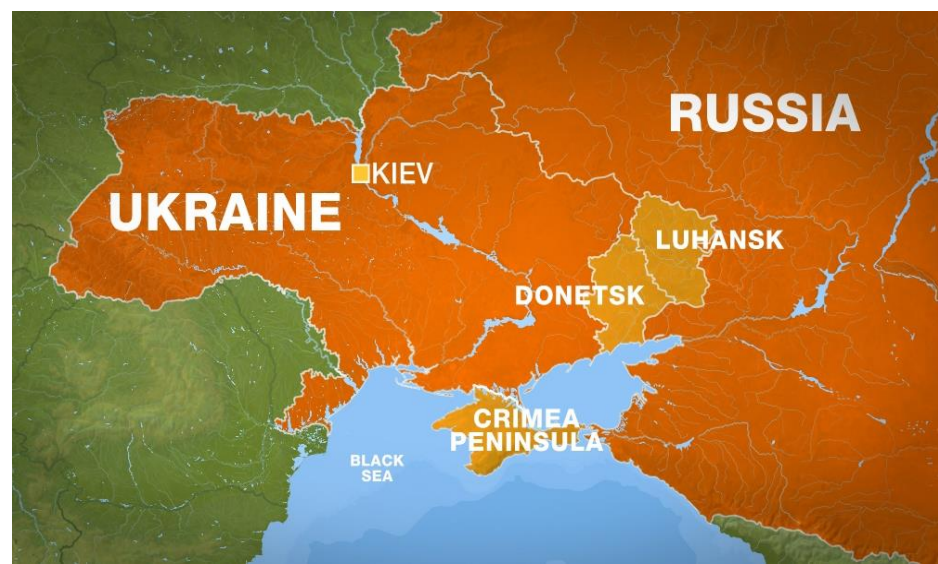


RIGHTS OF MIGRANTS

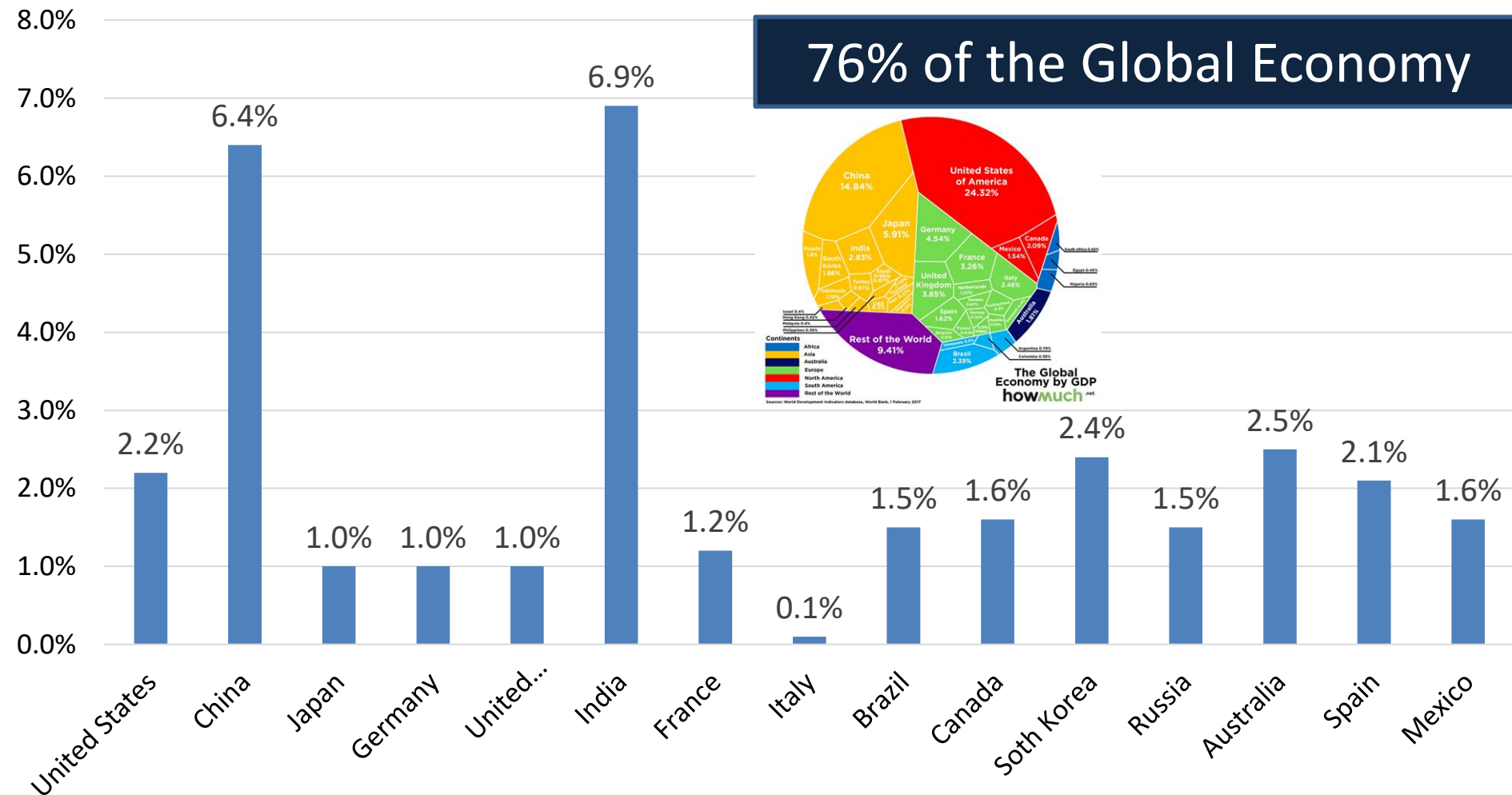
Since the migration crisis emerged in 2015, eight democracies have declined due to the government's treatment of migrants.



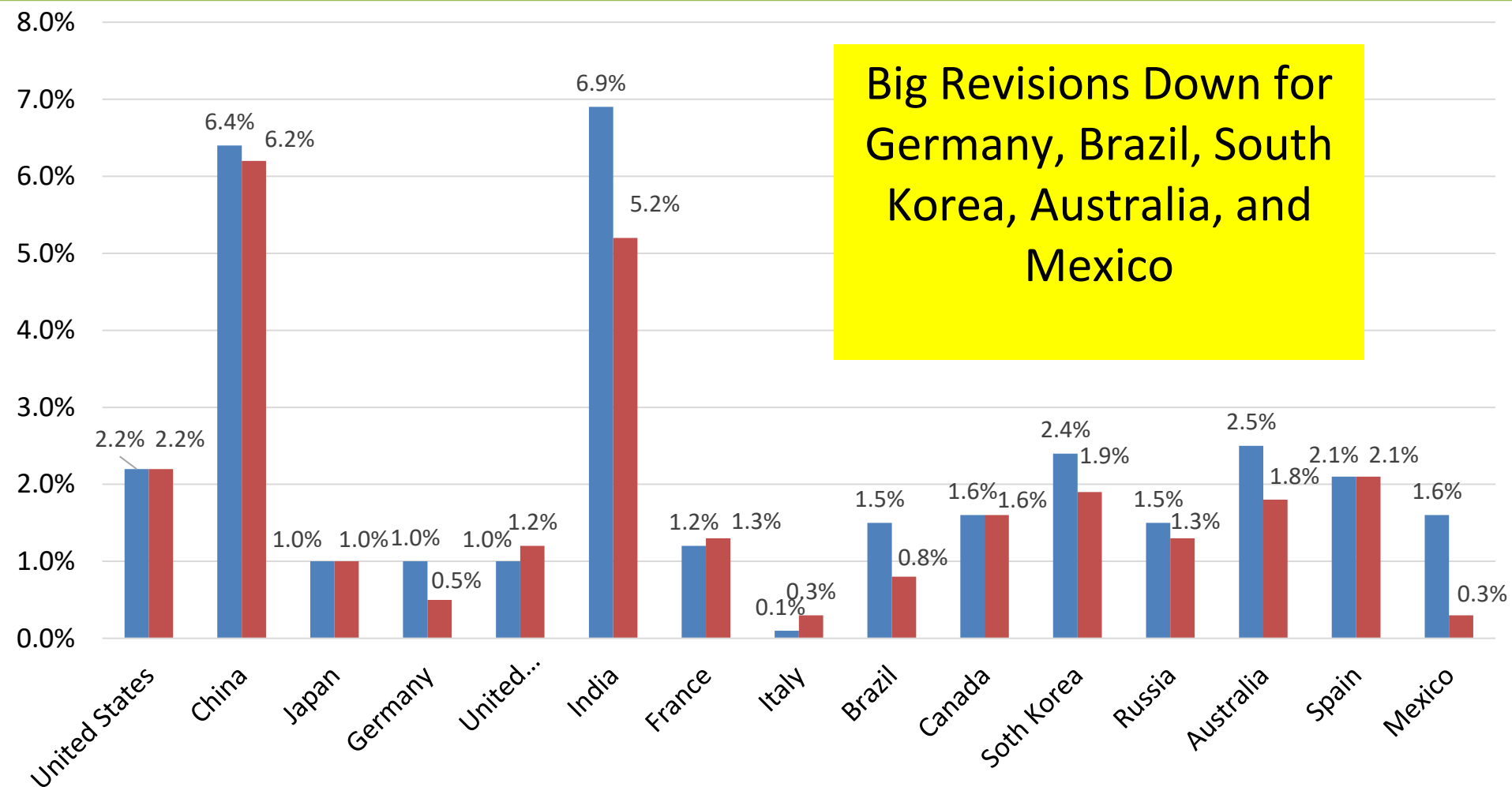
Global Geo-Muddle

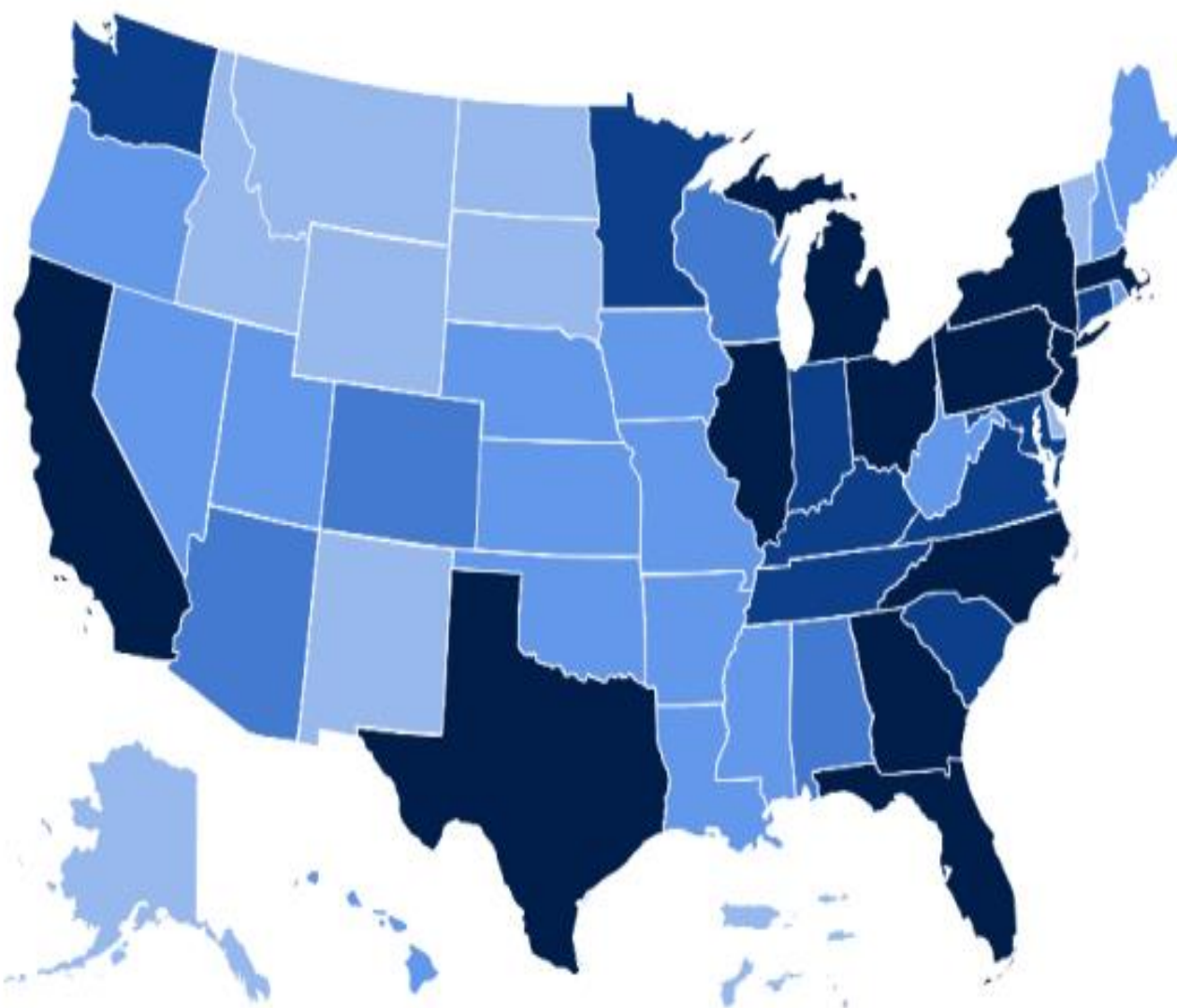


Top 15 Countries GDP Growth Projections 2019 (May)



Top 15 Countries GDP Growth Projections 2019 (October)





U.S. JOBS

Supported by FDI:

200-600 thousand

100-200 thousand

75-100 thousand

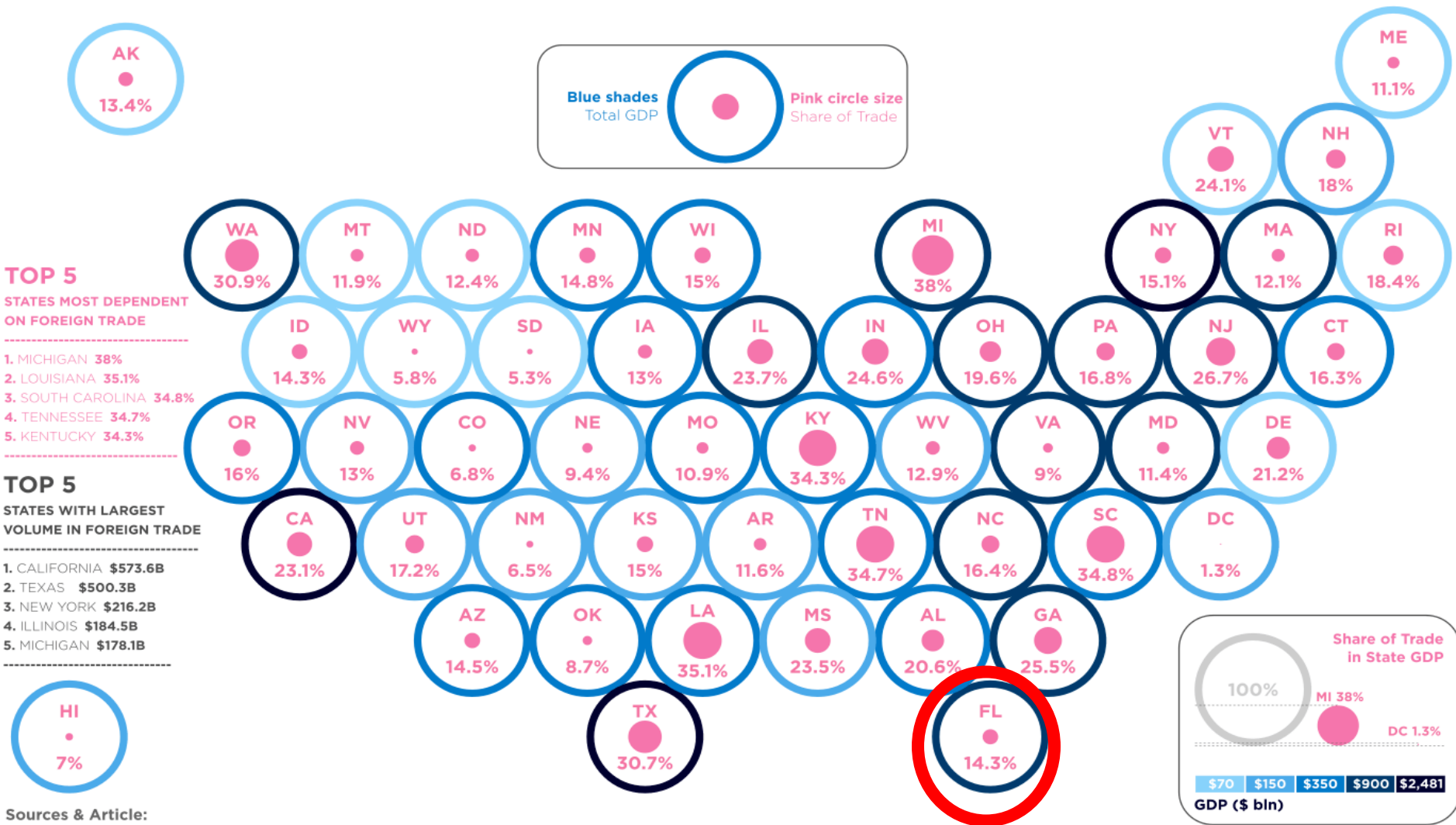
25-75 thousand

5-25 thousand



Source: Bureau of Economic Analysis (latest available as of August 10, 2016)

How Much States Rely on Foreign Trade



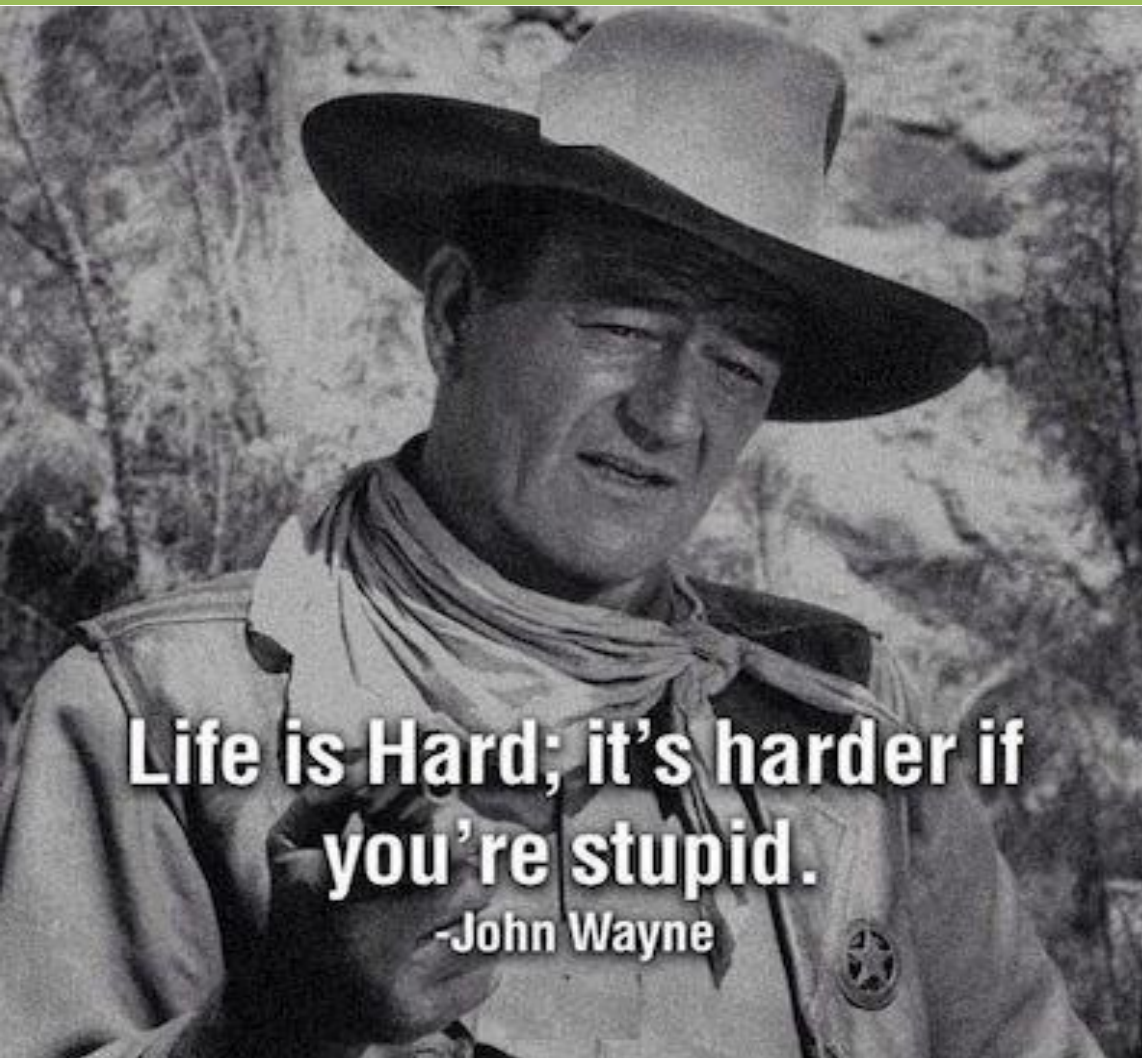
Sources & Article:
 GDP by State - <https://www.bea.gov>
 State Trade Data - <https://www.census.gov>
<https://howmuch.net/articles/trade-dependency-to-gdp-by-state>

howmuch.net

so what?

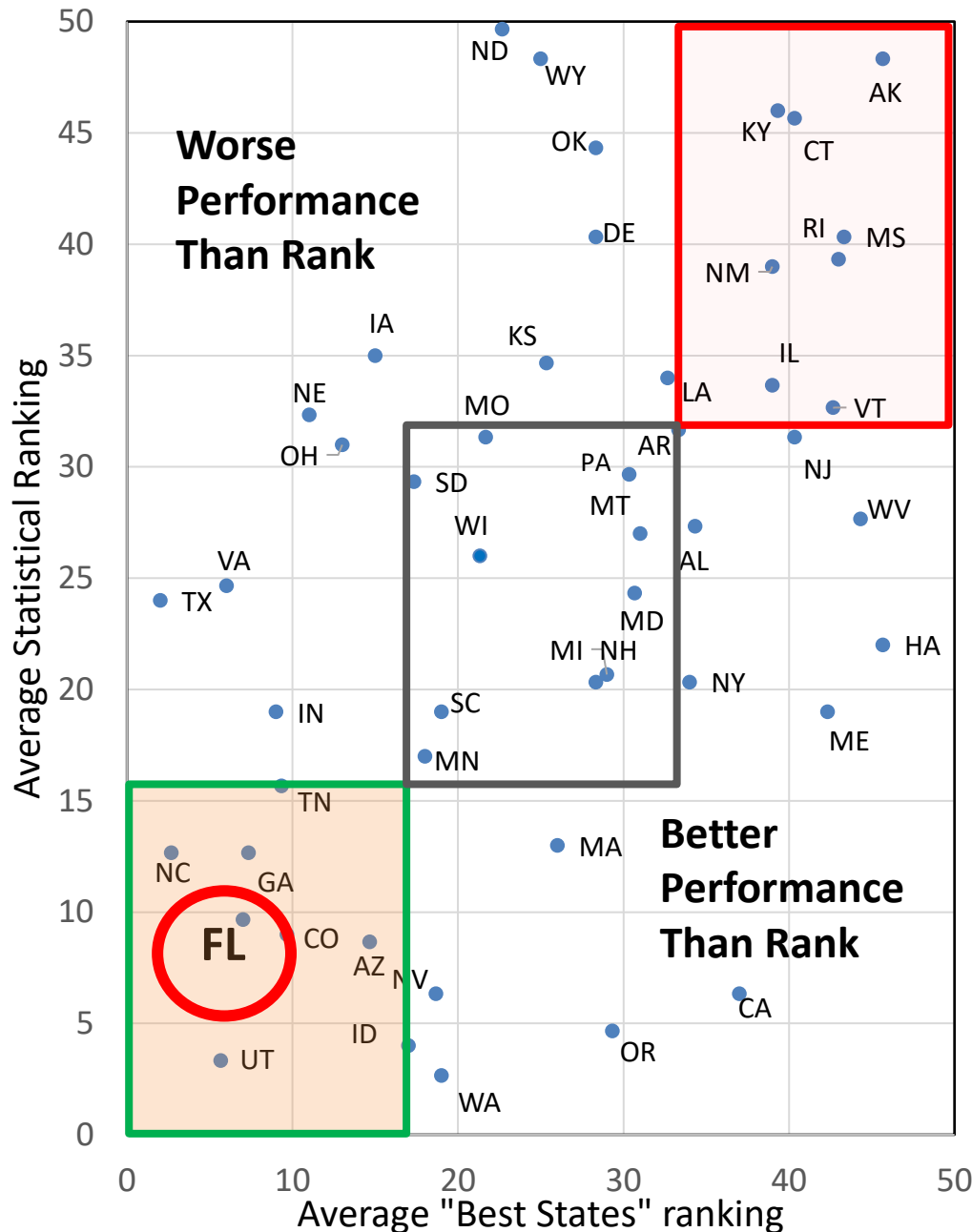


#10 Serendipity is Not a Strategy



A graphic for the Florida Chamber Foundation's 2030 blueprint. It features a blue background with white hexagonal patterns. The top section contains the text "FLORIDA 2030" in large white letters, with "THE BLUEPRINT TO SECURE FLORIDA'S FUTURE" below it. To the right of the text are several hexagons containing icons: a factory, a group of people, a lightbulb, a graduation cap, and a building. Below the text are three small images: a rocket launch, a person using a tablet, and a group of graduates. At the bottom, the text "KEY TARGETS & STRATEGIES" is on the left, and the "FLORIDA CHAMBER Foundation" logo with a "50 YEARS" anniversary badge is on the right. The bottom of the graphic features the large text "FLORIDA CHAMBER Foundation" in blue and white.

Rankings and Performance



States By Average Ranks by Forbes, CNBC, and Chief Executive

Forbes released 11/28/18; CNBC released 7/10/19; Chief Executive released 5/6/19

Plotted Against

Actual Performance
for Job Growth,
Wage Growth and
Growth in GDP

3 years 2015-2018 Jobs & Wages: BLS QCEW annual; 3 years 2015-2018 GDP: BEA

Collective Impact



Common Agenda

Common Success Measures

Mutually Reinforcing Activities

Continuous Communications

Backbone Organization

Collective Intelligence

**Future
Thinking**

**Networks
of Trust**

**Collective
Action**



The future challenge for effective leaders is to gather & filter information, simplify complexity and convert knowledge into action, quickly!

Collaboration

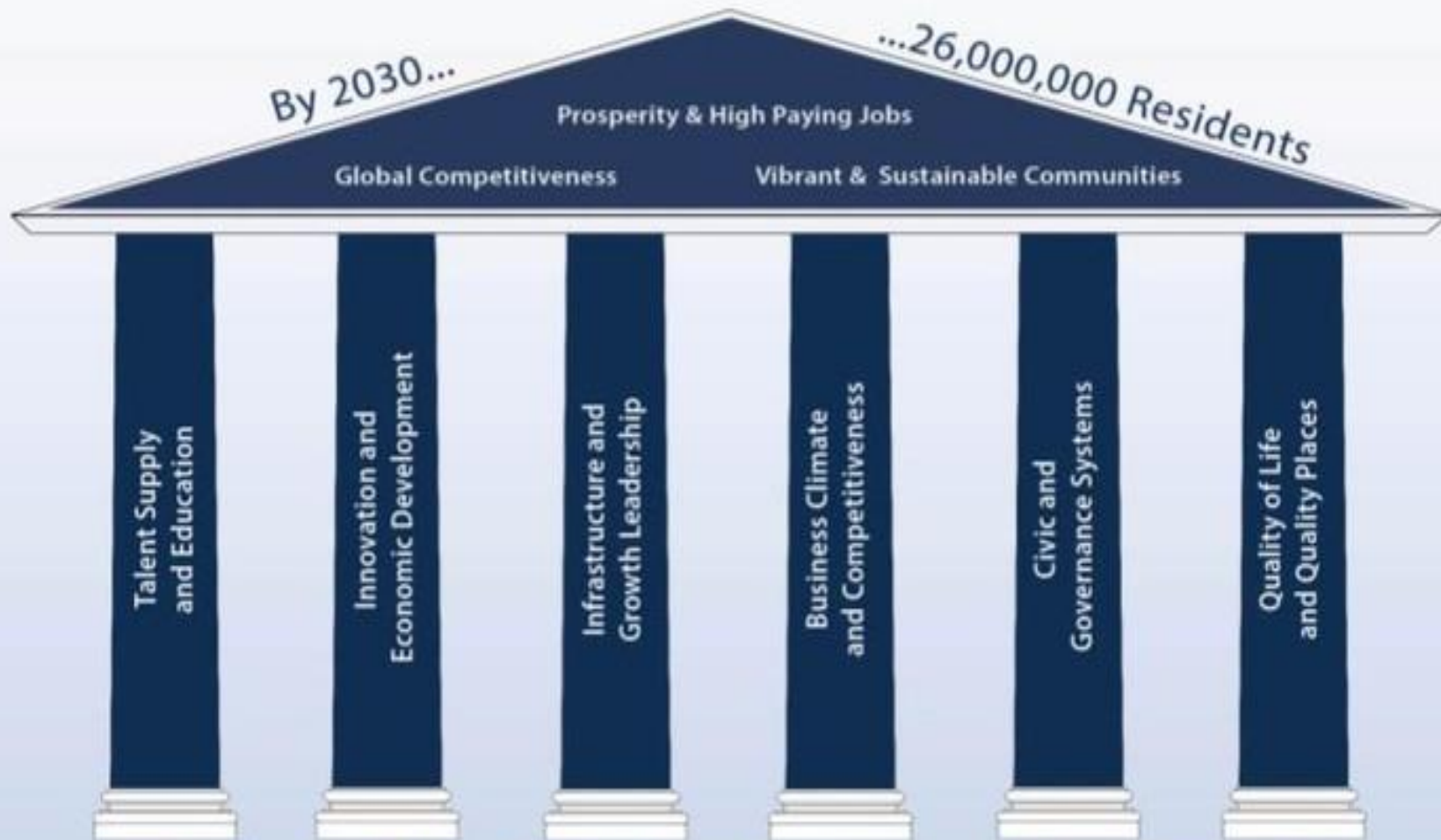
“The act of working with one or more people to produce or create something (better than they could alone).”





Habitat for Humanity®





SIX PILLARS

SECURING FLORIDA'S FUTURE, TOGETHER



Follow on twitter
@tedabernathy
Link to me on LinkedIn
Ted Abernathy

