

The World of Technology Explained At Business Forum

Monday, March 6, 2017

Of all the changes that mobile has created, what has mobile changed the most of all?"

[Christina "CK" Kerley](#), innovation speaker and futurist asked at a recent event titled, "The State of Innovation: The Tech and Trends Reshaping Our Lives, Our Work—And Our World," held in The Duncan Family Sky Room and co-sponsored by Delta Sigma Pi and Saint Peter's University School of Business.

What mobile has changed the most is people's expectations. People have moved to a IWWIWWIWI mentality. Did you figure it out?

"Constant connectivity has created the new ABnormal," Kerley said. "I want what I want when I want it is the new expectation." In order to keep up with that mentality, businesses now not only have to give customers what they want when they want it, but they also have to evolve to using predictive marketing, which Kerley asserts is the next-gen web, one of the five mega trends addressed in her energetic speech.

During her presentation, which was attended by students, faculty and staff, STEM (Science, Technology, Engineering and Mathematics) teams from PS #28 in Jersey City and corporate representatives from Unilever, Johnson & Johnson and Verizon Wireless, to name a few, Kerley discussed technology mega trends which included permanent revolution and mass reinvention, from smartphones to smart everything, the next-gen web, man-and-machine collaboration and data & Artificial Intelligence win the 21st Century.

On the topic of permanent revolution and mass reinvention she said, "We have gone so far into the future that we have gone back to the past, using hieroglyphics as language."

What was she talking about? Emojis, of course.

Her prediction for the future is that the world will evolve from smart phones to smart everything. The physical world is digital's newest frontier and everything will be computerized and chipped. Computerized objects are also called The Internet of Things or IOT, which turns all things smart, not just mobile devices.

"Products will now be dynamic objects that will literally sell themselves," she said.

The rapid pace in which technology moves scares people. The current biggest fear about technology is the sacrifice of privacy. Kerley says that there is a solution for that and soon enough companies that protect privacy will be created, and that will occupy a new market.

The audience also expressed fear that robots would take away jobs. Kerley asserted that for every job the internet took away, it added 2.6 more. Man and machine will collaborate; what Kerley calls co-bots. Humans and machines can work together. Co-bots will take on tasks rather than job roles. This, in turn, gives humans back more time to create bigger and better things and live better, easier and healthier lives.



Humanity changes constantly due to rapid updates in technology. Kerley is on trend, and has a keen eye for the next big thing to happen in the digital world. To learn more about Kerley and view clips from her presentations, go to allthingsck.com