

# **FIVE REGIONS OF THE FUTURE**

## **Preparing Your Business For Tomorrow's Technology Revolution**

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The Web site for this book is at [www.fiveregionsofthefuture.com](http://www.fiveregionsofthefuture.com).

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**MAIN IDEA**

Not all high tech is created equal. In fact, if you take a step back and look at the bigger picture, it's clear most new technology falls clearly into one of five well defined yet distinctively different fields or regions:

The five regions of new technology developments	▶ 1	Super Tech	Bigger, better and more features than ever before.
	▶ 2	Limits Tech	Use what we already have more efficiently and cost effectively.
	▶ 3	Local Tech	Tackle problems at a local level for the greatest efficiency.
	▶ 4	Nature Tech	Nature has already solved every problem we will ever meet.
	▶ 5	Human Tech	There's still a lot to learn about humans yet.

By mapping advancements in each of these regions, you can make smart decisions about which technologies will ultimately transform your industry and generate the best growth opportunities. This is the best way to stay one step ahead of the marketplace rather than forever being forced to play catch up.

*“As futurists who have been studying this phenomenon for the past twenty-five years, we believe that we have identified five major directions the future could take. Each of these five directions is strongly driven by specific sets of technologies. Each one affords great opportunity for new businesses and for new ways of living. Different nations, regions or groups can choose different directions, and each of these directions is filled with many positive long-term benefits. Right now, however, small groups of people are making the choices that will determine the direction of your future and our future. The irony is that many of these people don't even realize what they are doing. We think it is imperative that the discussion and the choice of our future direction should be public ones.”*

– Joel Barker and Scott Erickson

**Region #1 – Super Tech – “Bigger is better”** . . . . . Page 2

Super Tech is all about the biggest, brightest and best. The underlying theme here is to develop big ideas like supersizing, supermarkets, super highways and supercomputers. The Super Tech region thrives in the United States where Super Tech technologies attract huge media coverage. Super Tech is summed up by the ideal of constant economic growth which will undeniably raise the standard of living for everyone everywhere given enough time.

**Region #2 – Limits Tech – “Efficiency is beautiful”** . . . . . Page 3

Limits Tech advocates the idea the world has physical limits and when society pushes past these, sooner or later Mother Nature will push back very hard. Therefore, we should work on creating tools and technology which will help us to have a good quality of life without breaching these natural boundaries. Limits Tech believes we should always study the long-term consequences of new technologies and new behaviors.

**Region #3 – Local Tech – “Small and local is beautiful”** . . . . . Page 4

Local Tech is all about doing things for yourself as the most rational way of economic life. This type of technology enables communities to do things at a small and more efficient scale rather than automatically assuming problems have to be tackled at a national level. Local Tech is all about being economically self-sufficient while at the same time being in sync with the user and the environment.

**Region #4 – Nature Tech – “Nature is beautiful”** . . . . . Page 5

Nature Tech rests on the premise for every problem that will ever crop up, Nature has already developed a solution. By using gene splicing and DNA manipulation, humans can use the biological elements already available on Earth to come up with new products that will benefit mankind. The natural world has been developing solutions much longer than we have, and we need to take advantage of that.

**Region #5 – Human Tech – “Humans are beautiful”** . . . . . Page 6

Human Tech proposes mankind has only scratched the surface of its true potential. By finding better ways to understand the physical structure of the human body and the way our thought processes run, we can take advantage of the most complex organism that occurs in the world. The human capacity, physical and mental, is truly without limit, and when we can find better ways to tap that potential to a greater degree, we move forward.

**Application – Using the Five-Regions Framework** . . . . . Pages 7 - 8

As more and more scientific discoveries pour in, it is clear something profound is changing in the world in which we live and do business. For the first time in history, mankind has more solutions available than it has problems to solve. Equally, it is also the first time in history a new global ecosystem is being constructed from man-made elements instead of those which originate solely in Nature. The end result is a complete new paradigm. To position your organization advantageously or even to decide what new technologies to invest in, keep in mind the five regions of the future. With this information at hand, you can chart your own destination rather than being overwhelmed by events beyond your direct control.

