



**The Next Evolution**  
*Accelerating Toward Abundance*



# heu.ris.tic

/hyoo'ristik/

*noun*

1. rule of thumb, educated guess, hunch, intuitive judgment, common sense.
2. **A mental shortcut that eases the cognitive load of making a decision.**

**We are in a time of  
unprecedented cognitive load**

# Unprecedented Cognitive Load

Self-flying Cars



# Unprecedented Cognitive Load

The Future of Money



# Unprecedented Cognitive Load

Transparent, Frictionless Exchange



**BLOCKCHAIN**

# Unprecedented Cognitive Load

Energy Producing Buildings



# Unprecedented Cognitive Load

Free Open Education





# Unprecedented Cognitive Load

No More Waste



# Unprecedented Cognitive Load

Anyone Can Make Anything



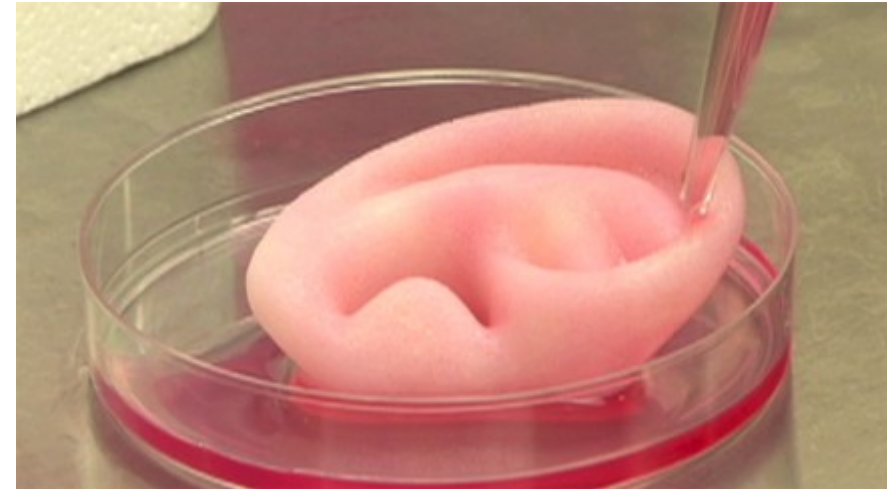
# Unprecedented Cognitive Load

Surpassing the Ability of the Human Brain



# Unprecedented Cognitive Load

Regenerating Human Tissue



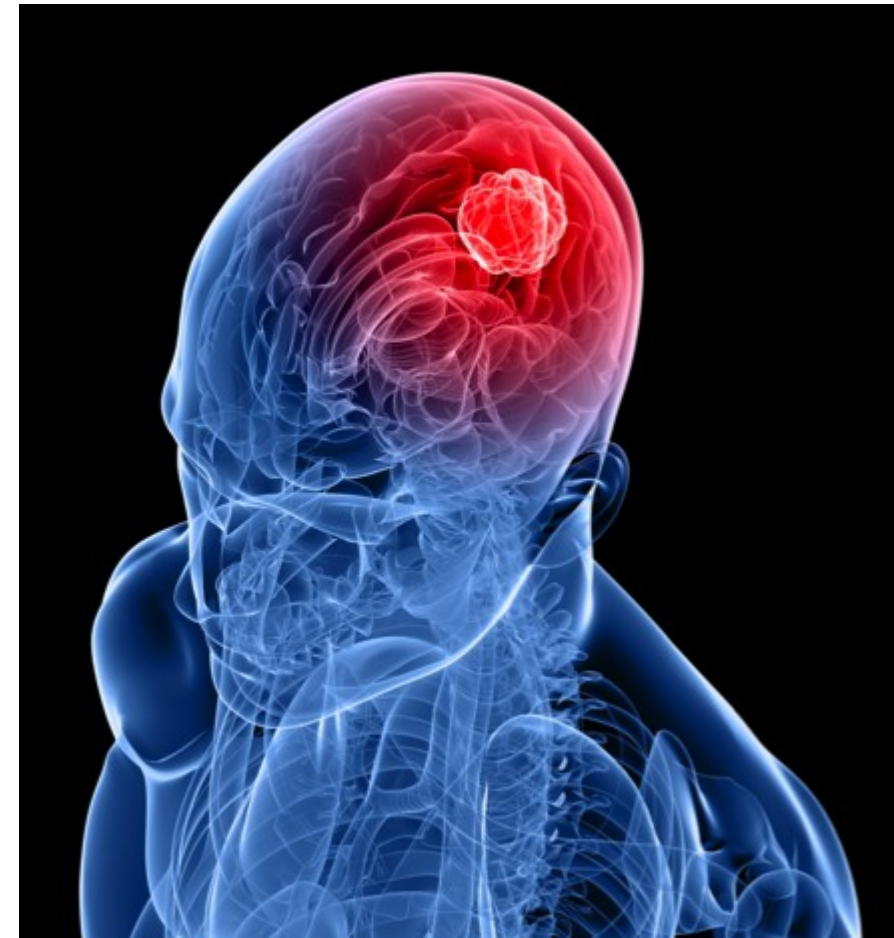
# Unprecedented Cognitive Load

Abundant Renewable Energy



# Unprecedented Cognitive Load

Using the Polio Virus to Cure Brain Cancer



# Unprecedented Cognitive Load

Diagnosing Health Conditions Real-Time



# Unprecedented Cognitive Load

Creating a Planetary Nervous System





# Unprecedented Cognitive Load

An End to Aging

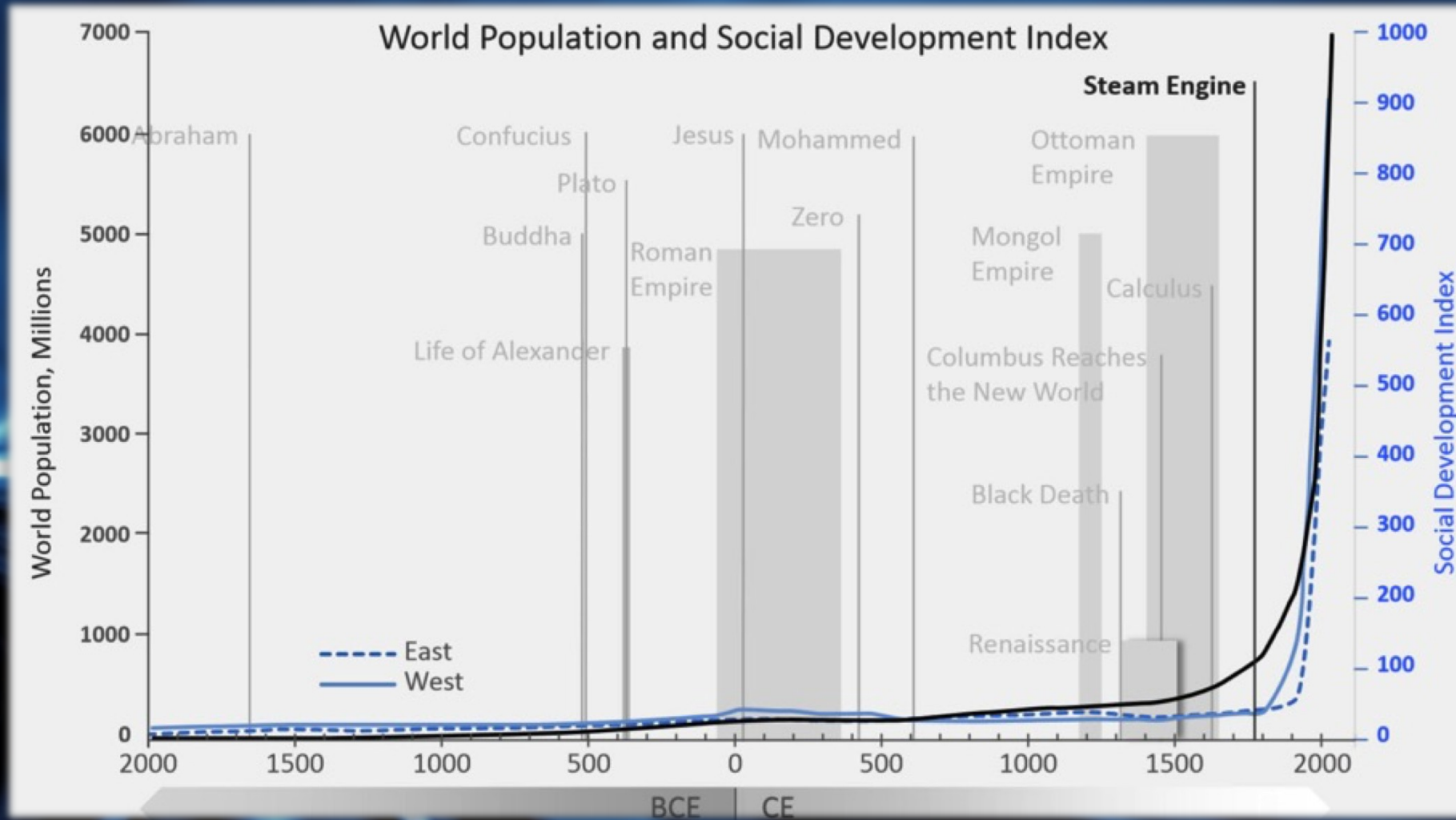


# What is happening?

# General Purpose Technologies Spur Societal Progress

General Purpose Technologies	Fire Spoken Language	Domesticated Plants & Animals Smelting of Ore Wheel	Written Language Bronze Iron Water Wheel	Printing Masted Sailing Ship	Steam Engine Railways Iron Steamship Combustion Engine Electricity Automobile   Airplane Mass Production	Computer Internet   Cloud Social   Mobile Internet of Things Crypto-currency Cognitive Systems Energy Internet Logistics Internet Bio-technology Nano-technology Renewable Energy
	100,000 years ago	9000 – 3000 BC	3400 BC – 1000 AD	1400 – 1500	1750 – 1900's	1950 – Current
Societal Progression	Homo Sapiens	First Families Neolithic Agriculture Working Animals Early Metal Tools Pottery	Tools & Weapons Mechanization Inanimate Power War   Empires Record Keeping Trade	Exploration Philosophy Religion Colonialism Sciences Financial Credit	Capitalism Industrial Revolution Suburbs Middle Class Agricultural Trade Industries	Social Justice Organic Agriculture Veganism Sharing Economy Connected Industries Maker Economy Smart Cities Artificial Intelligence Life Extension Circular Economy

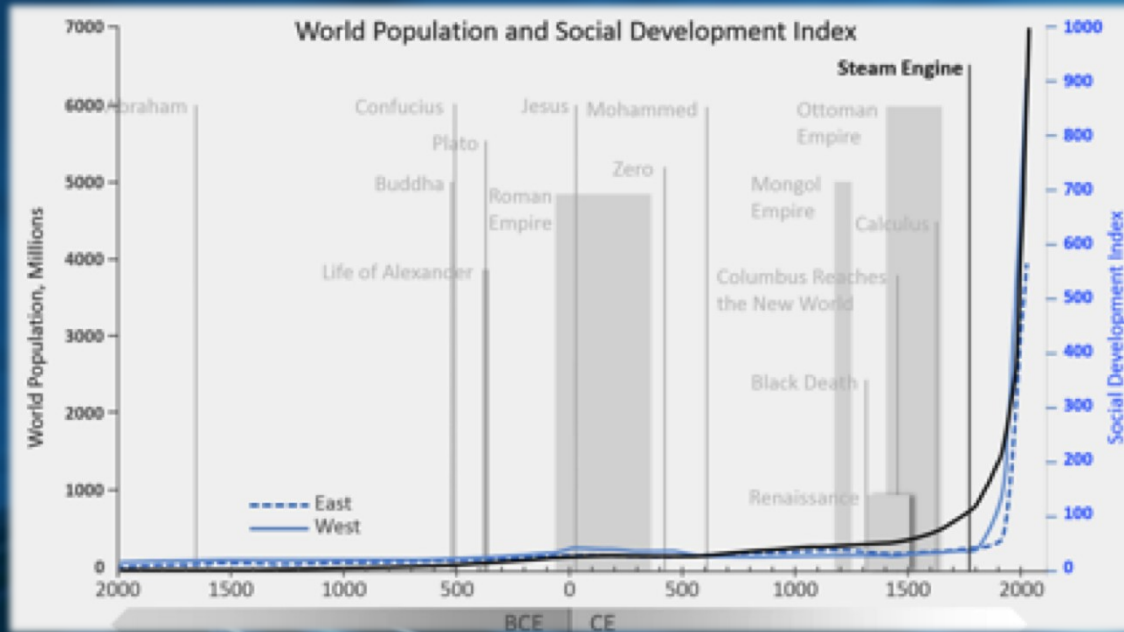
# Are We in the Most Transformative Period in History?



Source: MIT Initiative on the Digital economy

# Are We in the Most Transformative Period in History?

“The steam engine overcame the limitations of and infinitely multiplied the power of our individual muscles.” – Ian Morris

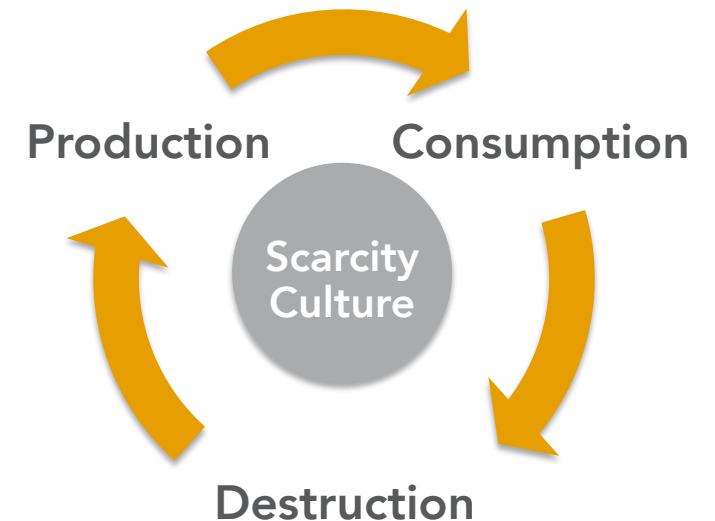


## Social Development Index (Muscle Metrics)

1. Energy Capture (produce food, fuel & raw materials)
2. Information Technology (literacy, storing & transmitting information)
3. Social Organization (sizes of cities)
4. War Making Capacity (ability to destroy things)

“Work saves us from three great evils: boredom, vice and need.”

Voltaire

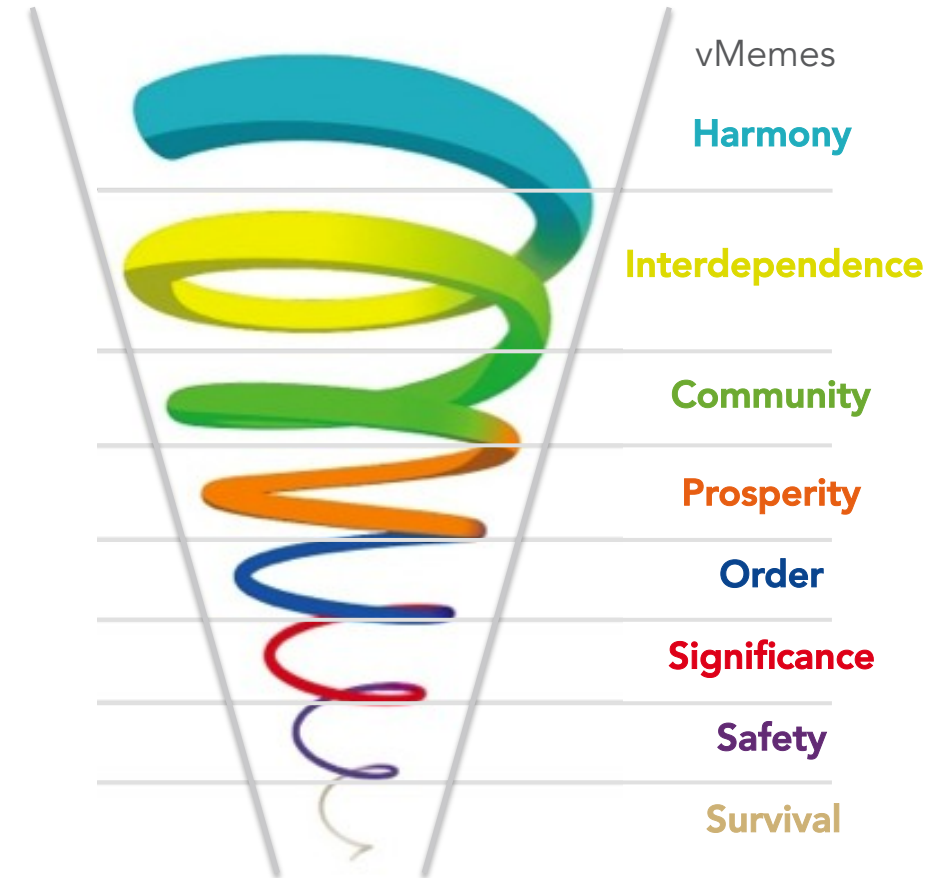


Is this really how we want to measure human progress?

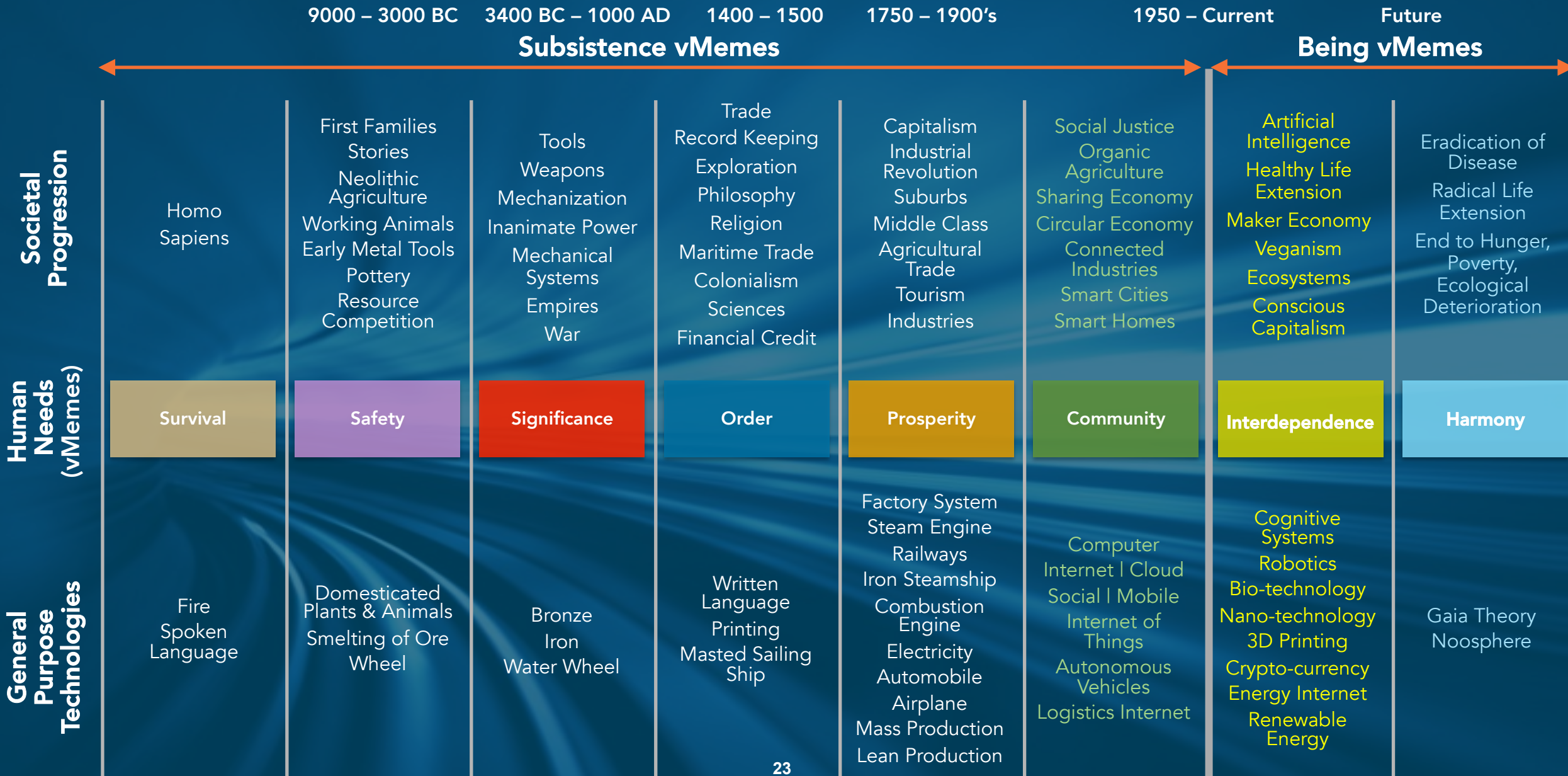
# Spiral Dynamics: An Alternative Framework For Human Evolution



## Spiral Dynamics Framework



# Human Values Have and Will Continue to Drive Societal and Technology Evolution

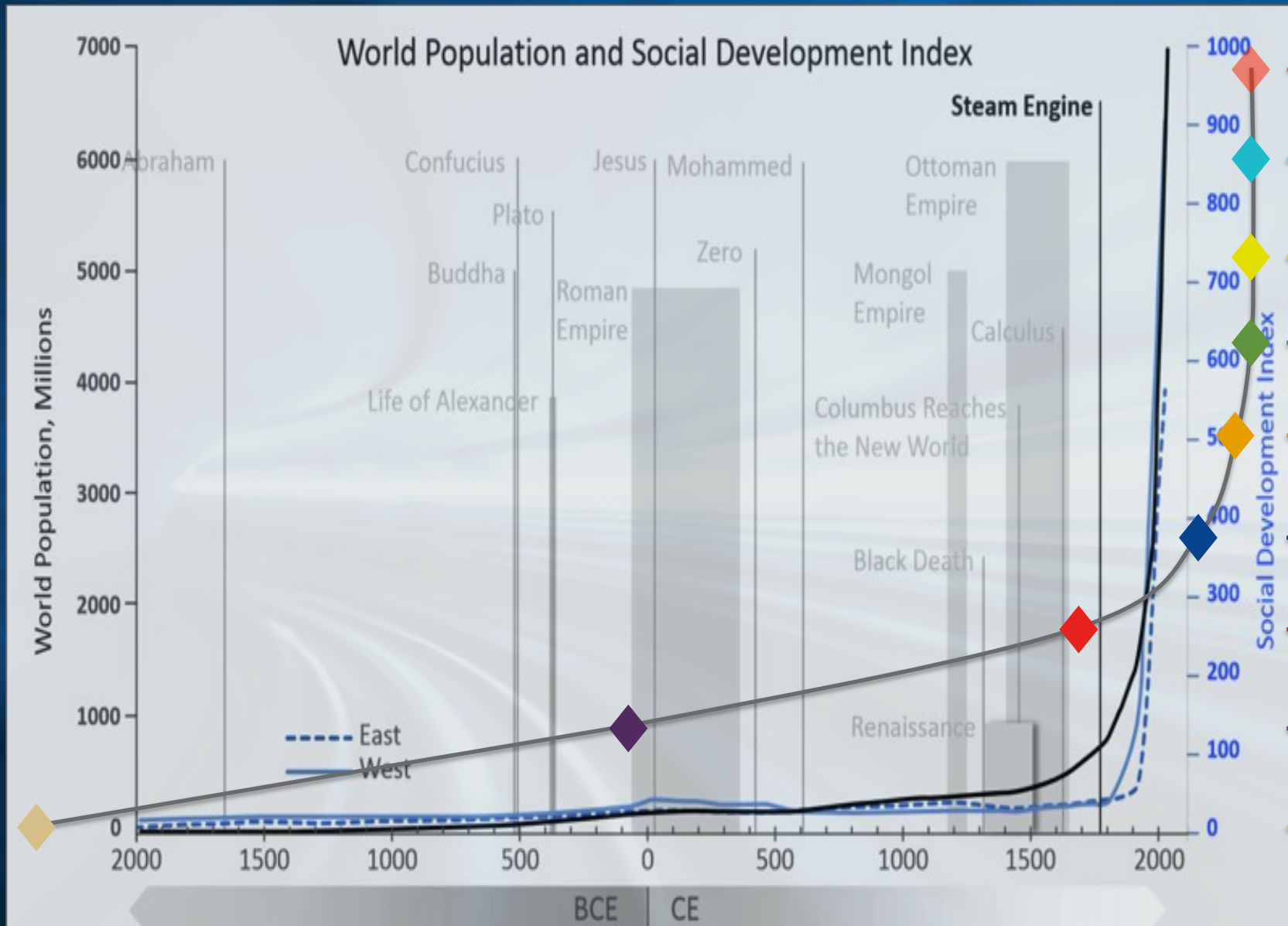


# Humans Values Have Evolved Exponentially





# Human & Technology Evolution are Exponential



- ?
- Harmony Whole Foods Market  
Gandhi | Gaia Theory | Noosphere
- Inter-dependence Conscious Capitalism  
Google | Starbucks | Vegans
- Community Greenpeace | Social Networks  
Internet | Millennials | Organic
- Prosperity Capitalism | Industrial Revolution  
Middle Class | Industrial Agriculture  
Fashion | Cosmetics
- Order Plato | Confucius | Buddha  
Abraham | Mohammed | Jesus
- Significance Alexander | Romans  
Mongols | Ottomans | WWI & II
- Safety Horticulture | 1<sup>st</sup> Families  
Clans | Elders | Customs
- Survival Homo Erectus | Neanderthals  
Homo Sapiens | Hunting & Gathering

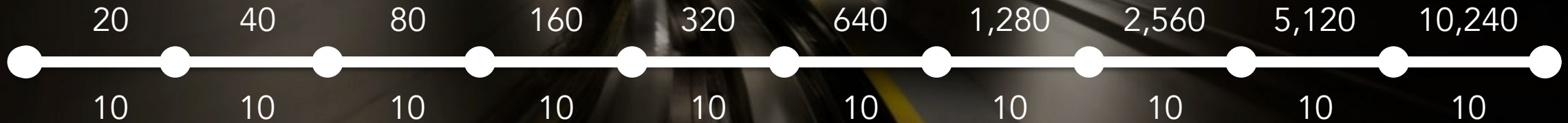
The background is a dark, abstract composition. It features a central, tunnel-like structure that recedes into the distance, creating a strong sense of perspective. The walls of the tunnel are dark and reflective, with light streaks and highlights that suggest motion and depth. The overall color palette is dominated by blacks, greys, and dark blues, with some lighter, almost white, highlights that create a dramatic, high-contrast effect. The text is overlaid on this background, centered horizontally and vertically.

**“The greatest shortcoming of the human race is our inability to understand the exponential function.”**

Jordan Greenhall

# Exponential Progress

**20,470 years**



100 years

Linear Progress

To where is this leading?

# Perspectives on the Future, a Time of Abundance...

- "Thus, for the first time since his creation, man will be faced with his real, his permanent problem – how to use his freedom from pressing economic cares [] to live wisely and agreeably and well"
- "It will be those [] who can keep alive [] the art of life itself and do not sell themselves to the means of life, who will be able to enjoy the abundance when it comes."
- Yet, there is [no one] who can look forward to the age [] of abundance without a dread. For we have been trained too long to strive and not to enjoy.

*JM/Keynes*

- "I totally believe we should be living in a time of abundance."

- "the things that you need to make yourself happy – housing, security, opportunities for you kids []. It's not that hard to provide those things."

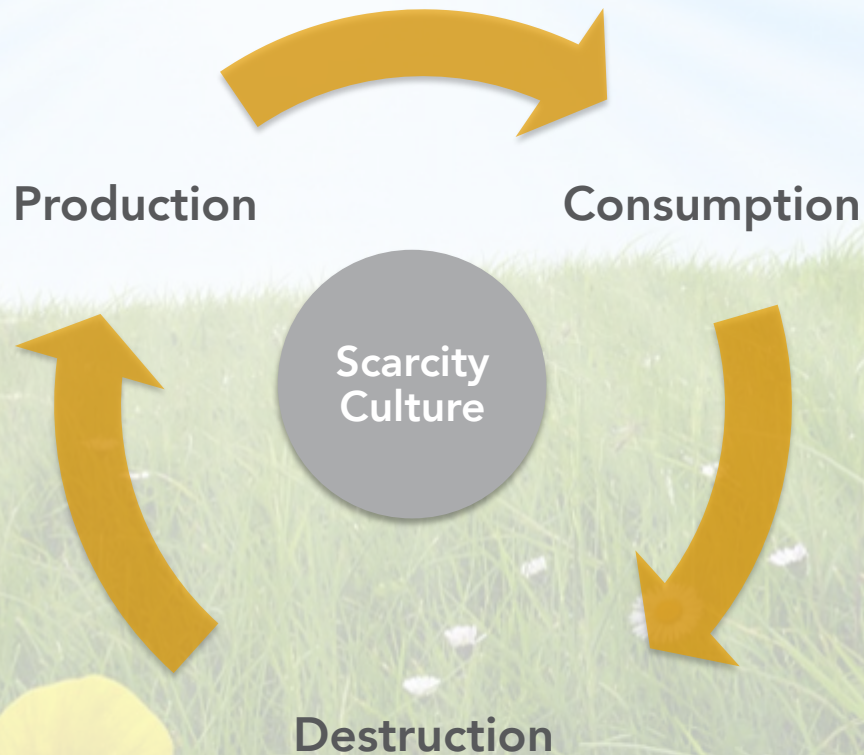
- "the idea that everyone needs to work frantically to meet people's needs is just not true."

- "There's a social problem that [] people aren't happy if they don't have anything to do. [] But I think the mix with that and the industries we actually need [] – there's not a good correspondence."

*Jerry Page*

# Abundance: The Art of Living Wisely and Agreeably and Well

## A World of Competition



## A World of Possibility



**What does this mean for Business?**

# Review: Predominant Orange Value System





# Review: Predominant Orange Value System



**Winner takes all**



Goal orientation, competition & success

# Review: Predominant Orange Value System



Things signify status



Prosper & accumulate material things

# Review: Predominant Orange Value System

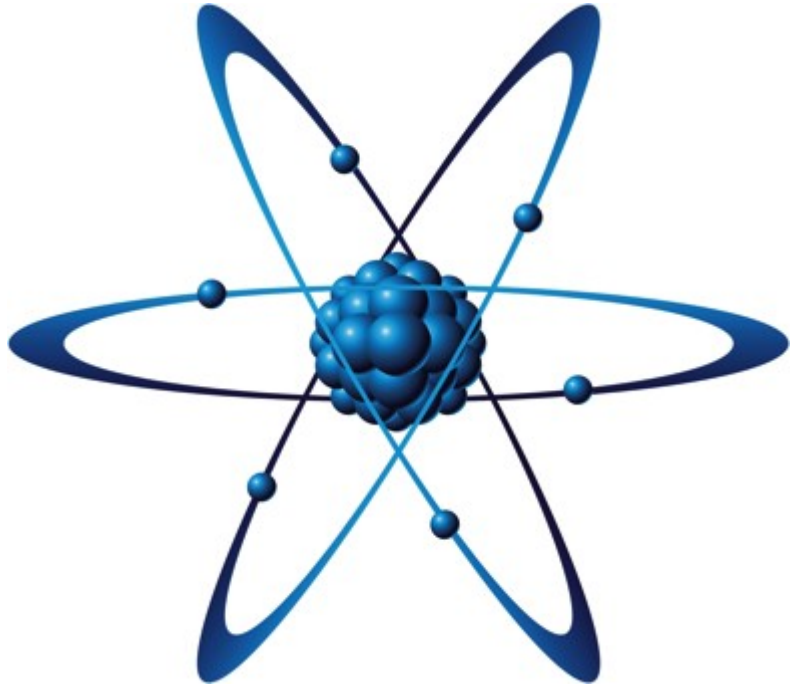


Create Wealth



Free markets & capitalistic democracies

# Review: Predominant Orange Value System



Thinking > Feeling



Scientific and rational; ignore spirituality

# Review: Emergent Green Value System



# Review: Emergent Green Value System



**Idealistic**



Highly Idealistic



# Review: Emergent Green Value System



Suffering



Sensitive to World Suffering



# Review: Emergent Green Value System



Environment



Preservation of the Environment





# Review: Emergent Green Value System



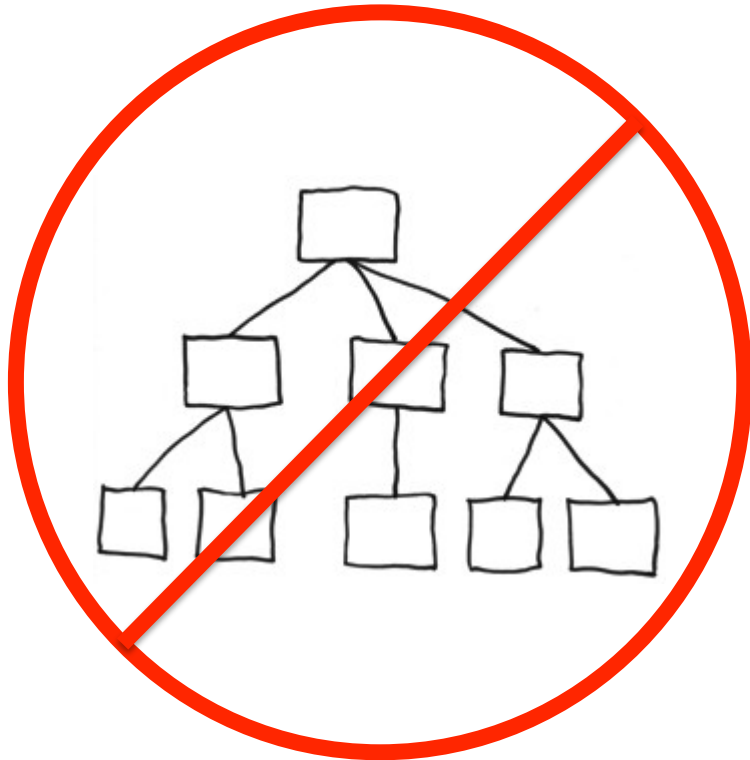
Sharing Earth's Resources



Values Sharing Over Ownership



# Review: Emergent Green Value System



**Anti-hierarchy & Authority**



Favors Equality & Collaboration Over Hierarchy



# Emergent Green Value System



Millennial values will dominate the crowd



## Millennials

- 75% of workforce by 2025
- \$1 trillion in consumer spending
- 87% disagree that money is the best measure of success
- 89% likely to buy from companies that support social issues

# Review: Emergent Yellow Value System



# Review: Emergent Yellow Value System



Learning & Knowledge



Values Curiosity, Learning & Knowledge



# Review: Emergent Yellow Value System



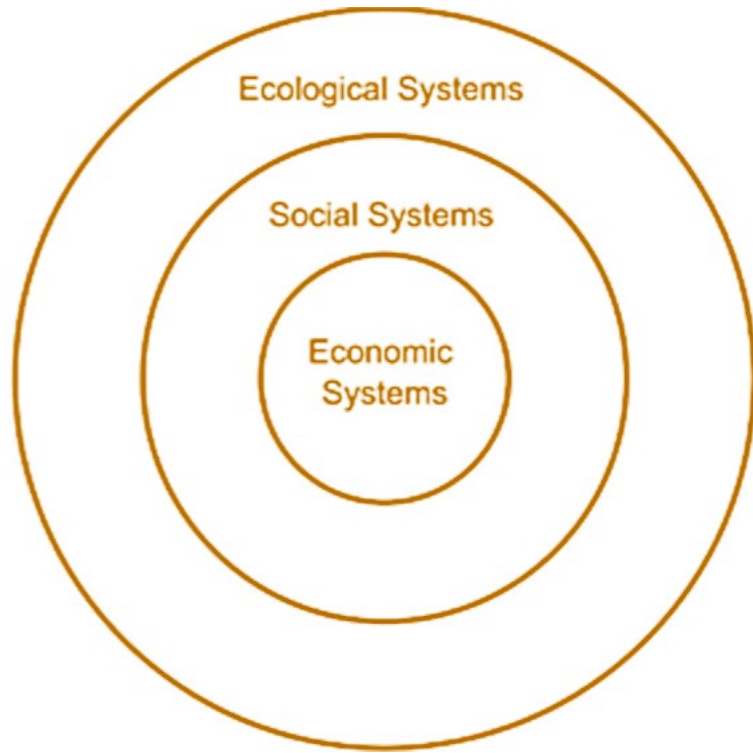
Competence > Rank



Favors Competence Over Rank



# Review: Emergent Yellow Value System



**Systems Thinking**



Excels at Integrating Complex Systems



# Emergent Yellow Value System



Yellow thinking will dominate business strategy



Examples of Yellow Thinking



Google



Grameen Bank



# Diversity in Values Will Pave the Road To Abundance

Harmony

Oneness

Collective Mind      Spiritual  
Compassionate      Cooperative  
Holistic      Minimalism

Sustainability

Momentous shift in values and exponential technical progress will solve social issues

From Capitalism to Conscious Capitalism to Collaborative Commons

Consolidation of Industries and emergence of purpose-driven ecosystems

Sharing Economy, Reduced consumption and closing Earth's resource gap

Elegant, convenient experiences approaching zero marginal cost

Radical reduction in the number of jobs and cost of living

Inter-dependence

Flex Flow

Learning      Complexity  
Integrative      Diversity  
Purpose      Flexible

Ecosystems

Community

Human Bond

People      Experiences  
Sharing      Empathy      Circular  
Conservation      Renewable

Democratization

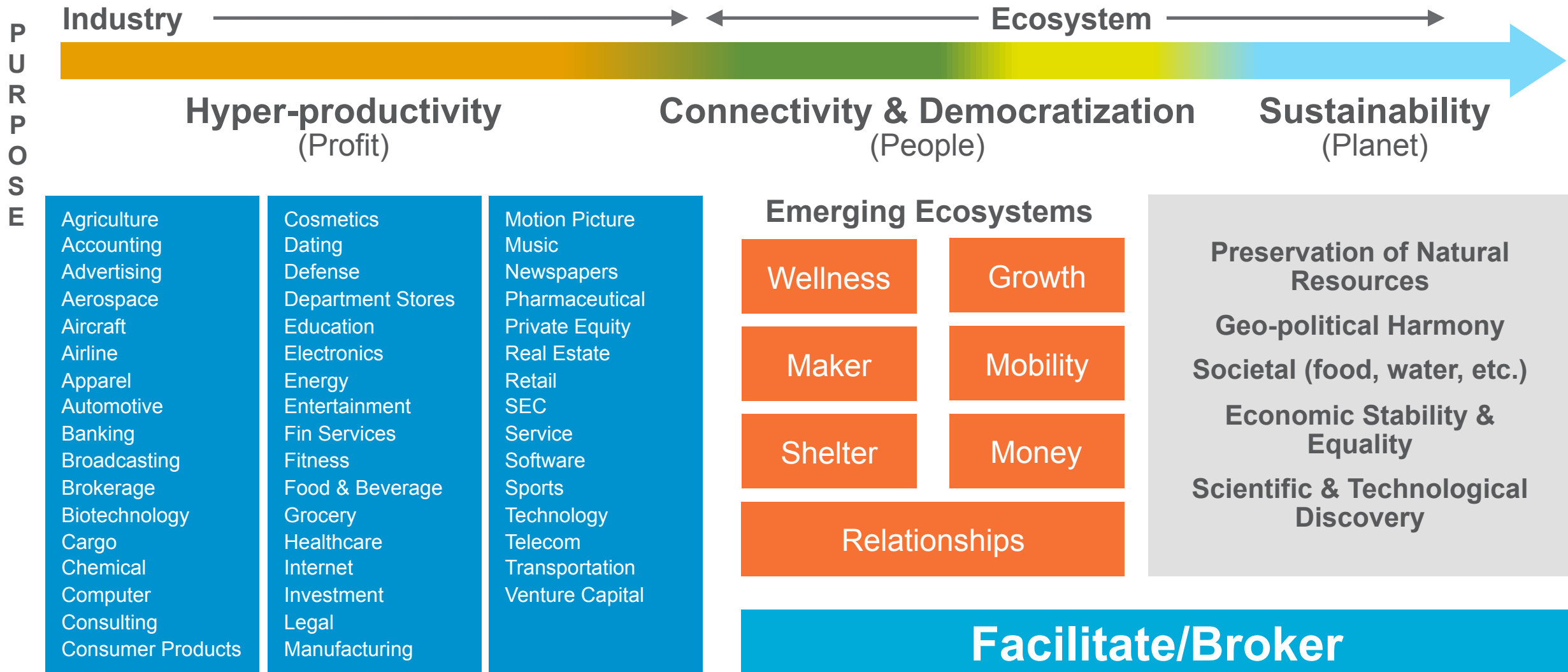
Prosperity

Strive/Drive

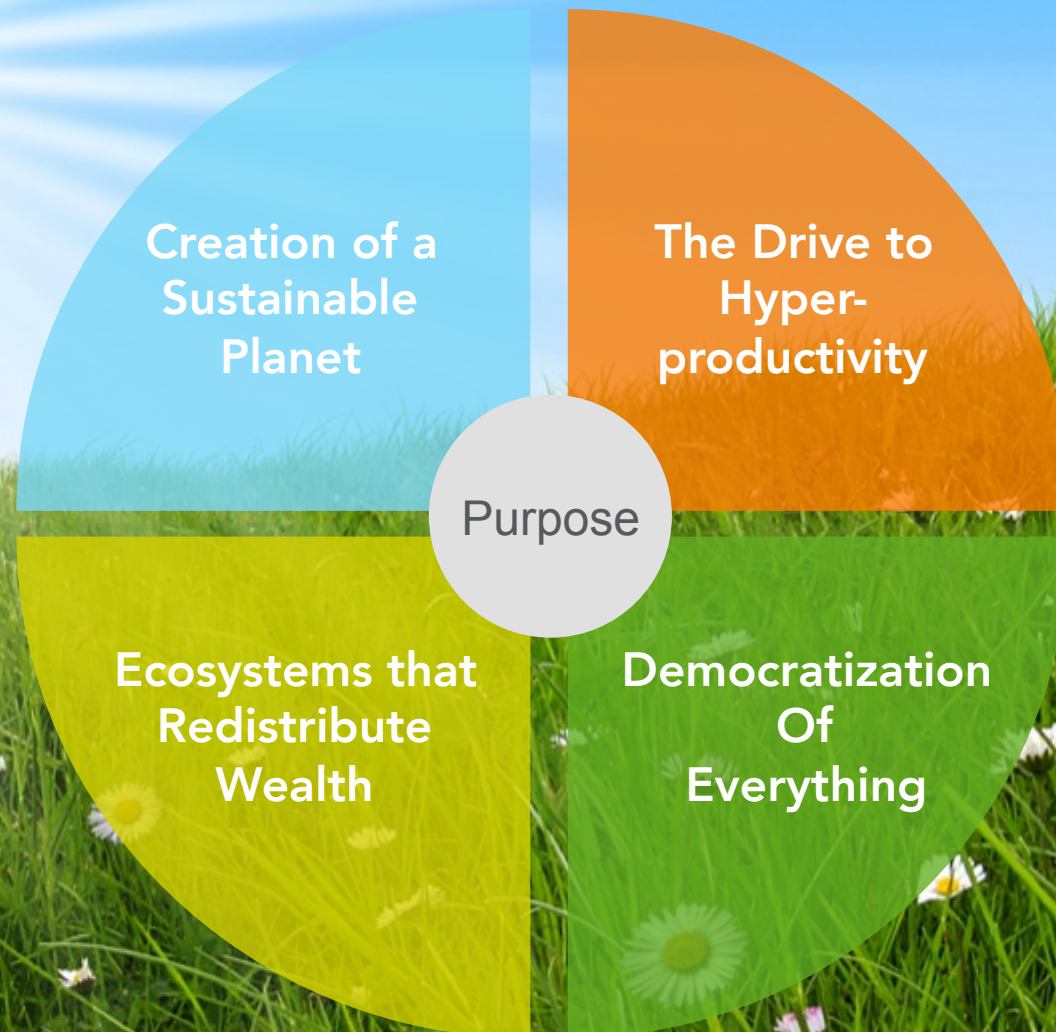
Profit      Digitization  
Scarcity      Dematerialization  
Automation      Demonetization

Hyper-productivity

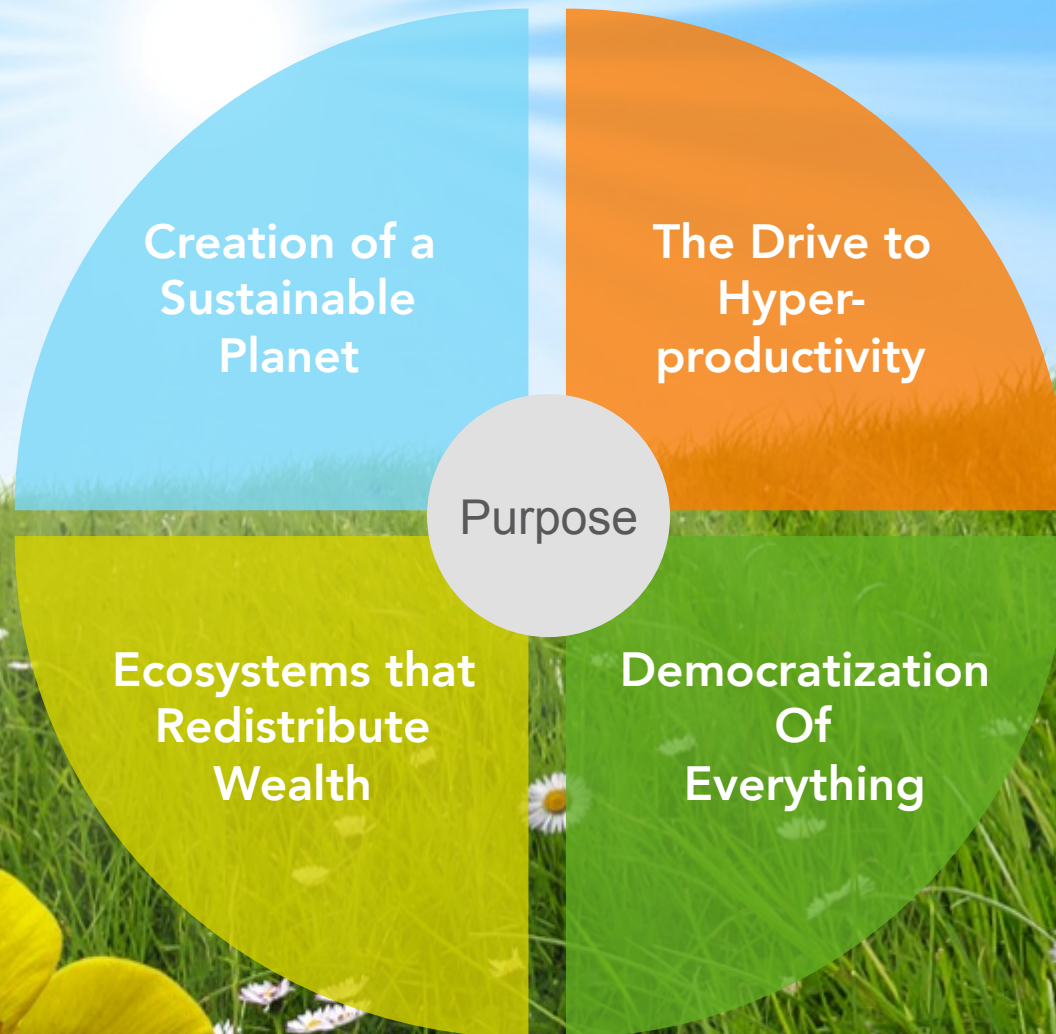
# Mapping Out The Road To Abundance



# The Road To Abundance – Reimagining Your Business



# Start With a Compelling Purpose



**The Beautiful**  
Intensely, soul-satisfying human experiences



**The True**  
The pursuit of knowledge and truth



**The Good**  
Serving others because it is rewarding to do so



**The Heroic**  
Courage to do what is right to improve the world



# Create Hyper-productive Experiences



The Drive to  
Hyper-  
productivity

Purpose

Algorithms  
API's  
Digitize  
Dematerialize  
Demonetize  
Zero Marginal Cost



# Foster Sharing & Democratization



Sharing

Collaborative Commons



FEASTLY



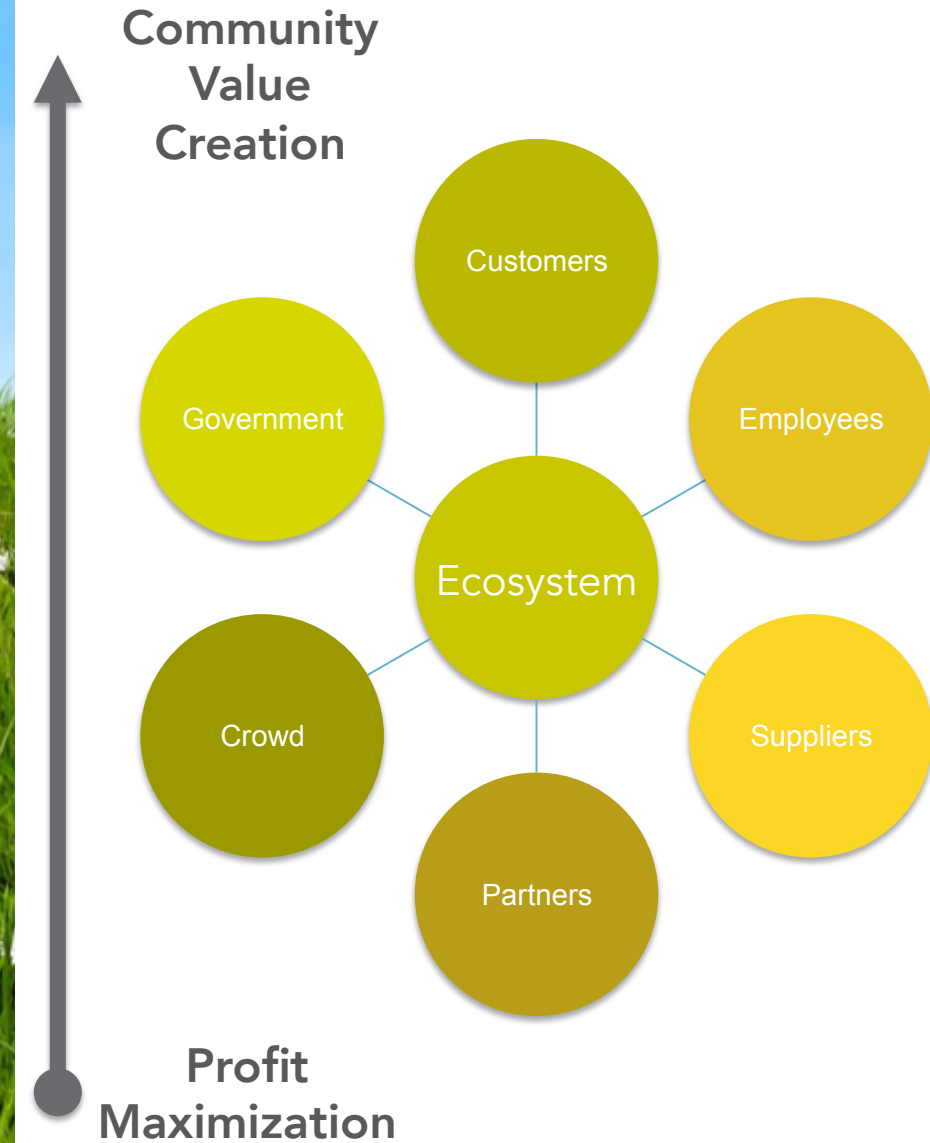
TATA CONSULTANCY SERVICES

# Create Value For All Stakeholders



Purpose

Ecosystems that  
Redistribute  
Wealth



# Make a Difference in the World

Creation of a Sustainable Planet

Purpose

Clean Water Climate Sustainability

Hunger

Health

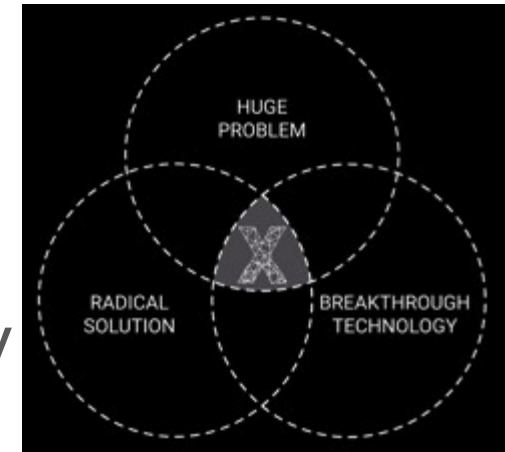
Equality

Energy

Poverty

Environment

Resources

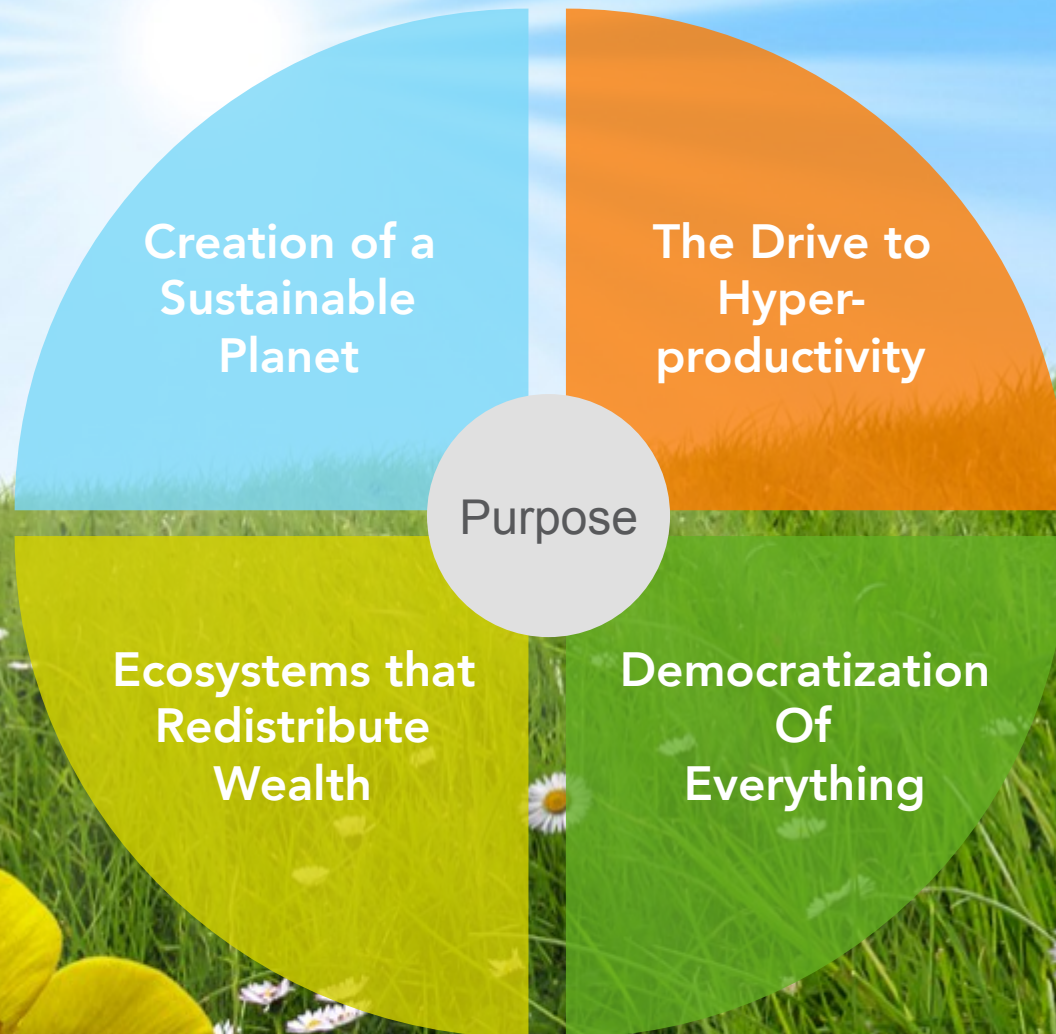


Singularity University





# Reimagining Your Business - Summary



## Imperatives

Embrace emerging values

Create Hyper-productive Experiences

Balance Purpose with Profit;  
Care for People and Planet

Be a Leader in an Emerging Ecosystem

Make a Difference in the World;  
Impact a Billion People

*“Living wisely and agreeably and well”*

Now that's something worth striving for...

# David Kish

## Next Gen Strategist & Social Intrapreneur

I work with business executives to harness the innate power within their organizations to create the future by reimagining their marketplaces and implementing disruptive innovations.

Atlanta | New York

Tata Consultancy Services

Michigan State University

Strategy | Design Thinking | Disruptive Innovation | Ecosystems

The Art of Life Itself | Abundance | Conscious Capitalism |

Exponential Organizations | Social Impact

[about.me/davidkish](https://about.me/davidkish)

[david.kish@tcs.com](mailto:david.kish@tcs.com)

[davidkish11@gmail.com](mailto:davidkish11@gmail.com)

[Twitter: @DavidKish1](https://twitter.com/DavidKish1)

[www.thenextevolution.com](http://www.thenextevolution.com)

