



## Serious Insights 2016 Uncertainties

### Social Uncertainties



1. The vibrancy of the Sharing Economy
2. The fate of Middle Eastern refugees
3. The source of entertainment
4. The state of personal safety, and security at the Olympics and Euro 2016
5. The effects of populist and nationalistic movements
6. The nature of trust in technology

8. The significance of Virtual Reality to life and work
9. The privatization of space
10. The unleashing of self-driving cars
11. The master of the Internet platform
12. The false steps and triumphs of Big Data
13. The efficacy of an Internet of Things
14. The legacy of Cyber Terror
15. The intrusion of artificial intelligence
16. The ultimate roll-out of robots
17. How deep the dip into the Deep Web and the Darknet

### Technological Uncertainties



7. The impact of drone technology

### Economic Uncertainties



18. The rate of interest rate rise
19. The rise of alternative currencies
20. The price of oil over a barrel?
21. Growth of the pot economy
22. Organized labor and the Gig Economy
23. The state of the Chinese economy
24. The health of the European economy

- 25. The wealth of the middle class
- 26. The long-term viability of any business model

## Environmental Uncertainties



- 27. State of sustainable energy investments in the face of cheap oil
- 28. Acknowledgement of climate change in the U.S. election

## Political Uncertainties



- 29. Questions of who will run the United States
- 30. The role of the U.S. in global leadership
- 31. Can U.S. health care heal itself?
- 32. The definition of U.S. immigration policy boundaries
- 33. ISIS, the Middle East and everything
- 34. The architecture of physical globalization
- 35. The shape of regulatory frameworks

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### About Serious Insights

Serious Insights is a strategic and advisory consultancy that leverages scenario planning to guide organizations in the development strategies that differentiate the organization and better positions it to navigate the future. Serious Insights also provides thought leadership marketing insight and guidance, along with presentations, workshops and professional development opportunities that help leaders and managers practice foresight and develop agile thinking.

Serious Insights is lead by futurist, strategist and author Daniel W. Rasmus. Rasmus served as the Director of Business Insights at Microsoft where he led thought leadership and business experience design for Microsoft Office. Prior to joining Microsoft Rasmus was a Forrester Vice President where he guided the knowledge management and collaboration practice and acted as the company's Chief Knowledge Officer. Rasmus has held leadership and technical positions at a wide range of companies, including Hughes Aircraft, Western Digital, ITT Canon and Dataproducts.