

Mary Claypool: Prediction of next wave of jobs

Mary Claypool Mind Your Business

Updated: 06/30/2009 08:56:16 AM PDT

If you've ever wondered what the next wave of technology will bring, you would have enjoyed a presentation by Nathalie Gosset earlier this month at the Business Council's Annual Economic Development Conference.

Gosset, a futurist from the Alfred E. Mann Institute of the University of Southern California, gave us a peek into what is next.

Her presentation took us through the next wave of technology and the jobs that will be needed. While many say that we have reached the pinnacle of innovation, she says the world is a playground for innovation and that there is an infinite supply of technology to be developed.

Gosset said that with innovation you have the early adopters, the mass adoption and the late adopters. The cell phone is a good example. When it was introduced, some could not wait to get their hands on the latest gadget, and still are the first to trade up to the newest model. But many of us hold back for a while, then become one of the masses, while others hold out even longer but eventually come on board.

Today, it would be hard to find someone who does not own a cell phone.

Gosset talked about the chain of S curves, the demand for a product or service and the prediction of its life cycle, and that as one ends another begins.

The key is to recognize the beginning of one and to be in position to seize the opportunities that come with a wave of innovation.

Look at how many opportunities came out of the invention of the television. The original concept has not changed drastically but the packaging has been expanded. You can get one the size of your watch or a wall in your home, not to mention the variety of picture resolutions. Many people have become millionaires simply because they knew when to act.

The upcoming S curves will be in personal medicine, resource management and individual self-creation. By 2020, more than 50 million people will be between the ages of 65 and 94, and the elderly woman will be the dominant health care customer.

This will generate a greater need to focus on products and services related to an extended sense of youth, extended life expectancy, quality of life, safety, management of age-related diseases, pain management, genetic predisposition testing and pre-symptom treatment.

It creates the need for more research in the areas of DNA sequencing and environmental impact on genes, mass screening and gene manipulation, creating a whole new set of jobs, such as disease predictor or gene analyst, genoscope developers, ancestor tree analyst, family descendent planner, disease prevention strategist, screening test developer, biomarker specialist and many more that do not exist today.

Technology is moving toward body scanning, implant development and bio printing of organs which will greatly impact our health care in the future.

Successful entrepreneurs will look forward, figure

Advertisement



Florida Tech
UNIVERSITY ONLINE

Bring the Classroom to Your Home
With a Degree Online From Florida Tech

APPLY TODAY!
FloridaTechOnline.com/FD | 1-888-253-5946



Print Powered By  FormatDynamics™

out how to be at the beginning of the next curve and ready to seize the opportunities. Just like the Internet came along and forever changed our lives, someone is working on the next big wave of innovation as you read this article and I wonder how it will also change our lives.

Will you be an early adopter, a mass adopter or a late adopter?

Mary Claypool is executive director of the Monterey County Business Council. Send questions relating to small business to mclaypool@mcbc.biz or to "Mind Your Business, P.O. Box 2746, Monterey 93940.

Advertisement



Florida Tech
UNIVERSITY ONLINE

**Bring the Classroom to Your Home
With a Degree Online From Florida Tech**

APPLY TODAY!
FloridaTechOnline.com/FD | 1-888-253-5946



Print Powered By  **FormatDynamics™**