

Andrew Grill  
Actionable futurist

TaylorWessing

# Future proofing your brand in a pandemic world

2021 Brands Forum

**Andrew Grill**  
Actionable futurist→

**Are you digitally curious?**

Linked





andrew grill



Google Search

I'm Feeling Lucky





10 of 104

MacSween's special needs remarks weren't very prudent

Rolling, any volume

Blurred by a dog

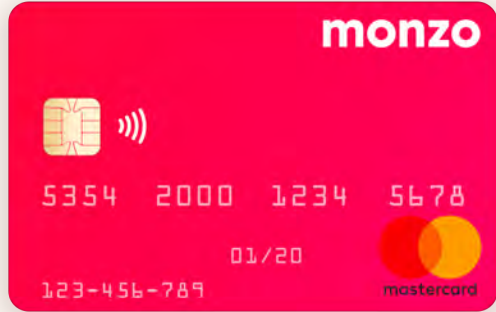
Thunderstorm beat

**liquor**  
weekends

2 FOR \$90

VR

75

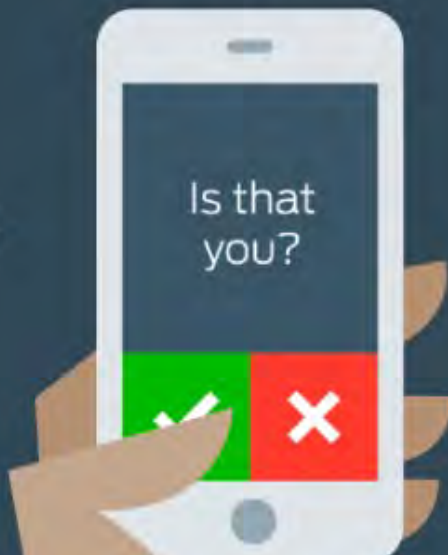


PASSWORD



+

PROOF



=

ACCESS





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Sinclair  
**ZX80**

INTEGRAL FUNCTIONS  
CHARS STRS TLR  
REK CODE END  
USR ADD





New streamlined layout! **Easier to use!** New files! **Extra exclamation marks!**

Dish some di- at <MTO> today!



archon ~

Menu [ESC] = Utilities (inc. Talker & **EXIT**)

**You don't use ssh. Booo!** Menu [I] = Help and **I**nformation on Monochrome

**Welcome to  
the new  
version of  
Monochrome!  
(version 1.101w)**

Menu [N] = **N**ews and Media  
Menu [T] = Science, **T**echnology and Medicine  
Menu [E] = **E**ntertainment  
Menu [C] = Society and **C**ulture  
Menu [R] = **R**ecreation  
  
Menu [M] = **M**onochrome Users



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OPTUS *yes*


Legion1  
one

 Property  
Look  
[www.propertylook.com.au](http://www.propertylook.com.au)

SEE  ER Wireless

 **Telstra**



A formation of red jets flying in a V-shape against a blue sky with white smoke trails. The jets are arranged in a descending V-shape, with one jet at the top and several others following behind it. The sky is a deep blue, and the smoke trails are white and wispy.

Disrupt yourselves,  
before you are disrupted



disruption =  
opportunity  
for change

**The last 20+  
months**





**Accelerated  
everything**





“COVID speed up  
the digital banking  
revolution in 10  
weeks not 5 years”

Ross McEwan



# Digital Breakage



# How B2B sales have changed during COVID-19



**3,600**

B2B decision  
makers

**11**

Countries

**12**

Sectors

**14**

Spend  
categories


*"digital interactions are  
3X more important to  
customers than  
traditional sales  
interactions"*





*"> 50% believe remote selling is equally or more effective than pre-covid sales models"*



A background image showing a close-up of two hands shaking in a firm grip, symbolizing a business agreement or partnership. The image is overlaid with a semi-transparent blue and orange geometric pattern of interconnected dots and lines, resembling a network or digital theme. In the bottom left corner, there is a faint circular graphic with the text '100%' inside it.

Sharing content and insight with  
buyers **builds awareness**, establishes  
**thought leadership**, forms the  
foundation of **credibility and trust**,  
and **solidifies value**



**Becoming digitally  
curious**

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Actionable *futurist*→

“To *get* digital you  
need to *be* digital”



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Actionable futurist

5G SA

RFID

Chatbots

Black  
Hat

Personal  
Digital Twin

IoT

Predictive  
Analytics

Personal  
Data

BYOID

Metaverse

Deepfake

Smart  
Contracts

NFT

Distributed  
Ledger

Sovereign  
Identity

2FA

API

Robo Guidance

Blockchain

General AI

The background is a dark blue field filled with a complex network of glowing white lines connecting numerous small white dots, representing a distributed ledger or network. Scattered throughout this network are several translucent, three-dimensional blue cubes of varying sizes. Some cubes are in sharp focus, while others are blurred, creating a sense of depth. The overall aesthetic is high-tech and digital.

# Blockchain



Wednesday, June 9, 1926

Management Dairy  
H. H. Longfellow  
The Woman's Club  
H. A. Love  
Jeff. Co. Real Est. Co  
Robert G. Burnham  
Stock 4.80  
Equip 200.00  
Arvat and J. H. Hays

Cash Bal. 138.73  
Bank Bal. 682.70  
ad 22.40  
Jan 27 320.44  
ad 4.50  
ad 11.35  
ad 6.40  
ad  
ad

Miller Saw Timbers Co 3076  
ad  
209.75  
Cash Bal. 477.90  
Bank Bal.

Thursday, June 10, 1926

Cash Bal. 209.75  
Bank Bal. 477.90  
Wade M. Henderson 3077  
10 June 27  
1 Jan 27  
ad  
1 July 27  
208.00 sth 8.36

821.43  
3690  
100  
890  
1765  
160  
143  
304

\*50

892.45

687.65

150  
100  
1590  
150  
4636  
1890  
1875

Cash Bal. 334.56  
Bank Bal. 473.90  
M. Campbell  
✓ McCreedy & Wether  
✓ United National Gas Co  
Deposit 311.15  
Jeff. Co. Natl Bank 3075  
ad 18.65  
ad  
National Bank of Knoxville  
Burrill & Kirt  
✓ Stock

Friday, June 11, 1926

Cash Bal. 8721  
Bank Bal. 732.79  
Harris - printing  
Muslin Jan 27  
Andrew S. Lins  
J. P. Goveas  
Wesley Hays - wages  
V. H. Hays  
J. M. Campbell  
H. H. Adams  
3071  
3076  
3071  
ad 4.55  
ad 36.50  
sth

✓ Smith Timbers Co.  
✓ B. W. French & Fract. Co.  
✓ Stock

Telegram  
Cash Bal. 8721  
Bank Bal. 732.79

840.00  
877.78

500

808.44

1575  
375

32.26

2435

2505

52

840.00

877.78

30

100

500

131

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# Distributed Ledger



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7

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# Digital Winners















3<sup>rd</sup> place

REST

## Traits of digital winners

01

Sponsorship

02

Opportunity

03

Talent

04

Urgency

05

Ability



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# Trends





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# Artificial Intelligence





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**Cloud**

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**Cybersecurity**



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';--have i been pwned?

Check if you have an account that has been compromised in a data breach

email address

**haveibeenpwned.com**

pwned?

270

pwned websites

4,948,721,769

pwned accounts

64,654

pastes

71,704,364

paste accounts



All Vaults

3 Vaults

All Items

79

Favourites

WATCHTOWER

CATEGORIES

Logins

Secure Notes

Credit Cards

Identities

Passwords

Documents

Bank Accounts

Driver Licenses

Email Accounts

Memberships

Passports

Search 1Password

+

79 items sorted by Title

A

Agilebits Forums

wendyappleseed

Air Canada

wendy.appleseed@gmail.com

Alfred Powerpack

1.3

Amazon

wendy.appleseed@gmail.com

American Express

3703 \*\*\*\* 2932

Apple Store Information

San Francisco:

Ariane Appleseed

Ariane Appleseed

Ars Technica

wendy\_appleseed

B

Bank of America Master...

4500 \*\*\*\* 5678

Bank of America Savings

WendyAppleseed

Business Identity

Wendy Appleseed

Edit

☆

🔗

📄

Air Canada

Personal

username

wendy.appleseed@gmail.com

password

.....

Excellent

website

<https://www.aircanada.com/ca/en/aco/home.html?&ACID=EXT:SEM:20...>

View Saved Form Details

View Password History

last modified

Today at 11:48 AM

created

Today at 11:47 AM

1password.com



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# Voice









A woman with blonde hair, wearing a blue dress and a pearl necklace, is seated at a dark wood desk. To her left is a large, decorated Christmas tree with lights and ornaments, and several wrapped gifts are on the floor beneath it. The background is a solid green screen. A boom microphone is suspended over the woman. The word "Deepfake" is written in large white letters across the center of the image. The scene is set in a professional studio environment.

# Deepfake

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# Identity





Regulations



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# Digital Agents



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# Advertising







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# Co-creation

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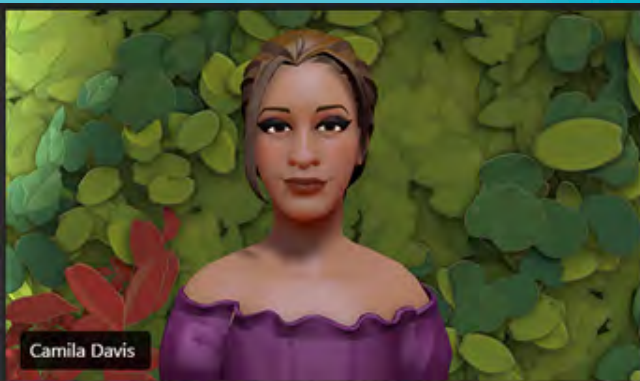
*Bupa*  *beta*



Meta







# Metaverse



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**SECOND  
LIFE™**









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Actionable futurist

The  
Economist

Vaccine mandates: evidence v ideology

Boxed in by container shipping

Who's next in China's crackdown?

Clear thinking about child labour

SEPTEMBER 10TH-24TH 2021

# Down the rabbit hole

The promise and perils of decentralised finance





**\$422,000**



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# Future-proofing your brand



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Microsoft Teams

@workplace

by facebook



yammer



slack





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# Working Out Loud

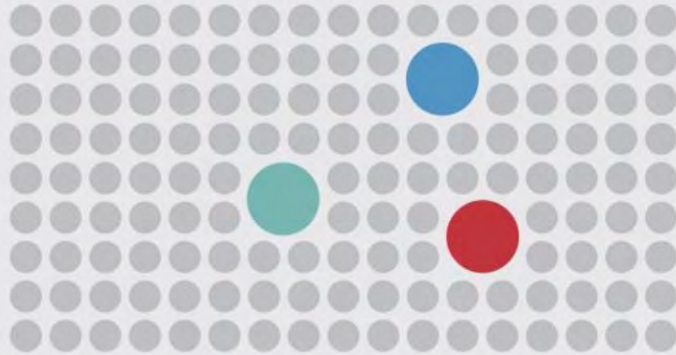


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# WORKING OUT LOUD

FOR A BETTER CAREER AND LIFE




JOHN STEPPER



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**“Your value is not what you know,  
it is what you share”**



Social Media

# Your digital 1<sup>st</sup> impression



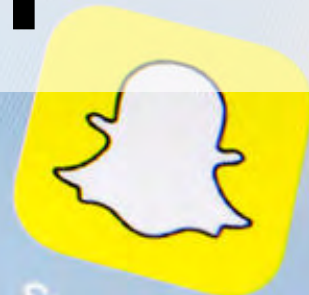
Twitter



Instagram



Facebook



Snap



Disrupt yourselves,  
before you are  
disrupted ...

**DHL**

DGF Europe Management Meeting 2019

Stavros 18-21 February 2019

Disrupt yourselves,  
before you are  
disrupted ...



## Andrew Grill

The Actionable Futurist™ / Virtual & Hybrid Keynote

Speaker / 5 x TEDx Speaker / Trusted Board-level

Technology Advisor / Former Global IBM Managing Partner.

I help companies navigate this brave new world.

London Area, United Kingdom · 500+ connections



Speaking Office



University of Technology Sydney



Websites



## The Actionable Futurist

22 yrs

### Host - The Actionable Futurist Podcast

2019 – Present · 2 yrs

London

Host of the Actionable Futurist Podcast, a bi-weekly show looking at what's new and what's next, providing practical and actionable advice in each episode, where he is joined by global experts to talk about the near-term future.

...see more



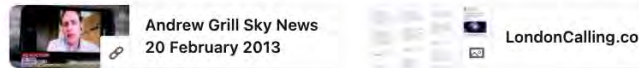
### Editor - The Actionable Futurist Blog

2000 – Present · 21 yrs

London

Founder and Editor of a leading blog on issues around digital disruption, workplace of the future and digital diversity.

Andrew has been blogging since 2000 on a range of topics, including mobile, soci...



Show 1 more role ▾



## IBM

4 yrs

### Global Managing Partner, IBM

Full-time

2015 – 2017 · 2 yrs

London, United Kingdom

Over a 4-year period, Andrew influenced around \$100M of sales via his external eminence and thought leadership with key IBM clients.

In this newly created global role, Andrew and his team were responsible for develop...







3d

**Ajit Jaokar • 1st**  
Course Director: Artificial  
Intelligence: Cloud and Edge...

Message



4d

**Susan Beudt • 2nd**  
Researcher + Project Manager  
@German Research Center for...  
👤 Carsten Kraus

Connect



5d

**János Kopasz • 2nd**  
Attorney-at-Law at  
TaylorWessing | Data Privacy...  
👤 Axel Wedler and 2 others

Connect



6d

**Andrea Yerolemou • 2nd**  
Legal Counsel at CNBC, part of  
the NBCUniversal Group

Connect



6d

**Meriem Boushaki Bestani • 3rd**  
Founder & GM - InterBKonsult  
Ltd.

InMail



6d

**Executive Director in the Luxury  
Goods & Jewelry industry from  
London Area, United Kingdom**



6d

**Jeremy Cardenas • 2nd**  
Avocat, Counsel

Connect



6d

**Andi Terziu • 2nd**  
Media & IP Associate at Taylor  
Wessing UK  
👤 Graham Hann and 4 others

Connect



6d

**Mike Brooke • 2nd**  
Strategist at MadeBrave®  
👤 Phil Jones and 11 others

Connect



1w

**John Lynch • 2nd**  
General Manager at  
Humanomics Pty Ltd



1w

**Aditya Shaw • 2nd**  
Helping startups achieve 2X  
accelerated product...  
👤 Adi Gaskell and 21 others



1w

**Someone at Magic Factory**

**Andrew Grill**  
Actionable futurist

[Company Director](#)



**Adrian Spink** · 2nd 

Slightly grumpy northern Luddite who luckily leads a brilliant team of IT transformation consultants.

London, Greater London, United Kingdom · 500+ connections ·

[Contact info](#)

Hubris

## Add a note to your invitation



LinkedIn members are more likely to accept invitations that include a personal note.

Adrian, good to chat on the call to day and I'd like to connect here also.  
Kind Regards, Andrew Grill.

198 / 300

Cancel

Done



Telstra Purple

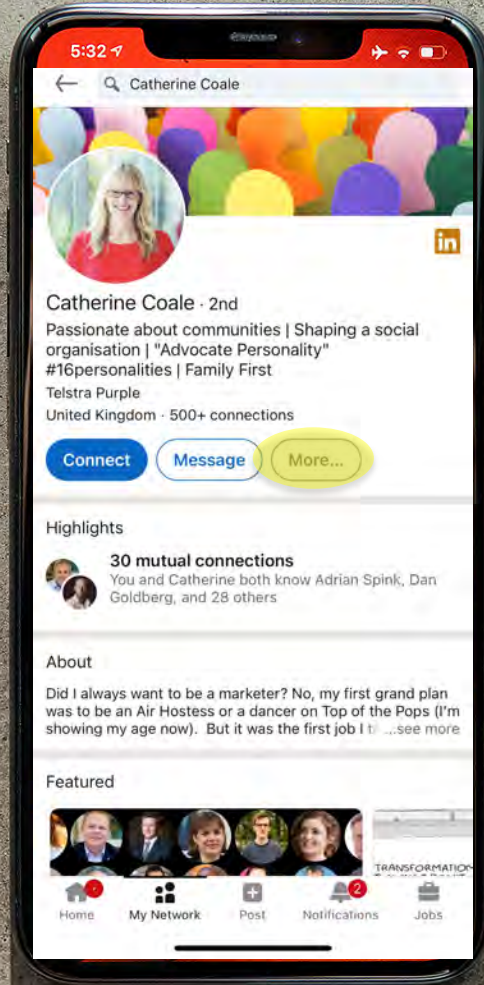


The University of Hull



# Andrew Grill

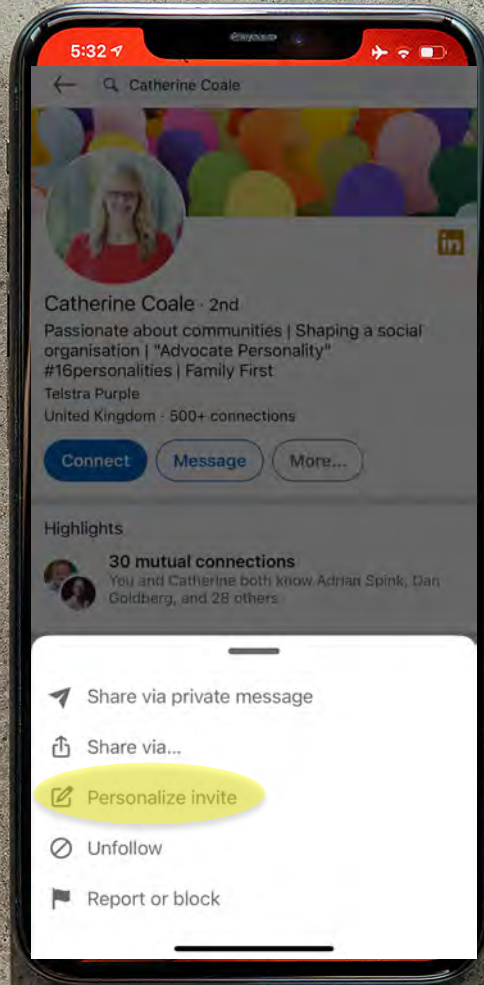
Actionable Futurist





# Andrew Grill

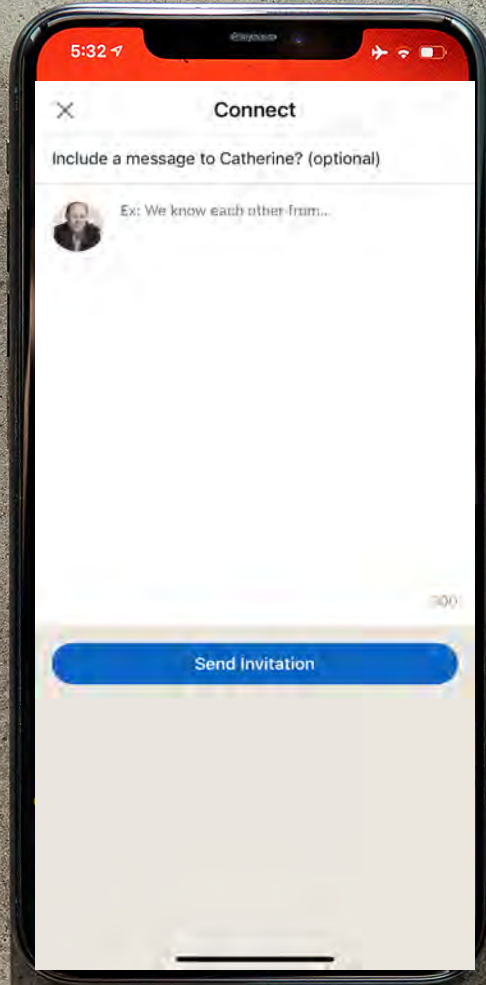
Actionable Futurist





# Andrew Grill

Actionable Futurist





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Actionable futurist→







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Actionable Futurist

# The Two Tribes

A photograph of three business professionals in a meeting. A man in a grey suit is in the center, gesturing with both hands as he speaks. To his left is a Black man in a dark suit, and to his right is a woman in a grey blazer. They are all looking towards the center man. The background is a bright, out-of-focus office space with large windows. The text "Going-Digital" is overlaid in white at the bottom center.

Going-Digital



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**Born-Digital**



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Actionable futurist

# Hackathons



- 01 Your digital strategy
- 02 Becoming Digitally curious
- 03 Scary Slide
- 04 Digital 1<sup>st</sup> Impression
- 05 The Two Tribes



# Andrew Grill

Actionable futurist<sup>→</sup>

**The Actionable  
Futurist  
Podcast**

with Andrew Grill