

the fastest growing occupations will be...

Previewing 1997 & Predicting 1998

According to scholars, Janus was originally worshipped by the Etruscans as the God of Light & Day, often called upon to guard the palace gates. Since he had two faces and the ability to look at both the past and the future, Janus was deemed the appropriate god for the new year. With that in mind, this issue is devoted to previewing '97 and predicting '98.

When you look back on 1997, what are the major worldwide events that stick out in your mind? Let's see how close you come to what the surveys revealed. When you look ahead to 1998, what changes do you think are most likely to occur? Let's take a look at some of those major 1997 events and see if there are any common threads. I'll also go out on that proverbial limb and share some trends I see for 1998.

What were seen as the top news stories of 1997, and is there a connection? 190 Associated Press newspaper editors and broadcast news directors in the U.S. listed the following: the death of Princess Diana; the conviction/sentencing of OK city bomber Tim McVeigh; the death of Mother Teresa; bullish U.S. stock markets; the cloning of a Scottish sheep; the birth of the McCaughey septuplets; the tobacco settlement; and Pathfinder's exploration of Mars.

119 newspaper, radio, television and news agency editors in 43 countries outside the U.S. listed the following: Princess Diana's death; Hong Kong handover; Asian currency crisis; Mother Teresa's death; Tony Blair elected British prime minister; Deng Xiaoping's death; and the mideast peace process bogging down.

700 visitors to the AP's Internet site

listed the following: Princess Diana's death; the trial of Timothy McVeigh; the death of Mother Teresa; Hong Kong handover; Pathfinder's Mars mission; the cloned sheep; stock market turmoil; and the tobacco settlement.

Four of the events showed up on all three lists: the death of Princess Diana; the death of Mother Teresa; the cloning of a sheep; and the stock market turmoil. What are the

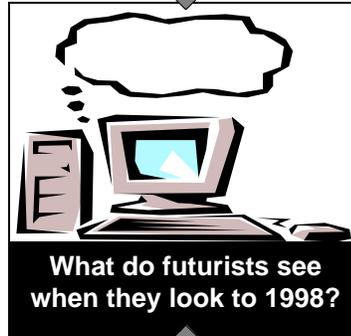
common threads? Could it be a sense of loss, and vulnerability, along with a fear of the unknown?

What do futurists see when they look ahead to 1998? First of all, they know the future is not predictable. They research and follow trends, then try to suggest things that might happen in the future, enabling people to decide for themselves what they want to make happen. With that in mind, here we go!

1998 will very likely see the following: the U.S. economy will stay robust, continu-

ing to enjoy low unemployment and low inflation; mega mergers and banking consolidations will continue; the shrinking labor supply will see continued entries of students, retirees, and homemakers into the labor force; high technology companies and plastics factories will be the hardest hit as shortages of skilled workers remains the most acute.

There will be huge numbers of job gains as well as huge numbers of lay-off's as companies continue to restructure; consolidation in the U.S. telecommunications industry will continue to intensity; after three consecutive years of



What do futurists see when they look to 1998?

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ple do business.”

(con't from page 1) robust earnings, airlines profits could slide due to competition from smaller rivals; the Disney Company will continue to see double-digit growth; a complete re-engineering of the supply chain will occur, taking advantage of the Web; much faster PC systems will be introduced and accepted as Intel rolls out Pentium II processors and chips; small businesses will continue to rapidly go online; the debate over Java will center around its benefits as a development language; services on the Internet will continue to explode.

1998 will be the year of E-commerce on the Web; corporate IS and IT departments will use the Web to empower customers and create new markets; browsers will become more compatible and will include more features, such as DHTML and XML; companies will use push technology to keep employees informed; bandwidth will increase, due to cable modems, 56k modems, ADSL Lite, and faster corporate connections; Netscape will build a better browser and stop charging for it, in order to survive the IE onslaught; healthy eating will become more important than ever, with growing consumption of organic and natural foods; growth in the U.S. electronics industry will outpace that of the economy; prices of PCs will hit close to the \$500 mark.

World trade will continue to expand; more environmental issues will emerge and be acted upon; Western medicine will be integrated with complemen-

tary Eastern approaches, such as acupuncture and naturopathy; Las Vegas will continue as the fastest growing metropolitan area in the country; businesses will move beyond the service economy into the experience economy; big companies will continue to be vulnerable to smaller companies who meet needs faster; smart cards will be used by more and more companies and people; hotels and resorts will find new ways to improve our office home away from office home; personal information will continue to be a hot commodity; cars and kitchens will keep getting smarter; jobs will become increasingly gender-neutral; pets will become more valued; the fastest growing occupations will be in the health care and computer-related fields.

1997 was a year of change, trauma, and triumph. There's no indication that 1998 will be any different. As markets and customers expectations continue to change, we'll see the continued reinvention of the way people do business. I just finished redesigning my Web site at <http://www.technotouch.com/> to better serve my changing market. Take a look at what I've done. I think you'll enjoy it. You know, I've long been a believer that positive growth occurs when we "learn from the past, plan for the future, and live in the now." What predictions do you have that I didn't list? What will you do differently as a result of reading this E-zine to improve your personal and professional life, and that of your company and your country? I'd be pleased and hon-

What's your future hold?

What's to be Thankful for?

At the end of every year, I spend some time taking stock of my life. First, I look at mistakes made & goals not yet accomplished, so I hopefully won't repeat them.

Then I look back at what I've got to be thankful for, at what brought me joy in the year just past.

I'd like to share some of the highlights with you:

- * the birth of my fourth grandchild, Trevor James
 - * the printing of the 2nd Edition of my first book
 - * having my son come home from FL twice this year
 - * a wonderful experience presenting for H-P in Jakarta
 - * precious moments spent with my daughter in CA
 - * helping consulting clients achieve sales success
 - * designing some winning Web site pages for clients
 - * being Chaplain for my local Rotary club
 - * talking to my two older grandsons on the telephone
 - * after my speech, an Exec VP calling me 'endearing'
 - * being together with most of my family for the holidays
 - * getting my most recent book written and published
 - * my grand-daughter telling me she loved & missed me
 - * attending Comdex in Las Vegas with Earl
 - * staying focused, and maintaining my sense of humor
- I also look forward to what I want to accomplish in the next year. Here are some of those goals:

- * continue to enjoy our family closeness and love
- * help my consulting clients achieve their goals
- * complete another book that's roaming in my head
- * get all of my children & grandchildren together at our upcoming family reunion with my Mom
- * keep putting the talents God gave me to good use
- * share the knowledge I've gained with as many audience members in as many countries as I

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