

KEYNOTE / TECHNOLOGY & FUTURE OF WORK

Technology: What's Next?

How emerging technology will shape the way we live and work - and what that future means for people, businesses and leaders.



Why this talk

Technology conversations often get trapped between hype and fear. This keynote offers a more useful view: emerging tools rarely change one job in isolation; they reshape tasks, customer expectations, business models and daily life.

Assembly lines, ATMs, industrial robotics and AI customer service - illustrated by IKEA - reveal a recurring pattern: technology changes the economics of work; imagination shapes the outcome.

What audiences leave with

- Separate durable technological shifts from short-lived hype.
- Understand how technology reshapes tasks, roles, markets and everyday behaviour.
- See why productivity gains can create new demand, services and forms of work.
- Recognise where human judgment, creativity, trust and care become more valuable.
- Use a practical approach to experiment, learn and redesign work before change is imposed.

A PATTERN WORTH NOTICING

Technology changes tasks. Leaders shape the outcome.

01 Assembly line

Faster production enabled manufacturers to scale and employ more people.

02 ATMs

Lower branch costs changed teller work rather than ending it.

03 Industrial robotics

Routine automation supported growth and more specialised roles.

04 AI customer service

At IKEA, routine queries moved to a chatbot; people moved into remote design advice.

A strong fit for

Leadership conferences / future-of-work events / strategy and innovation offsites / transformation programmes / teams navigating technological change.

Format: tailored keynote with optional Q&A, adapted to your audience and event objective.

How to embrace what comes next

Start with work worth improving, not technology looking for a use. Run small experiments, measure what changes and redesign roles around the new capability. Treat technology as a way to expand what people can do - not only as a way to remove cost.

Help your audience meet what comes next with curiosity.

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