

Watts Wacker

FUTURIST | PROFESSIONAL WIZARD | GLOBAL CONSULTANT





FIRSTMATTER

The Journey is Always a Dance with the Future

Watts is the Founder and Director of FirstMatter LLC – a consulting firm based on the principals of ancient alchemists – prima materia.

First Matter’s objective is to make new methods, new metrics and new tools and to bring the future to your organization.

A note about Social Media:

You won’t find Watts on Twitter, Instagram, Facebook, Vine or Snapchat and here’s why... the wizard is ALWAYS an outsider, providing the point of view one cannot get from being in the club/community. Watts studies things from the outside in, not inside out. While he is extremely knowledgeable about social media and its influence(s) on society, Watts stays true to his wizardly ways – the consummate observer of culture – studying social media from the outside rather than as an active participant.

WHO IS WATTS WACKER?

FUTURIST, PROFESSIONAL WIZARD, GLOBAL CONSULTANT, FOUNDER/OWNER/CEO, FIRSTMATTER

Watts Wacker is one of the most celebrated and influential minds in modern business: lecturer, best-selling author, political commentator and - one of the world’s most respected futurists since 1986. By embracing the essence of being and becoming, his unique ability to question the past, future and present has made him a world-renowned professional speaker, consultant and futurist for the past 30 years.

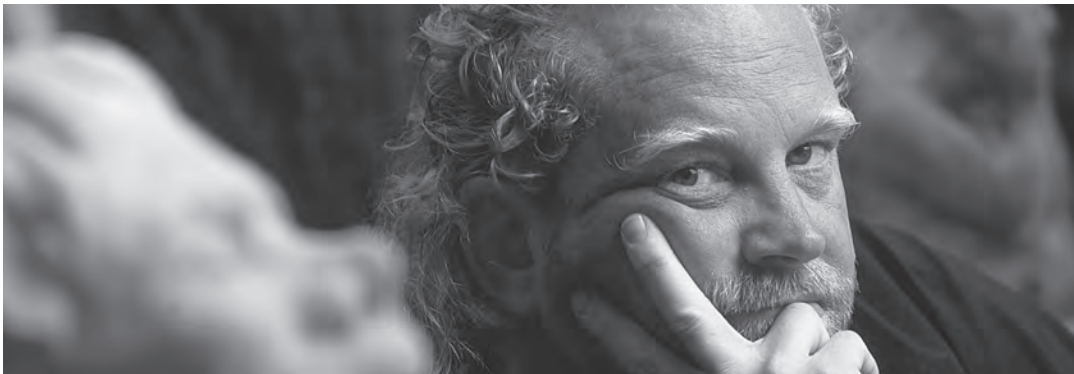
His uncommon versatility and vision have allowed him to consult the world’s top corporations and organizations to navigate the sea of change that is taking hold in the new millennium. Watts was the Futurist at SRI International (the legendary Menlo Park think tank) and spent 10 years as the resident Futurist at Yankelovich Partners. He is heralded as one of the best storytellers alive today.

SPEAKING OPPORTUNITIES

Watts delivers keynotes for corporate internal/external events, non-profit groups, governmental agencies and thought-leadership conferences across the globe.

He creates a fully customized presentation, incorporating powerful and highly communicative graphics.

POPULAR TOPICS INCLUDE:



INNOVATION/INVENTION/CREATION	POPULAR CULTURE
INSPIRATION INFLUENCE/CULTURE	THEORETICAL AND APPLIED ECONOMICS
STRATEGIC PLANNING	CORPORATE REPUTATION
BRANDING	THEORETICAL COMMUNICATIONS/ APPLIED COMMUNICATIONS
TRENDS: BUSINESS AND CONSUMER	DESIGN
GEO-POLITICS AND POLICY	NEW PRODUCT DEVELOPMENT
TECHNOLOGY & ITS IMPACT	FUTURE VISIONS

WATTS' RECENT MUSINGS:

BRIDGING GENERATIONS







As Millennials pass the Boomers as the largest percentage of the workforce in 2016, we will see an ever-increasing power in connecting generations, as opposed to consciousness and strife between them.

FUTURE OF INNOVATION

Over the last hundred years, we've had plenty of sensible, thoughtful failures which brought unprecedented and unforeseeable societal transformations that caught even our greatest thinkers off guard.

CLIENTS

Watts has presented or worked with hundreds of corporate clients including:

ACURA	FOX BROADCASTING	LAND ROVER	
AVIS	GATEWAY	MARRIOTT	
BACARDI-MARTINI USA	GENERAL ELECTRIC	MCI	DIAGEO
BANK OF AMERICA	GENWORTH FINANCIAL	MCKINSEY	
BP	GILLETTE	NESTLE	Genworth 
BUICK	GM	NICK AT NITE	
CHRYSLER	HASBRO	NIKE	
DIAGEO	HONDA	ROYAL DUTCH	
DISNEY CHANNEL	JOCKEY	SAAB CARS USA	
DREAMWORKS STUDIOS	KRAFT	STARBUCKS COFFEE	bp 
DOW	KROGER	YPO NATIONAL	

A FUTURIST'S TOOL

“Futuring is about looking at what could shape one’s future. Visioning, on the other hand, is about deciding the future one wishes to create. Futuring and visioning are not identical, but clearly related. Over the years I have made numerous “guesses,” calculated guesses, as to how the future could unfold. The intention is less about being correct, about a “so called” prediction, and more about helping clients see if they can find themselves in the story. And as a result of finding themselves in the story, to discover what they would wish to do differently in the future... to, in effect, help them create a vision.”

WATTS WACKER

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WATTS' TECHNIQUES TO STUDY THE FUTURE

SCENARIO PLANNING is the study of “givens” to the future and the critical uncertainties against those givens.

TRENDS work because psychographic research works. People consistently overstate, but they overstate with consistency... so we can evaluate people’s dreams, goals and aspirations, fears, anxieties and concerns. We can then see what directions they are headed by tracking those social trends.

OBSERVATIONAL RESEARCH is not done well in America but is done really well in other places. Japanese car manufacturers never asked anybody if they wanted a cup holder in their car. They simply observed people looking for a place to put their cup! They didn’t ask one question. One has to get out of one’s own views. This tool helps you do that.

CONTENT ANALYSIS was invented by the intelligence community to study Germany during WWII. Today it is harder (the multimedia thing) but it is just as effective. Watts has conducted content analysis on subjects like humor and the role of sports in our lives. It takes more time today than it did 50 years ago but it is worth the effort.

ETHNOGRAPHICS is the study of icons and their transference across groups of people. If bipedalness was the greatest moment in humanity, then the fact that we “collect things” is the second greatest. Our ancestors didn’t just keep rocks around to smack their neighbors and therefore steal their food... it always had to be a pretty rock!

MOTIVES A decision is driven by (1) principle, (2) status quests or (3) the need for action. Looking at the world for these cues is extremely revealing and very helpful in assessing people’s future directions.

DECONSTRUCTING THE PRESENT

CONSUMER AGENDA

Millennials see the latest version of a smart phone as having more status than owning a car. Even Baby Boomers (who already have all the 'stuff' one could ever imagine) are seeing that being in attendance at key "events" has more impression than a super-duper car. The Epoch of consumption reached its acme in the 1970s.

ECONOMICS

25 years ago there was not a single business school or college university economics department that had a tenured professor of Behavioral Economics. Today they all have several. "Behavior" is now a science onto itself. As various disciplines mashed-up, "behavior + economics" was born as a discipline. Behavioral Economics has proven that there is something in life called a "fairness factor". People do not make all of their personal economic decisions to maximize their own wellbeing.

TECHNOLOGY

Neuroscience will be a new wave. The dominate science in the 'Industrial Era' was chemistry, during the 'information era' it was physics and today it is biology (especially the brain). Artificial reality is now a given. Moore's Law just keeps rocking along. Artificial intelligence is hard to bet against... and I haven't even brought up cloning yet.

POLITICS

Ever thought about having the right to vote against someone as opposed to voting for someone? Literally taking a vote away from someone. People will engage the political process in a greater degree over the next 20 years. The 2 party system (in America) may have seen it's best days (I have been saying this long before "super-celebrity candidates" have shown up).

GEOPOLITICS

Business is now outside the bounds of law. Laws do not get created to keep up with the pace of business. And, who really knows what Google is, let alone does. Google is a 'lawless company'. Water will be a huge issue. New allies will reorder things. Australia had spent it's entire existence being seen as relevant to the West. No more: Australia has "turned east". Brazil's biggest trading partner is China. Does anybody still think that terrorists will not detonate a dirty bomb?

BUSINESS

A company can no longer differentiate themselves by what they do. They must differentiate themselves by who they are.

THE SOCIAL AGENDA

Every person is a content creator and a broadcaster. "I am the media." – Watts Wacker



Watts Wacker's multifaceted approach and vast knowledge base has allowed him to curate accurate visions that have proven the test of time (some over 30 years). Many of his predictions are delivered in his custom keynote speeches along with advanced graphic-driven presentations. A sampling of Watts' visions in various industries is listed below:

IN THE FIELD OF TECHNOLOGY

- In 2005, Watts predicted that in 25 years, literacy would become the ability to read and write computer code.
- Watts identified "The Right to be Forgotten" in 2005, which would sweep in popularity and which occurred in Europe and is now a hot subject of debate in America.
- In 1995, he predicted that augmented reality would be a reality in less than 30 years.

AUTOMOTIVE INDUSTRY

- In 1999, Watts stated that automobiles had already lost their eminence as an archetypical status symbol.

ECONOMICS

- In 2014 at a hospitality retreat with 40 top hospitality executives, Watts told them "you do not want to be on the wrong side of history" in regards to minimum wage. It has become a massive issue since then. Watts has created a 3-day curriculum for the same hospitality retreat 4 times in the last 20 years.

FINANCE

- Watts is quoted stating "the tsunami is coming" in 2002, relative to the US financial markets in 2008.

FOOD INDUSTRY

- Predicted that "GMO's would be outed in 2005" as well as the huge rise in issues regarding food safety.
- Predicted the rise of the concept of the drive-thru, which happened due to the success of the Avis Rapid Rover Return.

GEOPOLITICS

- In 1986 Watts stated that it is imperative to "watch China".

SOCIETAL CHANGE

- Watts coined the phrase "The Goodness Business Model" in 2002.

PERSONAL VISIONS

- Watts coined the phrase "Way of Life" vs. living a lifestyle, as a change in society in 2005.
- Created the communication slogan "Imagination At Work" for GE.

OTHER NOTABLE PREDICTIONS

- Predicted 25 years ago that Halloween would become the 2nd largest lucrative holiday after Christmas. It did.
- Predicted 22 years ago the absolutely tectonic changes that the internet would create. It did.
- Predicted 18 years ago that Fox Network(s) would have tremendous success. It has.



TESTIMONIALS

Watts is considered a "must quote" by the Associated Press.

"One of 21 socially important people we selected to make a prediction for the 21st century." *The Science Channel*

"On our list of the 50 most influential business thinkers in the world." *Financial Times*

"When government gets serious about reinventing, Watts will be in the president's cabinet." *Fast Company*

"He's been invaluable to us," says Avis' Ron Masini (VP Product/Program Development), "He tells us what he sees: 'These will be the influences on travelers over the next several years.' He also suggests specific services. He proposed that we use handheld computers to supply customers with flight information. We've made commercials around that service."

"When we asked ourselves who was the best speaker we have had in the last 10 years? Watts Wacker was the answer." *Public Relations Society of America*

WATTS WAS TITLED
"FUTURIST"
FOR THE FIRST TIME IN
1986

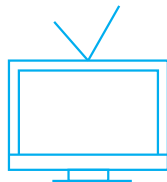
WATTS' FIRST BOOK, 500 YEAR DELTA,
IS **REQUIRED READING** FOR THE
NASA ASTRONAUT PROGRAM



WITH 500+ KEYNOTE SPEECHES THROUGHOUT
HIS CAREER, WATTS HAS SPOKEN TO OVER
1,000,000 PEOPLE ACROSS THE GLOBE

WATTS SPENDS
20-25% OF HIS
TIME
DOING FIRST-HAND
RESEARCH AND
DEVELOPMENT

WATTS HAS BEEN
A **TRUSTED EXPERT**
FOR OVER 30 YEARS



Making TV appearances on such programs as:
Good Morning America (frequent guest), CNN,
Today Show, NBC Evening News, Imus in the
Morning (Watts as his pollster), MSNBC and The
Nightly Business Report (Commentary & Editorials)
FOX & FOX News (original consulting pollster), CNBC

WATTS WAS ONE OF
20 INDIVIDUALS SELECTED
BY THE SCIENCE CHANNEL
IN 2000 TO MAKE A PREDICTION
FOR THE YEAR 2100

WATTS HAS **19**
BEEN HIRED BY
BILLIONAIRES



WATTS ONCE WON 5TH PLACE IN A WORLD CHAMPIONSHIP
PORK BBQ COOK-OFF IN MEMPHIS, TN

AWARDS/ ACCOLADES

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- TIME MAGAZINE **PERSON OF THE YEAR 2006**
- **ADDY AWARD WINNER** FOR B&W PRINT AD 1987
- AIGA – PROFESSIONAL DESIGN ASSOCIATION FOR **BEST BROCHURE 1996**
- YOUNG & RUBICON ADVERTISING **“NO SUITS” AWARD 1993-1995**
- **PRODUCER** – THE “INNY” AWARDS” HASBRO 2006 & 2007
- **PRODUCER** – ADIDAS AIT (ADIDAS INNOVATION TEAM):
MUSEUM OF SPORTS INVENTION INITIATIVE '06
- **CONTRIBUTOR** – PHILIPS: MUSEUM OF THE FUTURE INITIATIVE 1998 & 1999

PRESS

Watts Wacker's unique approach to business, life and its' future has been chronicled in such publications as:

Chicago Tribune

Los Angeles Times

FAST COMPANY

The New York Times

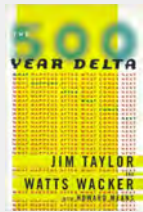
FINANCIAL TIMES

The Telegraph

Forbes

WIRED

THE 500 YEAR DELTA



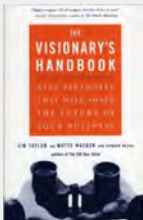
The 500 Year Delta - international best-seller, translated into 10 languages, selected for NASA Library and awarded a top 5 "editors choice" selection on Amazon.com 1997 book list.

"500 Year Delta was the best anything of 1997."

Sigourney Weaver

"The latest work from Watts Wacker shows that he is a true business wizard." Leo Kiely (CEO, MillerCoors LLC)

THE VISIONARY'S HANDBOOK



The Visionary's Handbook is continually required at many of world's leading business schools.

"Just the idea of looking at the creation of your future as a serial experience, as is done in The Visionary's Handbook, is a breakthrough for business planning and especially for one's own life. A must read." Christopher Forbes (Vice Chairman, Forbes Inc.)

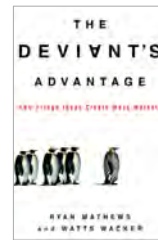
WHAT'S YOUR STORY



2007 finalist for advertising/marketing book of the year.

"An intriguing and instructive discussion on the power of storytelling in the business arena and beyond." Douglas R. Conant (Former President + CEO, Campbell Soup Company)

THE DEVIANT'S ADVANTAGE



The Deviant's Advantage received tremendous reviews from Time Magazine, Fortune, The N.Y. Times, and The Harvard Business Review.

"Engaging... often humorous..."

the authors take an anthropological approach to corporate innovation that is refreshing." The New York Times

"Skilled raconteurs, the authors are at their best when chronicling the progress of deviant ideas like Las Vegas and Hello Kitty." Matthew Foyle (Fortune)

"If you haven't yet made the observation that everything around us, including time itself, is accelerating, you most certainly will after reading The Deviant's Advantage... While many within the current generation of business leaders grapple with the reality of paradox in their business lives, a new breed of leaders who have embraced apparent contradictions, and harnessed aberrant concepts are emerging, and will lead in the future, within a world of devox." Randy J. Rose (Former President, Energizer Battery Inc.)

CONTACT

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DR. THOTH - THE FIRST ALCHEMIST

“ No one is less ready for tomorrow than the
person who holds the most rigid beliefs
about what tomorrow will contain. ”

WATTS WACKER
