

## The Big AHA—How to Future-Proof Your Business

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AHA is an acronym that stand for Awareness, Humility and Action.

### **The ten trends optical industry leaders must be aware of are:**

- Wearable Technology
- 3D Manufacturing
- Wireless Mobility
- Nanotechnology
- Robotics
- The Internet of Everything
- Genomics
- Computer Processing Power
- Big Data/Data Analytics
- Collaborative Consumption

**These ten trends will transform everything from how glasses and optical devices are manufactured to who will wear them and how they will be purchased. Each change will require humility. Among the strategies for enhancing humility are:**

- Accept the need to unlearn
- Learn to embrace ambiguity
- Understand failure is a necessary and integral component of the learning/unlearning process
- Find a reverse mentor

**The best way to predict the future is to create it yourself. Creation, however, requires action. The five actions optical industry leaders can take today to create a successful tomorrow are:**

- Take a Think Week
- Conduct a “pre-mortem” on your company
- Hire a “chief white-space officer” and/or “chief unlearning officer”
- Create a culture of experimentation
- Keep an open-mind to the impossible.