

# Targeted Teaching Topic



## GAZING AT THE FUTURE

*Future Trends, The Top Trends That Will Reshape the World for the Next 5, 10, and 20 Years* by James Canton, Ph.D., offers fascinating, and sometimes scary views of how our world is changing. The smart entrepreneur takes advantage of changing conditions, so this book may be a good read for anyone wanting to catch the next big trend, turning it to their advantage.

Dr. Canton is a renowned global futurist, social scientist, author and business advisor. He has been analyzing and forecasting the top trends shaping business, markets, and society for more than thirty years.

One of the top trends that he foresees is the continued transition to and dominance of an Innovation Economy. In his words, "The Innovation Economy, a new convergence of economics, democracy, trade, and technology, will determine the future leadership of nations, productivity of business, and wealth of individuals."

Also, he says that the mantra of the Innovation Economy is:

- Free Minds
- Free Markets
- Free Enterprise



The key for entrepreneurs, and the ability of the United States to maintain its global economic leadership, depends on speed and adaptability. It means spotting new trends and new ideas and capitalizing them quickly, before others can. That means giving up "old think" and "this is the way we have always done it." Knowledge and creativity will be the means to success. The new capital is intellectual capital (brain power).

### Current Trends to Consider

- Robots
- Nanotechnology (manipulations of matter at the atomic level, producing new drugs, fuels, materials, and machines)
- Environmentally friendly products
- Senior services like non-medical health care
- Baby boomer services such as career counseling
- Kid's services such as party planning



### Future Trends Predicted

- Energy issues (declining fossil fuel reserves, need for alternative fuels)
- Health issues (genetics, DNA mapping, longer lifespans, emerging diseases)
- Climate changes (water shortages, increased storm losses, pollution)
- Nanotechnology

Sources: *Future Trends, The Top Trends That Will Reshape the World for the Next 5, 10, and 20 Years* by James Canton, Ph.D., Dutton Press, September 2006; *Trend Hunter*, <http://www.trendhunter.com/>, *Top Trends for 2007*, by Kate Maddox, BtoBOnline.com, <http://btobonline.com/article.cms?articleId=30120>.

## SO, WHERE DID THE WORD 'ENTREPRENEUR' COME FROM?

Since it is hard to spell for many and hard to pronounce for others, some may wonder where this word actually originated.

By doing some Google searching, some tidbits and trivia may be useful the next time you are questioned about it.

The origin is Old French, from *entreprendre*, to undertake.

The word was brought into the English language by an Irish Economist named Richard Cantillon who lived between 1680 and 1734. He spent a large portion of his

life living in France, which is why he coined the term and entered it into the English language.

***We find that probably the best way to revitalize rural America is to provide entrepreneurial training.***

— Congressman Tom Osborne  
Third District, Nebraska  
June 7, 2006 testimony in the House of Representatives supporting the adoption of HR 699, establishing a National Entrepreneurship

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For timely information on topics related to entrepreneurship and entrepreneurship education (K-20) at the local, state, regional, national and international levels and to share information with others, sign up for the Nebraska Entrepreneurship Education Listserv log on to:

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