



## **Future IT Trends Disruptive Technology**

No matter the what a company's goals are, creating a business plan that has been strategically thought out is imperative to see objectives through. Without a plan that details what steps will need to be taken in order to hit an organization's target, there is no telling how or when goals will be met. Predicting how markets will react to changes in the business world in years to come should be a key factor in any business's strategy. By incorporating these projected market trends, organization's can be better equipped to handle the twists and turns that the future may bring. Understanding what lies ahead can be the difference between staying far ahead of the curve and barely staying afloat.

However, predicting future trends is not always cut and dry, as markets and industries often transform at a rapid pace without showing any indicators that change is coming. When this is the case, those organizations and individuals who were able to foresee change are likely the ones prepared to adjust and innovate. At Burrus Research, we believe that there is no better way to strategically plan for the future than to incorporate the future into the present. By taking into account trends that are guaranteed to happen, businesses can be ready for the demands that the future will hold.

These Hard Trends are a key factor in our CEO, Daniel Burrus's, proven methodologies. Daniel is an expert in future trends and has been predicting which technologies will dramatically affect future markets for decades. By accurately identifying these cutting edge technologies, Mr. Burrus has given thousands of businesses, executives, and team leaders the tools necessary to use Hard Trends to accelerate growth. Through his powerful keynote speaking and invaluable strategic advisory services, Daniel has changed the course of corporations, big and small, across the globe.

As an IT trends futurist, Daniel is a leading technology forecaster. He is recognized as one of the top three business gurus in demand as a speaker, as his positive attitude and added humor give audiences a sense of relief while discussing a topic that tends to be uncertain. Because Burrus has designed a methodology that has consistently predicted technology driven change, Daniel will undoubtedly help any business innovate before their competition. By providing a competitive advantage to his clients through his knowledge and understanding of future markets, Mr. Burrus provides a platform for organizations to discover new opportunities first.

Employing Daniel's tools allows companies to learn how to better prepare for customer needs, anticipate problems, and foresee disruptions within their markets. Businesses tend to fear the possibility of new, unsettling technology rather than leveraging the technology to create game changing strategies to revolutionize their industries. By predicting when and what disruptive technology will shake up their industry, organizations can harness the technology to benefit their business. Tapping into technological changes before they occur gives companies the power to better adapt to what the future will hold.

Understanding future trends is a dynamic tool in being able to accurately plan for what lies ahead. Creating a business strategy that places value on which technologies are going to shake up the markets in which an organization operates is important in order to stay ahead of competitors. Daniel Burrus has a knack for setting organizations up for long term success by providing insight on new opportunities and breakthrough innovations. There is no better time than the present to be prepared for the future and plan for the inevitable.



**About the Author:**

**DANIEL BURRUS** is considered one of the world's leading technology forecasters and innovation experts, and is the founder and CEO of [Burrus Research](http://www.burrus.com), a research and consulting firm that monitors global advancements in technology driven trends to help clients understand how technological, social and business forces are converging to create enormous untapped opportunities. He is the author of six books including The New York Times best seller [Flash Foresight](#). This article is reprinted with permission. Reproduction without permission is strictly prohibited. For reprint permission, contact Burrus Research, Inc. at [office@burrus.com](mailto:office@burrus.com).



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