

## **ERICA ORANGE'S THREE CORE TAKEAWAYS:**

1. COVID Accelerator Effect: What once may have taken years of R&D, meetings, strategizing, planning, etc. is now being done in months. What once took months is now taking weeks. Long-delayed initiatives have suddenly been rolled out at scale overnight. Businesses will be forced to reengineer their entire operations, supply chains and workforces to prevent future disruptions from putting them out of existence.
2. Global circumstances have changed to bring about an era that will usher in massive changes to human labor – and the accelerated disintermediation of human labor across a wide range of sectors. This will undoubtedly be one of the most fundamentally important outcomes from the current pandemic. This is forcing whole industries to pivot in real-time, and permanently, in response.
3. The term “innovation” has basically morphed to mean linear progression. But today, what becomes critical is liberating your thinking to push away any perceived impediments or obstacles. Even if what you come up with may seem unrealistic or implausible, it gets you thinking more bravely and more positively about possible futures...because the future will demand both rediscovery and reimagination of all that we do, and how we do it.