



“ **TODAY**
is always a
transition

point,

it is in the

MIDDLE

of where we are

AND

where we want **TO BE**



CHANGE
is the
CONSTANT

baby
boomers



● millennials

● infrastructure



● new business models

● products



● services

“

we are in the midst of
creating experiences
that must engage vast-ly
different and diverse
populations

”

BEHAVIORAL PROGRAMS

ENGAGE MOTIVATE

EMPATHY BIG DATA

SAVVY MARKETING

DATA DRIVEN DESIGN

FEEDBACK LOOPS

111(D)

POLICY



“

moments of change
are moments of
opportunity

”

NEW PLAYERS

FRIENDS COMPETITORS

INVESTMENTS IN R&D

RIGOROUS EM&V

EVOLVING

RELIABLE

POWER

TODAY'S
GOALS



“

how do we think
critically about
where we go next

”



“

IT'S TIME FOR A CALL TO

ACTION

What questions will you ask that will change the way we think? What solution will you offer that will take this industry to the next level? How will you inspire and engage your customers? How will you embrace uncertainty and provide them with solutions that enable their

DREAMS?

How will you take us into the future?

”

SO I ASK YOU,
how will you 'be
disruptive today?