BUSINESS ANNIVERSARY SPEECH

FOR

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INTRODUCTION

Hello everyone and happy anniversary!! I want to congratulate all of you and especially (**name the principles or those particularly responsible for having you there**) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for persevering and growing this business to what it has become today. You’ve taken your vision up to the present… **So!** What’s next? To some, you may be divining the short-term future and thinking, (**You can say this if you’re in a setting where a meal is being served**) **Dessert**! (**Or More Coffee!, etc or if in a plain convention center setting you can say**) **Bathroom Break**!! Well, although those responses clearly define an aspect of a future action, I’m here to guide you a little further-to take you on a trip to learn to identify and distinguish how to forecast what the future holds for you. As you learn these tips and tools, you’ll begin to see how I earned my “stripes.” (**Show the slide of you in the “From the Future” tee shirt**.) Let’s face it. Everyone is overexposed to information of all kinds, No one is smarter than a fifth grader any more-because their fingers move too darn fast on those little teeny keyboards, and as soon as we say something, it’s old news. It’s also the good news. Our way of life and receiving information is transforming. It’s time for us to be open to that change. Embrace the future and it is yours.

The first twenty years of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (**Name the company**) places us at the dawn of the democratization of the social technology age. People kicked and screamed a bit, but eventually most climbed on board. For businesses, it was a little easier-we had to be computer savvy in order to communicate. Think of the innovations you’ve taken advantage of since 1994. Now imagine where you’ll all be in twenty years. Forecasting is really a matter of being able to clearly view the present, identify the trends and chart the course for where your business will go. This takes openness, vision, and confidence in your ability to lead. I asked a little while ago, “What’s next?” We’ll discuss how to “Please the future you.” We’ll identify who you are in business-whether you are an “idea monkey” or a “ringleader,” who your business soul mates are-the ones that can **work with you** to enact your vision, we’ll discuss how many of you truly believe you can change the world, but mostly we’ll discuss how you can adapt yourselves to sustain even more clarity and success in the future and the **FUTURE** future. In the past people laughed at Columbus’ claims that the world was round. Today we hear that Amazon is preparing to deliver packages by drones. Of course if the FAA had some futurists among them, we may not have to wait until 2015 for our first drone deliveries! Let’s face it. That concept took vision. The future is NOW. Yogi Berra may have said, “It’s tough to make predictions, especially about the future.” Of course it is, but part of being an idea monkey or a maverick in business is to access your gut and trust it. Today we’ll explore how that’s done.

CONCLUSION

Futurist Faith Popcorn has said, “Too many marketers assume future will hold back and wait until they’re ready for it. It won’t.” Welcome to the future! At least it was a half hour ago. Now it’s time to take what we’ve discussed, question what you see, and focus on the essence of what progress looks like for YOU. Embrace information and technology and trust your gut, because no matter what innovations we are privileged to take advantage of in the future, nothing replaces human intuition. There’s still a lot of work to be done in divining what’s next and what’s after that, but there’s new ways to work. Pay attention. Be observant. Be present in every phase of your business dealings. Now, more that ever, success will belong to those who are prepared from all angles-those who are ready to get to the next step. Keep those senses fine-tuned and remember to be conscious of the tools at your disposal-learn how to use them. Remember when excel was scary? HA!! You can do it!! The more we all develop a working knowledge with our own “Innovation toolboxes,” the more valuable we will be to ourselves, the success of our companies, and the efficiency with which we are able to navigate well into the future.

Once again, I congratulate you on a great first twenty years, and as an avowed futurist, I **KNOW** I’ll be hearing great things about the next twenty years-and beyond-for all of you!! Thank you all!