



ITINERA
Expertise - Pathways - Impact

www.itinerainstiute.org

“The telephone has too many shortcomings to be considered as a serious means of communication”

1876 Western Union memo

“Everything that can be invented has been invented”

1899 US Patent Office

“Who the hell wants to hear actors talk?”

1927 Warner Brothers president

“I think there is a world market for maybe five computers.”

1943 IBM president

“640 kilobytes ought to be enough for anyone”

1981 Bill Gates (Microsoft)

DEMAND

Services & ‘cost disease’

Technology

Globalisation

SUPPLY

Sociology & diversity

Demography

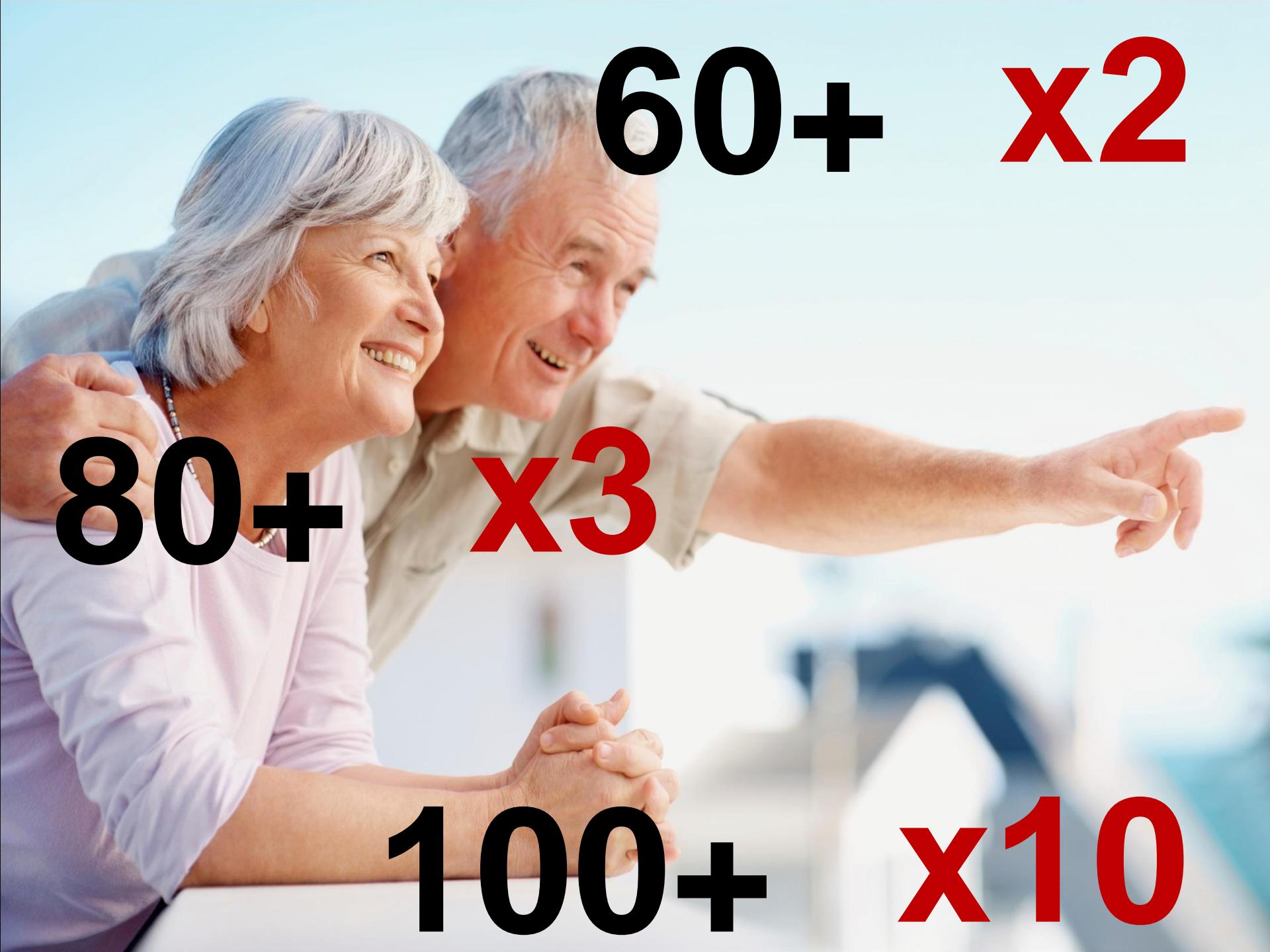




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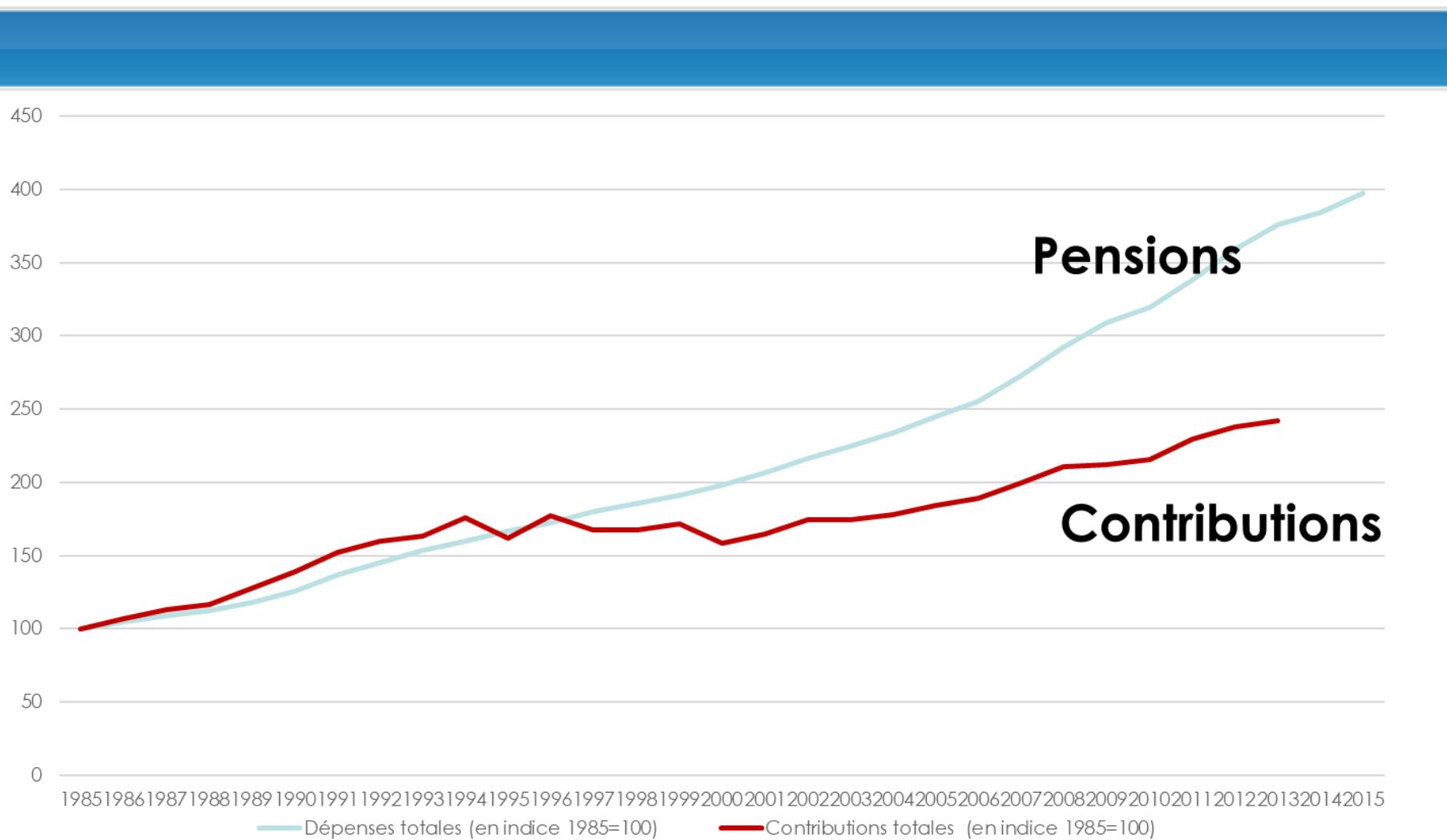
“KNOWN KNOWNS”

A photograph of a smiling senior couple, a man and a woman, looking out over a body of water. The man is pointing towards the horizon with his right hand. They are both wearing casual clothing. The background shows a bright, slightly hazy sky and some distant land or boats.

60+ x2

80+ x3

100+ x10





2.100.000



3.150.000

A pink piggy bank is partially submerged in water. The top half of the piggy bank, including its head and ears, is above the water surface, appearing pink. The bottom half, including its body and tail, is submerged and appears dark teal or blue-green. The water is clear and reflects the piggy bank's colors.

105%

400%

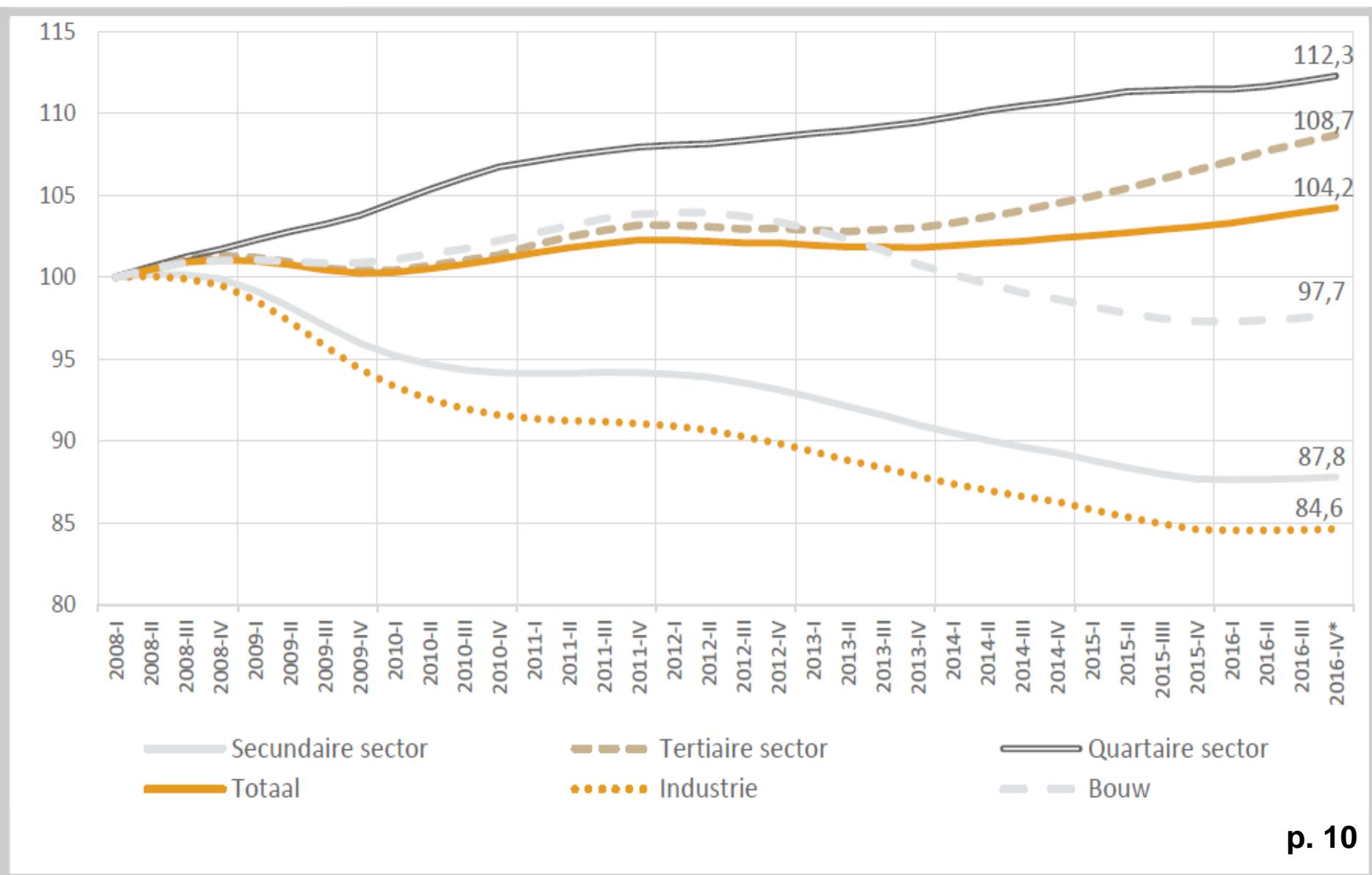


4%

8,5%

20%

FRANKLIN



Uitweg voor de zorgsector?

- ➡ Word productiever
- ➡ Verhoog prijzen
- ➡ Verhoog bijdragen/belastingen
- ➡ Privatiseer (sluipend)
- ➡ Al het bovenstaande...



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“KNOWN UNKNOWNS”



Work anywhere, with anyone

Compete with everyone

Instability and diversity

Talent is global

Mediocrity is local

Networks, platforms, swarms

3

billion



**Generations
Cultures
Genders: feminization
Family structures**



Loss of mastery v serial master

Shrinks the world
Fragments our time
Zaps jobs, amplifies jobs
Mega-company, micro-
entrepreneur?

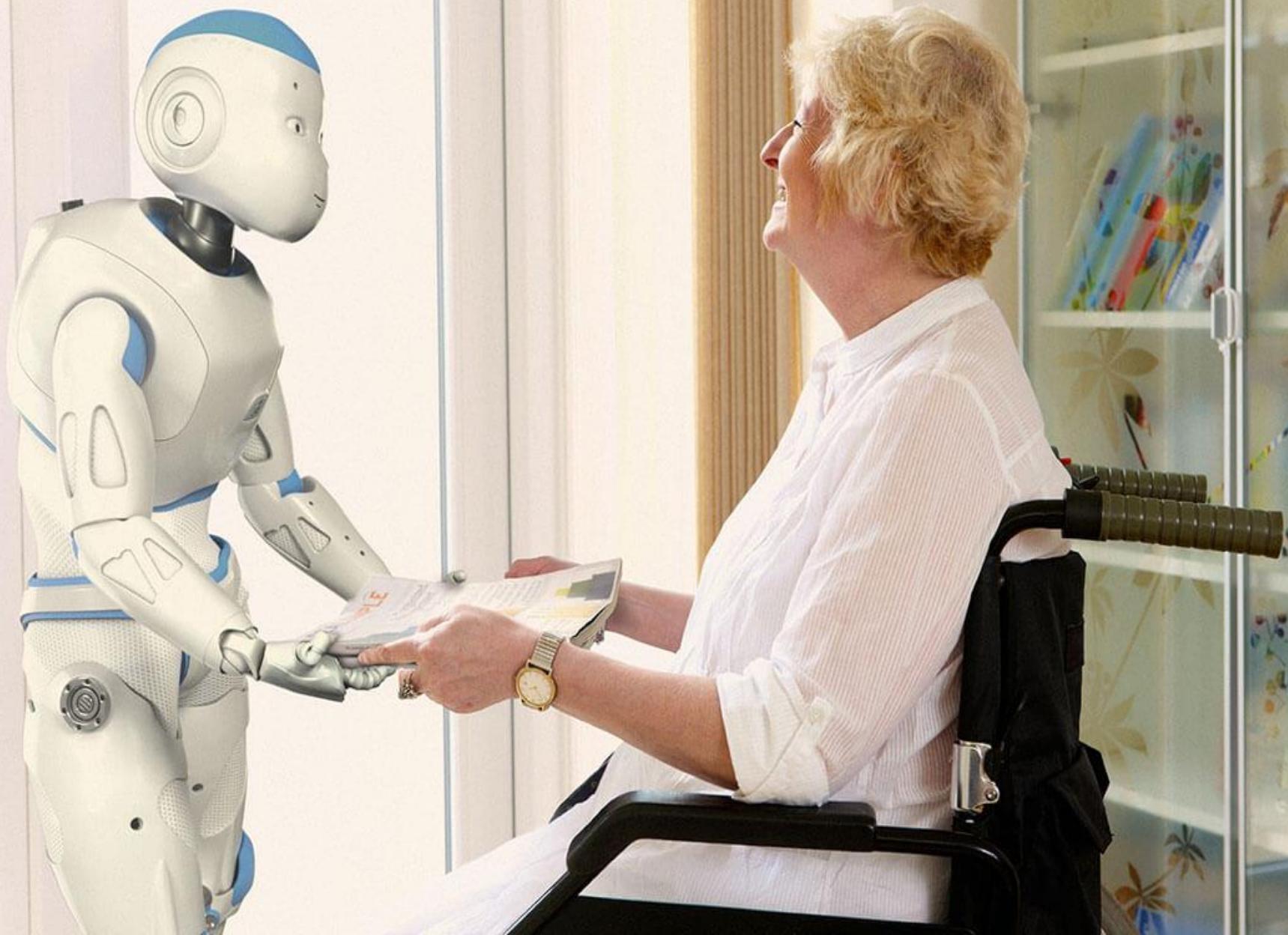
Blurs boundaries
New freedoms



ROBOPOCALYPSE









CONCLUSIES (?)

Essentie

- ➡ **Er is veel werk aan de toekomst van werk**

AANBOD

- ➡ **Ontgroenen, her-groenen en ‘Greyxit’ = structurele talenten-schaarste & -concurrentie**
- ➡ **Enige talentreserve is hoog-hangend fruit**

VRAAG

- ➡ **Technologie:**
 - Zal meer de mens aanvullen dan vervangen
 - Zal mee de switch van zorg naar welzijn helpen maken
 - Zal geld kosten in een zorgsector die budgettair gekneld zit

U.S. Enters World War I



32
USA

I WANT YOU

1998

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