point four hours a day like that’s a
quarter of their life you know
specifically engrained with technology
we’re talking so much about technology
but how do businesses really bring that
human touch to technology that’s able to
effectively meet people’s needs as well as
their values yeah and I think that’s
just it is that companies are starting
to realize that they’re not just selling
products anymore they’re actually being
integrated in their lives and so the
same way that people are realizing the
technology is shaping them is that their
expectations for the companies of what
eyou're going to do is changing the way
that companies are acting and
interacting with them no but more than
that is that if I'm actually going to be
interacting with my kids if I'm gonna be
relying on uber or lyft to get to my job
you know if you're gonna be doing these
important things and relying on
technology you know to do it is that not
only do I have to provide it something
that's gonna be you know fundamentally
valuable is that it's also needs to be
something that actually reflects my own
values and this is that new conversation
that we think the big winners in the
next generation of technologies are
going to be the companies that not only
provide value but also provide values at
the same time why is it important for
businesses in 2020 to focus on the trust
factor yeah I mean the trust factor is
really there because if you don't trust
the companies then you're one you're not
gonna use the products and then two
you're also gonna not be able to create
new products on top of all and so when
people start to ask questions about
privacy when they start
asking question about trust is the trust
is going to become that currency that's
going to be the currency that says I'm not
gonna be able to build those next generations of services unless I have people who are gonna trust me enough to actually start to manipulate start to change and start to mold their lives I think it's fair to say when you look at businesses today many of them are feeling overwhelmed and when we think about tech vision 2020 and we tie together all of the different themes what should businesses do in terms of moving forward you know moving forward what we're really asking businesses is to at this point stop looking at just the products and services they're pushing and take a step back to figure out what are the models that they're using to deliver those services and what we're seeing is there's a I'll call it a tech clash you know not a tech lash because everybody's still using technology but rather a tech clash you know in that people want to use that technology you know but companies have to realize that it's not just the products and services they're providing but it's all of the other pieces around it you know one of which is going to be trust what do you think is the biggest opportunity for businesses yeah I mean the opportunity here is enormous because what we're really talking about is people letting companies into their life enough to not just hand them tools but rather work with them and partner with them in order to you know chase after goals and there's so many options that says once I and understand what
somebody's outcomes what some of these goals are is it that the services I provide don't become a couple of services that become a lot of different services that can really differentiate you from what's out there how can businesses that adopt the trends and tech version 2020 use them to succeed well I think that the way that they're going to be using them in a different way is they're using them in order to be able to drive that next generation of change to drive themselves so that they're closer to their customers you know drive themselves so they can partner better with the world [Music]