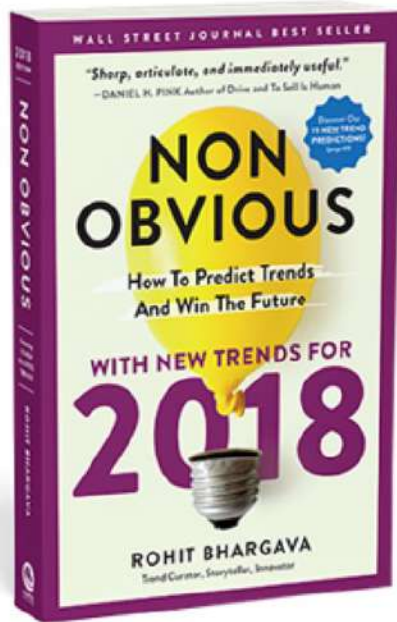


JULY 24, 2018 | Presented at CEMA Summit 2018

How To Think Like An Innovator

Rohit Bhargava

Trend Curator, Marketer & Nice Guy



THIS GUY IS A
CREATIVE



AND THIS GUY
IS A SUIT



BUT WHY?





Ed Sheeran "Grade 8" - NP Sessions

NPM
NOW PLAYING MAG

Now Playing Magazine



Subscribe

832

73,853





Ed Sheeran "Grade 8" - NP Sessions



▶ ⏪ 🔊 2:05 / 3:54





Ed Sheeran "Grade 8" - NP Sessions

NPM Non-Playing Magazine
Subscribe



WHAT IF ...

**YOU COULD SEE THE
THINGS THAT OTHERS
MISS?**



disruption



The **AIRPORT** of Today ...



The **AIRPORT** of the Future?



The **CITIES** of Today ...



The **CITIES** of the Future?



Munich, Germany



Nanjing, China

The **WORKPLACES** of Today ...



The **WORKPLACES** of the Future?



The **EDUCATION** of Today ...



The **EDUCATION** of the Future?



The **EVENTS** of Today ...



The **EVENTS** of the Future? ...



WHAT WILL IT TAKE
TO WIN THE
FUTURE?



NON-OBVIOUS THINKING!



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THERE ARE

3

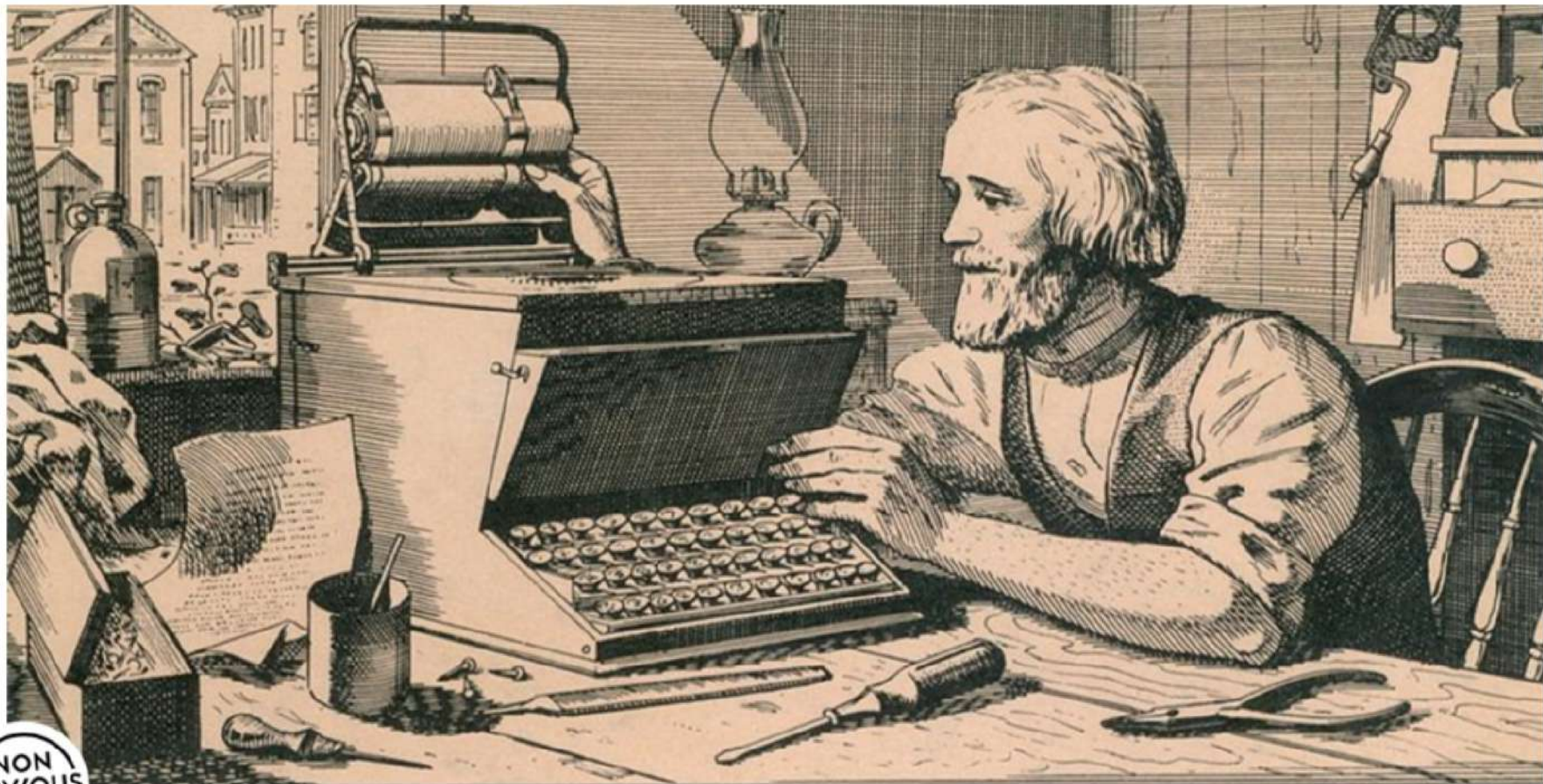
BARRIERS TO
THE FUTURE
WE MUST CONQUER



1 BEST PRACTICES

The “best” method rarely stays the same.













OUR **HABITS**
ARE HARD TO
UNLEARN.

UNQUESTIONED ASSUMPTIONS

Undeniable facts we feel we have always known.





dyson







MAKING THE WRONG
BASIC **ASSUMPTIONS**
CAN DOOM YOU.

BELIEVABILITY CRISIS

It is harder to earn trust than ever before.



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He's one of the busiest men in town. While his door may say *Office Hours 2 to 4*, he's actually on call 24 hours a day.

The doctor is a scientist, a diplomat, and a friendly sympathetic human being all in one, no matter how long and hard his schedule.

According to a recent Nationwide survey:

**MORE DOCTORS SMOKE CAMELS
THAN ANY OTHER CIGARETTE**

MyConfinedSpace.com



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INCÉ
WORLD

GAB
GIF
FIGH
GUN O

P

HE

**WARNING: THIS IMAGE HAS BEEN
RETOUCHED TO LOWER YOUR SELF-ESTEEM**



All Natural



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Drohitbargava | #nonobvious

FREE BEER,

TOPLESS
BARTENDERS,

AND FALSE
ADVERTISING

MAIN STAY

ROCK BAR

DONUT SEEDS

NET WT. 1 1/4 OZ



DONUT SEEDS

NET WT. 1 1/4 OZ



YES, THESE ARE
CHEERIOS!



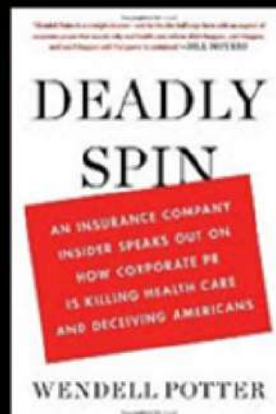
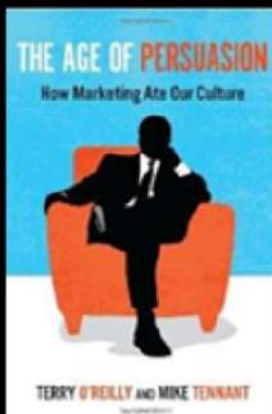
MIND CONTROL M_ARKETING



Scientific Selling Triggers So
Persuasive That Your Competitors Will
Think You're

'Cheating'

By: *IHonestlyThink.com*

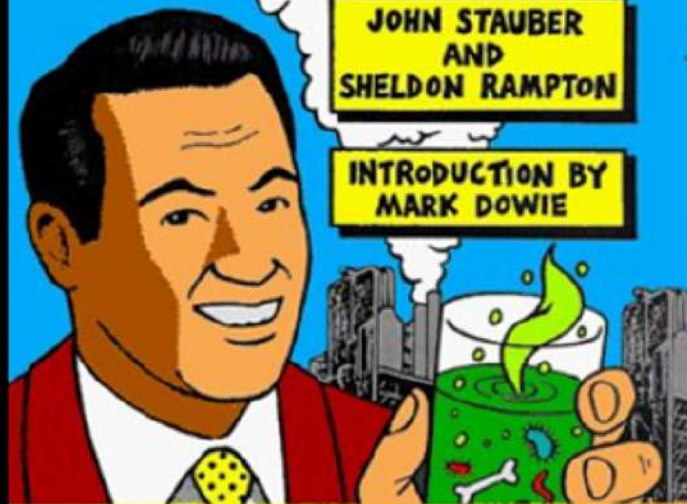


**TOXIC SLUDGE IS
GOOD FOR YOU!**

**LIES, DAMN LIES
AND THE PUBLIC
RELATIONS INDUSTRY**

**JOHN STAUBER
AND
SHELDON RAMPTON**

**INTRODUCTION BY
MARK DOWIE**



"Terrific! Don't miss it."

—Molly Ivins



McDonald's



Chemical in McDonald's Fries Could Cure Baldness, Study Says



Japanese scientists may have discovered a cure for baldness—a...

N Newsweek · 5 hours ago · ⚡



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*Today is how it would feel if
Bolivar, MO's weather and Elko,
NV's weather had a kid*



VIDEO

POLITICS

SPORTS

SCIENCE/TECH

LOCAL

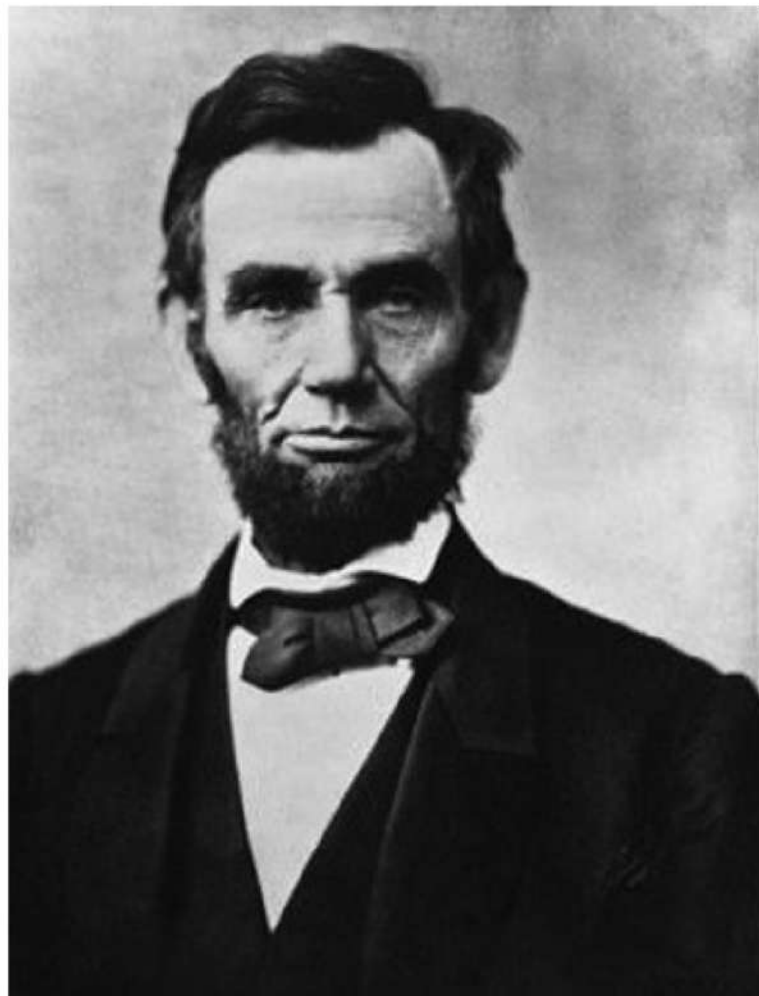
ENTERTAINMENT

New Study Finds 85% Of Americans Don't Know All The Dance Moves To National Anthem

NEWS • Our Annual Year 2012 • News • ISSUE 48•27 • Jul 4, 2012



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“Don’t believe everything you read on the Internet just because there’s a picture with a quote next to it.”

—Abraham Lincoln





REAL **TRUST**
IS HARDER TO
EARN TODAY.

THE GOOD NEWS ...
YOUR EVENTS CAN
SOLVE ALL OF THESE
PROBLEMS!



UNDERSTANDING

TRENDS

CAN HELP YOU ...



BE MORE STRATEGIC
DELIVER REAL VALUE
IMPROVE THE EXPERIENCE
CREATE MORE ENGAGEMENT



THE TREND RESEARCH

5 Trends Every Event Marketer Should Know (And Use)



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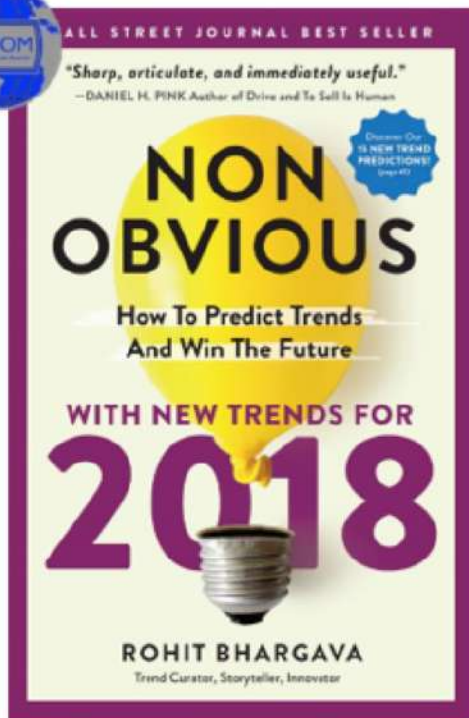
WHAT IS A NON-OBVIOUS TREND?

**A UNIQUE CURATED
OBSERVATION OF THE
ACCELERATING
PRESENT**



ABOUT THE ANNUAL TREND REPORT

8 YEAR TRACK RECORD | READ AND SHARED BY OVER 1 MILLION PEOPLE!



TRANSLATED EDITIONS



ANNUAL TREND RECAPS AND RATINGS

2014 Technology & Design Trends	2014 Economics & Entrepreneurship Trends
<p>What the Year? The year's technology trends are heavily focused on the user experience and the rise of mobile devices. The year's design trends are heavily focused on the user experience and the rise of mobile devices.</p> <p>Trend Impact Rating: C</p>	<p>What the Year? The year's economics and entrepreneurship trends are heavily focused on the rise of the sharing economy and the rise of the gig economy. The year's trends are heavily focused on the rise of the sharing economy and the rise of the gig economy.</p> <p>Trend Impact Rating: B</p>
<p>What the Year? The year's technology trends are heavily focused on the user experience and the rise of mobile devices. The year's design trends are heavily focused on the user experience and the rise of mobile devices.</p> <p>Trend Impact Rating: B</p>	<p>What the Year? The year's economics and entrepreneurship trends are heavily focused on the rise of the sharing economy and the rise of the gig economy. The year's trends are heavily focused on the rise of the sharing economy and the rise of the gig economy.</p> <p>Trend Impact Rating: A</p>
<p>What the Year? The year's technology trends are heavily focused on the user experience and the rise of mobile devices. The year's design trends are heavily focused on the user experience and the rise of mobile devices.</p> <p>Trend Impact Rating: A</p>	<p>What the Year? The year's economics and entrepreneurship trends are heavily focused on the rise of the sharing economy and the rise of the gig economy. The year's trends are heavily focused on the rise of the sharing economy and the rise of the gig economy.</p> <p>Trend Impact Rating: A</p>





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FOCUS ON INTERSECTIONS



PLUM

+



APRICOT

=



PLUOT





NON-OBVIOUS TREND

BRAND STAND



WHAT'S THE TREND?

Reacting to a polarized media atmosphere, more brands feel compelling either by choice or necessity to take a stand and offer a distinct point of view about the world.



REI Black Friday



Chobani Yogurt



Story: Chobani Founder Hamdi Ulukaya actively hires refugees and takes stand by giving equity to his workers.



SoCal Honda Dealers



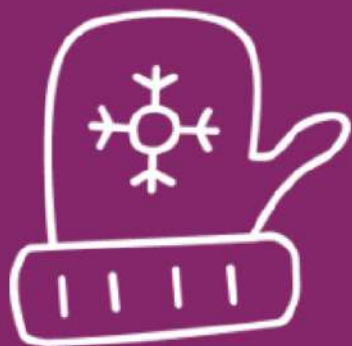
Everywhere Else Startup Conference





HOW TO USE THIS TREND | **STEAL THIS IDEA!**

USE YOUR EVENT TO
MAKE A **STATEMENT**
OF YOUR VALUES THAT
CUSTOMERS CAN FEEL



NON-OBVIOUS TREND

LOVABLE UNPERFECTION



WHAT'S THE TREND?

Focusing on imperfections and personality helps make products and experiences more desirable.



Uggs and Crocs



Hutzler 571 Banana Slicer



amazon Free Prime

All banana slicer

Shop by Department - Your Amazon.com Today's Deals Gift Cards Sell Help Hello, Sign in Your Account

Kitchen & Dining Best Sellers Wedding Registry - Small Appliances - Kitchen Tools - Cookware - Bakeware - Cutlery - Dining & Entertaining - Storage

Back to search results for "banana slicer"



Hutzler 571 Banana Slicer
by Hutzler
★★★★☆ 5,245 customer reviews | 547 answered questions

List Price: \$8.98
Price: **\$4.79** & **FREE Shipping** on orders over \$35. [Details](#)
You Save: **\$3.29 (41%)**

In Stock.
Ships from and sold by Amazon.com. Gift-wrap available.

Want it tomorrow, July 28? Order within **19 hrs 44 mins** and choose **Same-Day Delivery** at checkout. [Details](#)

Package Quantity: 1
Size: **10"**

- Faster, safer than using a knife
- Great for cereal
- Plastic, dishwasher safe
- Slice your banana with one quick motion
- Kids love slicing their own bananas

Click to open expanded view



Hutzler 571 Banana Slicer



Does this work on Brazilian Bananas better than ones from Italy?

A: I would be happy to help if you can be more precise with your question.
Are we talking about Tuscany bananas or Neapolitan bananas?

Dana Gallina answered



Hutzler 571 Banana Slicer



ADWEEK

Maker of Stupid Banana Slicer Thrilled by Sarcastic Reviews on Amazon Hutzler can laugh at itself. Can you?
By Tim Nudd

January 14, 2013, 1:23 PM EST

After a lull, the comically pro-Banana-Slicer comments picked up again in recent weeks, with users trying to one-up each other's absurdity. Interestingly, Hutzler has publicly said [it's thrilled with the attention](#), sincere or not. The bottom line? Sales are up, and of course that's never a bad



Jackie Chan Films



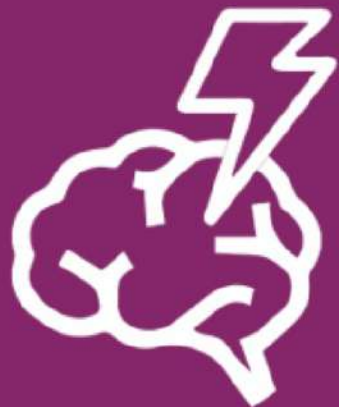
Stolichnaya Sales Conference





HOW TO USE THIS TREND | **STEAL THIS IDEA!**

USE YOUR EVENT
TO SHOW YOUR
WORK TO **INSPIRE
MORE TRUST**



NON-OBVIOUS TREND

LIGHT-SPEED LEARNING



WHAT'S THE TREND?

Learning is increasingly an every day activity through small digestible chunks of educational content and experiences about everything from quirky trivia to time-saving useful life hacks.



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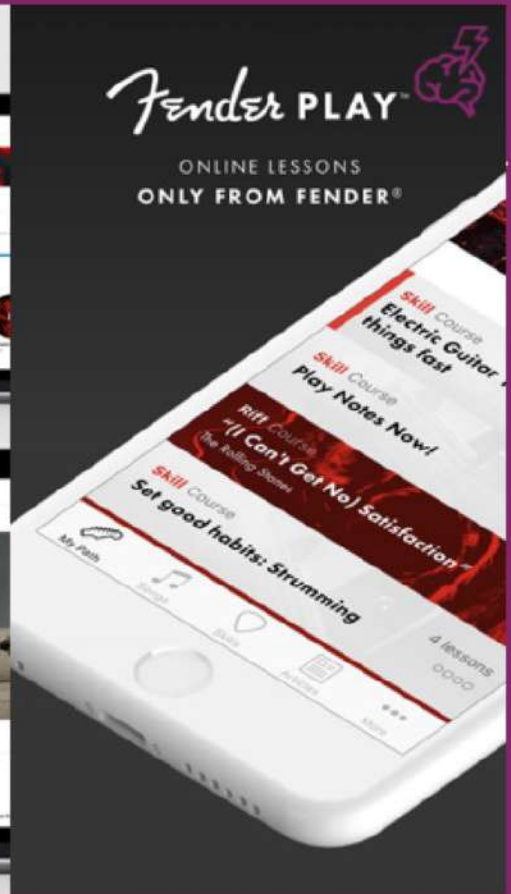
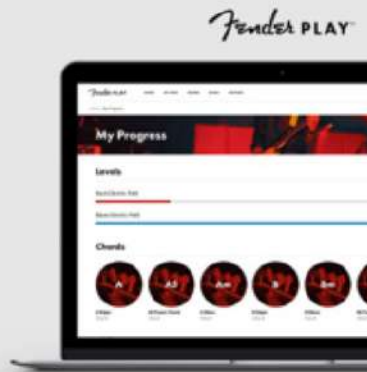
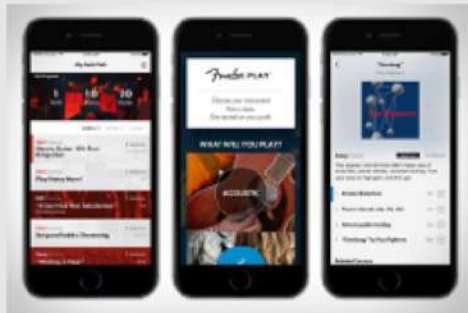
Tasty Cooking Tutorial Videos



500 million
VIEWS
per month



Fender Play



Univision Brand Advertiser Conference





HOW TO USE THIS TREND | **STEAL THIS IDEA!**

FIND NEW WAYS TO
HELP YOUR AUDIENCE
**GAIN KNOWLEDGE
FASTER**



NON-OBVIOUS TREND

VIRTUAL EMPATHY



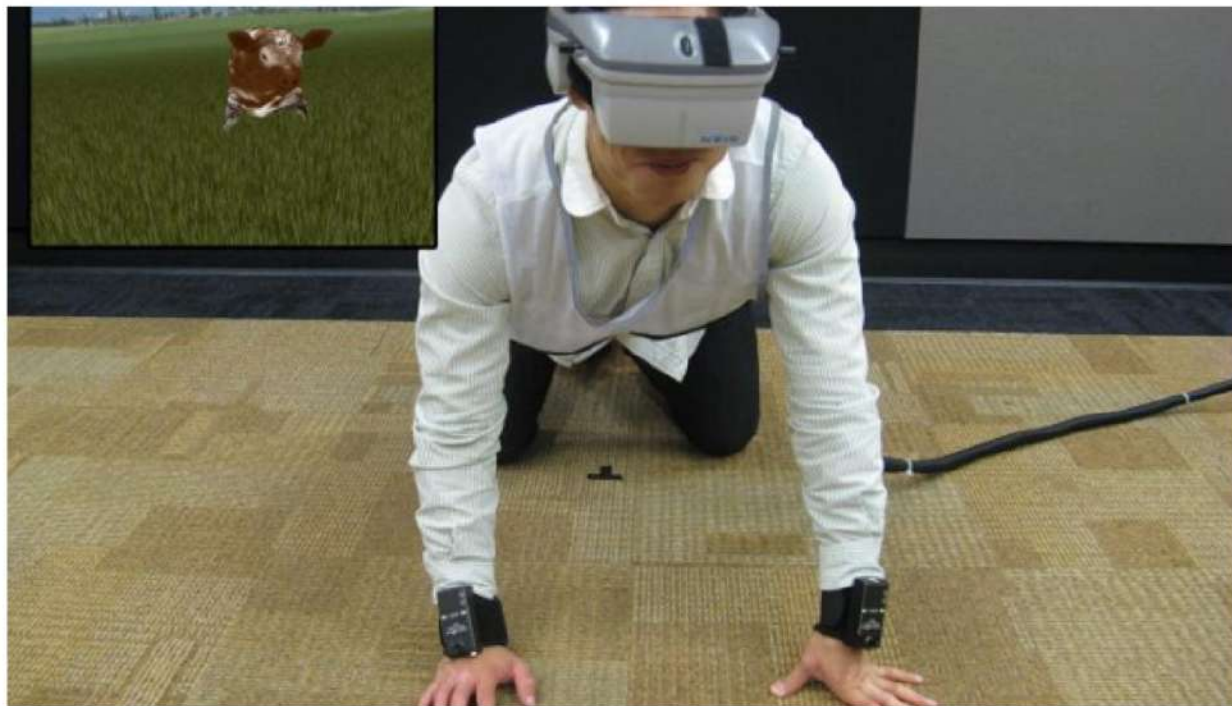
WHAT'S THE TREND?

Virtual reality and other technology combine with human initiatives focused on increasing empathy through the immersive ability to see the world through foreign and unfamiliar eyes.



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Stanford Human Interaction Lab



R70i Aging Experience Suit





Pollution Pods



The Future of Storytelling Summit



The Girl Effect







HOW TO USE THIS TREND | **STEAL THIS IDEA!**

USE STORIES AND
EXPERIENTIAL METHODS
TO CREATE **DEEPER**
UNDERSTANDING



NON-OBVIOUS TREND

HUMAN MODE



WHAT'S THE TREND?

As automation increases, people hungry for more personal and authentic experiences begin to put a premium on advice, services, and interaction involving actual humans.



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Tesco Relaxed (Slow) Checkout Line



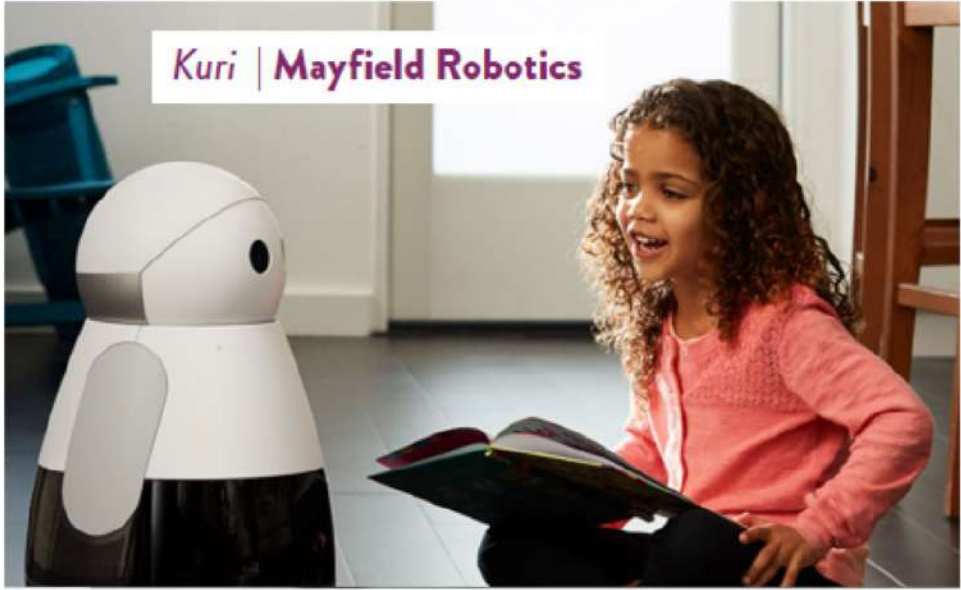


Social Robots With Personality



Jibo | Jibo

Buddy | Blue Frog



Kuri | Mayfield Robotics

Source: <https://venturebeat.com/2017/12/19/8-robots-worth-bringing-home-this-holiday-season/>





Hubspot Inbound



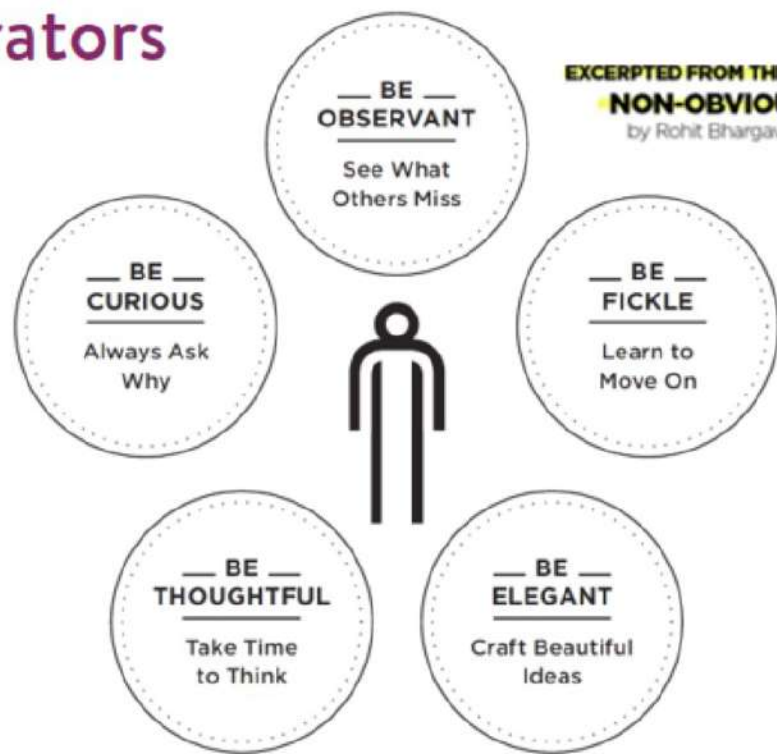


HOW TO USE THIS TREND | **STEAL THIS IDEA!**

CREATE WAYS TO BRING
A **HUMAN ELEMENT** TO
YOUR EVENT

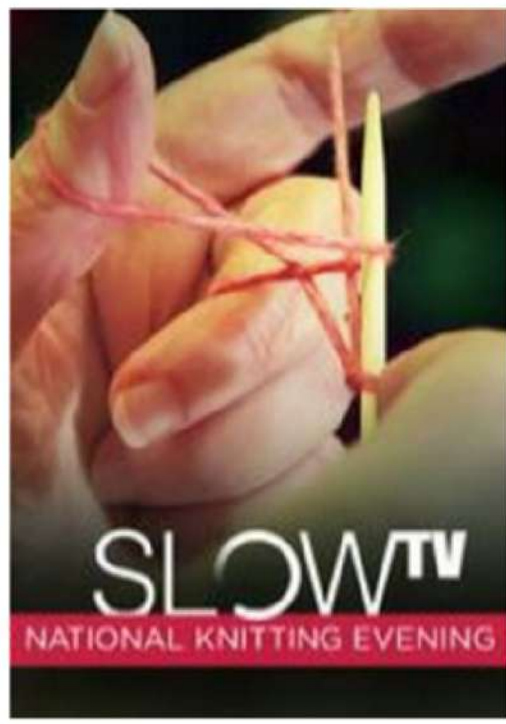
5 Habits Of Trend Curators

1. Be Observant
2. Be Curious
3. Be Fickle
4. Be Thoughtful
5. Be Elegant



ONE FINAL
ACTIONABLE TIP
TO HELP YOU
BE MORE
INNOVATIVE





I AM NOT A
SPEED READER
I AM A **SPEED**
UNDERSTANDER

- *Isaac Asimov*



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THANK YOU!

rohit@nonobviouscompany.com

Get new ideas every Thursday morning by email:

www.rohitbhargava.com/subscribe

