

KEYNOTE ON AI AND THE WORLD OF 2040

Trends 2040

AI, robotics and the social forces reshaping your sector. A look ahead to 2040: the changes beyond AI heading your way, and the choices that already matter.

This keynote looks ahead to 2040: AI embedded in everything, humanoid robots, quantum computers, biotechnology and a new energy system. It examines what these forces mean for business models, organisational structures and the employee of 2040. He also tests the future on himself: he has several chips implanted in his body.



RICHARD VAN HOOIJDONK

Most futurists study tomorrow's world from a distance. Richard van Hooijdonk already works in it: his research team consists of people and AI agents. He speaks about AI and new technology, the organisation of the future and leadership in the AI era.

3,000+

keynotes

650,000+

participants

30+

countries

Bestselling

author

The keynote in 17 topics

The decisions you make today shape what your organisation looks like in 2040. The organisations still in the race then are the ones already looking ahead.

FORCES

Forces shaping 2040

Seven forces shaping the years to 2040: the signs already visible, the uncertainties and what lies ahead.



01 Intelligence everywhere

FUTURE SCENARIO

In this scenario, AI becomes a utility like electricity, built into machines, software and buildings. Dedicated chips bring it onto devices.



02 Machines with a brain

PILOT PHASE

AI gives robots, vehicles and drones a brain: they understand everyday instructions, learn by watching and adapt.



03 A world we can measure

Sensors, cameras and satellites collect data. Digital twins model machines and grids; AI helps predict maintenance needs and congestion.



04 Biotech and human biology

Researchers already edit DNA and produce proteins in bioreactors. AI supports the research; in the 2040 scenario, people stay healthy for longer.



05 Energy, climate and raw materials

Smart grids, predictive AI, solar, wind and geothermal energy. Small nuclear reactors could supply electricity to data centres.



06 Power and sovereignty

Ownership of chips, data and models brings power. Countries want less dependence on others, while power blocs set different AI rules.



07 Fewer workers, more older people

Ageing changes the workforce and what customers need. AI and robots help organisations get work done with fewer people.



08 What 2040 makes possible

FUTURE SCENARIO

The forces shaping 2040 reinforce one another, bringing care at home, clean electricity and less physically demanding work closer.



DURATION

30, 45, 60 minutes or longer,
with time for questions



LANGUAGE

Dutch or English



FORMAT

On location or online



FEE

From €3,500 (webinars)

The organisation in 2040

Long-term strategy: planning for several futures, a new business model and the employee of 2040.



09 The AI-first organisation FUTURE SCENARIO

By 2040, AI, robots and agents do the repetitive and predictive work in many organisations. People judge, choose and work with others.



10 Future scenarios

Nobody knows what 2040 will look like. Scenarios help you plan for several futures rather than rely on a single prediction.



11 The business model of 2040 FUTURE SCENARIO

As AI, robots and platforms do the work, value shifts towards results, trust and customer relationships, beyond hours and products sold.



12 Organisational structures for 2040 FUTURE SCENARIO

Three structures could coexist: a small core within an ecosystem, a platform, and an AI-first organisation operating at scale.



13 The employee of 2040 FUTURE SCENARIO

Several careers, lifelong learning and daily work alongside machines. Organisations take responsibility for what their people learn.



14 Leadership for the long term

Look beyond the quarter and choose what will matter in ten years. Leaders take that initiative and inspire their people to build that future together.

THE OTHER SIDE

The other side of 2040

The risks of the same technology: threats, ethical choices and tomorrow's crime.



15 The threats of 2040 FUTURE SCENARIO

Autonomous attacks, biotech misuse and sabotage of connected infrastructure. Resilience becomes a strategic choice, not an IT project.



16 Ethics and new technology

Gene editing, implants, machines taking part in decisions. What is possible may not be desirable. In 2040, the good life becomes a practical question.



17 Cybercrime in 2040 FUTURE SCENARIO

Ransomware, hacks on critical systems and fraud with cloned voices: in 2040, criminal AI agents do that work on their own.



“Richard succeeded excellently in waking up our leaders and setting them on the path to the future: after the lecture, discussions took place across various parts of the organisation about the topics covered, and initiatives have been set in motion.”

Aart van Haren Managing director,
PLUS



“A dazzling journey through new technology. The enthusiasm and energy during his presentation, combined with the visuals, provided a successful kick-off to our event.”

Patrick Steemers Partner, Deloitte