**Future Proof Law Firm**

FRIEDMANN, MILLS, NEIDITSCH & ROVNER LLP

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"It's tough to make predictions, especially about the future."

*Niels Bohr & Yogi Berra & Samuel Goldwyn*

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Trends Shaping The Future

- Loss of control
- Volatility
- Mobility & devices
- Google+ et al.
- Virtualization … of everything
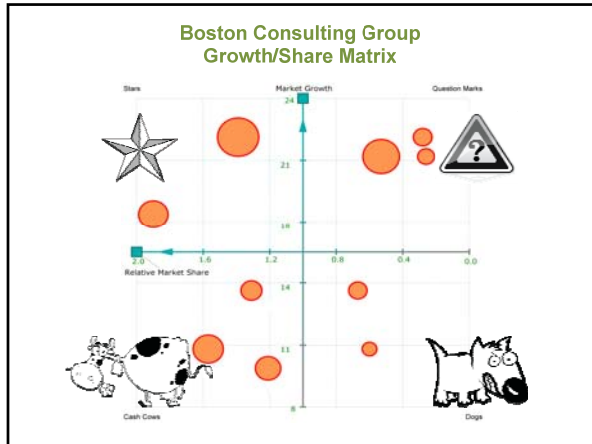- The past

## We're losing control of . . .

- Pricing & relationships
- Knowledge
- Devices
- Location
- Data
- Hierarchy
- Organizational boundaries
- Time



## In an uncertain environment . . .

- Think – about the business model
- Wait & see – the rabbit in the road?
- Hedge – modern portfolio management?
- Plunge – high-stakes poker?
- Adapt – the agile gene?

**Boston Consulting Group
Growth/Share Matrix**

"*I still haven't found any gold for my portfolio.*"

# Adaptation & Learning

Principles of Adaptation
- ✓ Seek new ideas, try new things
- ✓ Experiment where failure is survivable
- ✓ Learn from your mistakes

Obstacles to Learning
- ✓ Denial
- ✓ Doubling down / chasing losses
- ✓ Reinterpreting

## Evolution In One Slide

1. Vary – mutate or experiment
2. Kill the failures
3. Copy the survivors
4. Repeat

"He made a lot of mistakes but he made mistakes in a good direction . . . It is very difficult to make good mistakes."