

**SECONDARY HEADTEACHERS'  
CONFERENCE  
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**“The most important lesson: think horizontally. The world is moving from a place where value was created in vertical silos of command and control to a world where value is increasingly going to be created horizontally by how you connect and collaborate - how you synthesise this with that”**

**Thomas Friedman “The World is Flat”**

# CONTEXT

- **Public expenditure can not be sustained in its present form**
- **As citizens we are becoming more articulate and demanding, and more litigious, and we like to handle things ourselves**
- **Public services and expectations are moving into services that give choice and increase quality of life**
- **Regulation and regulatory bodies have much more than just a financial impact – they also have unforeseen CULTURAL consequences**
- **Globalisation and the Internet have fundamentally altered approaches and behaviours**
- **The Semantic World Web will bring further interactive possibilities**

# The Digital Age – Digital Britain

- Lancaster University report on young people's needs in a digital age - We are “immigrants” to technology compared with 16-24 year olds – the “Digital Natives”
- New ways of communicating
- Total Place
- Public Access in the 21<sup>st</sup> Century, and our behaviour, is changing – needs are inter-related
- Telephonic access needs to be simple – single numbers
- Web access needs to be interactive - Footfall complementary
- Multi-agency linkages and connectivity
- Carter Report - Broadband speed and quality are essential

# If at first an idea isn't absurd, there's no hope for it....

- "An amazing invention but who would ever want to use one?" *Rutherford B Hayes, US President*
- This device has too many shortcomings to be seriously considered as a means of communication. The device is inherently of no value to us." *Western Union*
- "Well-informed people know it is impossible to transmit the voice over wires. Even if it were, it would be of no practical value." *Boston Post 1865*
- "Everything that can be invented has been invented." *US Patent Office 1899*

1913



# What they said about computers....!!

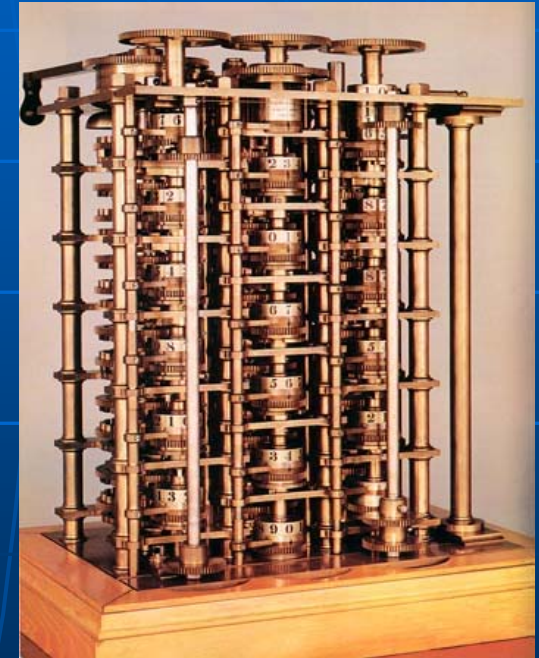
“I think there is a world market for maybe five computers.” *Thomas J. Watson Snr, IBM Chairman, 1943*

“A social news website where the users choose the top stories? That will never work!”  
*Bill Gates*

“There is no reason for any individual to have a computer in his home.” *Ken Olsen, President, Digital Equipment, 1977*

“Computers in the future may weigh no more than 1.5 tons.”  
*Popular Mechanics, 1949*

“The Internet will catastrophically collapse in 1996.”  
*Robert Metcalfe, Internet Inventor*



"Apple did give me one but it broke down after eight months." *Kane Kramer, who invented in the 1970s what became the iPod.....*

"We don't like their sound, and guitar music is on its way out." *Decca rejecting The Beatles, 1962*

"Drill for oil? You mean drill into the ground to try to find oil? You're crazy."

"Remote shopping, while entirely feasible, will flop because women like to get out of the house, handle the merchandise and like to be able to change their minds"

"Everyone acquainted with the subject will recognize it as a conspicuous failure." *Henry Morton, president of the Stevens Institute of Technology, on the light bulb, 1880.*

"Airplanes are interesting toys but of no military value." *Marechal Ferdinand Foch, Professor of Strategy, Ecole Superieure de Guerre, 1904.*

"Democracy will be dead by 1950." *John Langdon-Davies, A Short History of The Future, 1936.*



# Conclusion

- This is not about restructuring – it is about innovation transformation and being obsessed with young people's experience of public services
- Promoting independence and choice, and the personalisation of services with serious implications for special needs
- Shift of power from systems and practitioners to citizens
- Technology is just a tool. Dramatic change will continue and we should not underestimate the massive shift in all areas of our lives with regard to applied technology.
- There will be more change in the next ten years than in the last 70
- It took the telephone 75 years and television 13 years to acquire 50 million users. It took the Internet five years.

**Logic will get you from A to B;  
imagination will get you  
everywhere.**

**Imagination is everything; it is  
the preview of life's coming  
attractions**