Keywords:
global business, crises, innovation, solutions, 5G, regulations

Synopsis:
Erik Peterson, a partner at Kearney and managing director of the firm’s Global Business Policy Council, presented the firm’s Year-Ahead Predictions for 2020. Kearney’s report makes 10 predictions for the year, all of which could alter global business practices. Peterson discusses 2020’s predictions - from generational wars to water crises to EU policies on data regulations to a crowded outer space and more.

Panel:
• Erik Peterson, partner and managing director of the Global Business Policy Council at A.T. Kearney in conversation with
• Kislaya Prasad, academic director of the Center for Global Business

Critical Thinking and Discussion Questions:
1. Summarize last year’s A.T. Kearney Report success rate. Which predictions were correct, and which were incorrect?
2. Where do you see the generational wars and attitudinal differences mentioned in the 2020 report in your own work or academic experiences?
3. Which prediction includes considering ways to avoid a “technology cold war” and why must this topic be watched closely?
4. Do you agree that EU data privacy regulations will set a new global standard? Why or why not?
5. In your opinion, can we incentivize companies to become more environmentally friendly when each country has different opinions and attitudes on climate change?
6. In light of COVID-19, how would you alter these predictions? What might you change, add, or subtract and why?