



Search and you will find

Search engines have opened access to the massive amounts of information available on the Internet. But the power of search has only begun. Future search capabilities will be far beyond today's standards. The impact will be most directly upon professionals.

Trend: In less than a decade search tools – from Alta Vista to Yahoo to Google – have delivered sources of information on a topic. Search now yields connections with documents or sites but you have to complete the search by filtering for the correct answer.

Recently Bing, a search engine from Microsoft, has added a level of sophistication by inferring an answer in some targeted areas. Bill Gates explained that Bing is about verbs, not nouns. If so, Bing is another step in the evolution of search.

Access to virtually all information is now expected. But finding the exact answer to a question can be difficult. The ultimate goal of search is to receive the correct answer, not the location of a possible answer.

Future Impact: Search capabilities will evolve. The next leap will be intelligent answers to specific questions. And further still, answers that recognize the nuances and history of the individual. Answers are personalized.

When search yields an accurate answer that is personalized, the traditional role of a professional – salesperson, agent, attorney, physician, accountant, representative, or broker - is altered. The professional role of the future will be very narrow and deep. Experience, wisdom and human skills will define the successful professional of tomorrow.

[Note: Search is one of 10 areas with greatest future impact that I track in the “Way of Tomorrow” series.]

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