

Futurist Jim Carroll Keynote Kickstarter Potential Idea Deck



About Jim Carroll

Jim Carroll is a globally recognized futurist, trends and innovation expert who has been on a mission for 30+ years to help organizations understand how to align to tomorrow, today. He has been booked by CEOs of dozens of food, grocery and restaurant companies worldwide for his thought leadership on the future of their industry.

Trusted by Global Leaders

- 30+ years of CEO-level leadership insight
- Global client list includes NASA, Pfizer, The World Bank, Mercedes Benz, PGA, Blackrock, Wall Street Journal, and Disney
- Known for extensive, original research specific to client issues and strategies

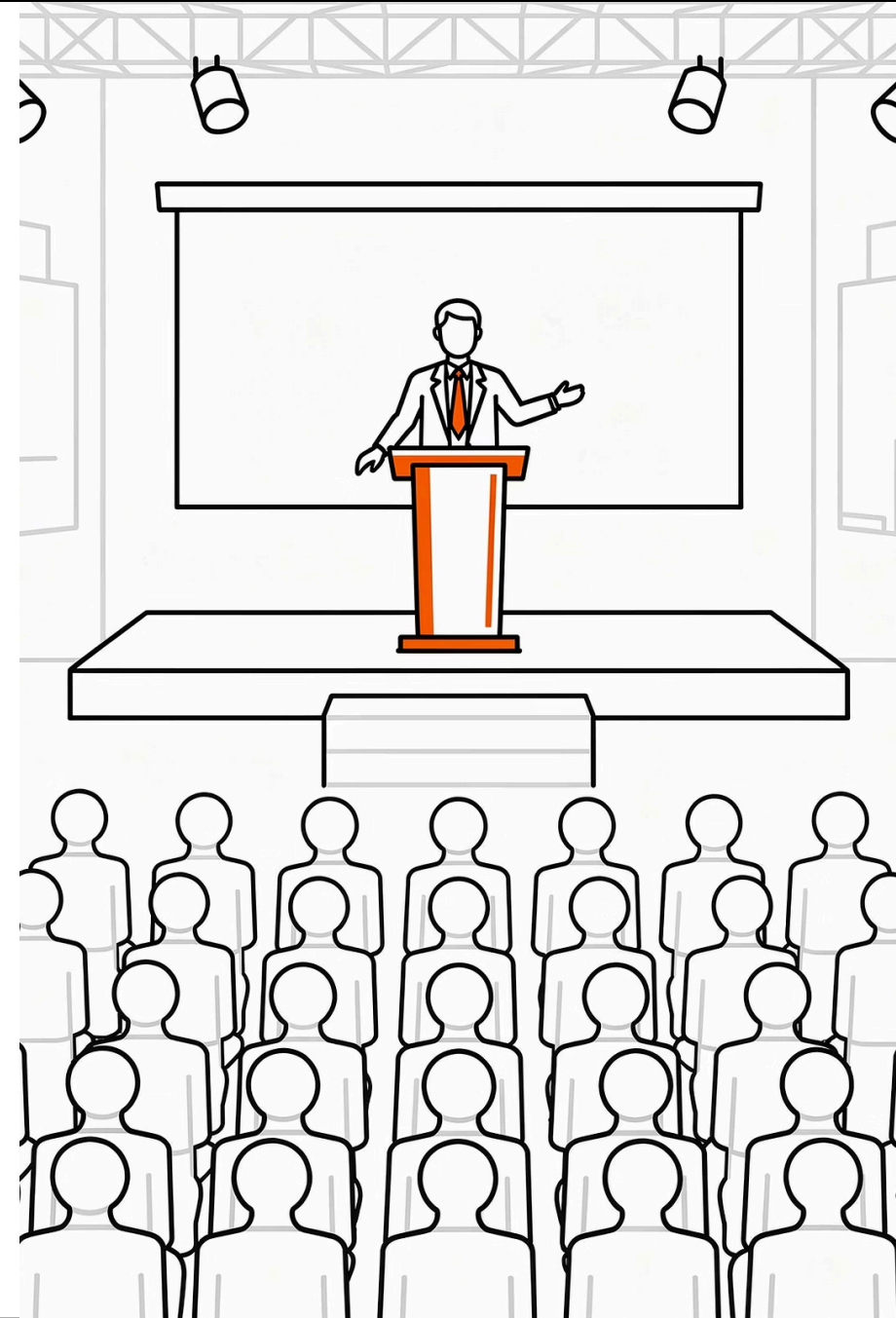
Food Industry Expertise

- Extensive experience with food, grocery and restaurant sector
- Headlined dozens of industry events including Burger King's annual global franchise conference
- Sharing food industry insight through his blog since 2002

Actionable Insights

- Provides detailed, extensively researched, highly customized disruptive trends and innovation insight
- Known for turning disruption into opportunity with practical, actionable strategies
- Delivers powerful leadership insight in a compelling motivational style

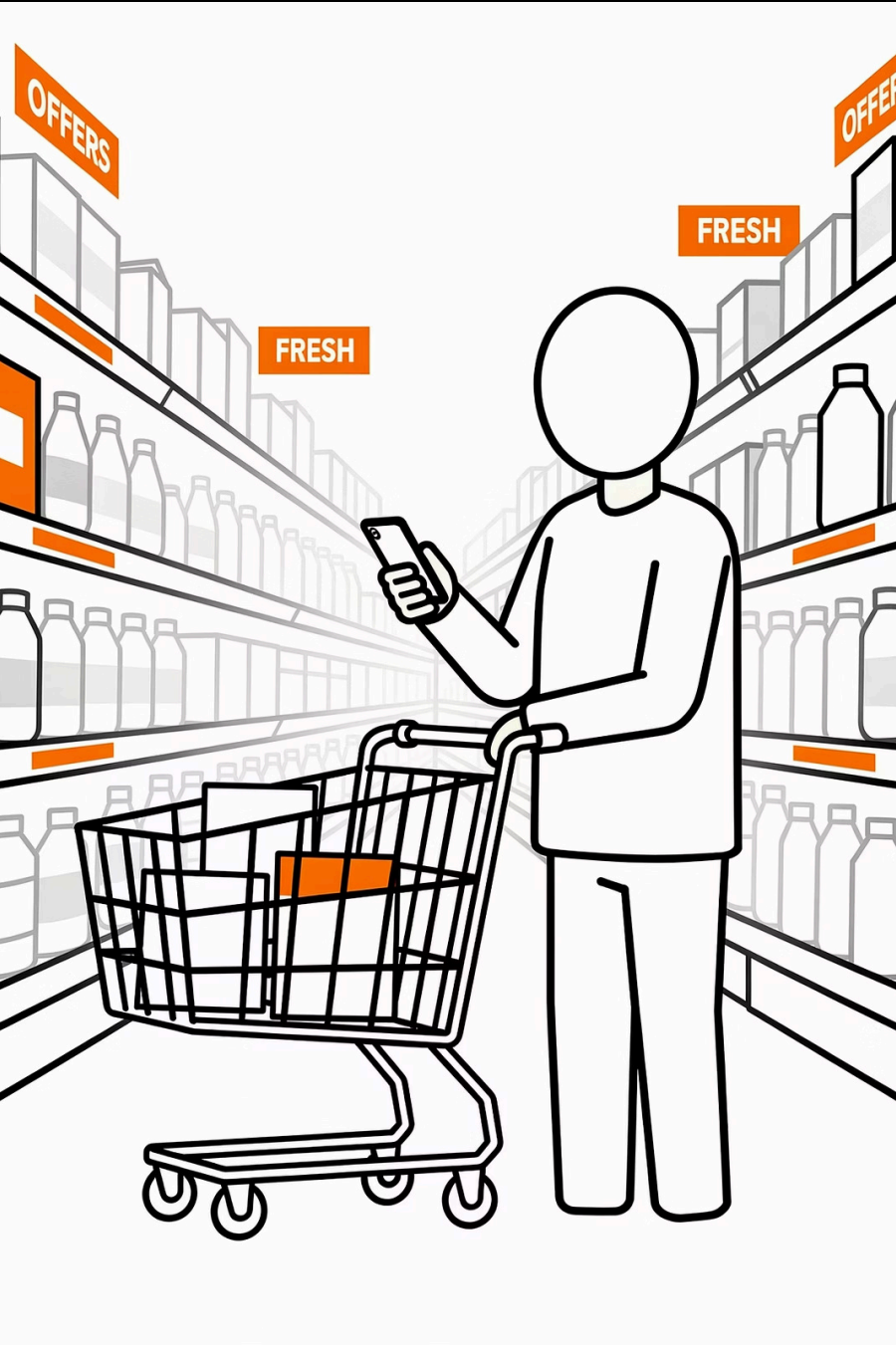
"I help CEOs, senior executives, and association leaders achieve their strategic objectives by aligning them with a disruptive, accelerating future. It's actionable, powerful leadership insight based on detailed, specific industry trends – delivered within a fast-paced keynote with a compelling motivational style!"



Sample Food, Grocery & Restaurant Clients



From Jim's site : food.jimcarroll.com



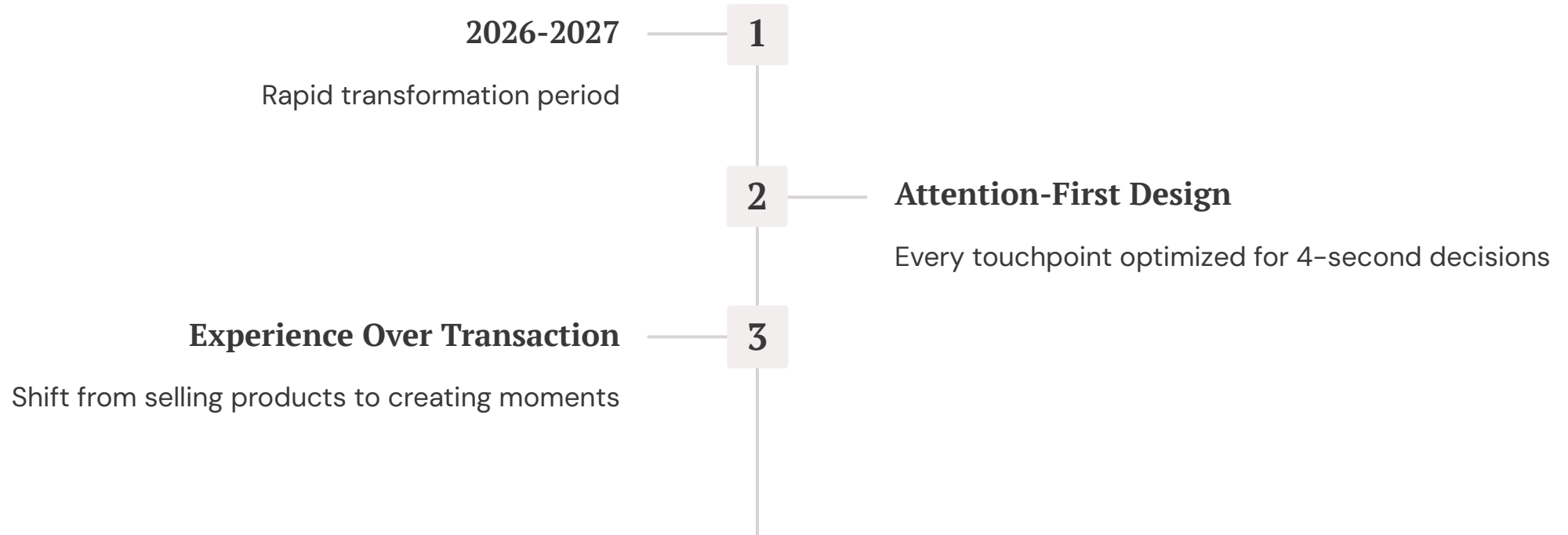
Key Idea: The Attention Recession Crisis

Today's consumer has the attention span of a goldfish, scanning 12 feet of shelf space per second. Gen Z attention spans have plummeted to just 6.5 seconds, while pre-teens clock in at a mere 4.2 seconds. This isn't just a challenge—it's a complete transformation of how customers interact with food retail.

Food trends that once took five years to move from high-end restaurants to mainstream consumers now take as little as three months. Social media, food shows, and chef influencers have accelerated the pace of change to unprecedented levels.

10 Near-Term Trends for Grocery & Food Retail

These trends focus on the reality that "Time to Clarity" is now the primary metric for success in an attention-starved marketplace.



Trend 1: The "Glanceable" Packaging Standard

We are moving from "informative" packaging to "glanceable" packaging. In a world of 4-second attention spans, customers will not pick up the box to read the back.

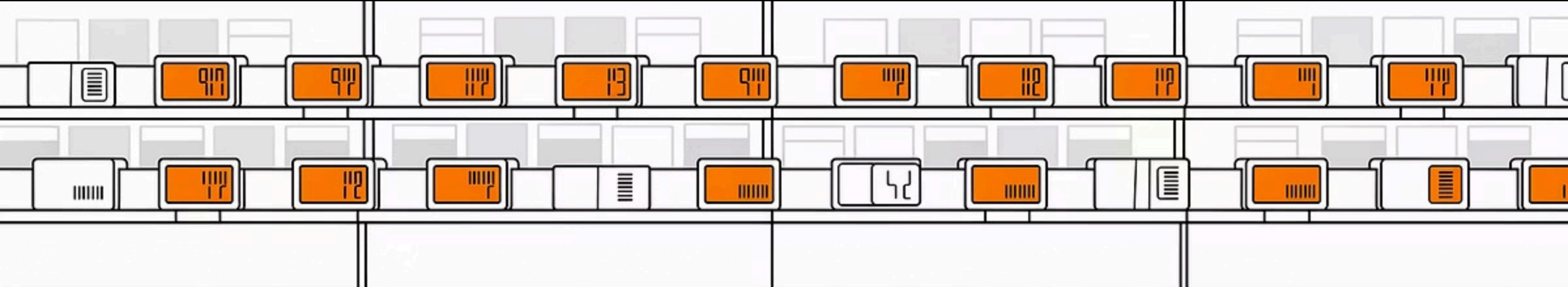
Private label and national brands are redesigning packaging to feature "Micro-Claims"—three huge words like "30g PROTEIN," "KETO," or "LOCALLY GROWN" visible from five feet away. If the value proposition isn't clear in a blink, the product stays on the shelf.

"When everyone is chasing attention, there is none."

– Futurist Jim Carroll

The New Standard

Value propositions must be visible from 5 feet away in under 2 seconds



Trend 2: "Blink" Digital Signage

Static paper price tags are "slow" information. Digital Shelf Edge Labels (ESL) are becoming dynamic attention filters that adapt in real-time.

Dynamic Content

Signage flashes review scores or "trending now" icons when customers walk by

Attention Capture

High-contrast displays cut through visual clutter of the aisle

Real-Time Adaptation

Content changes based on time of day, inventory, and customer behavior

Trend 4: Bifurcated Store Layouts

Shoppers have two distinct modes: "Auto-pilot" for staples and "Discovery" for new items. Attention is only available during Discovery mode.

1

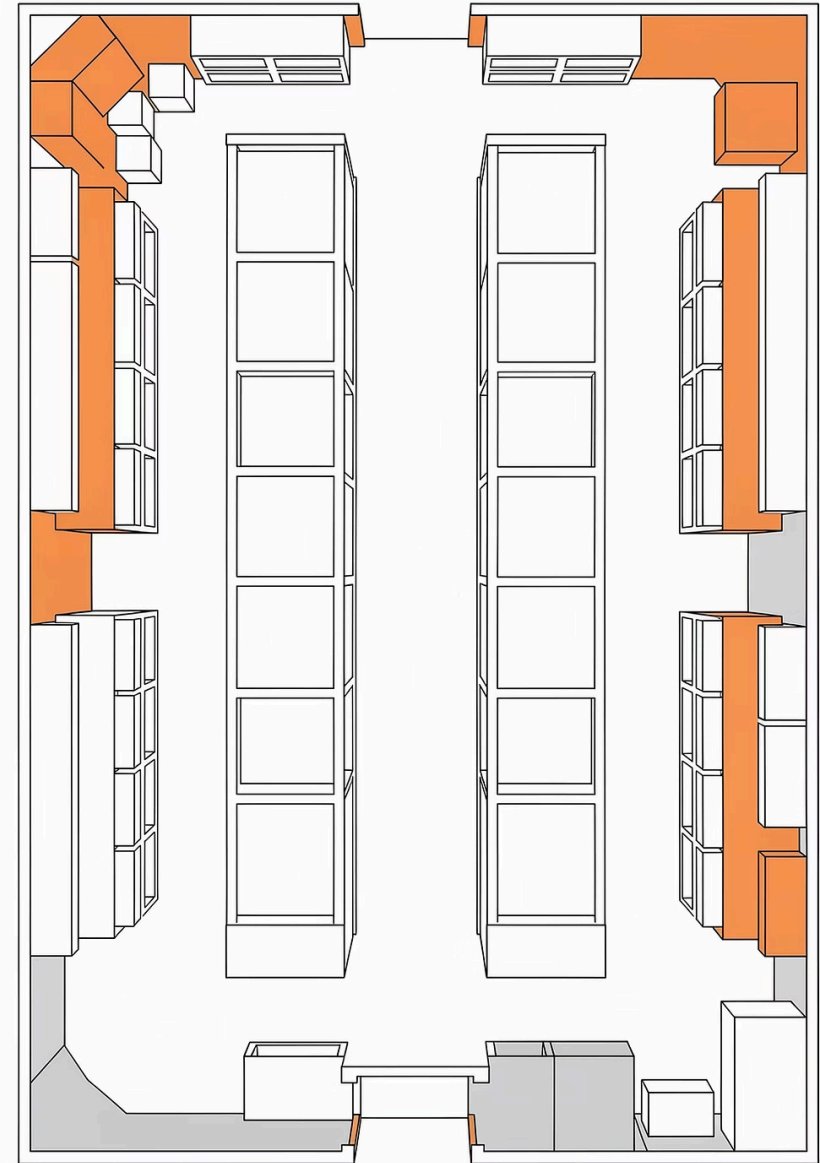
The Hunt Zone

Center store becomes high-speed, no-frills warehouse for rapid staple retrieval

2

The Gather Zone

Perimeter transforms into high-sensory "Slow Zone" with samples, smells, and theater



Trend 5: "Zero-Click" Replenishment

The Principle

Attention is too valuable to waste on buying milk and eggs

Grocery apps are moving from "ordering" to "approving." AI predicts the staples needed and auto-fills the cart. The customer's attention is preserved entirely for high-margin impulse buys and dinner ideas.

The goal is to make the boring stuff invisible through anticipatory logistics, allowing customers to focus their limited attention on discovery and experience.



Trend 6: The 3-Second "Health" Filter

Customers want to eat healthy but lack the attention span to decipher ingredient lists. The solution: outsource the cognitive load to technology.

01

Scan the Aisle

Customer uses AR app or smart cart to view products through health filter

02

Instant Feedback

Products highlight in green (matches diet) or red (avoid) based on preferences

03

Simplified Choice

"Bad" food fades to grey while "good" food glows, eliminating decision fatigue

Trend 7: "Micro-Drop" Product Launches

The "Limited Time Offer" cycle is speeding up to match the internet's attention span. Instead of seasonal flavors available for three months, retailers are launching "Micro-Drops"—flavors available for only two weeks.

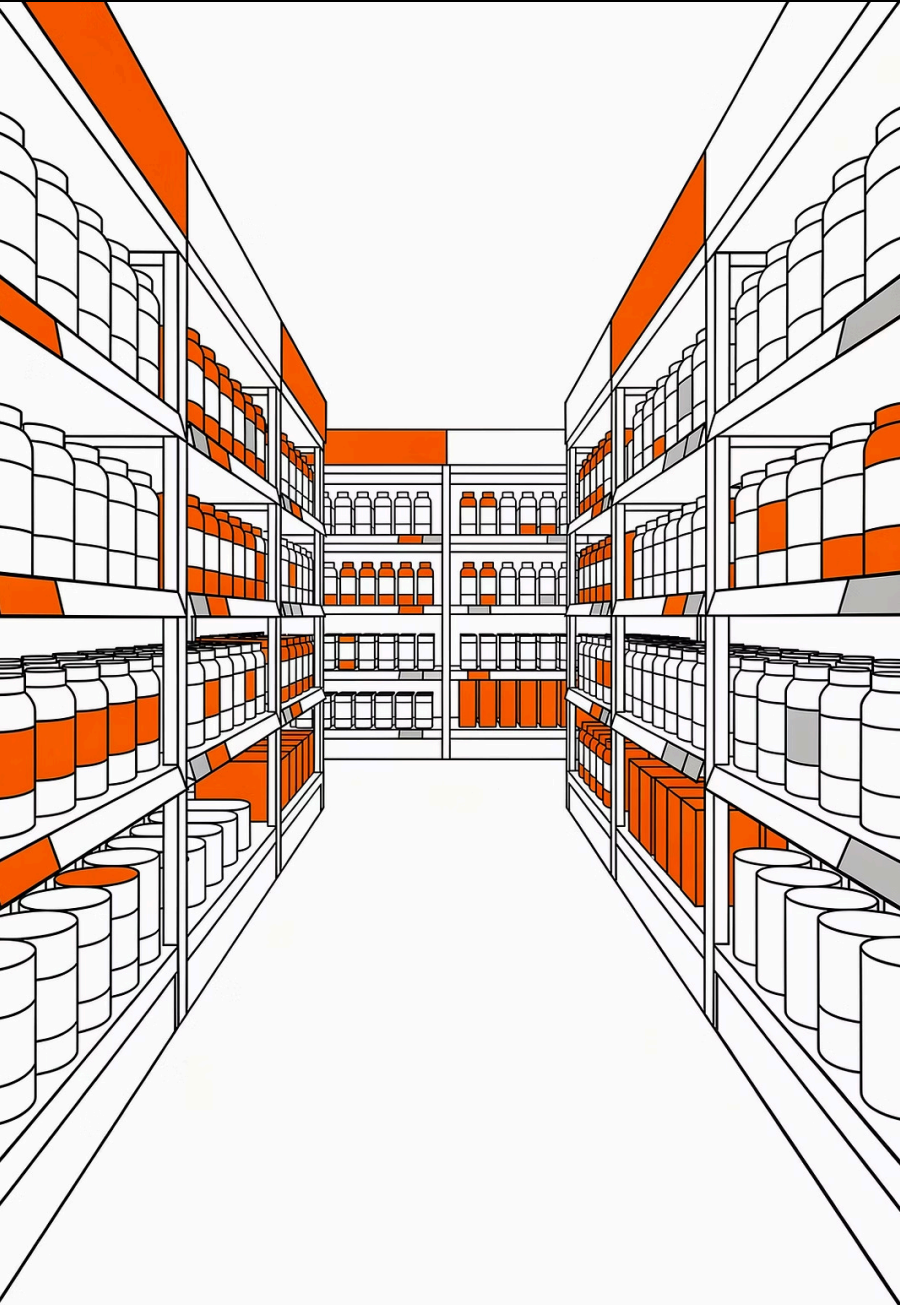
Artificial Scarcity

This approach hacks the attention economy, forcing customers to pay attention now or miss out entirely. Supply chains are shifting from forecasting to reacting.

Social Amplification

Limited availability drives social media buzz and word-of-mouth marketing, creating urgency that cuts through the noise.





Trend 8: The "Curated" Aisle

The Problem

Choice paralysis kills sales when attention is low. Forty types of mustard overwhelm rather than delight.

The Solution

Aggressively reduce SKU counts to four options: The Best Value, The Local Favorite, The Premium, and The Weird One.

The Benefit

Edited selection saves customer brain power and increases decision speed, filtering out the noise.

Trend 9: Gamified "Check-In" Rewards

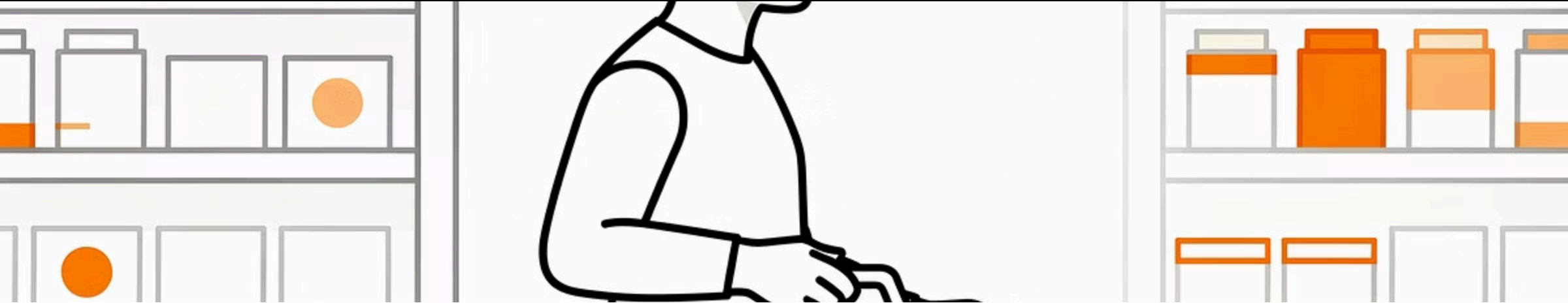
Attention must be bought with dopamine. The store app triggers a "Flash Deal" the moment the customer walks in—but it's valid for only 15 minutes.

Instant Engagement

"Find the hidden Golden Pineapple in produce for 500 points." It turns the shopping trip into a game to keep attention focused on the store environment, not the phone.

The Strategy

Stop selling to their demographic. Start selling to their dopamine.



Trend 10: Voice-Activated Navigation

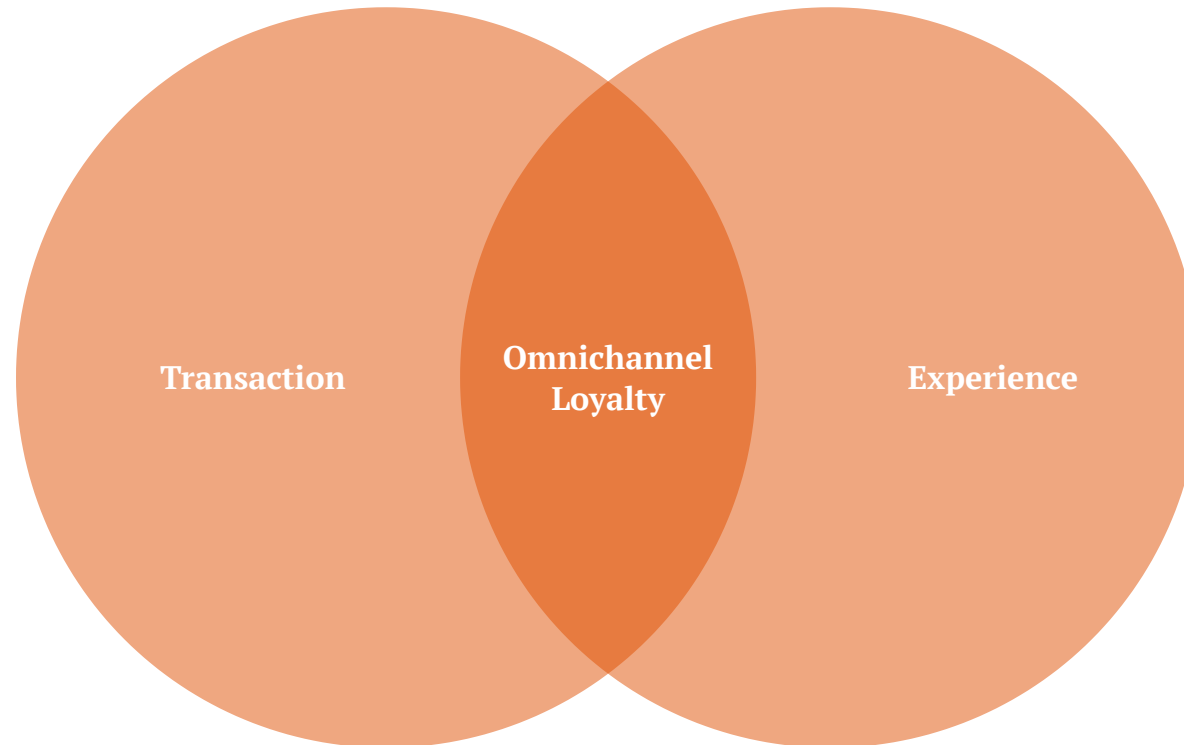
Typing and searching take too long in an attention-scarce world. Customers ask their AI or earbuds, "Where are the taco shells?" and get an instant response: "Aisle 4, halfway down on the left, next to the salsa."

This eliminates the "wandering" time, which is often frustration time, keeping the attention positive and the shopping experience efficient. It represents true algorithmic partnership between customer and store.

10 "Bold" Strategic Concepts

Some ideas on major strategic shifts to align with the Experience Economy. The core philosophy:

If customers are just "buying stuff," they will eventually do it online. If they are "experiencing food," they will come to you.



Bold Concept 1: The "Bold Sensory" Perimeter

The center of the store is for "stocking up" (low attention), but the perimeter—bakery, deli, produce—is for "sensation."

Remove high shelves and clutter from the perimeter. Turn it into a "Market Hall" where the primary metric is smell and sight. If the customer can't smell the bread from 20 feet away, the design has failed.



Bold Concept 2: The "Bold Edit"

In an attention recession, "endless choice" is stressful, not helpful. Drastically reduce SKU counts in experience zones.

The Local

Community connection and regional pride

The Value

Best price-to-quality ratio

The Chef's Pick

Expert recommendation and premium quality

Don't offer 15 types of artisanal salsa; offer the "Bold 3." Curate the experience to save their attention span and eliminate decision paralysis.



Bold Concept 3: "Micro-Classes"

Education builds loyalty, but nobody has time for an hour-long cooking class. Host rolling, 3-minute demos at a "Bold Kitchen" station.



How to shuck an oyster in 60 seconds



The perfect sear in 2 minutes



Knife skills basics in 3 minutes

It's "edutainment" designed for the TikTok attention span—quick, valuable, and memorable.

Bold Concept 4: The "Bold Taste" Policy

The Barrier

Risk prevents discovery: "What if I don't like this \$12 cheese?"

Empower every staff member to open any package (within reason) to let a customer taste it. "Try it before you buy it" becomes a core brand pillar.

This policy turns a transaction into a discovery, removing the risk barrier and building confidence in premium purchases. It demonstrates commitment to customer satisfaction over short-term sales.



Bold Concept 5: "Living" Signage

Static text is invisible to the 4-second attention span. Replace key category signage with high-definition screens showing the food in action.

Don't just say "Steak"—show a sizzling steak. Trigger the "lizard brain" hunger response instantly. Motion captures attention and creates desire in ways that static text never can.

Bold Concept 6: The "Bold Hospitality" Role



The Bold Host

A new role dedicated entirely to customer experience



Their Mission

Roam the floor, offer baskets, answer questions, open new checkout lanes



The Rule

Forbidden from stocking shelves during peak hours

Stocking shelves is a task; helping humans is an experience. This role transforms service from reactive to proactive.



Bold Concept 7: The "Bold Hunt"

Shopping is a chore. Make it a game. Hide a "Bold Golden Ticket" or specific mascot item in the store every day.

For Kids

Find the hidden item, get a free cookie. Keeps children engaged and parents less stressed.

For Adults

Find the golden ticket, earn 500 loyalty points. Gamification drives engagement.

It forces shoppers to look at the shelves, not their phones, increasing product discovery and dwell time while making shopping fun.

Bold Concept 8: "Mood" Zoning

Different foods require different mindsets. Use directional sound and lighting to shift the vibe throughout the store.

Energy Zone

Snack aisle: bright, upbeat, energizing atmosphere

Wellness Zone

Tea aisle: softer, quieter, warmer, calming environment

Design the feeling, not just the aisle width. Sensory cues guide emotional states and purchasing decisions in subtle but powerful ways.

Bold Concept 9: The "Bold Story" Wrapper

Connection drives value. On private label items, move the "Story"—like "Grown by the Smith Family in Ontario"—to the front of the package in large font.

The nutritional facts can go on the back; the human connection must be the headline. Stories create emotional bonds that transcend price comparison and build brand loyalty.

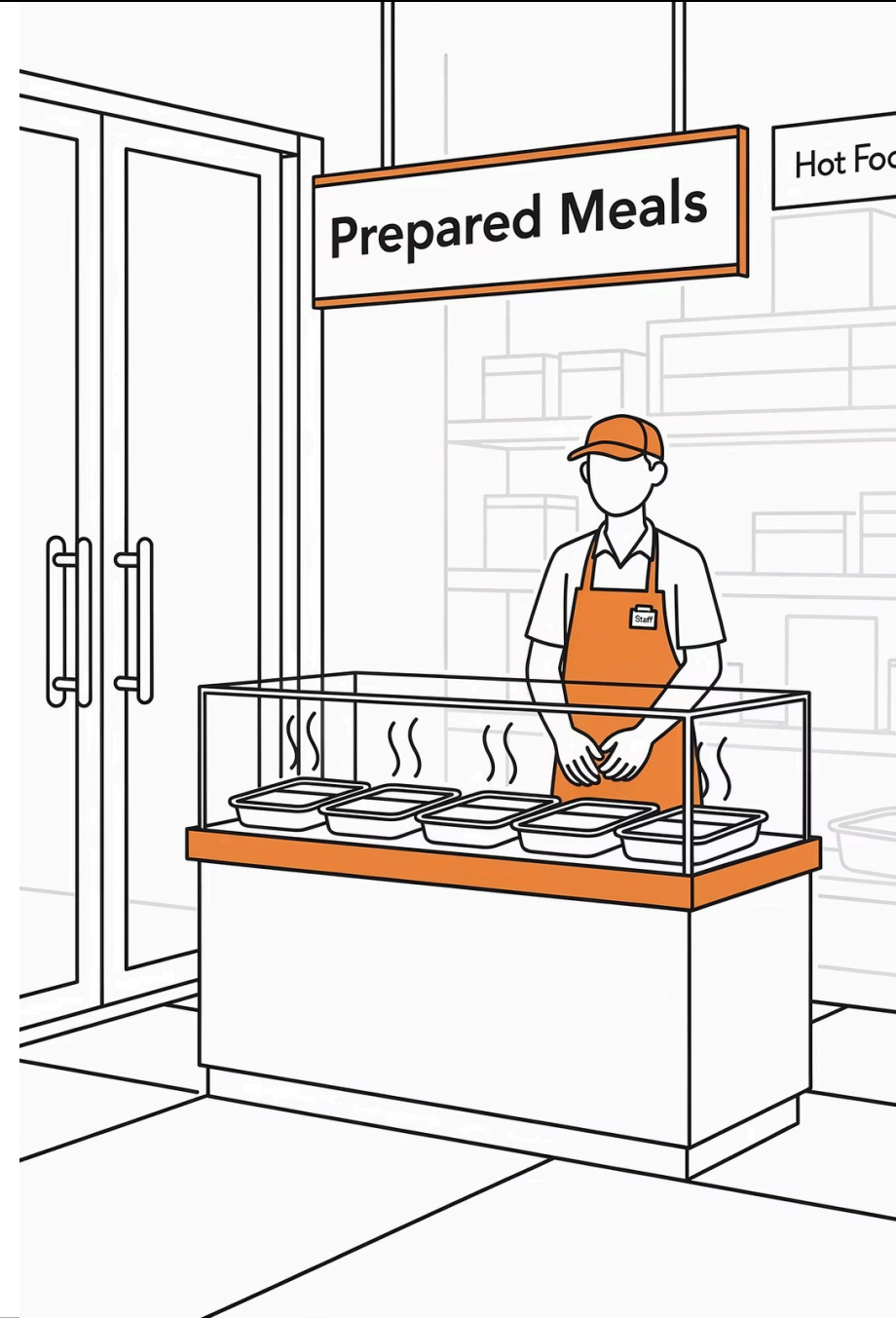
Front & Center

Human stories capture attention faster than ingredient lists

Bold Concept 10: The "Bold Kitchen"

The line between grocery and restaurant is gone. Don't just sell rotisserie chickens—sell the whole meal hot and ready.

A "Dinner Tonight" station right at the entrance where customers grab a hot main plus two sides for a flat "Bold Price." It solves the 5:00 PM panic and transforms the store from ingredient supplier to meal solution provider.



10 Key Innovation Ideas

Tactical, low-cost experiments to spark experience next week. These are actionable initiatives that can be implemented immediately to test the experience-driven retail model. Some are best-practice ideas already being explored.

1 Quick Implementation

Most can be launched within days, not months

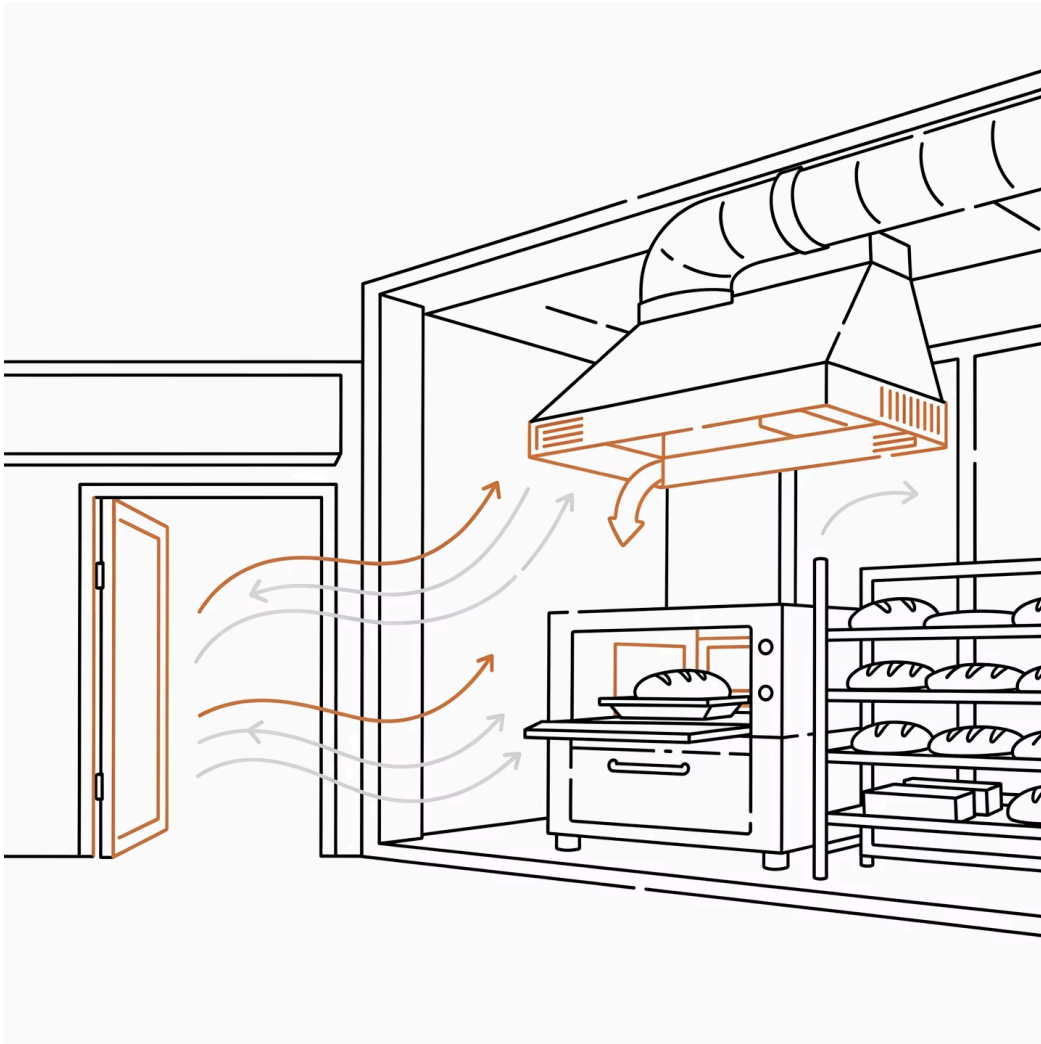
2 Low Investment

Minimal capital required to test and learn

3 High Impact

Measurable improvements in customer experience and engagement

Innovation 1: "Smell the Store" Vents



Re-route bakery or coffee grinder vents to blow toward the front entrance. It's the oldest trick in the book because it works.

The smell signals "Fresh" immediately and triggers hunger responses before customers even enter the store. Scent marketing is one of the most powerful and underutilized tools in retail.

Innovation 2: "Staff Pick" Faces

Put photos of actual store employees next to their favorite items. "Sarah from Deli loves this Hummus." It humanizes the shelf and adds social proof.



Sarah's Pick

Builds trust through personal recommendation



Mike's Favorite

Creates connection between staff and customers



Alex's Choice

Transforms anonymous products into personal suggestions



Innovation 3: The "Sip & Shop" Cup Holder

Install cup holders on all carts and offer a free (or cheap) small coffee at the entrance. A customer with a coffee in hand walks slower and browses longer.

This simple addition transforms the shopping experience from a rushed chore into a leisurely browse, increasing basket size and customer satisfaction simultaneously.

Innovation 4: "Trending Now" End-Cap

Social Listening

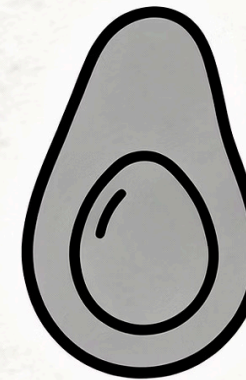
Monitor what's trending on TikTok and social media

Dedicate one end-cap to "As Seen on Social." If "Feta Pasta" is trending on TikTok, put the feta, the pasta, and the tomatoes all in one spot.

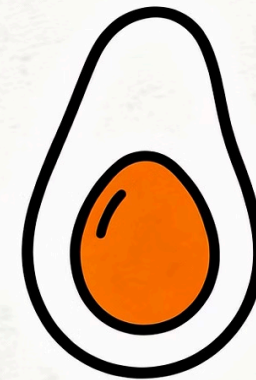
Capitalize on the external attention that social media has already generated. Make it easy for customers to recreate viral recipes.

Innovation 5: Interactive "Ripeness" Guides

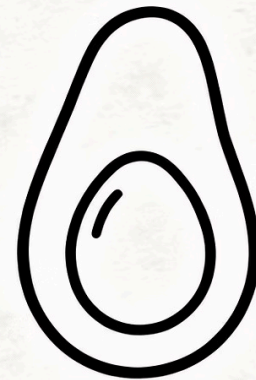
Place a simple visual guide next to avocados or melons showing ripeness stages. It solves a major customer frustration instantly.



unripe



ripe



overripe

Innovation 6: "Mystery" Sample Bags

Pre-pack "Bold Tasting Kits" containing three kinds of cheese ends or broken chocolate pieces and sell them for \$2. It turns "waste" into a "tasting adventure."

Reduce Waste

Monetize products that would otherwise be discarded or heavily discounted

Create Discovery

Customers discover new favorites they might not have tried otherwise

Build Excitement

The mystery element adds fun and anticipation to the purchase

Innovation 7: The "Recipe" Card Stand

Physical recipe cards at the entrance that change weekly. "The 15-Minute Bold Taco." It gives the customer a mission for their trip, rather than wandering aimlessly.

Recipe cards drive basket size by suggesting complementary purchases and provide inspiration for customers suffering from "what's for dinner" fatigue.



Innovation 8-10: Quick Wins

1

"Kids' Fruit" Bin

A basket of washed apples or bananas labeled "Free for Kids while you shop." Keeps kids occupied, buying parents more attention span and building immense goodwill.

2

"Chef on the Floor" Hours

Put a chef's coat on your most knowledgeable foodie staff member for 2 hours on Saturday. Let them walk the floor answering "How do I cook this?" questions.

3

The "Check-In" Surprise

Use the store app. If a customer opens the app inside the store, pop up a "Thank You" coupon for a free cookie or coffee right now. Instant dopamine hit.



The Future of Food Retail

The grocery store of tomorrow isn't just a place to buy food—it's a destination for discovery, education, and experience. Success belongs to retailers who understand that in an attention-scarce world, experience is the ultimate competitive advantage.

6.5

Seconds

Gen Z attention span—
design for it

3

Months

Time for trends to go
mainstream—move fast

100%

Experience

The only sustainable
competitive advantage

The retailers who thrive will be those who transform from product warehouses into experience destinations—places where customers choose to spend their precious attention because the value exchange is worth it.

Your Partner in Future-Proofing Food & Retail

The insights presented highlight the urgent need for retailers to innovate and deliver unparalleled customer experiences. Jim Carroll helps organizations not just adapt, but thrive in an attention-scarce world by sparking bold new ideas.

Ready to explore tailored strategies and inspire your team? Connect with Jim Carroll to discuss a keynote, workshop, or leadership meeting idea designed to ignite innovation within your organization.

[Visit Jim's Website](#)

