

# FAST COMPANY

MARCH 2006

TERRY SEMEL | JOHN MACKEY | TIM BROWN | BILL HAMBRECHT



Joe Duffy leads China's next revolution



Patricia Urquiola's fantastic furniture



Bill Clinton shows business the green light



Bruce Osborn's solar dishes could power whole cities

(REPORT FROM THE FUTURE)

## the FAST 50

The PEOPLE WHO WILL CHANGE HOW WE WORK and LIVE OVER the NEXT 10 YEARS



Robert Langor delivers drugs via microchip



Clay Johnson and Ben Self take politics wireless



Peter Head plans an eco-friendly city



Robert and Bryant Linares grow their own diamonds



Douglas Ball's neocubicle (you might even like it)

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"THE DOMINANT INTERFACE of the future is the screen. TV, the most obvious screen, is one of a family of screens—mobile devices, computers, and big Times Square billboards—engaging consumers. And they all have to work together. No one medium is going to replace another. I've got 2,000 creative people at Saatchi, and instead of them doing 30-second spots, I want them producing content across all the screens. The promise shouldn't change. What should change is the context and the way it's handled for the mobile phone or the computer, TV, or movies. But Nike should always be 'Just do it' no matter the medium.

When people are in front of a screen, they can either lean back or lean forward. You have to engage consumers emotionally, tell them a story, so they lean in and get involved. That's the challenge for business going forward. Steve Jobs understands that any MP3 player does what the iPod does. But he has made his products irresistible. You're engaged, so it doesn't matter that the batteries still don't work.

To pull this off, the corporate organization is going to change. No longer will there be a few people at the top, millions in middle management, and very few at the bottom. It's going to become a lot of people at the top thinking strategy, and a lot of people at the bottom executing it against all these different segments. Sod all in the middle—it's the end of management."

—Interview by Joseph Manez

**Kevin Roberts**

Worldwide CEO  
SAATCHI & SAATCHI  
NEW YORK, NEW YORK

Roberts, 56, is the garrulous and provocative front man of one of the world's leading advertising companies. He's also the author of two books: *Lovemarks* and his latest, *sisomo: the future of the screen*, a book about engaging people with visual stories. FIRST APPEARED IN FAST COMPANY: DECEMBER 1998