Envisioning the Future

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Founder / FutureTight

Designing the Future Summit 2019

lppd Lean Product & Process Development

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Have bold visions of the future
and the means to act on them.

Part 1:
We are living in the Future
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We are living in the Future
Remember 2000…
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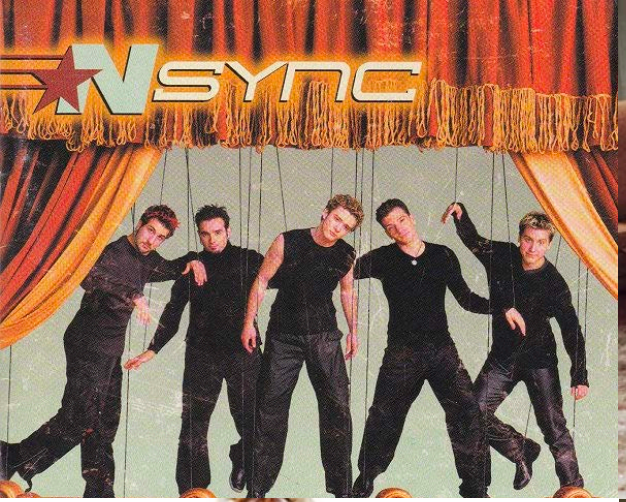
NSYNC

CAST
AWAY

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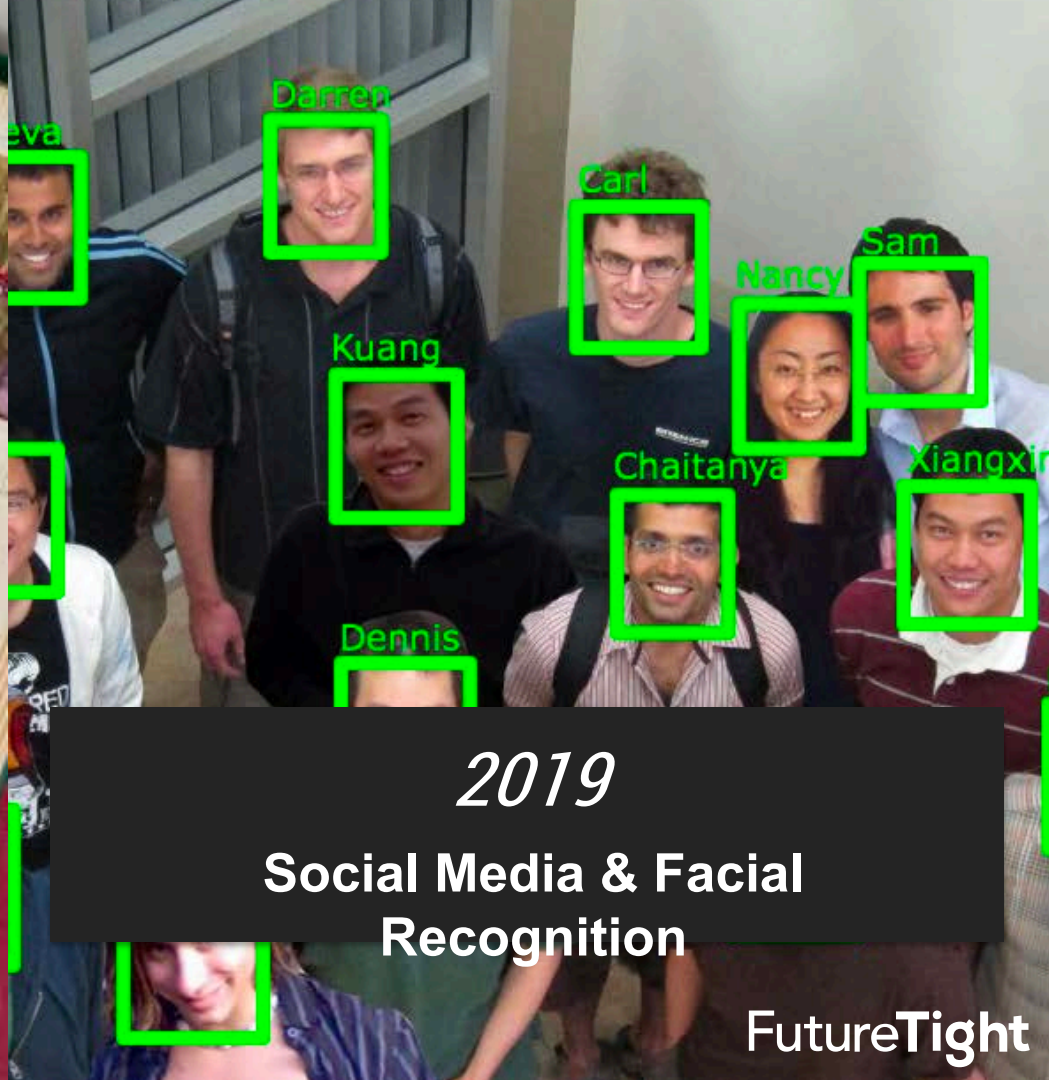
vevo

2000

Photo Albums



2019

Social Media & Facial Recognition

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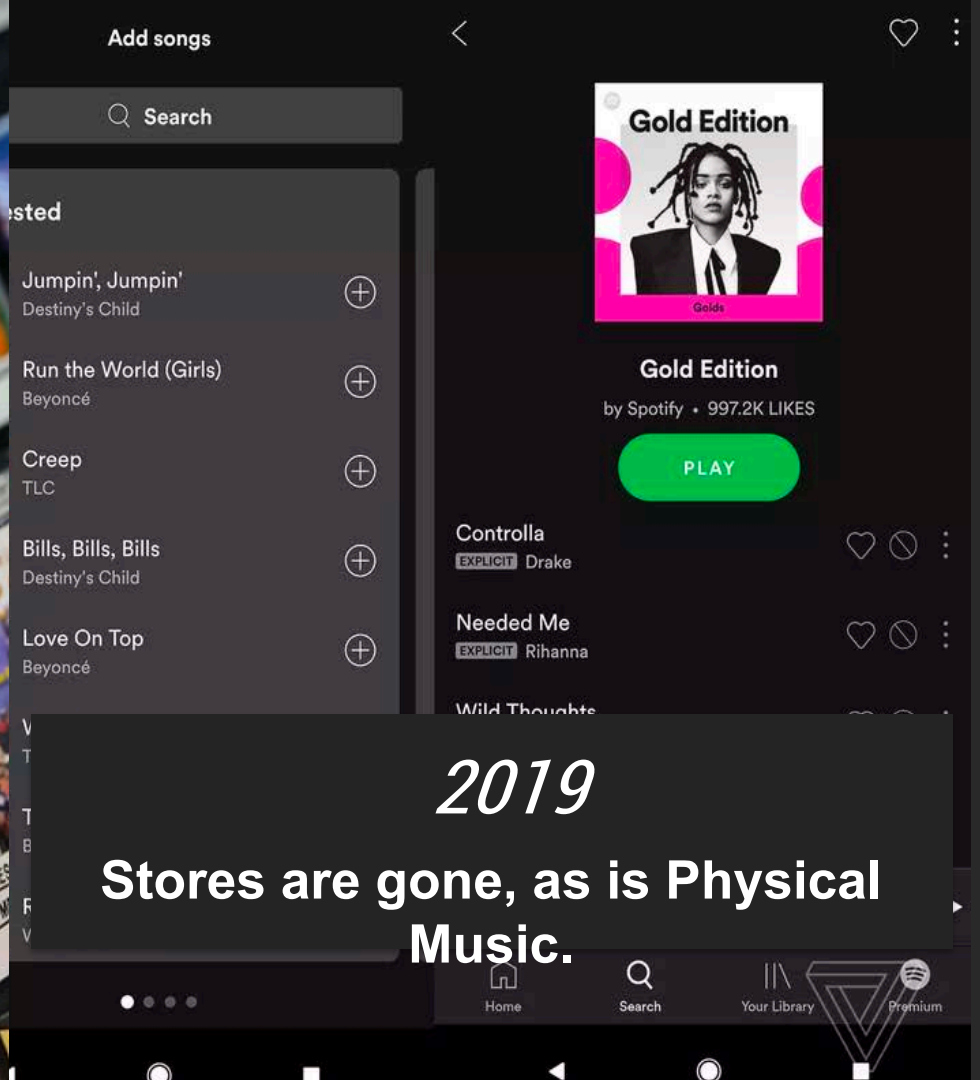

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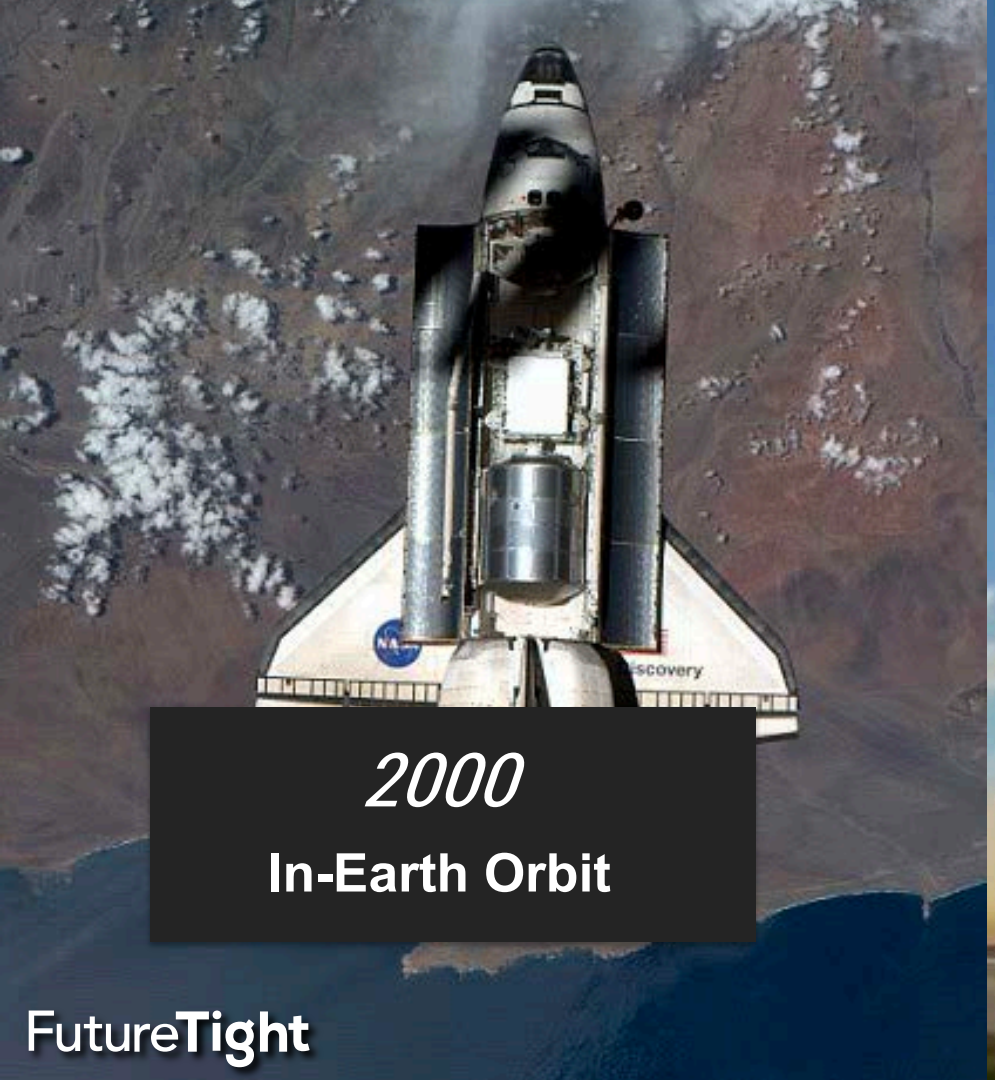

2000

In-Earth Orbit

2019

Reusable Rockets for Mars

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2000

Half of US Adults are Online (Work)

2019

Almost Everyone, All the Time

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So we are living in the future.
But you can say the same for
the generations before.

We were also living in the Future
in the early 90’s

1960s vs 1990s

1960s

Seeing a Movie as a Special Occasion

1990s

Seeing Any Movie, Anytime

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1960s
Landline

1990s
Mobile

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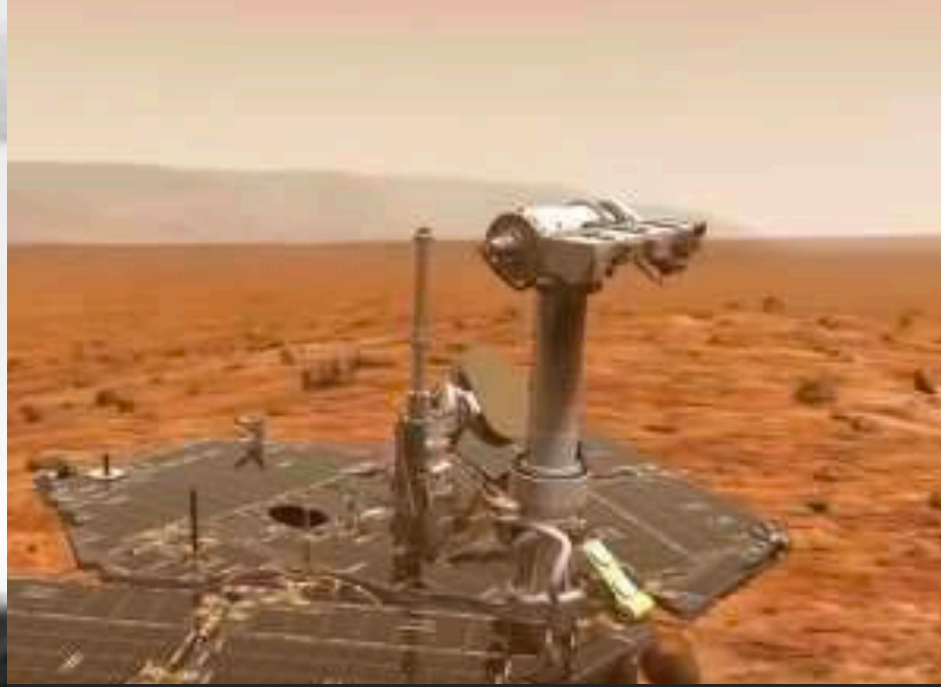
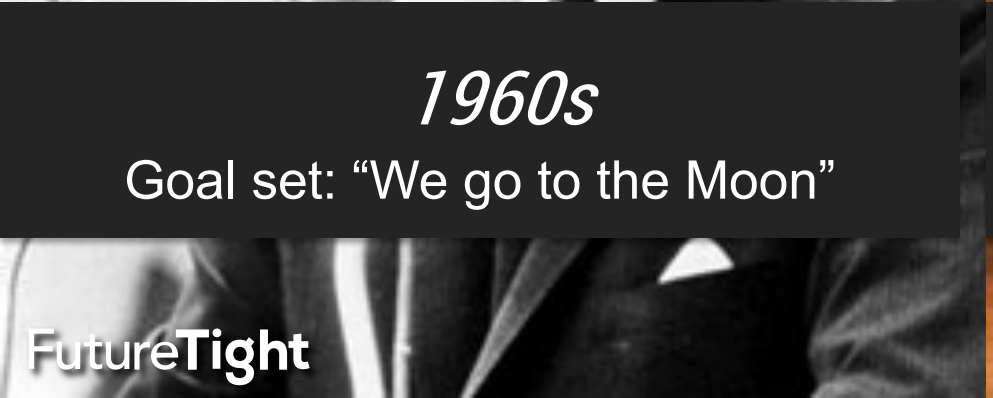
1960s

Goal set: “We go to the Moon”



1990s

Science Gathering Robots on Mars



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The same is true for the 1930s, the turn of the century and so forth.

These things were once preposterous.

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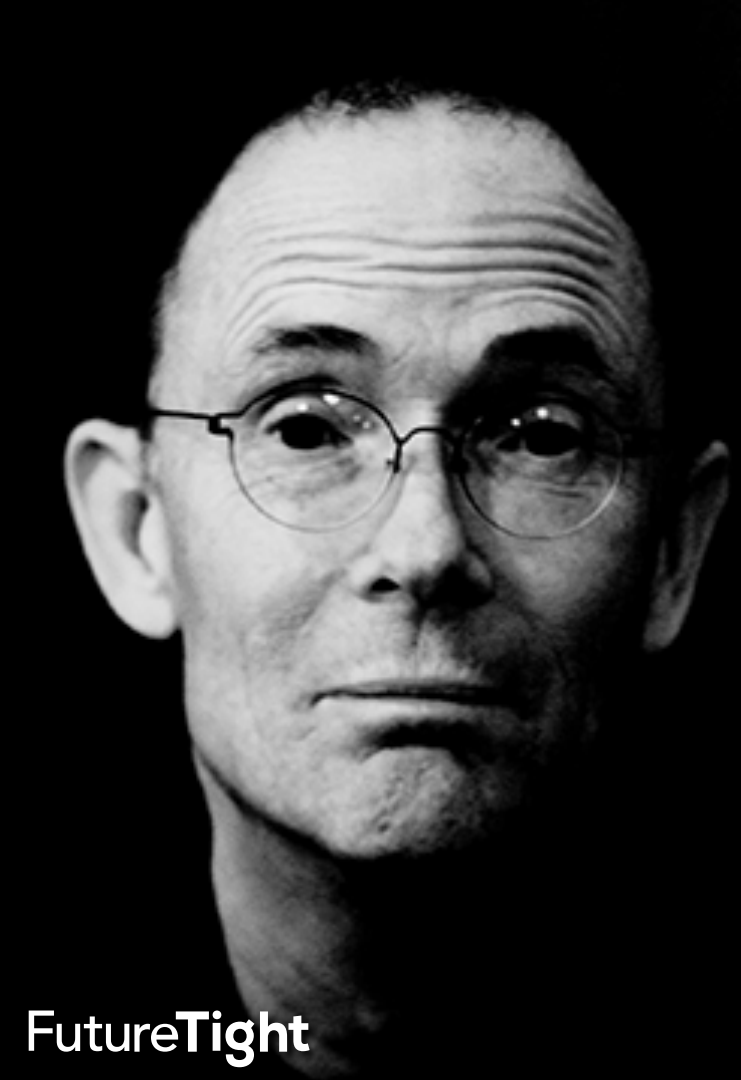
But, if you look closely, the preposterous was already present.



"The future is already here – it's just not evenly distributed."

—William Gibson, quoted in *The Economist*, December 4, 2003[1]

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2000

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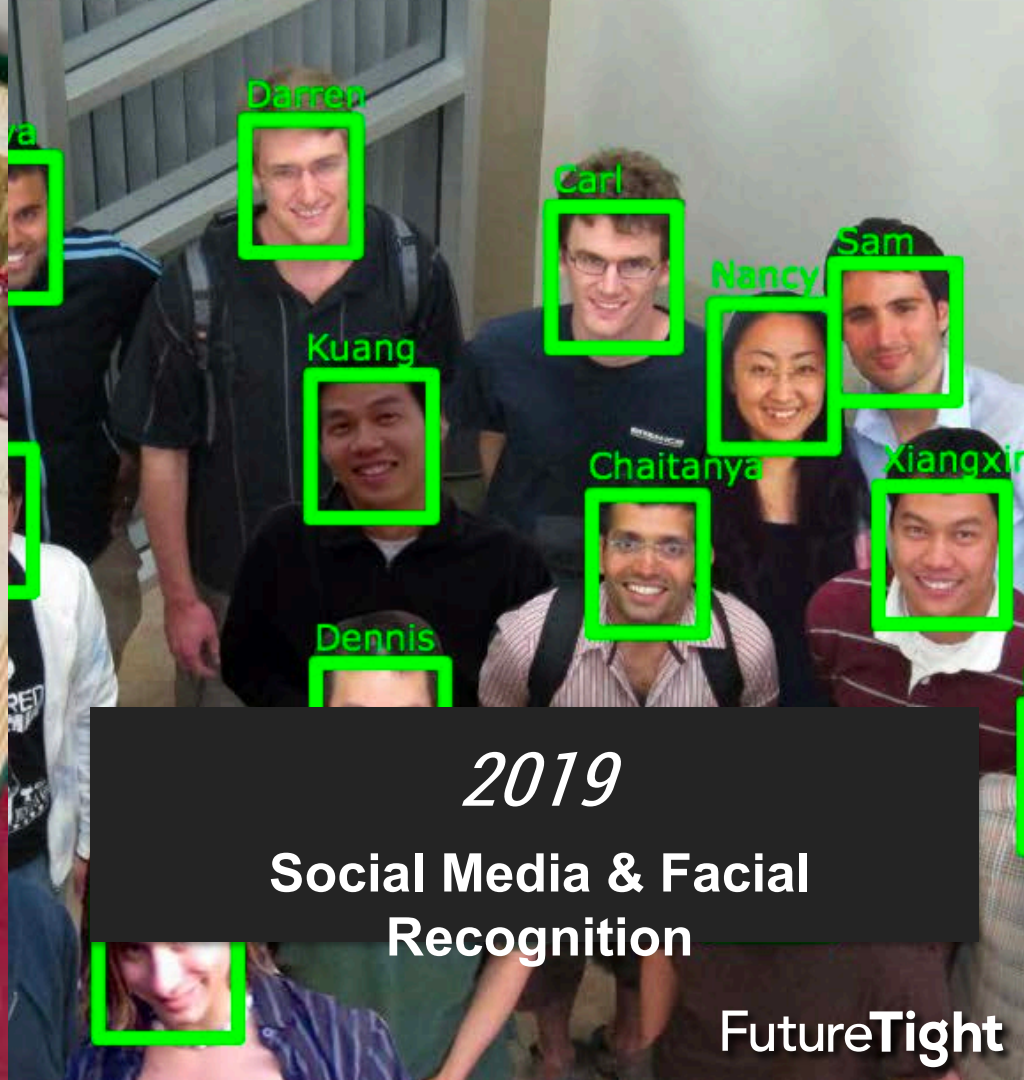

2019

Social Media & Facial Recognition

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Signals in 2000

- **Digital camera technology in the market for years**
- **The first social networks exist**
- **Exponential internet adoption**
- **IBMs DeepBlue computer beats world champion Chess Player Garry Kasprov (1997)**

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1960s
Landline

1990s
Mobile

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Signals in the 1960s

- Car phones, communicators and video phones appear in pop culture and science fiction regularly
- Automobile car phones had existed for 15+ years
- Cellular systems were in development at Bell Labs for over a decade by the 60s
- Telephone adoption has been growing for decades and continuing.

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Can we predict the future?

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No.

Can we predict the future?

No.

We make the future.

Futures Studies

- Forecasting different versions of the future based on what we see, so we may act to bring about a favorable scenario.
- Exclusive to governments and militaries, until the 1970s
- Big companies (Shell Oil) may use future studies in the development of their business strategies
- The analysis and resulting scenarios are not widely shared or embodied by the organizations
- It's an expensive, outsourced endeavor that happens irregularly.

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Part 2:
The Future is Coming Faster
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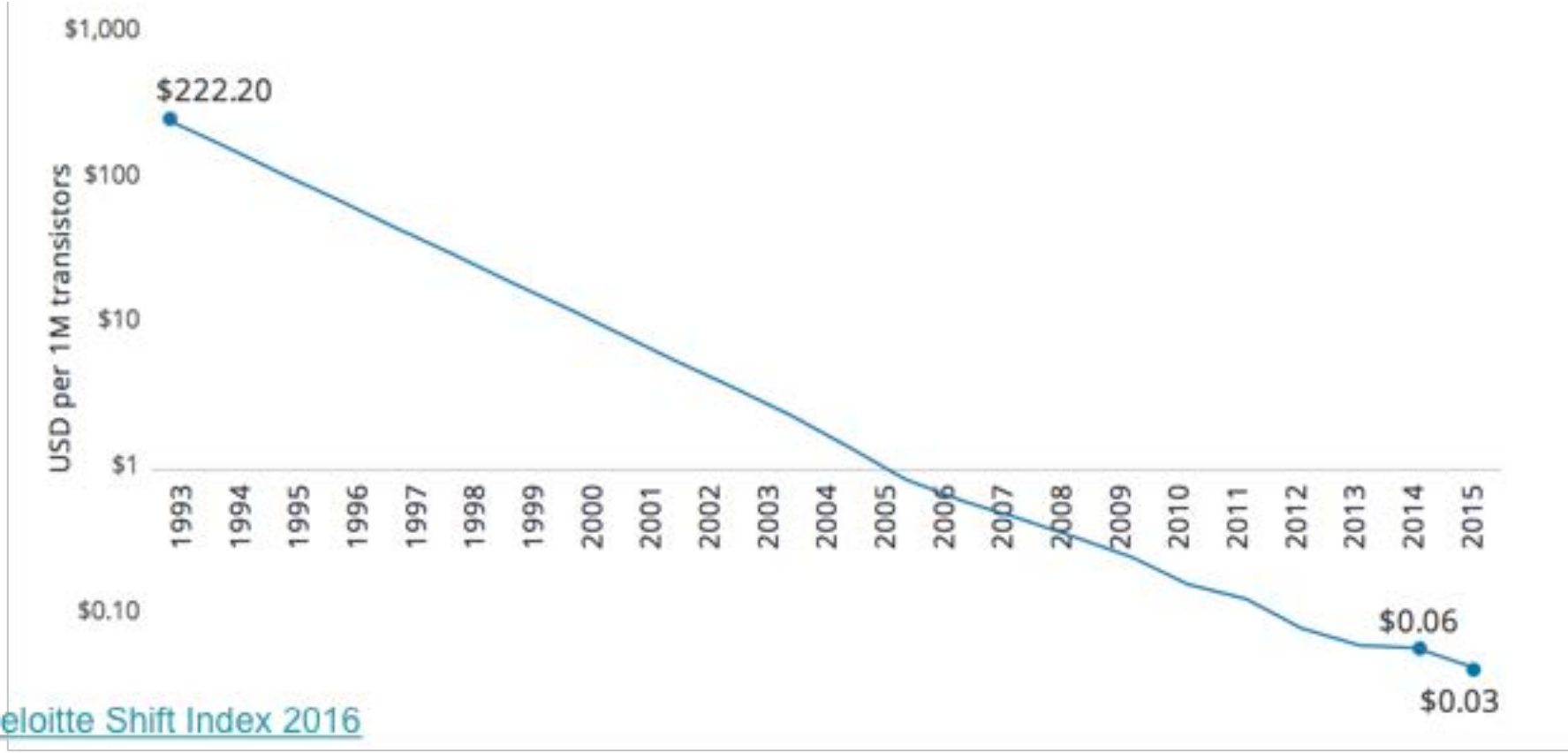
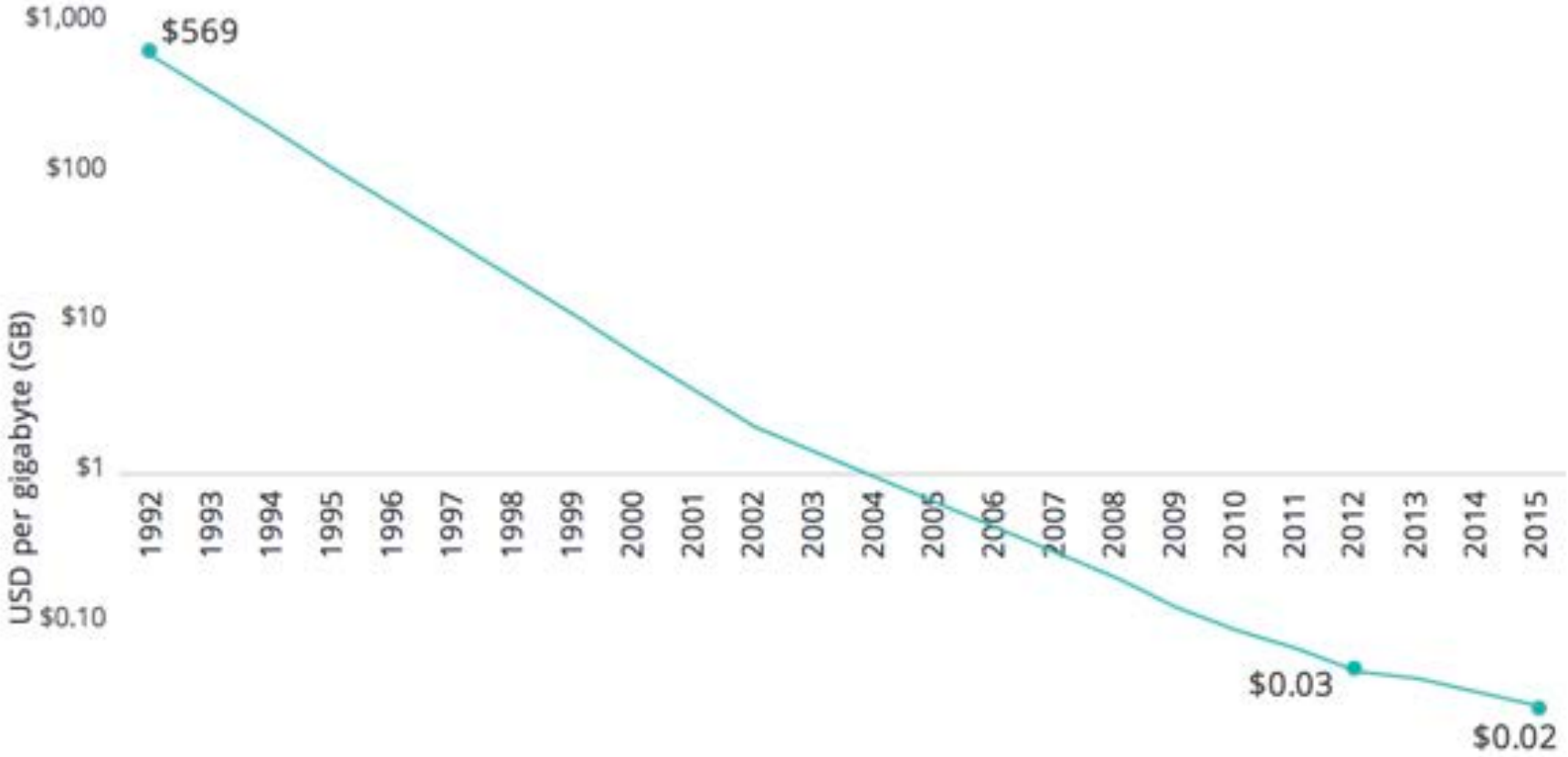
Computing Power

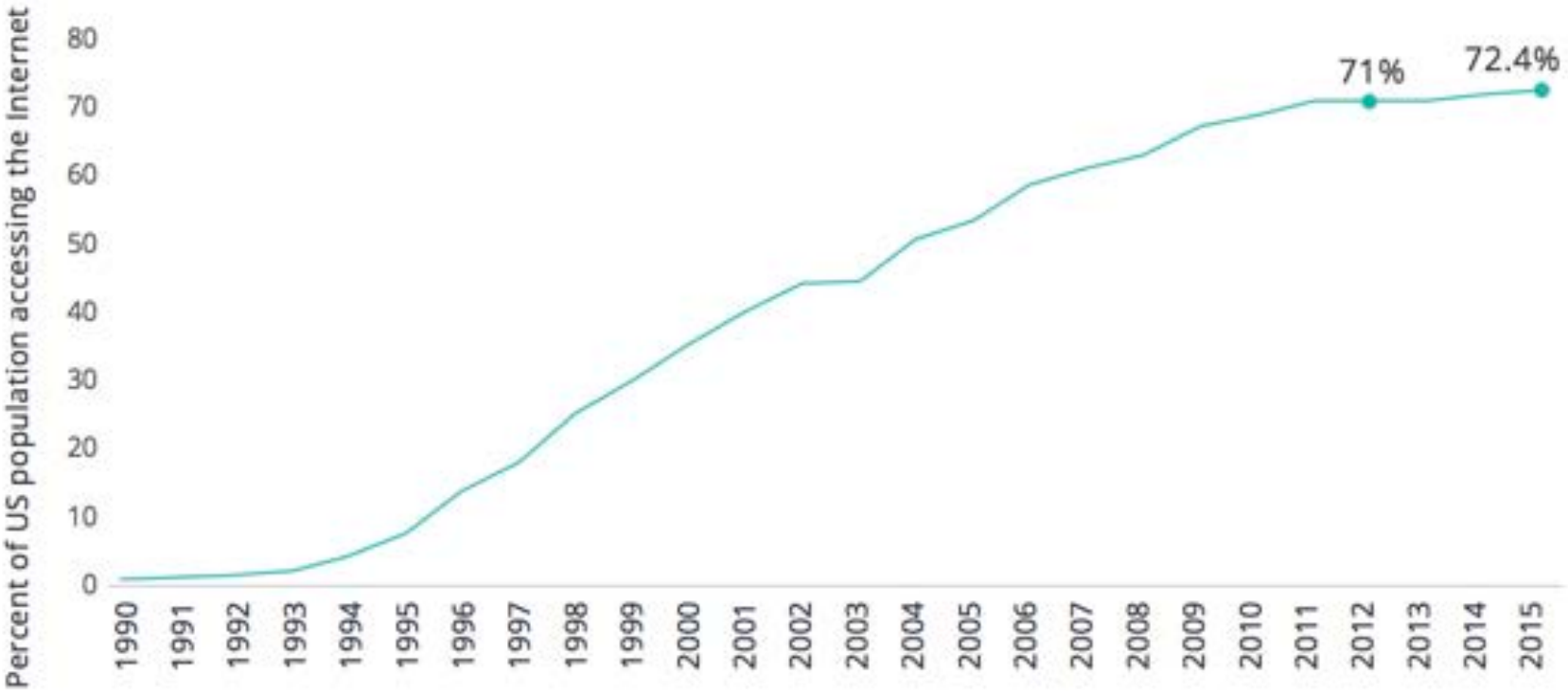


Deloitte Shift Index 2016

Digital Storage



People Online



The future is arriving ever faster.

Our need for foresight is greater than it ever has been. And we're not doing much of it.

Let’s have **bold opinions** of the future we want.

And act to make it a reality.

Fast and nimble foresight to create value in a rapidly changing world.

Part 3:

Find the Signals of Tomorrow

(That are present now)

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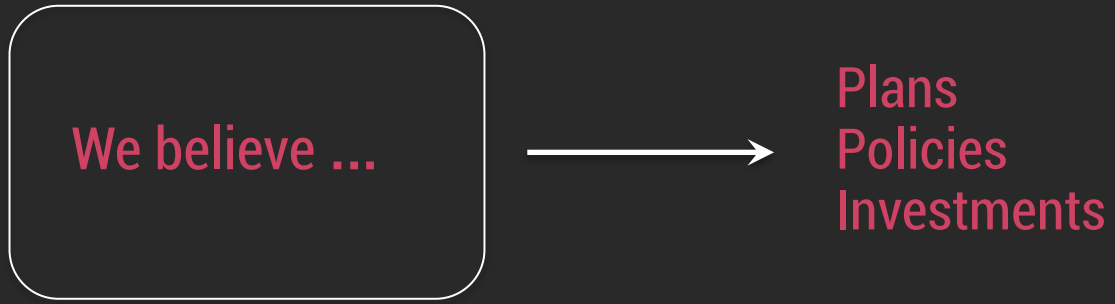
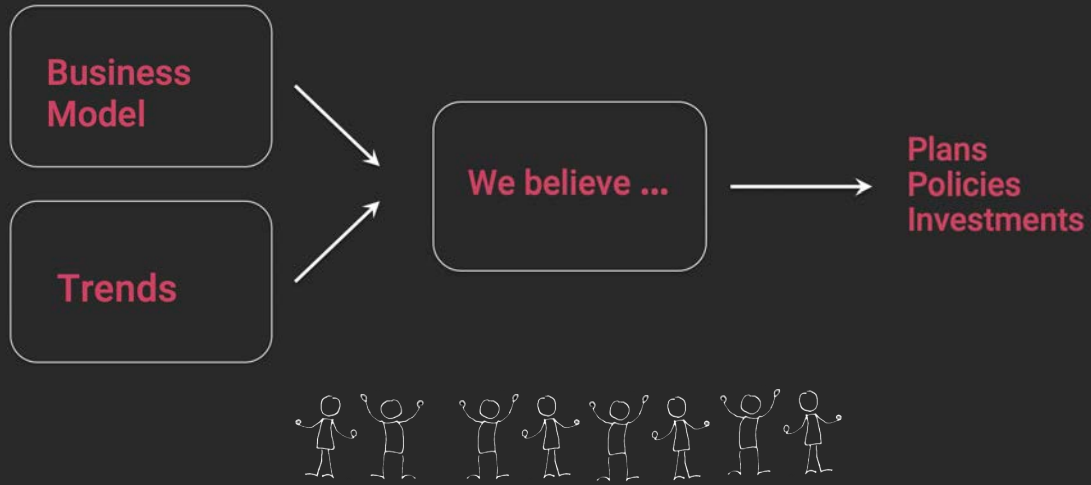
Summarizing the signals this way paves the way for action



Do this work in a small team



A **small team** of people with context and seniority in the business or business unit.

This will make the work better quality. And it will create momentum.

The team will be natural advocates for sharing the insights and promoting actions

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The steps

1) Be grounded in your business model
2) Review trends
3) List challenges and opportunities (look for surprises)
4) Draft a statement that you can point to and share

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Free Resources: Use multiple

- **Political**
- **Technology**
- **Legal**
- **Population**
- **Economic**
- **Social**
- **Environmental**

Let’s assume we are a medical device company pursuing blockchain technology.

Technology

- Increased Blockchain adoption: Central banks from dozens of countries around the world are actively researching DTL.
- Financial sector in US and China adopting DLT
- A host of startups trying to manage information in healthcare via DLT
- GM and BMW are backing blockchain data sharing which means they will use that extended data for machine learning

Challenges

- Governance of these systems is nascent at best – and necessary for medicine
- Huge inertia and resistance to change in the current system

Opportunities

- Huge efficiency gains
- Better faster diagnosis when combined with machine learning.

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Rapid Urbanization

1/2 of the population live in urban areas

1.5 **Million people** are added to the global urban population **every week**

90% of this urban population growth will take place in **African and Asian** countries

Challenges

- Infrastructure demands
- Inequity and mega slums
- Cities create more greenhouses gasses

Opportunities

- Investments into infrastructure
- Carbon negative building materials
- Smart Cities / IOT

Global politics

- Values-based tensions on the rise.
- As global power is diffused, there is more **room for divergent values to shape geopolitics** than there has been since the end of World War II.
- Many political leaders and communities feel they have lost control—whether to internal divisions, external rivals or multilateral organizations—**and, in response, they look to strengthen the state.**

Challenges

- More difficult to make progress on shared global goals
- Worsening trade relations
- Risk to small and Midwest companies

Opportunities

- People are strongly in favor of increased gender equality

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Top Global Risks 2019

By Impact

1) Weapons of Mass Destruction
2) Failure of Climate Change Mitigation and Adaptation
3) Extreme Weather Events
4) Water Crises
5) Major Natural Disasters

By Likelihood

1) Extreme Weather Events
2) Failure of Climate Change Mitigation and Adaptation
3) Major Natural Disasters
4) Massive Data Fraud / Theft Incident
5) Manmade Environmental Disasters

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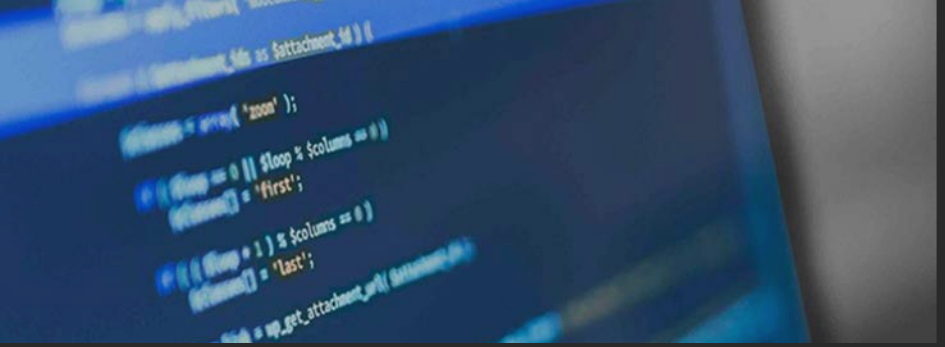

Connecting the Dots

Technology trends

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What we already know

- Increased DLT adoption: Central banks, auto industry, financial sector – Huge potential benefits
- Governance underdeveloped

Connecting the Dots

Population

Rapid Urbanization

- Populations rapidly moving to urban centers (future populations in Africa /China)
- With stressed infrastructure & growing equity gaps

Connecting the Dots

Geopolitical

Protectionism & Changing Climate

- Diffused global powers give rise to protectionism
- Lack of trust and difficult trade relations continue
- High risk / impact of extreme weather
- High risk / impact due to missing climate change mitigation and adaptation

We believe ...

- Adoption of Distributed Ledger Technology by government and industries will continue to grow.

- Healthcare demand will increase. The strain on all infrastructure as populations move to urban centers, along with more unpredictable weather will increase demand — particularly in coastal cities.

- Trade pressure impacting supply chains will continue.

- The huge upside benefits remain if we can overcome both lack of governance for the technology, and the significant inertia in the current system.

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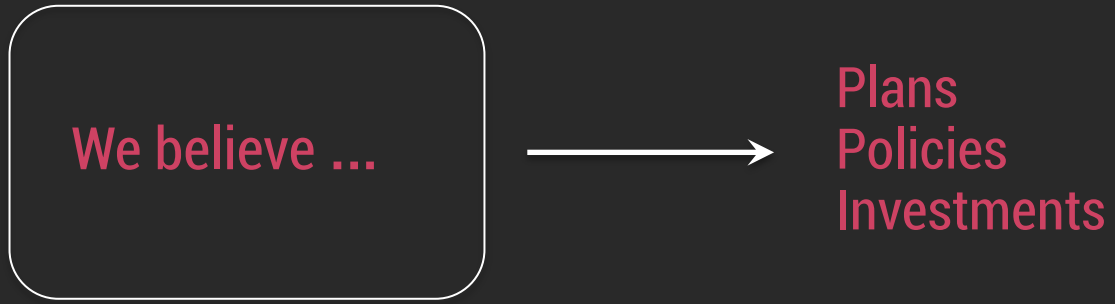

Summarizing the signals this way paves the way for action

- Jumpstart the governance conversation for Blockchain in healthcare
- Grow early presence in African urban centers
- Sunset legacy devices moving resources to data platforms instead

- Maintain certain business lines

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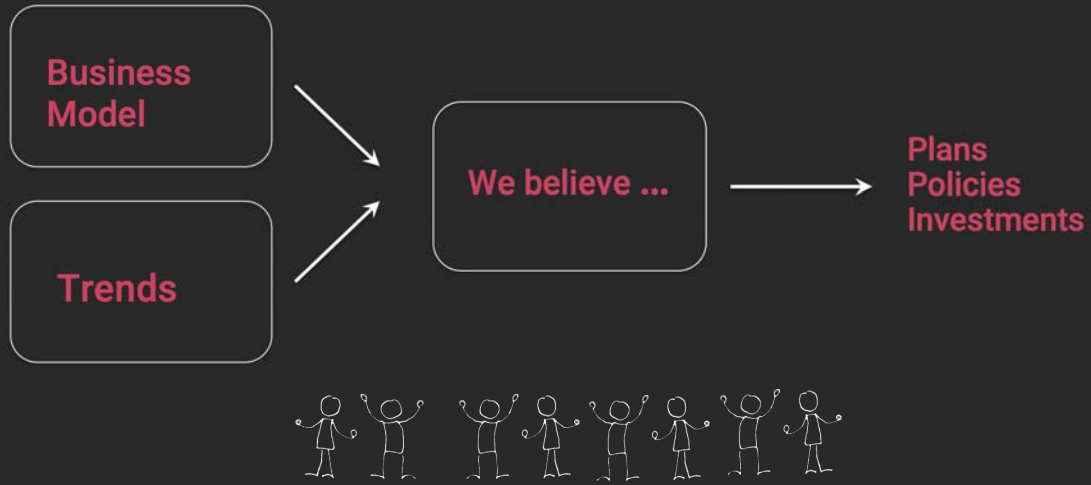

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