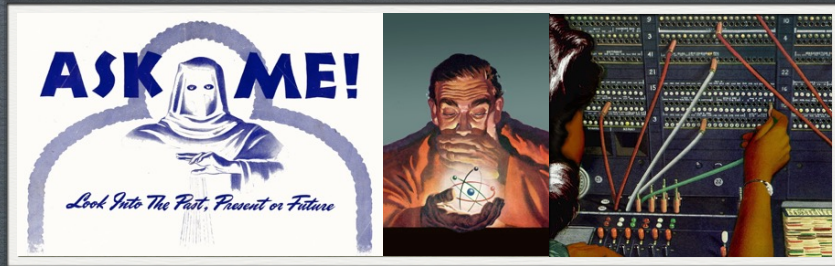


Thinking Like a Futurist

Breakout



Futurist @DavidZach

Thinking like a futurist
is about decision making.

Now	Decision	Then
1	2	3
Bored	Drink	Fun

Teenage brain: Not Bored. Not Thinking...
End of conversation. Duh.

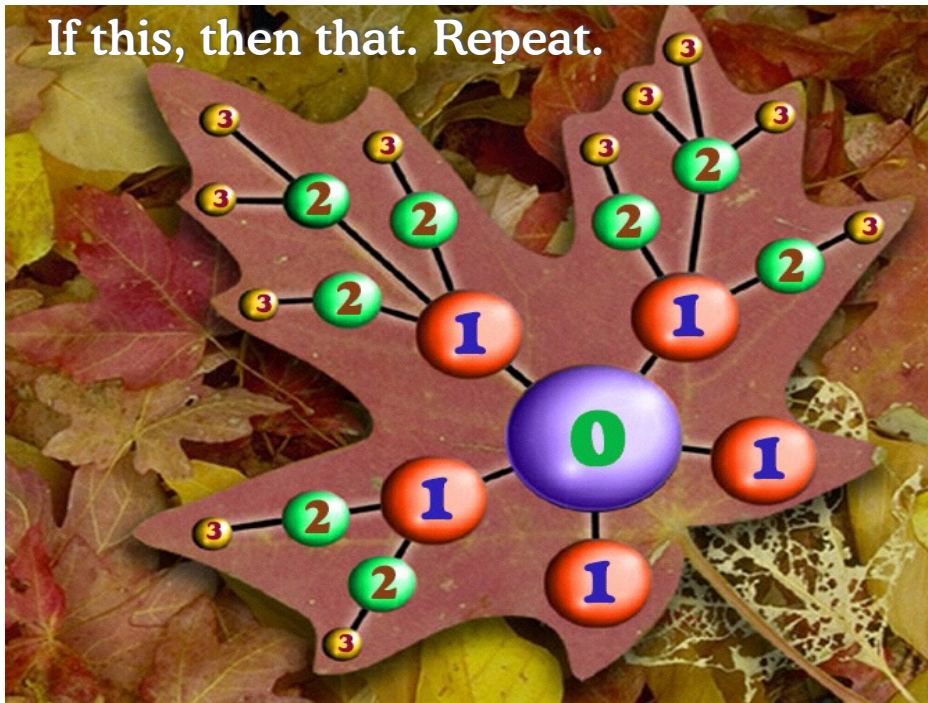
Thinking like a futurist
is about decision making.

Now	Decision	Then
1	2	3
Bored	Drink	Fun

The most important question for the teen brain?
What comes after 3?

Present	Decision	Future	Futures
1	2	3	4
Bored	Drink	Fun	Hangovers
1	2	3	4
Distracted	Indecision	Cost	Choices
1	2	3	4
Curious	Investment	Reward	Choices

If this, then that. Repeat.

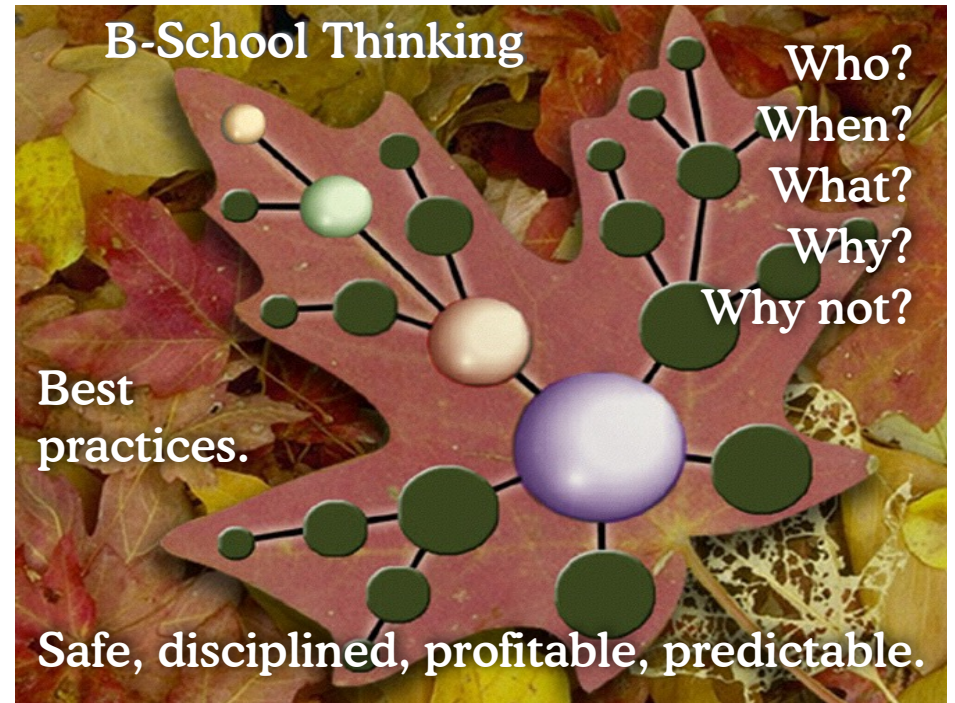


B-School Thinking

Who?
When?
What?
Why?
Why not?

Best
practices.

Safe, disciplined, profitable, predictable.

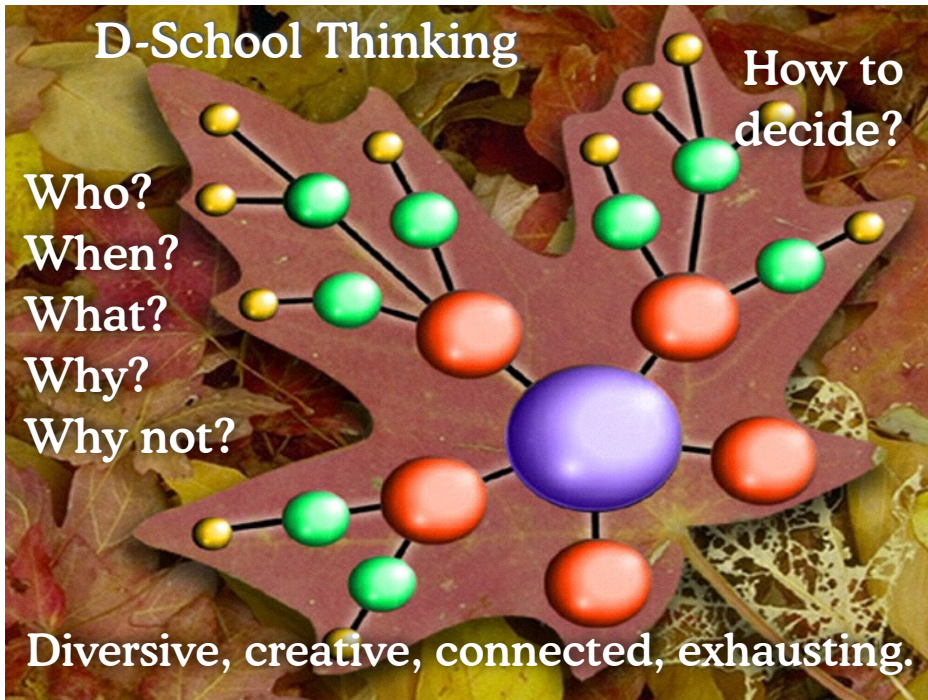


D-School Thinking

How to
decide?

Who?
When?
What?
Why?
Why not?

Diversive, creative, connected, exhausting.



T-School Thinking

WWRN?

Who?
When?
What?
Why?
Why not?

Practical, inventive, opportunistic.





Implications x 3

If this, then that...so that...therefore...

1. 3D printing, maker skills: factories.
2. Driverless cars mandated.
3. More data than we can use.
4. There's an app for you: automation.
5. [What forecast worries you?]

Think: Beware of futurists.

Profit/prophet motive?



Learn to be a FUTUROLOGIST!

Think: Beware of futurists.


Torture numbers and they will confess to anything.
Gregg Easterbrook

2044: 12,000,000,000

2000: 85,000

1977: 171

1935: 1



Sourcing the future:





Wired • Fast Company • Popular Science





Think: Old \neq outdated.



Do not be proud of the fact that your grandmother was shocked at something which you are accustomed to seeing or hearing without being shocked. ... It may be that your grandmother was an extremely lively and vital animal and that you are a paralytic. GK Chesterton

Examples of “old things” that stay young?



Open-minded: Change vs. Tradition?

Think: Strategize your attention.

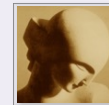
Play with fads, work with trends, live by principles.
Seduced by fads, ignorant of trends, resistant to principles.



heart



hand

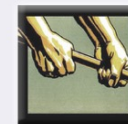


head

moment



temporal



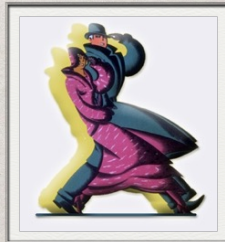
eternal



The moment of fads.

- a. Momentary flavor: no real time horizon.
- b. Attention now! (Parasitic, FOMO.)
- c. Illusion of progress: anchors.
- d. Indicator of trend or principle?
- e. Toys & tools.
- f. *Styles fade, style is eternal.*

Yves Saint Laurent



The progress of trends.

- a. Waves vs. currents: powered towards a horizon.
- b. Change & transformation across time.
- c. Longer-term & competitive: adult.
- d. Forecasts: bets & investments.
- e. Decisions & delayed gratification.
- f. Work: strategy & tactics.



The foundation of principles.

- a. Foundational, permanent, a priori: fact & faith.
- b. Systemic, ebb & flow, paradoxical.
- c. Free you from the current times.
- d. Frustrating, but rewarding?
- e. Elder-oriented.
- f. Obsession with single principles.

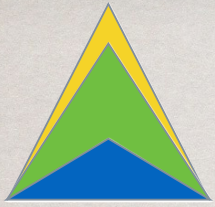


*We hold these
truths to be
self-evident ...*



*It is of the new things that men
tire ... of fashions and proposals
and improvements and change.
It is the old things that startle
and intoxicate. It is the old
things that are young.*

G. K. Chesterton

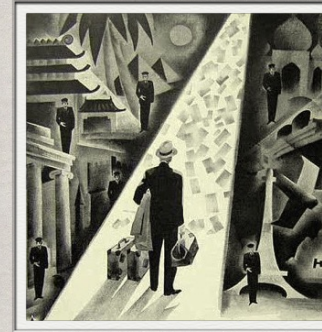


Strategic decision making.

- For? Against? Don't care.
- Industry? Customers? You?

Environment	a. <i>A desk is a dangerous place ...</i>
Technology	b. What FTPs are you not seeing?
Construction	c. Mistaking fads for trends?
Regulatory	d. Ignoring principles?
Health & aging	e. Distances of your time horizons?
Cultural/political	f. How long is your long-term?

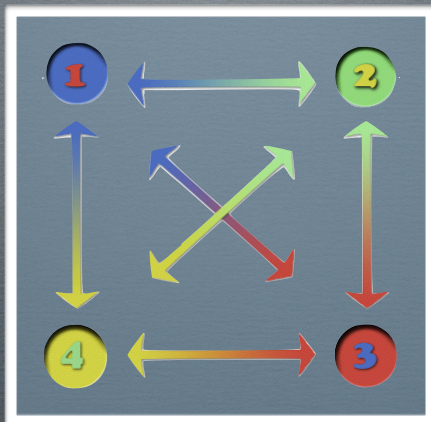
The FTPs of Precision Ag?



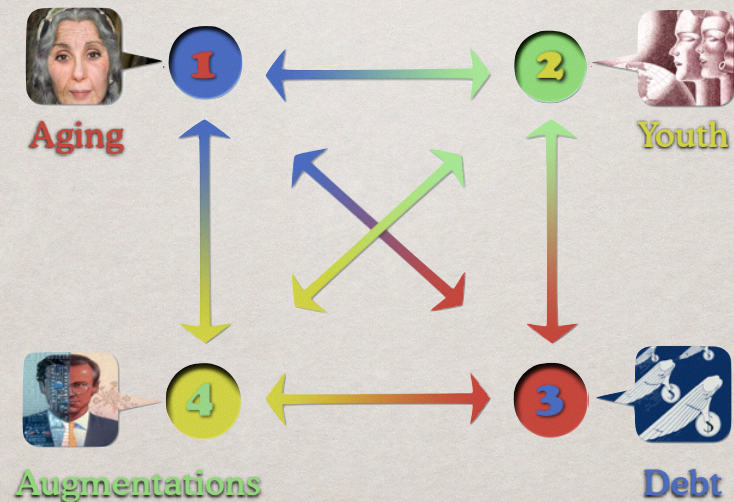
- Will factories return to USA?
- Effects of automation/AI?
- Fad posing as trend or principle?
- Environmental issues?
- Privacy management?
- Autonomous drones?

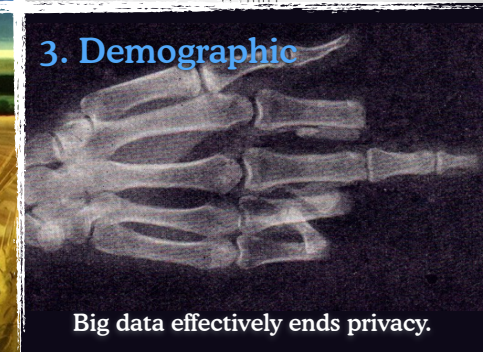
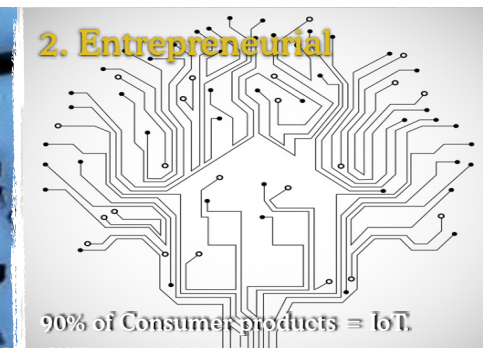
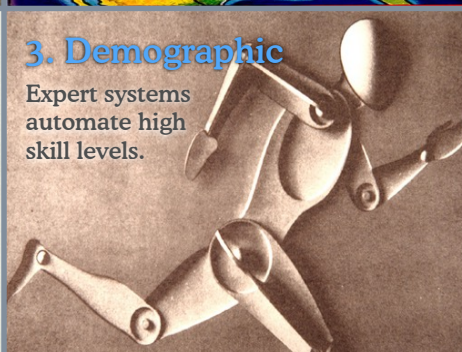
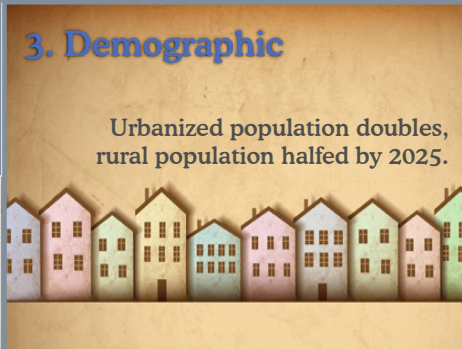
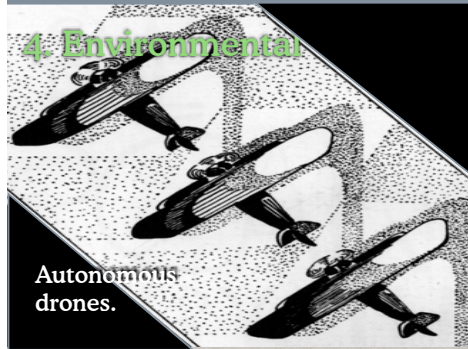
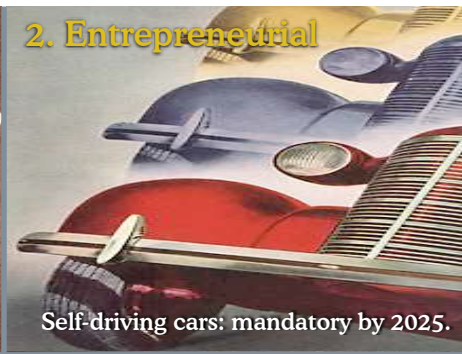
Connecting Implications

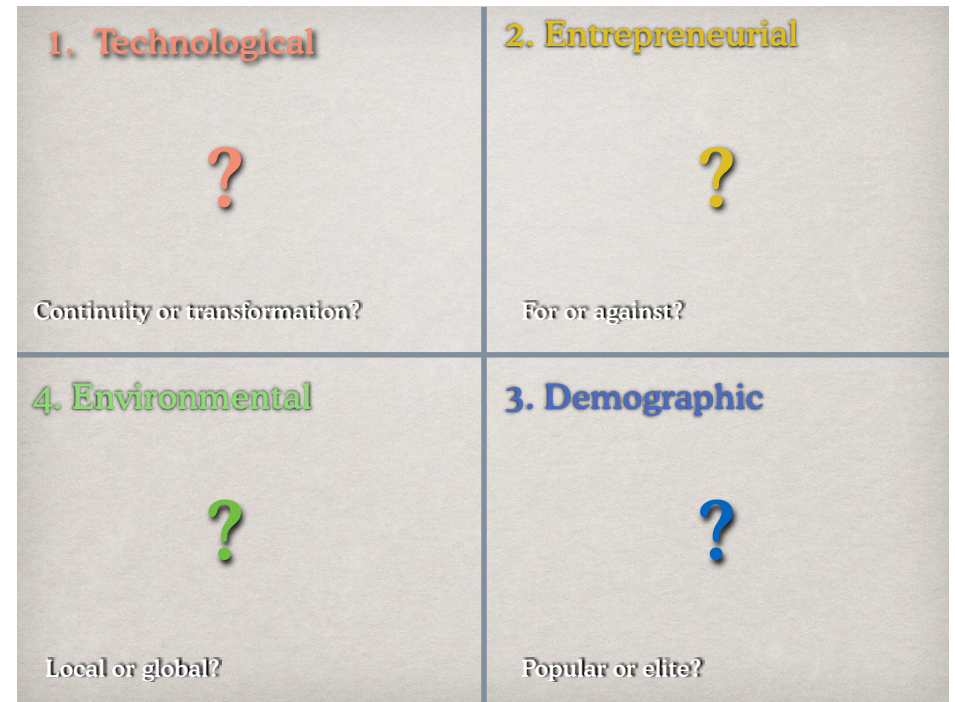
Futurist @DavidZach



If you see connections between things, your choices will be less threatening. Richard Saul Wurman

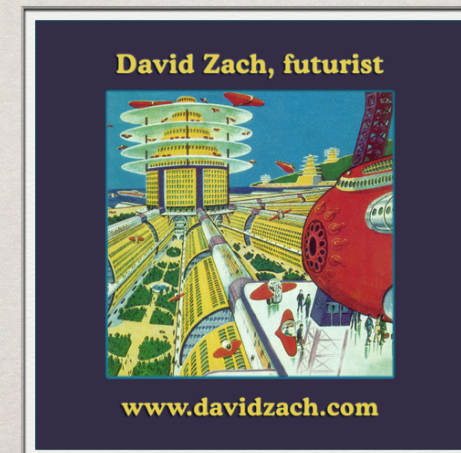






Closing Ideas on Thinking?

Futurist @DavidZach



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