SKETCH NOTES by @mjbroadbent

Look, Think, Act: The Futures-Smart Design Organization

APRIL REAGON
Researcher and Author, PALM TREES + ROBOTS, LLC

Design Leaders are uniquely skilled and positioned to speak about and influence human-centricity in organizations

life is hectic... still.

It's so easy to focus on what is right in front of us.

The PANDEMIC has put us in a whole new CASE STUDY
we are tightly interconnected
EVERYONE has had to ADAPT
we're dealing with A LOT.

10 MILLION small businesses CLOSED in USA

SUPPLY-CHAIN ISSUES

EXTREME WEATHER EVENTS

MASSIVE DEATH NUMBERS

OVERWORKED EXHAUSTED MEDICAL WORKERS

IN 1800, 44% OF CHILDREN WOULD DIE before age 5. TODAY that is 4% (still room for improvement)

Literacy rates ↑
Girls in primary schools ↑
Ability to get water from a projected source ↑

SCIENCE and TECHNOLOGY WORK

- MENTAL HEALTH
- PHYSICAL HEALTH
- EXTENDED REACH into REMOTE GEOGRAPHIES

there are MANY BENEFITS yet also NEGATIVE IMPACTS
many unintentional

EPCOT is being reimagined BECAUSE WHAT THEY'VE HAD THERE HAS ALL COME TO BE!

Futures-smart ORGANIZATIONS
CULTURE OF BRIDGE-MAKING
- Collaborative, not competitive
- Equity and belonging
- Internal and external
  - Academia
  - Citizens - beyond early adopters

CULTURE OF FUTURES LITERACY
- Power of the pivot
- Embrace change
- Growth mindset
- Responsibility of all
- Consider consequences

WE NEED OPEN, TRANSPARENT CONVERSATIONS

WHAT **future** DO WE SEE...?
PLAN FOR...?
BELIEVE is POSSIBLE...?

BRIDGE MAKERS
APRIL REAGON
NOW ON SALE

Foresight
Look.
Think.
Act.

BASIC FRAMEWORK
1. Looking
2. Capturing observations
3. Synthesizing into Signals
4. Generating insights
5. Imagining scenarios
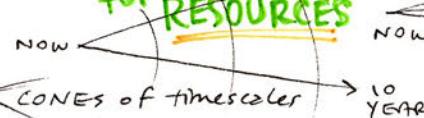6. Estimating scenario potential
7. Identifying preferable futures
8. Plans of action

WE NEED CITIZEN FUTURISTS

Explore negative and/or unintended possibilities

WE CAN BE BETTER AT THIS... more positivity less dystopic!

See Slides for RESOURCES

CONES of timescales
NOW → 10 YEARS
NOW → future
POSSIBLE PREFERRED PROBABLE PLAUSIBLE

DO IT. this makes a big difference

EQUITY IS SO IMPORTANT

USING FUTURES THINKING, WE CAN! BE...
- CURIOUS ABOUT POSSIBILITIES
- CHANGE-FRIENDLY MINDSET
- NURTURING OF CREATIVE IMAGINATIONS
- ACTIVE PROBLEM-SOLVERS
- TAKE PRIDE in BEING PART of the SOLUTION
- HAVE HAD FORMATIVE EXPERIENCES

there is hope in the FUTURE

TRY THIS! **5 MINUTE FUTURES**
5 minutes, 5 months, 5 years

what are you taking away from this Conference?
WRITE IT DOWN