CBI A³ Jam

The Future according to Robert Crumb. (For his Historical vision, see p. 34.)

Ideation session 4

Future Scenarios

Future scenarios based on forecasting by experts

The purpose is **inspiration** to create new ideas

60 minute session

Strategic advisory and foresight arm of Australia's national science agency
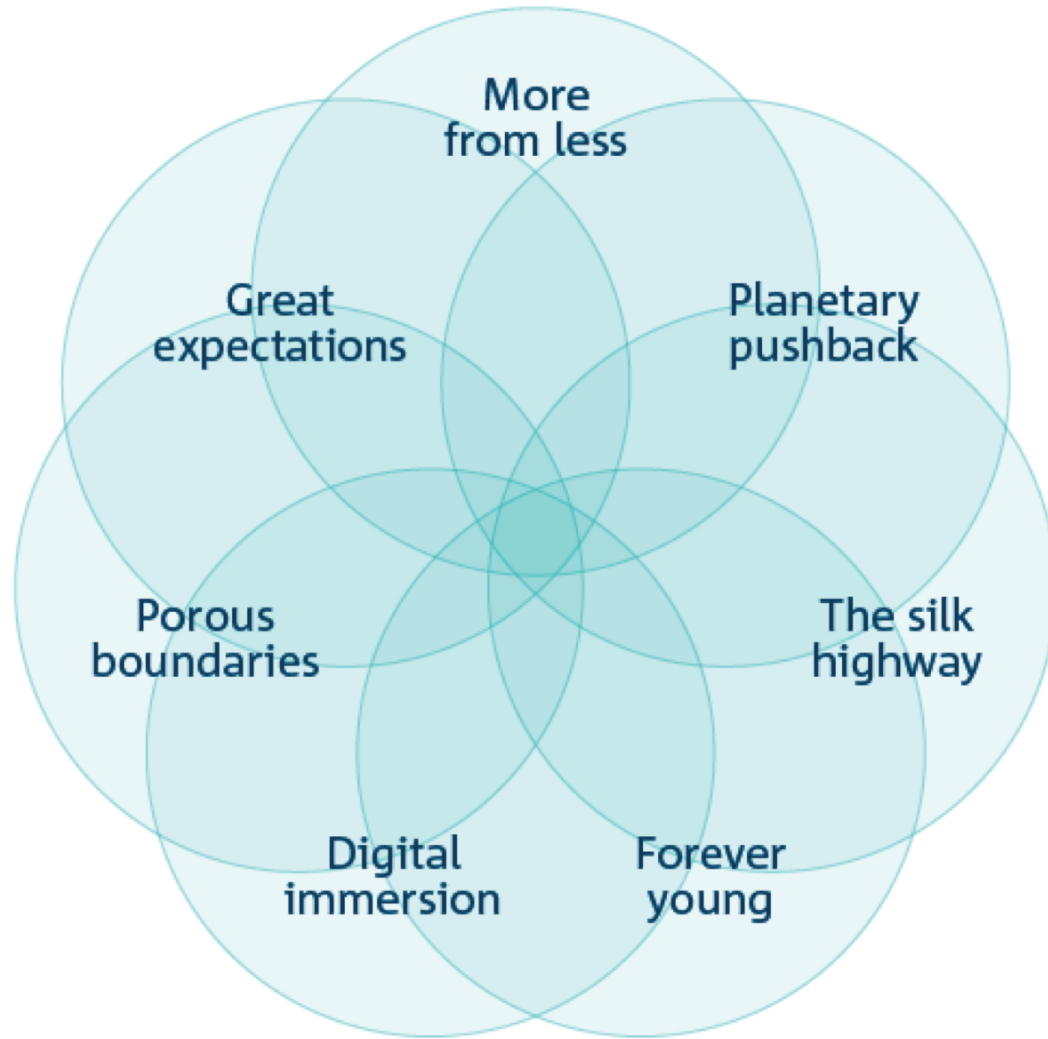
The circles are labelled:
- More from less
- Planetary pushback
- Great expectations
- The silk highway
- Porous boundaries
- Digital immersion
- Forever young

2030 scenarios

Digital DNA

Weathering the storm

Clean and lean

Mining and dining
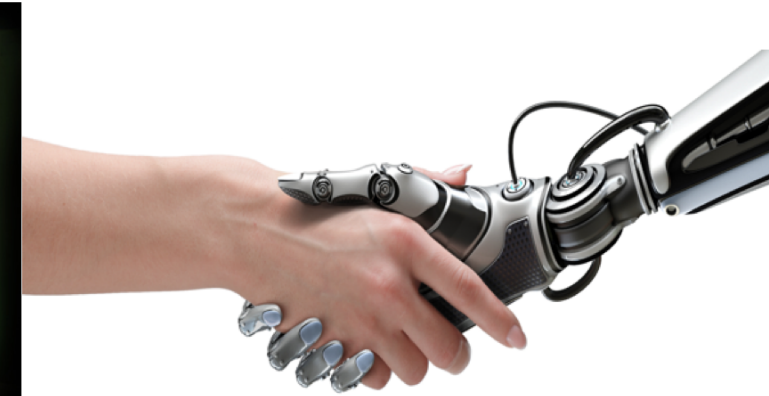
Future Scenario 1

1. How might your existing prototype fit in this future scenario? Build and evolve your ideas. (10 mins)

2. Now forget your existing design idea. Use the scenario to trigger new ideas. (20 mins)

Tip: *if you are having difficulty, consider a new stakeholder/user*

Digital DNA

> dramatic shift towards a digital services and knowledge-driven economy
> exponential growth of computing power,
> an increasingly connected world
> wide range of new technologies and business models
> stable, wealthy, and heavily connected into global supply chains and trade networks.

Future Scenario 2 (now repeat process)

1. How might your existing prototype fit in this future scenario? Build and evolve your ideas. (10 mins)

2. Now forget your existing design idea. Use the scenario to trigger new ideas. (20 mins)

Tip: *if you are having difficulty, consider a new stakeholder/user*

Weathering the storm

> Global geopolitical instability increases
> Climate change drives regional conflict over land, food & water
> Trade alliances tensions disrupt global supply chains
> Global economic stagnation
> Demand for exports high, but overall trade declines, need to reboot domestic industries.
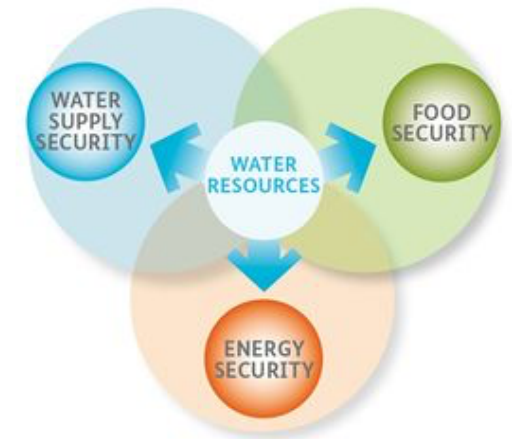
Round 2: R1 "Pop-up"

Round 2: R1 "Pop-up"

Select 1, 2 or 3 ideas to gain feedback on.

Tweak prototypes, develop your idea a little more, be clear about your 'pitch'

Outside the team

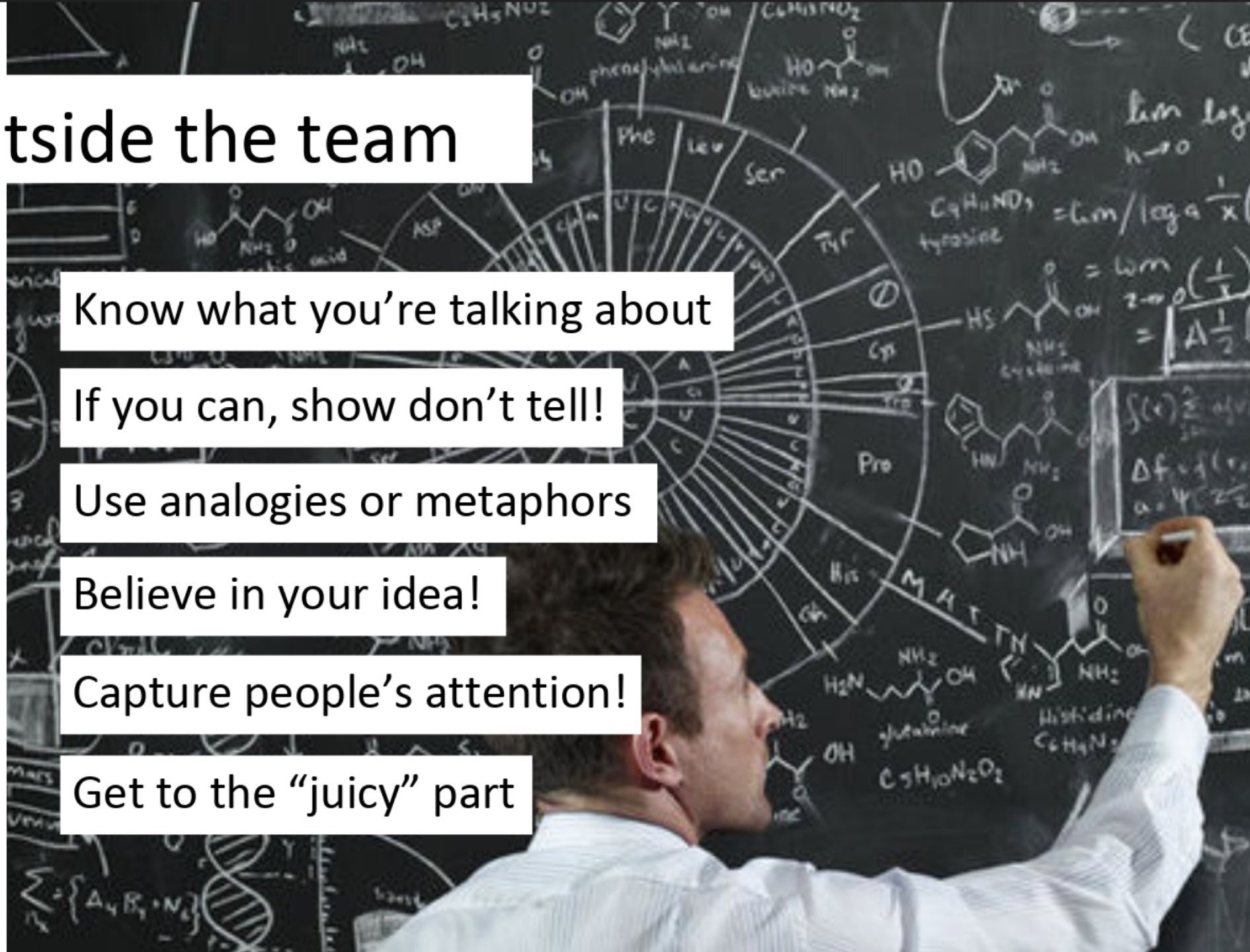Know what you're talking about

If you can, show don't tell!

Use analogies or metaphors

Believe in your idea!

Capture people's attention!

Get to the "juicy" part

R1 "Pop-up" prep:

- What techniques worked yesterday? What could improve?

- **Red = external workers**,
- **black = special short project**,
- **blue = staff**

- Ask for their email, you can organise follow up conversation
- Invite people to visit IdeaSquare (e.g. Curious croissant breakfast each Tuesday 8:30am)
- Invite people to your presentation next week, Thursday 6th December 4pm @ IdeaSquare

Reflection

Guided learning reflection. 15 mins, end of each day.

Individually write on post-its. Share 1 sentence with team.

I found …… challenging because…….

I was surprised by ………… because……….

I was inspired by ………… because……….

I would like to increase my knowledge/capability/understanding of …….