

# Scenarios of IdeaSquare

An imaginative journey for the truth. Or at least for opinions and discussions.

Can we record this please?

# Welcome to the module **what we want and what we need**. Let's begin with reviewing the categories.

Category	Currency	Explanation
individual freedom of thinking / doing	freedom of thinking / doing	Freedom for the employees / visitors to work on projects meaningful to them, respecting the boundaries that CERN provides.
Expertise within IS	inter-independent functioning inside CERN IS experience in interdisciplinary projects knowledge know-how	Expert status in specific fields: ie. Interdisciplinary collaboration / design thinking.
Linkages to outside IS	proximity to science gateway media trends mentoring power from the internal CERN community sell CERN DG some projects that IS is interested in expertise exchange on prorotyping, hackathon organisation etc. Specific aresas	Being linked to the surrounding ecosystems for mutual benefit: two-way support, being relevant, building expertise, and having greater impact.
Reputation	Attractiveness of IdeaSquare CERN brand and reputation uniqueness, non-incremental Reputation on SDGs publicity from our outside partners	Reputation can be gained through uniqueness and expertise, cultivated through collaborations, and benefitted from through new opportunities.
Resources	space time mental energy money, funding opportunities	Resources that are needed to create the outputs that we want: spaces, time, mental energy, and money.
People to IS space and engagement in IS activities	Educational and innovation projects Initiatives and events Attract top level oranisations / top interesting opportunities / projects / funding Attract talents and communities	Activities with and for organisations, students, and citizens.
Others		Are we missing something?

Welcome to the module **what we want and what we need.**

Let's begin our story with the answers on what we want and what we need, even don't need.

Category	I want	IS needs	Not needed
Individual freedom of thinking / doing	5	5	1
Expertise within IS	4	8	
Linkages to outside IS	7	4	
Reputation	2	7	
Resources (time, money, space)	4	8	
People to IS space and engagement in IS activities	2	7	



What do these answers mean? Do they tell us something? Was it redundant, or informative?

Category	I want	IS needs	Not needed
Individual freedom of thinking / doing	5	5	1
Expertise within IS	4	8	
Linkages to outside IS	7	4	
Reputation	2	7	
Resources (time, money, space)	4	8	
People to IS space and engagement in IS activities	2	7	



Based on the answers,  
▼ let's imagine different  
possible futures





What our  
voting guides  
us towards

## Scenario 1: The consulting expert

- The most important currencies for IS are expertise and resources (time, money, space)
- The second most important are reputation, and having people in IS spaces and events.
- Linkages to outside the Square were not seen as needed, but as something we want
- Individual freedom of thinking / doing divided opinions the most
- In this scenario, we are working as consultants on innovation projects and courses. To be able to have an expert status, we let the personnel educate themselves and do research. As providing expert services is very time intensive, we charge high prices for our services, when we can. We improve in our trade by specializing in certain kinds of consultations. In order to diversify our offering and increase individual freedom to choose what people want to work on, we will need to hire more people. Resources are achieved through commercial success, and reputation through marketing and showcasing our work.





If we would  
choose to go  
more  
towards  
reaching as  
many people  
as possible

## Scenario 2: The do-gooder

- The most important category is having people to IS space and events
- Reputation and resources are still needed, but are reached in a different way: instead of using resources to gain reputation, we are using reputation as an NGO to get donations / grants, and through that, resources.
- In this scenario, we are profiling ourselves mostly as an NGO: our purpose is to improve society through accelerating as many people as we possibly can. Along with an idealistic existence comes being reliant on funding and donations. Some outside linkages are fostered for continued support, limiting individual freedom but freeing up time to work on the number one goal: enabling young talents and decision makers to make the world a better place. We become great at what we do, but are not necessarily the number one experts in any specific area.





If we would  
choose to focus  
on creating  
strong linkages

## Scenario 3: The Think Tank

- The most important category are linkages outside IS
- Resources and reputation are gained through using those of others: we have a symbiotic relationship with our closest partners, like CERN and UN organisations
- In this scenario, we are getting a greater impact than our size would suggest through liaising with others: We use the networks and expertise of our friends when we need. Through our networks, we have a large reach, and can spread our ideas. We are a respected source for inspiration: we are known for being able to accelerate our students towards new ideas and taking those ideas into action in their own contexts. However, we are not doing so much concrete projects ourselves, and our influence on the end result is limited.





If we would  
choose to  
emphasize  
individual  
freedom

## Scenario 4: The project machine

- The most important resource is individual freedom of thinking and doing.
- Limited resources and limited reputation are available, at least at first.
- In this scenario we are like a house full of unicorns: People are allowed to follow their passions and their instincts, and although sometimes projects fail, we always learn, and might go viral with our successes. A group of motivated and happy individuals can achieve amazing results, but there is a downside: the impact we have is so spread out, that it becomes small. We gain some benefits from the team at IS, but we are not working as a team.





In the strategy process, we have now discussed the possible currencies, how we prioritise them, and what that could mean.

Next time, we will shake that level of abstraction off and see the reality inside.

Tbc with Oday

Oh.... And please answer the bonus question in #whiskeybar!

