CONNECTIONS SUMMIT

Scanning for Signals of Change

Garry Golden

ELECTRICITIES of NORTH CAROLINA, INC.

Warm up: More or Less Change Ahead?

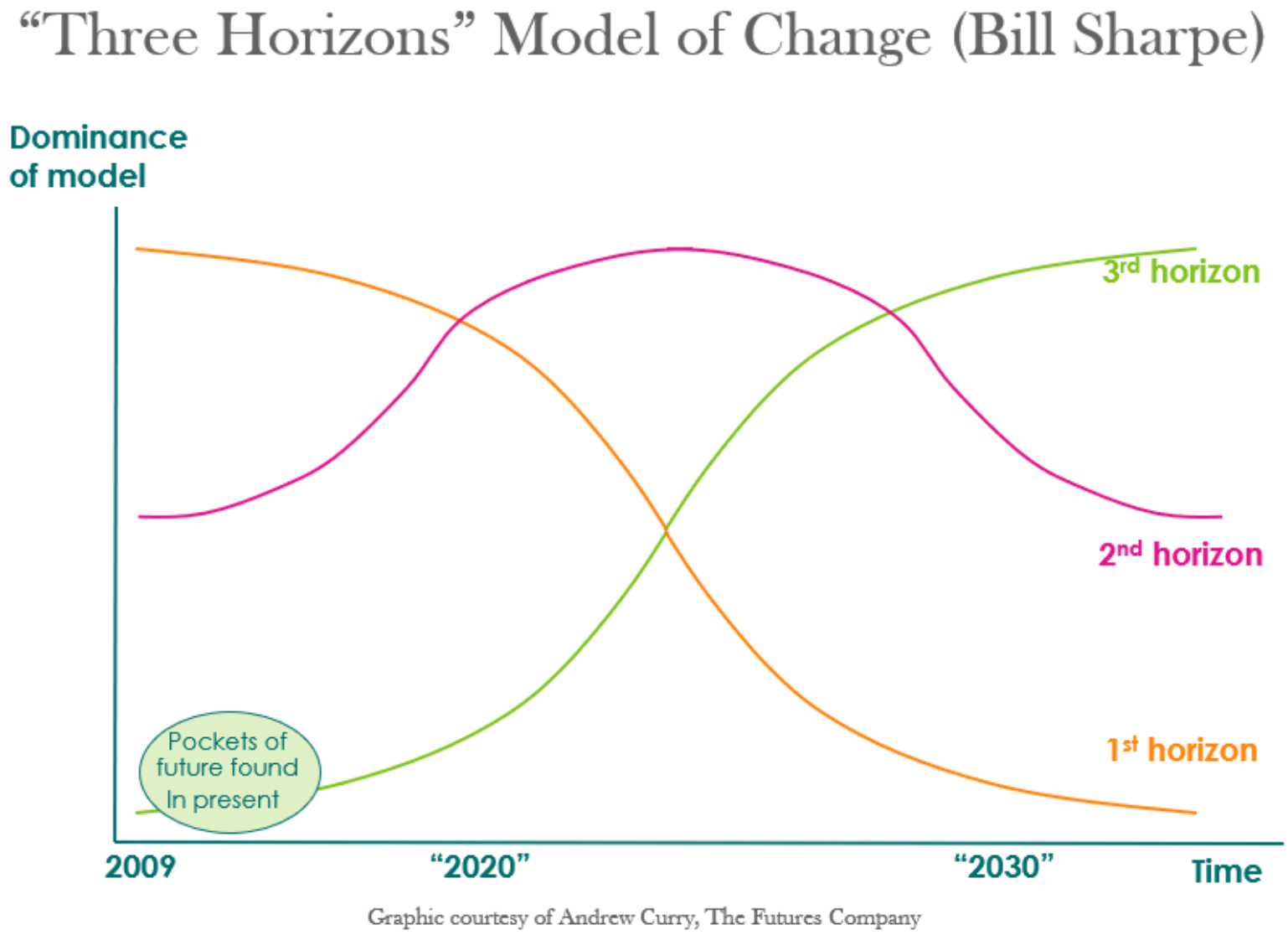
Last ten years

2010 – 2019

Next ten years

2020-2030

Signals Scanning + Three Horizons



Bringing Foresight Into Your Organization

Value of Process
(Tools, Techniques, Behaviors)

Value of Content
(Domain expertise; Knowledge)

Fundamental Stages + Activities of Foresight

Investigate

Identifying
& Monitoring Change

- ❑ Horizon Scanning
- ❑ Emerging Issues Analysis
- ❑ Indicator Analysis
  (Leading vs Lagging)

Imagine

Exploring Implications

- ❑ Forecasts
  (Trend Extrapolation)
- ❑ Scenarios
  (Alternative Assumptions)

Inspire

Communicating the
Need for Change

- ❑ Visioning & Backcasting
- ❑ Planning, Goal Setting & Roadmapping
- ❑ Transformation Management

Wendy Schultz/Garry Golden

What is a Signal?

Power Ledger launches token for retail investors to back renewable energy projects

Mike Butcher @mikebutcher / 4 months ago

Comment

Business Models = Transparency & Behavior Change

REUTERS

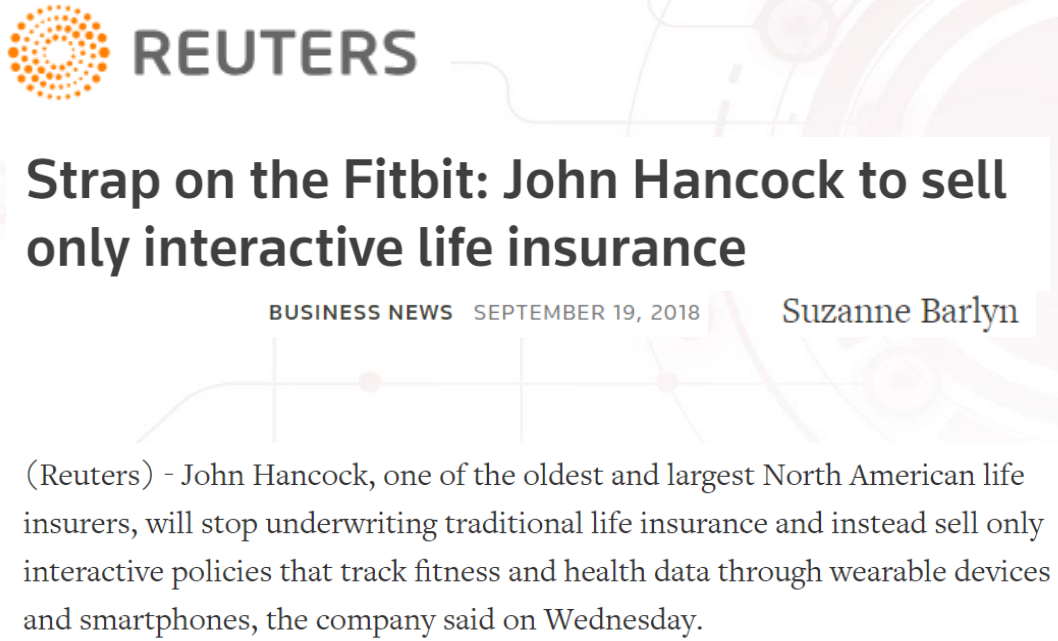
Suzanne Barlyn BUSINESS NEWS SEPTEMBER 19, 2018

Strap on the Fitbit: John Hancock to sell only interactive life insurance

(Reuters) - John Hancock, one of the oldest and largest North American life insurers, will stop underwriting traditional life insurance and instead sell only interactive policies that track fitness and health data through wearable devices and smartphones, the company said on Wednesday.

Signal

- ❑ **Source Credibility**
  Industry News
- ❑ **Unique**
  Radical for an Incumbent
- ❑ ***High Uncertainty***
  Adoption and Execution
- ❑ ***Medium Impact***
  Changes Social Norms & Business Models; Limited Uptake?
- ❑ ***Momentum***
  Still Early Days
- ❑ ***Creates New Scenario***
  (Data; Behavior Change; Incentives; Hardware; Outcomes Model)



REUTERS

Strap on the Fitbit: John Hancock to sell only interactive life insurance

BUSINESS NEWS SEPTEMBER 19, 2018 Suzanne Barlyn

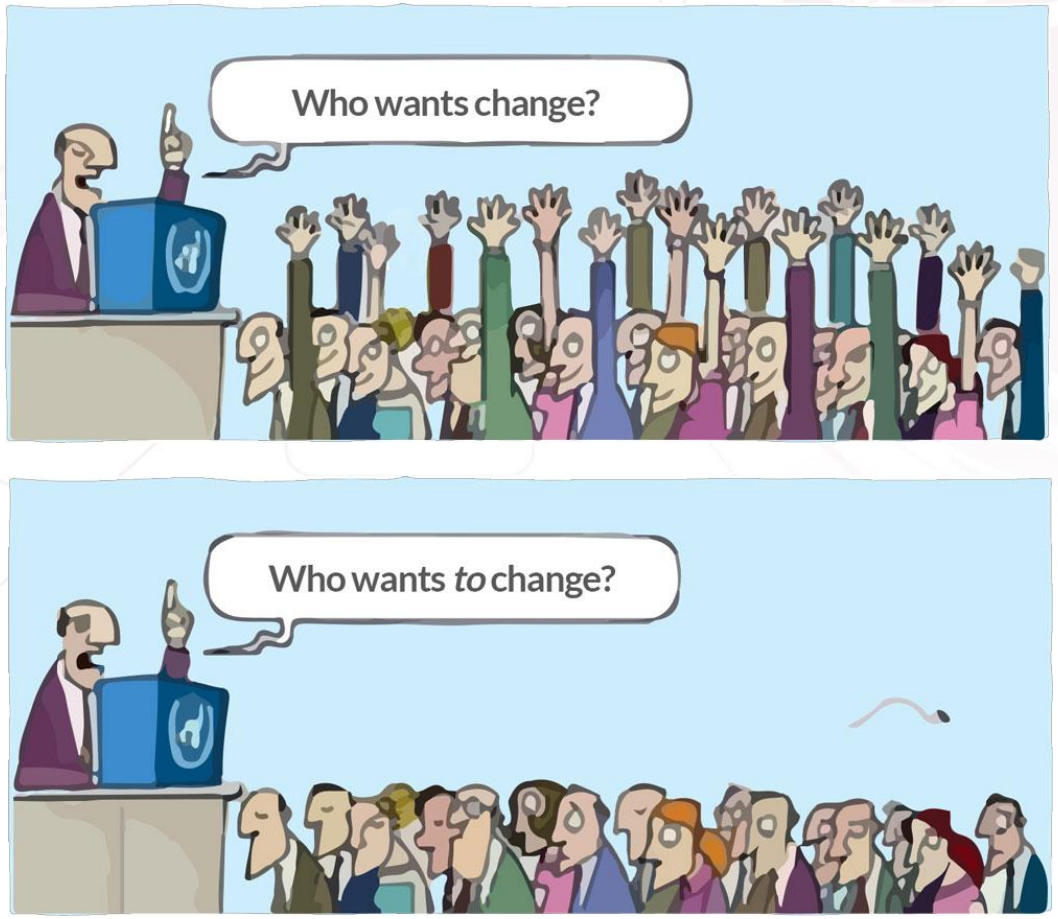
(Reuters) - John Hancock, one of the oldest and largest North American life insurers, will stop underwriting traditional life insurance and instead sell only interactive policies that track fitness and health data through wearable devices and smartphones, the company said on Wednesday.

The Big Picture: What Signals Scanning is NOT

Change Behavior
Shift Mindset

Vs

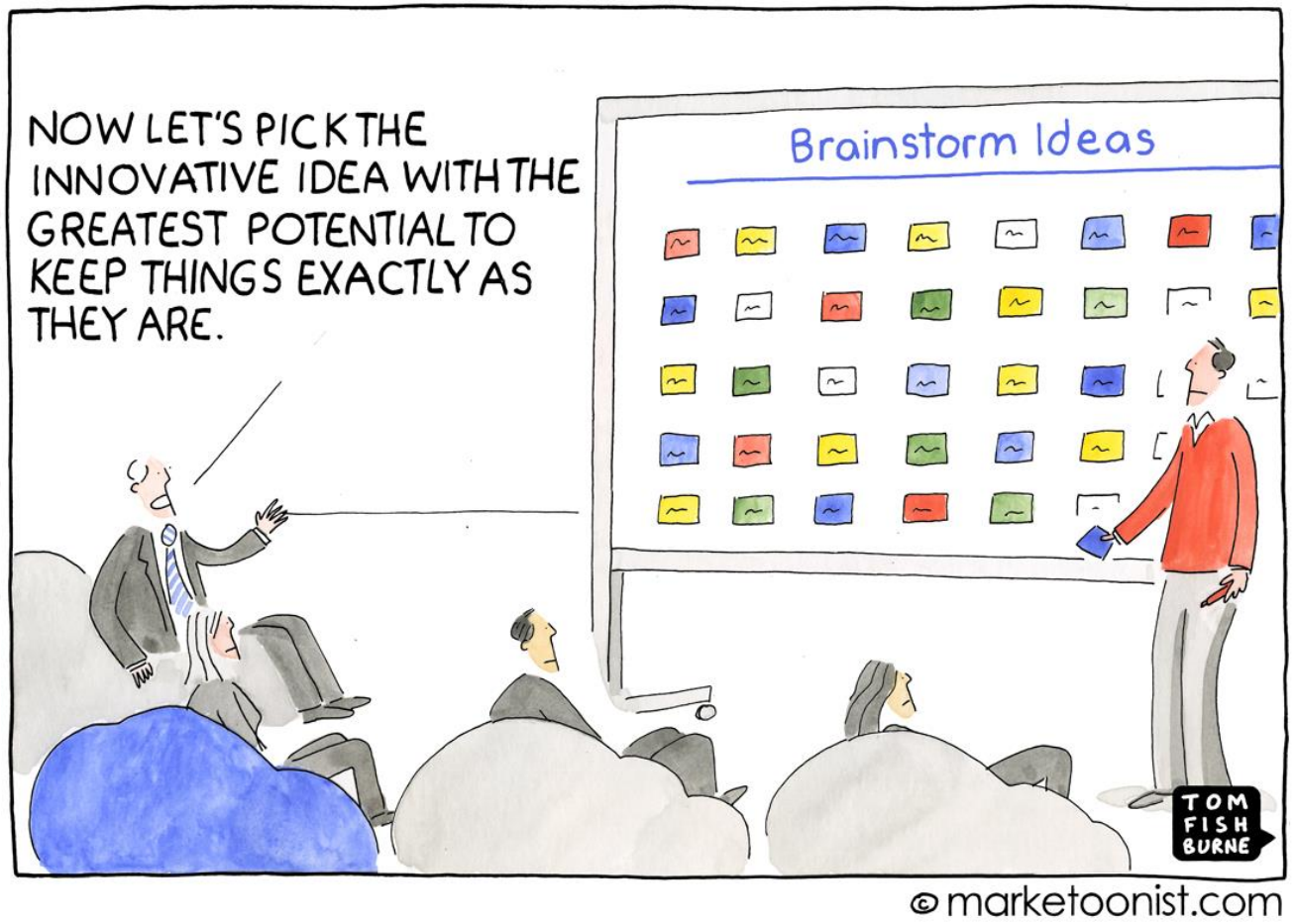
Scanning to
Check the Box



The Big Picture: Potential Pitfalls

Seeing Signals
and wanting to:

- ❑ Pick the winner
- ❑ Figure out the answer
- ❑ Act right now
- ❑ Hit Home Run
- ❑ Skip over what we don't understand

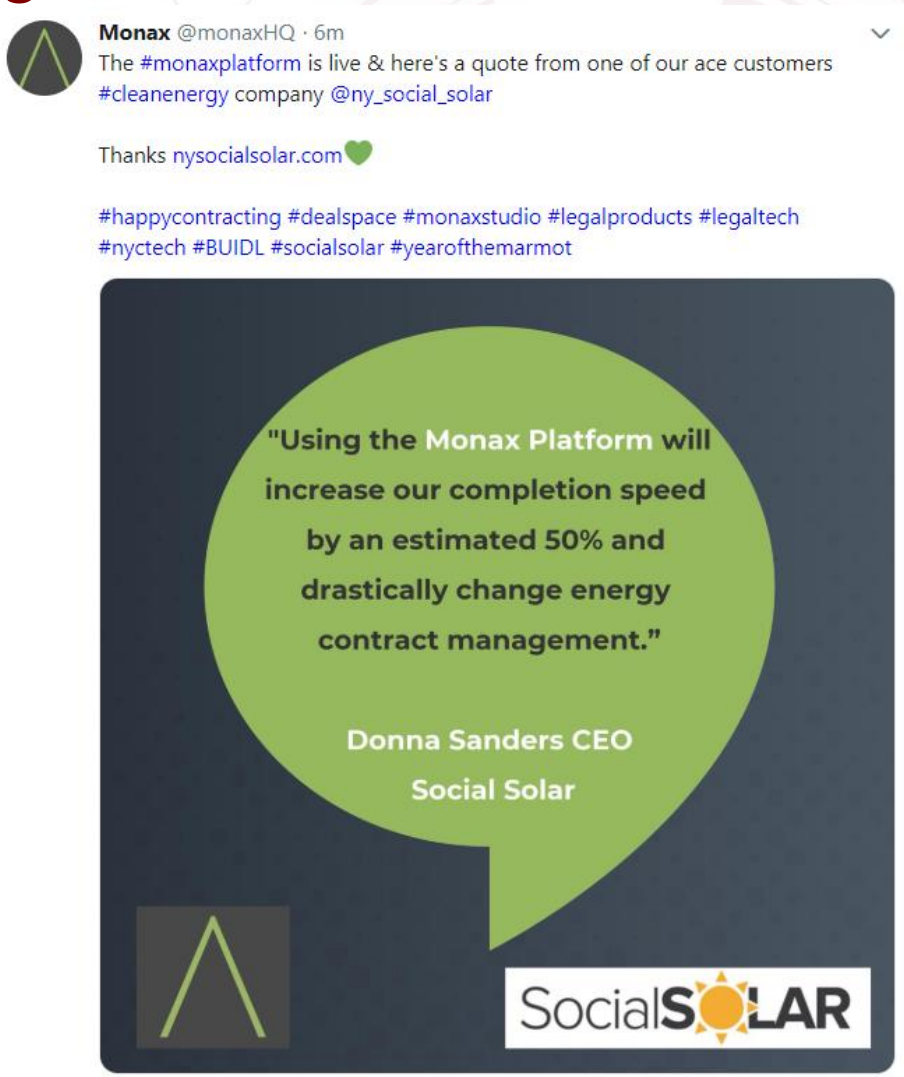


Committing to ‘Misunderstood’ Ideas

"One thing that I tell people is ... if you're going to do anything new or innovative, you have to be willing to be misunderstood.“

"If you cannot afford to be misunderstood, then for goodness' sake, don't do anything new or innovative.“

Jeff Bezos



Building Habits around Searching for Signals of Change

Defining
Scope of Change

Expanding
Signal Sources

Building a
Library of Signals

Defining STEEP Categories of Change

STEEP: Future of Work & Workforce 2020 - 2035

1) Write down one trend, issue or question per card
2) Place it on one of the STEEP Category Sheet Matrix

Aging Populations

Caregiving (formal/family) work for Aging Populations

How do we address age discrimination?

AI + Automation

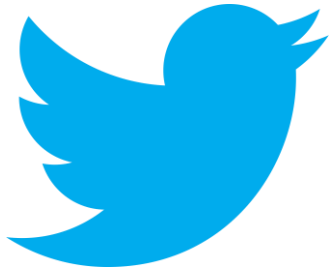
Automation of Transportation Jobs? (…Retail)

How do we approach human bias coded into AI/Automation in workplace?

STEEP Analysis Matrix – Future of Work Themes 2020 - 2035

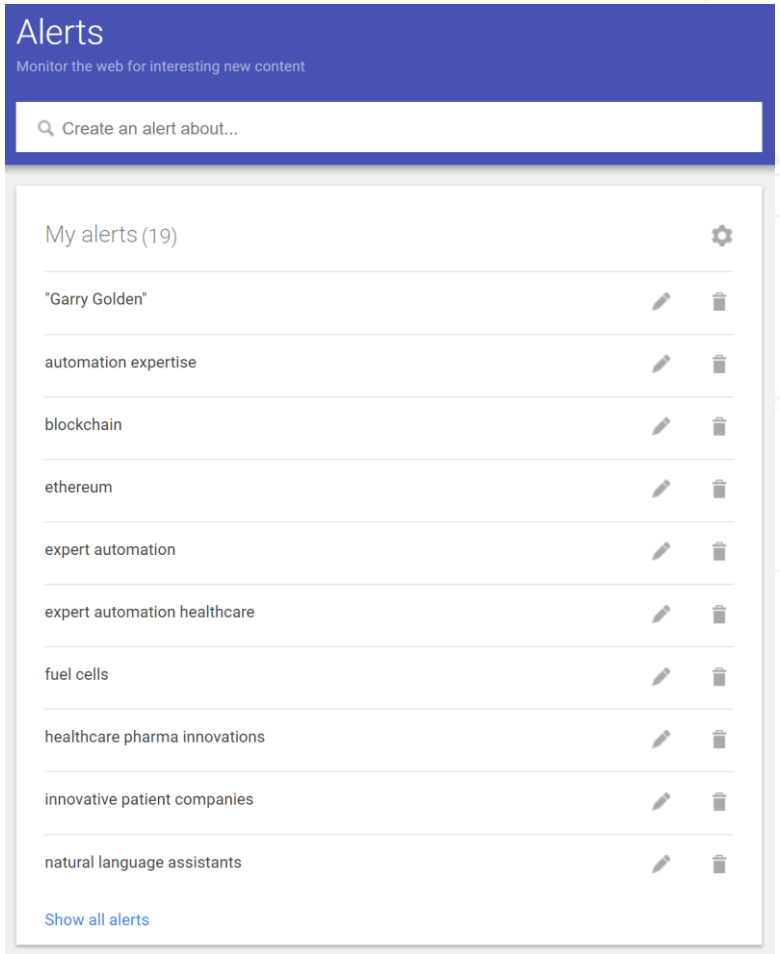
Matrix by
Amy Webb

Expanding Your Sources of Signals

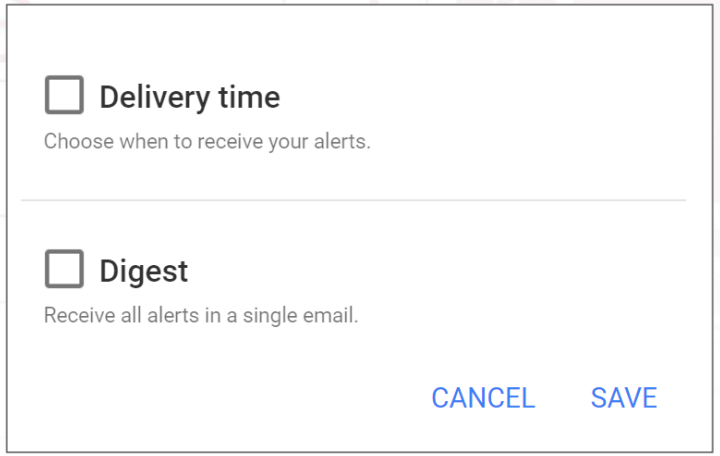


Google Alerts: Keywords

1) Go to: google.com/alerts
2) Enter Series of Keywords

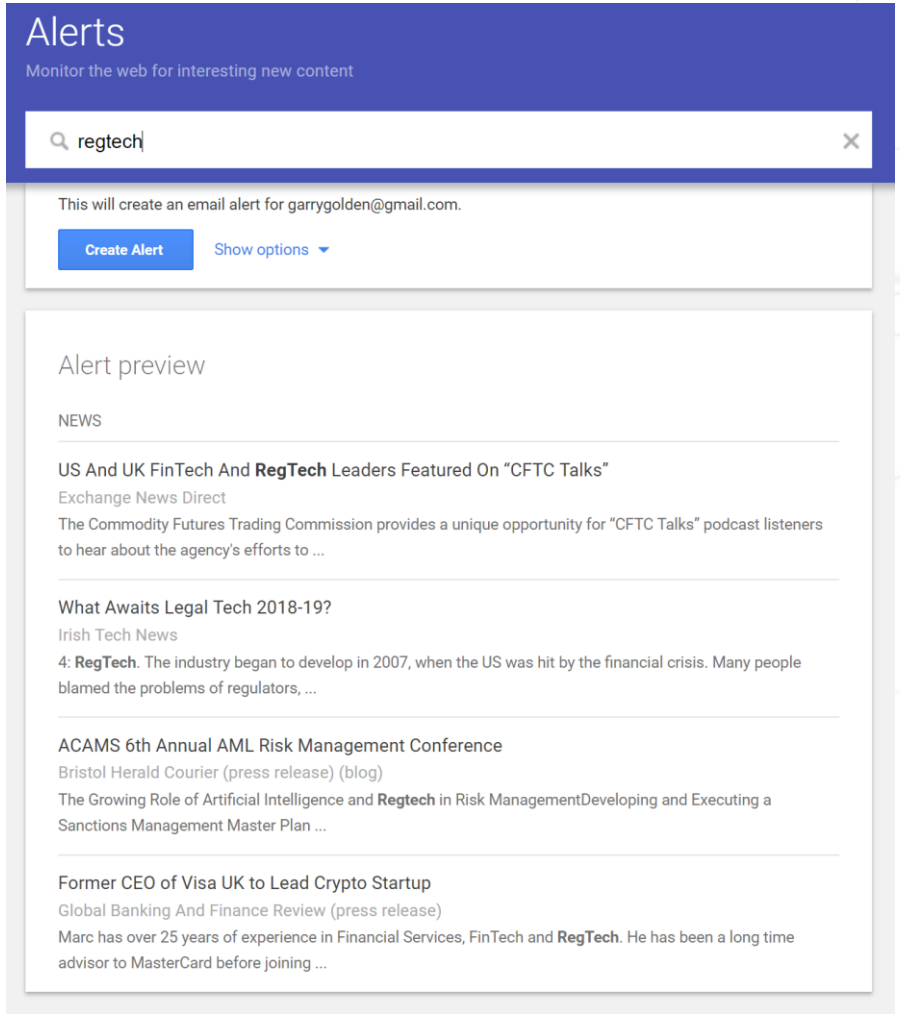


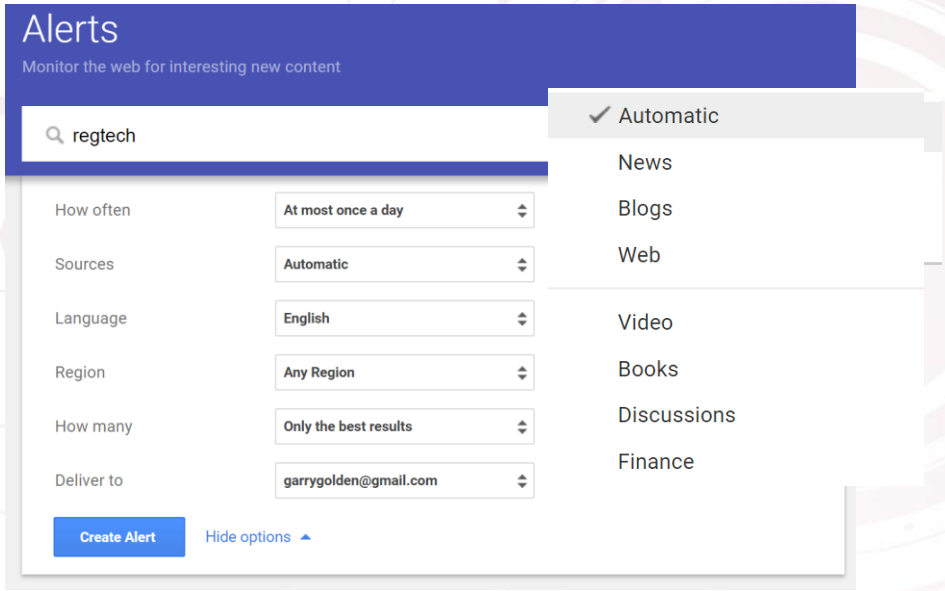
3) Choose Delivery Time vs. Digest to Manage Flows



Google Alerts

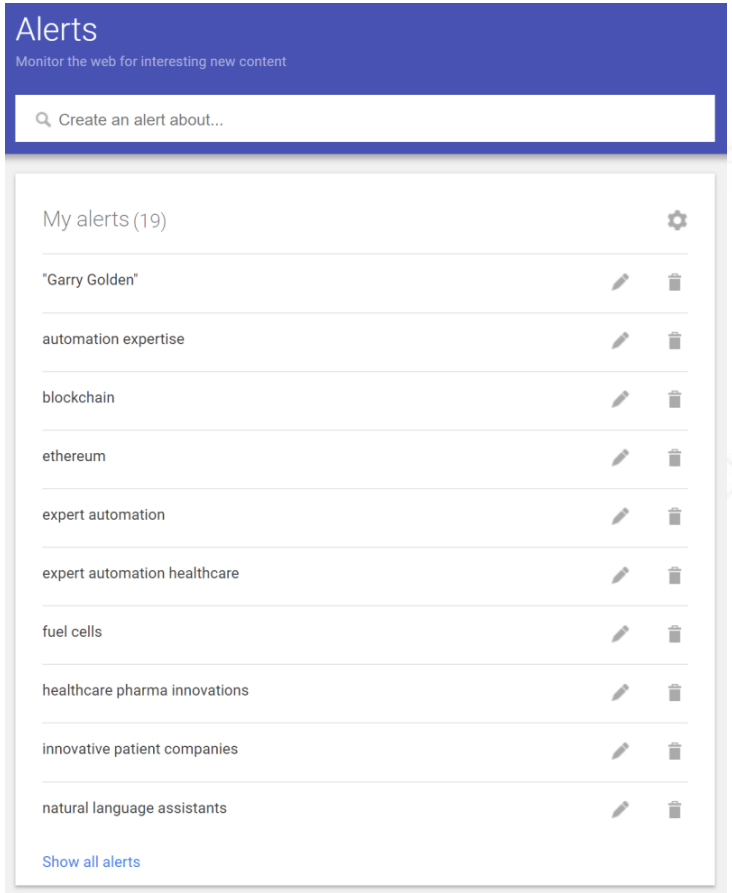
Google Alerts: Keywords





- regulatory innovation
- compliance innovation
- Tax Law Innovation

Google Alerts



Tips for Getting Started

- ❑ Start with Ten Keywords
  (Test variations;
  Delete Ineffective Keywords)
- ❑ Start with Digest Mode
- ❑ Create a Gmail Folder to Avoid Crowding Inbox
- ❑ Yes, Google is Watching

LinkedIn

Samson Williams
Problem Solving Educator: Fintech | Blockchain | Crowdfunding | Humans
1d

Where is the future of lawyering, in a **#decentralized** ecosystem? Some quick thoughts from **Lewis Cohen**, while at **#Consensus2018**. Checkout what he has to say about how **#blockchain** and entrepreneurship are shaping the future of law practice in **Angela Angelovska-Wilson**'s new law firm **www.DLXLaw.com** (we all know whose really in charge).

Maureen L. Murat, Esq. DLX has a office in DC and NYC. You should connect with Angela if you haven't already.

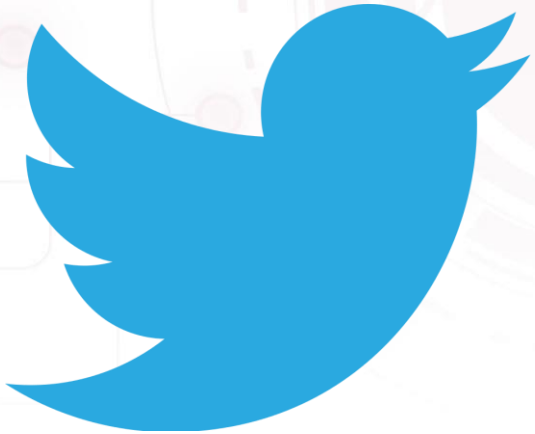
Paras Kale Constantin Kogan Elena Merzhanova Sushil Singh CPA (Aust.) FRANCISCO BENEDITO Michiel Lips 林铭瀚

66 Likes · 12 Comments

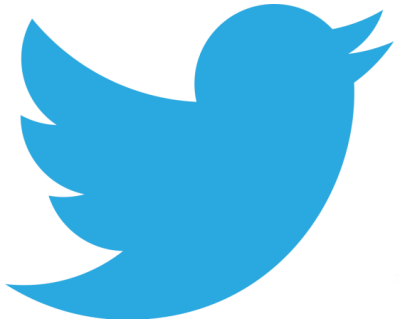
Like Comment Share

Twitter Techniques:

- ❑ Hash Tags
- ❑ Lists
- ❑ Following (Dynamics)



Twitter Tip #1:
Use Hash Tags to Build Out Your Follow Network



Aligning Taxonomy with Hash Tags

Task Goal for Your Domain:

- ☐ Identify 10-20 ***hash tags*** for consideration

Starter Hash Tag List:

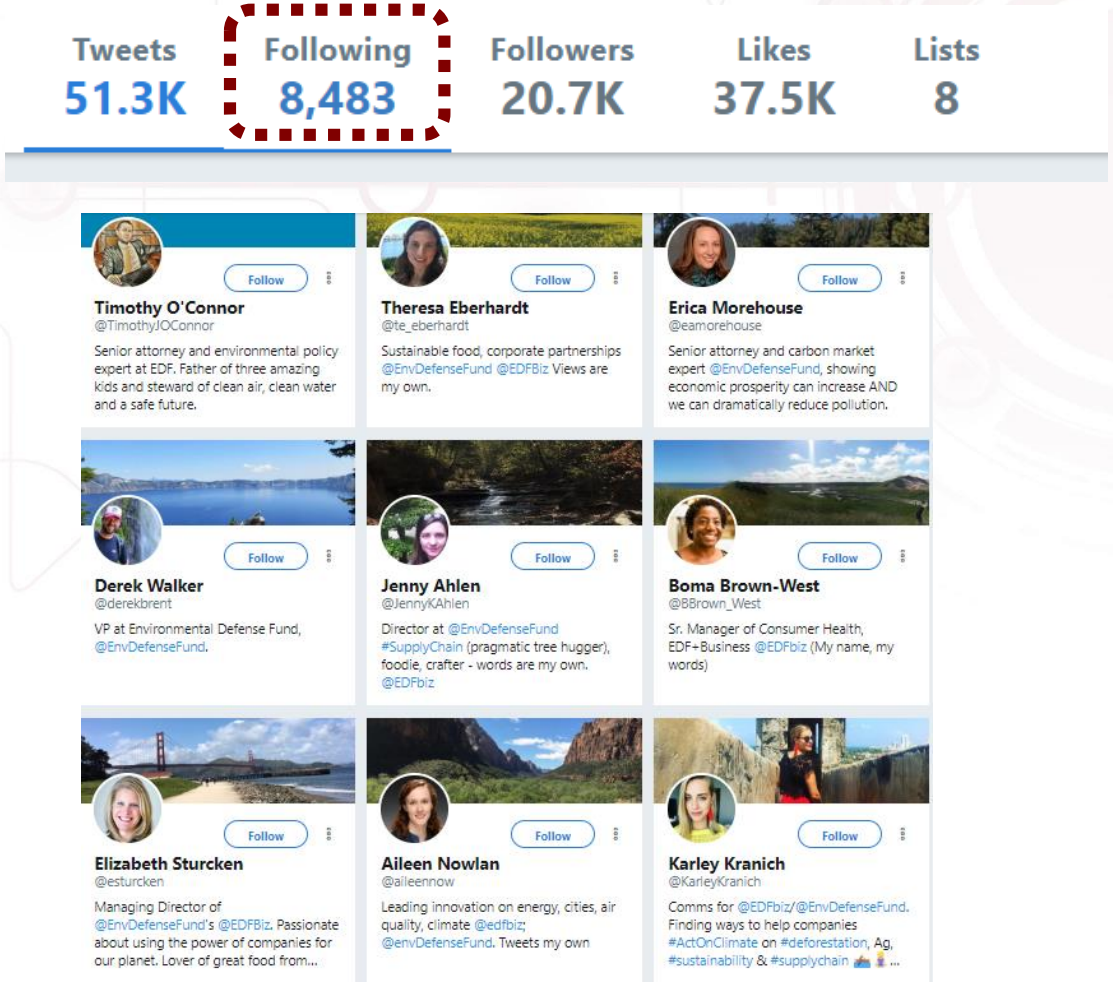
- ☐ #energytwitter
- ☐ #futureofwork
- ☐ #AI
- ☐ #agingworkforce
- ☐ #automation
- ☐ #HR
- ☐ #solarstorage

Dynamics Hash Tags - **Upside**: Orbit Object for People, Ideas and Communities; Best used around 'events' (Conferences; Chats)
Downside: Noise; Spam; Vendor dominated

Scanning Technique: Hashtag Search Then Filter & Follow

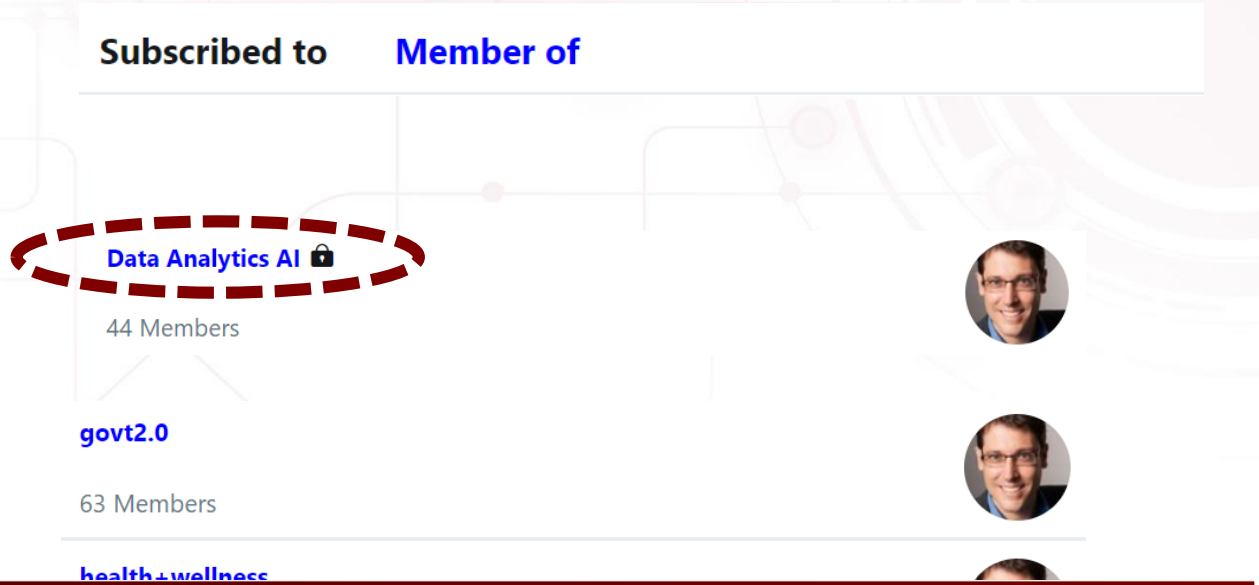
Scanning Technique: Hashtag Search Then Filter & Follow

Tip: Check out Followers of Famous #EnergyTwitter Folks



Twitter Tip #2: Creating Lists (as Filter)

List URL → https://twitter.com/garrygolden/lists



List Dynamics - **Upside**: Allows you to build large Twitter Follow lists
Downside: Very few; Slight embarrassment of List Names

Tip: Be Careful of Your Public Named Lists

Futurist - Consultants by S Emory Grove

Futurist Topic Consultants

71 Members

smartypantsbigbrains by Sara Lobkovich

70 Members

Crypto Camelot Elite by ArthR

1132 Members

Twitter Tip #3: Recap Following Dynamics

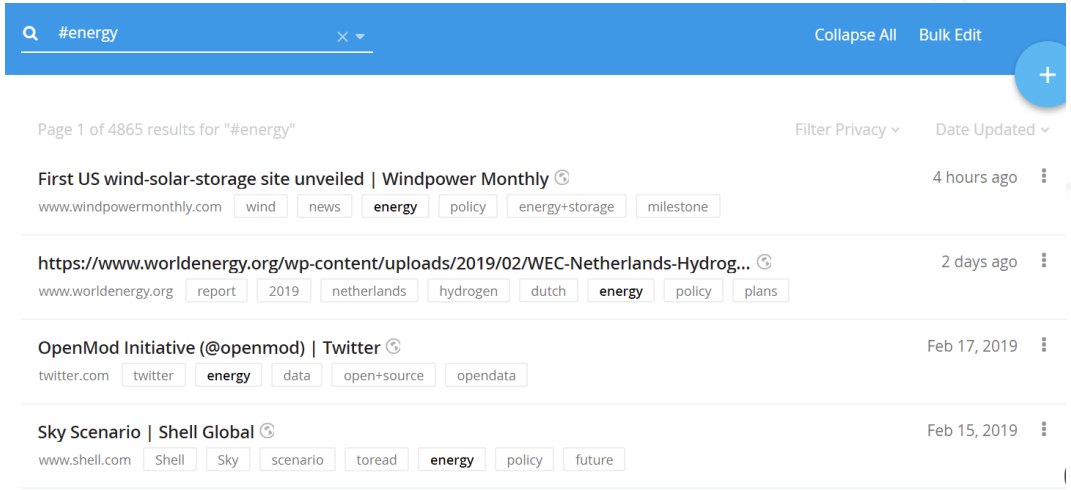
Questions on Signals Sourcing Strategy

Tool:
Organizing Your Signals

‘Tagging’
‘Social Bookmarks’

diigo

Collect & Share Signals as Social Bookmarks



Social Bookmarking allows you to automate and archive your efforts so you can review them all together under common keywords – and share with colleagues.

Diigo help you avoid having to remember where you read something—simply get into the habit of tagging relevant website, videos, and reports that you find along the way.

With practice the 'tagging' of a web browser based signal (news story, video, PDF, et al) should take five (5) seconds to filter and archive with three tags.

healthcare

→ View Popular, Search in Google

468 items total | Filter:All | Collapse | Date Updated

Chicago's Outcome Health hires Twitter engineering VP, its first big hire after $500 — less than a minute ago

"Outcome Health"

venturebeat.com news hire healthcare Chicago innovation 2017 communication

Health Nucleus: Explore The Story of You — about 6 hours ago

www.healthnucleus.com company healthcare health

FDA Pushes the Envelope on Clinical Trial Design and Research Requirements | A — about 7 hours ago

www.appliedclinicaltrialsonline.com FDA healthcare clinical

Epic Announces Worldwide Interoperability with Share Everywhere — about 8 hours ago

www.epic.com healthcare IT

Veyo taps Uber-like model for Medicaid-paid trips to the doctor - The San Diego Un — Sep 13, 17

Getting Started – Part 1

Set up a Free Profile at:

diigo

www.diigo.com/

Sign up

You may use your real name (e.g. Garry Golden) or fictional name to protect privacy.
Ideally we are able to share profile names across the innovation council.

https://www.diigo.com/user/garrygolden/

Install Plug-in / Extension on the web browser you use most often:

Install Extension

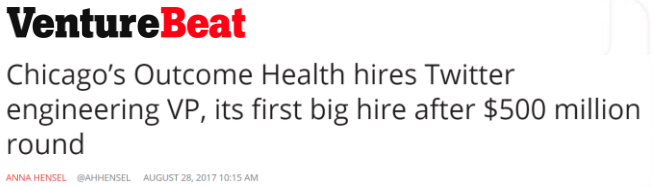
The Diigo website should recognize the web browser you are using during set up so it is easy to do. After the extension is installed you are ready to go.
When you wish to 'tag' or archive a webpage simply click on the small "D" icon on your browser.

Getting Started – Part 2

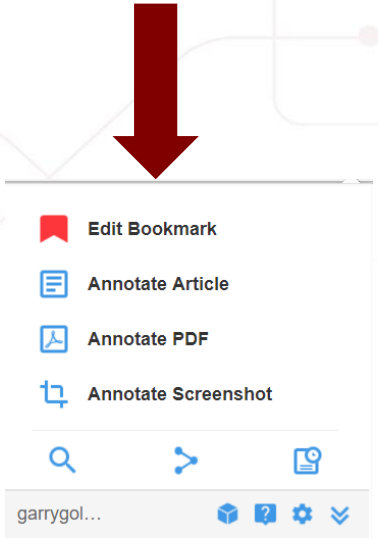
Delay (Deep) Assessment with 5 second Filter

1) See it, + 5 second Judgement on Value of Signal
2) Tag it (3-5 keywords)
3) Come back to group tags when you have time to read and process implications

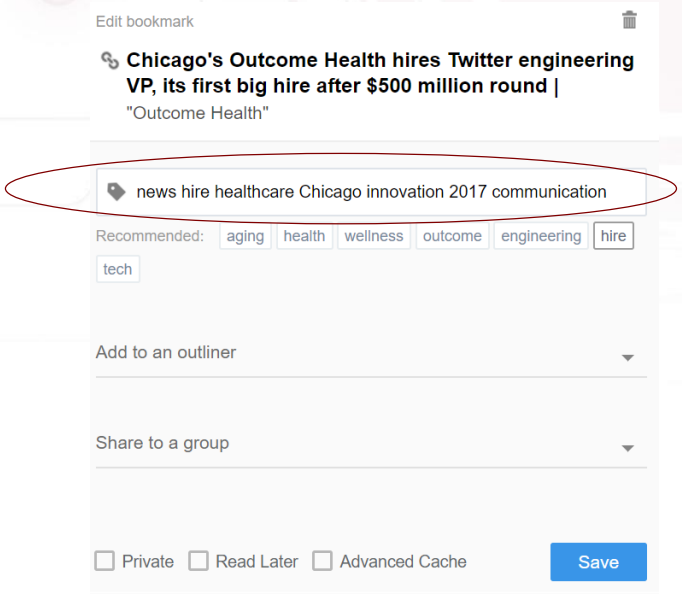
1) See an article you wish to 'tag' (archive) so you can review later or share with others.



2) Press the Diigo icon in browser and a pop up window should appear.



3) Enter keywords that describe article

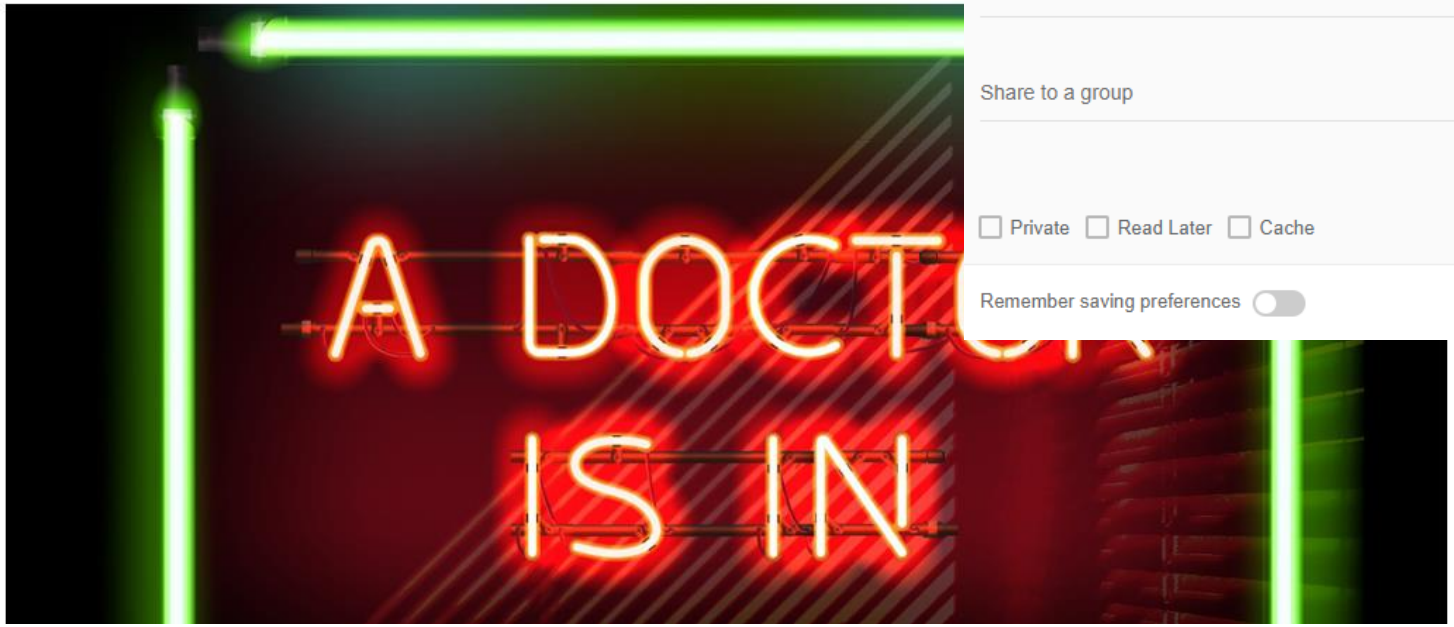


https://khn.org/news/spurred-by-convenience-millennials-often-spurn-the-family-doctor-model/

KHN KAISER HEALTH NEWS

HEALTH LAW | AGING | INDUSTRY | PHARMA | INVESTIGATIONS | MORE TOPICS

Spurred By Convenience, Millennial
Spurn The 'Family Doctor' Model



Edit bookmark

Spurred By Convenience, Millennials Often Spurn The 'Family Doctor' Model | Kaiser Health News

Add a description...

retail clinical hospital healthcare millennials Kaiser

Recommended: youtube | SOFCs | fuelcells | propane | millennials | family | doctor | model | kaiser | health | news

Add to an outliner

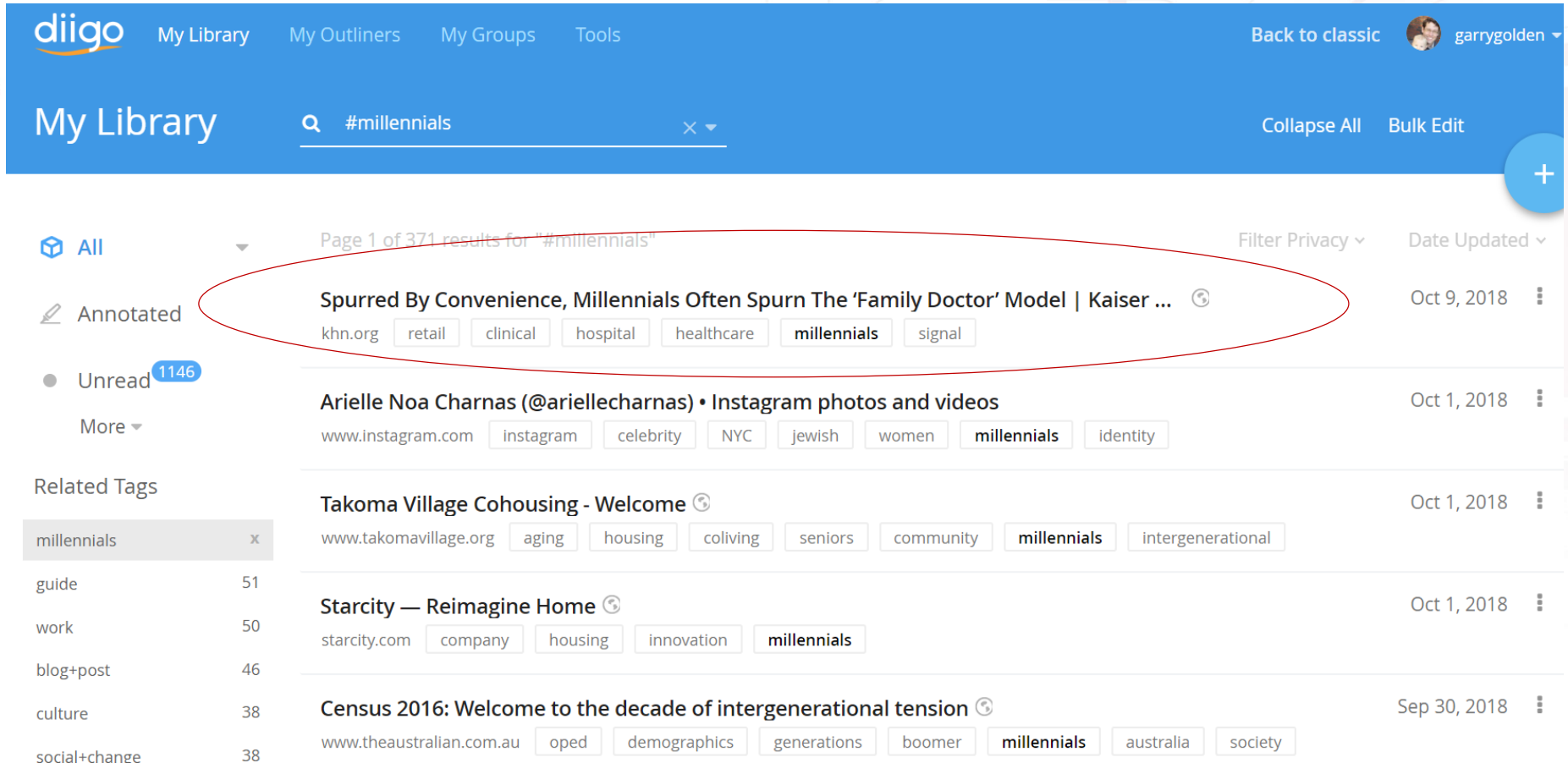
Share to a group

Private | Read Later | Cache

Remember saving preferences

Save

Diigo is Your External Memory Bank



Via your Diigo Profile page you can see your library of signals by keyword 'tags'.
You can share tags with colleagues interested in similar trends.

15 minute
Morning Twitter Session

- ❑ Scan Quickly
  Tag (on Diigo) *Signals that Pass Sniff Test*
- ❑ Scan Broadly (Keep it Fun & Relevant)
  Personal & Professional
- ❑ Judging – Confirming vs Challenging

Building Habits around Searching for Signals of Change

Defining
Scope of Change

Expanding
Signal Sources

Building a
Library of Signals

ELECTRICITIES of NORTH CAROLINA, INC.

The energy behind public power

Thank You!!

Garry Golden (Two Rs)

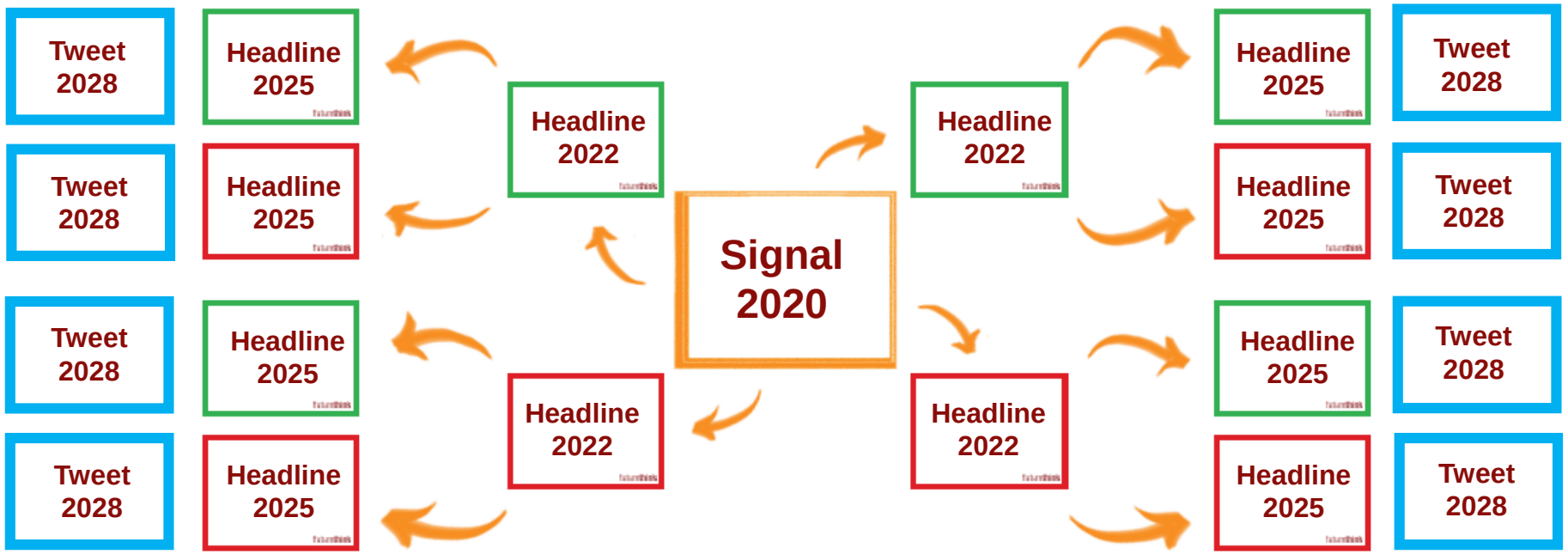
garrygolden@gmail.com

PDF & Resources:

garrygolden.com/Feb22

Additional Resources
www.garrygolden.com/Feb22

The Futures Wheel: Full Format



Worksheet Version

futurethink

2020

Signal of Change

futurethink

2022

futurethink

2025

Tweet

2028

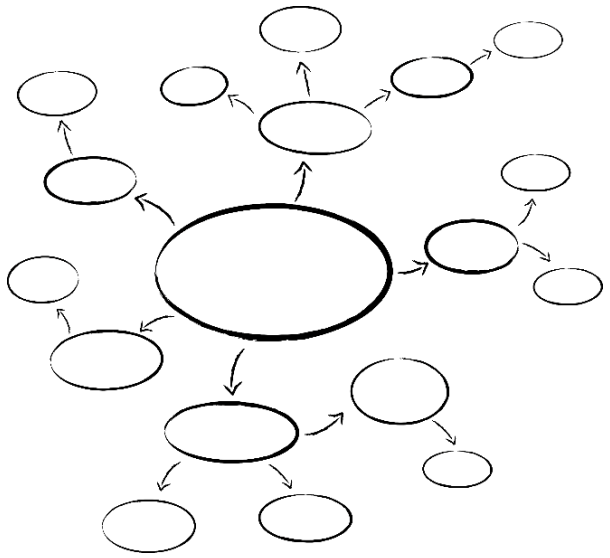
futurethink

futurethink

Tweet

futurethink

Tweet

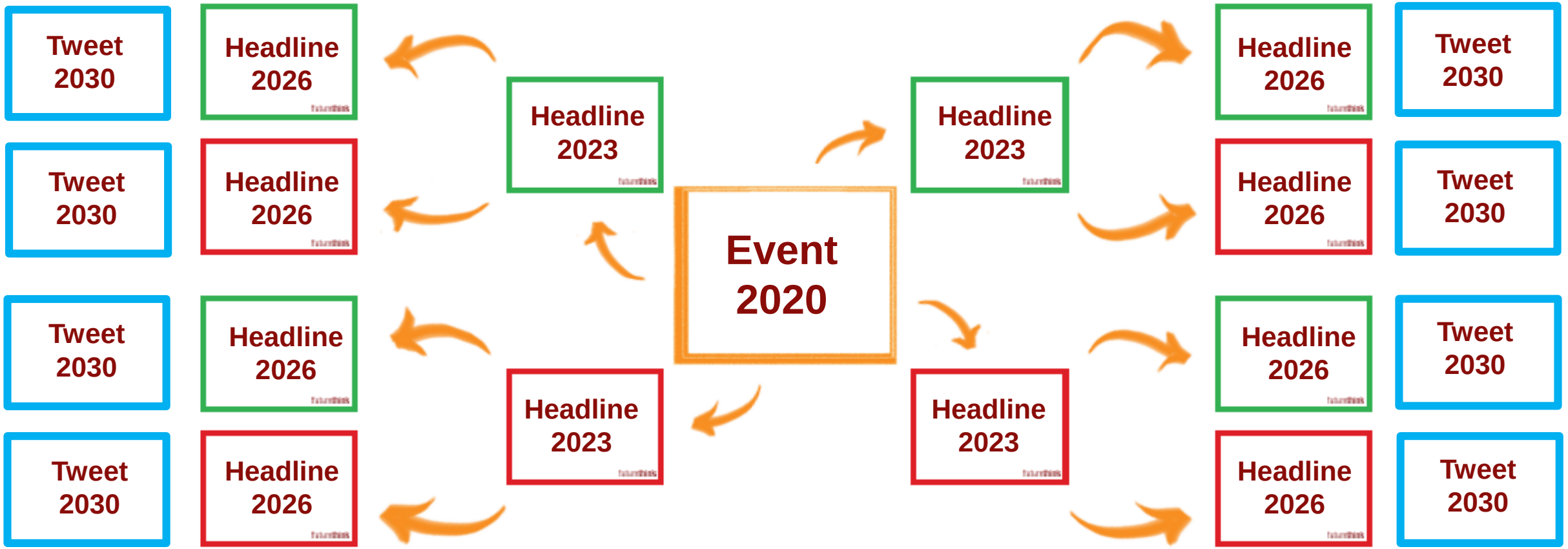


Futures Wheel Technique:
Taking Mental Leaps

Generate News Headlines from…

- ❑ New Policies
- ❑ New Industries + Business Models
- ❑ New Products / Experiences
- ❑ New Service Models
- ❑ New Regulations
- ❑ New Intersections
  (e.g. AI, Blockchain + Business Processes)

The Futures Wheel



** Popularized by Joel Barker

Tips on Creating Headlines

- ❑ **Bring it to Life (e.g. familiar people, places and companies)**
- ❑ **Leap, Don't Tweak**
- ❑ ***Art of Double Take***

Generic	Bring it to Life
Traffic accidents down 30%	Nationwide Insurance goes bankrupt
AI destroying service jobs	India passes Universal Basic Income Law
Voice search at 80%	Pew Survey: Millennial Parents fear their children won't learn to text

Seeing Signals and Taking Mental Leaps

A phone battery that lasts a WEEK is on its way: Smartphone maker signs deal to add tiny hydrogen fuel cells to handsets

- **Hydrogen-powered cell can give handsets up to a seven-day battery life**
- **It is so thin it fits inside current handsets without making them bulkier**
- **Fuel cell contains a battery that creates energy from hydrogen and oxygen**
- **Intelligent Energy has previously tested the technology on the iPhone 6**

By VICTORIA WOOLLASTON FOR MAILONLINE

PUBLISHED: 11:46 EST, 8 February 2016 | **UPDATED:** 04:53 EST, 9 February 2016

Renewables Moving Beyond Electrons to Molecules

What could happen in 12 years?

China Moving
Beyond Battery

intel myFC
YOUR POWER SOURCE

Microsoft

Intelligent Energy

Acquisitions in
Portable Power

Unplugging at
Burning Man

Houses without
Electrical Sockets

amazon

Walmart

Vision: #1
Fuel Distributors

2023

2025

2028

2030