

CONNECTIONS

→ SUMMIT ←

Scanning for Signals of Change

Garry Golden

Warm up: More or Less Change Ahead?



Last
ten years

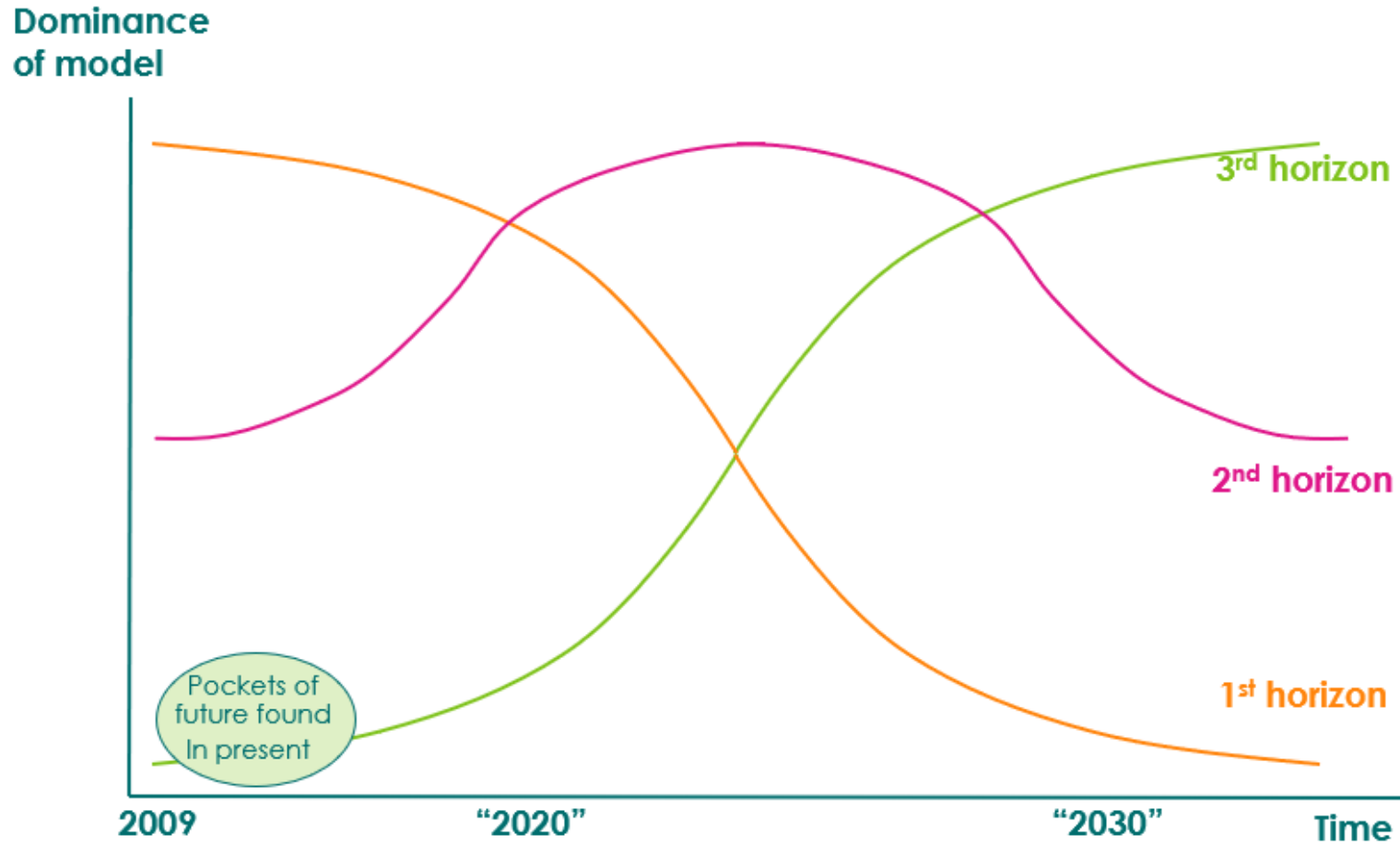


Next
ten years



Signals Scanning + Three Horizons

“Three Horizons” Model of Change (Bill Sharpe)



Graphic courtesy of Andrew Curry, The Futures Company



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



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

Mike Butcher @mikebutcher / 4 months ago

 Comment

What is a Signal?

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.



CONNECTIONS SUMMIT

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)*



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

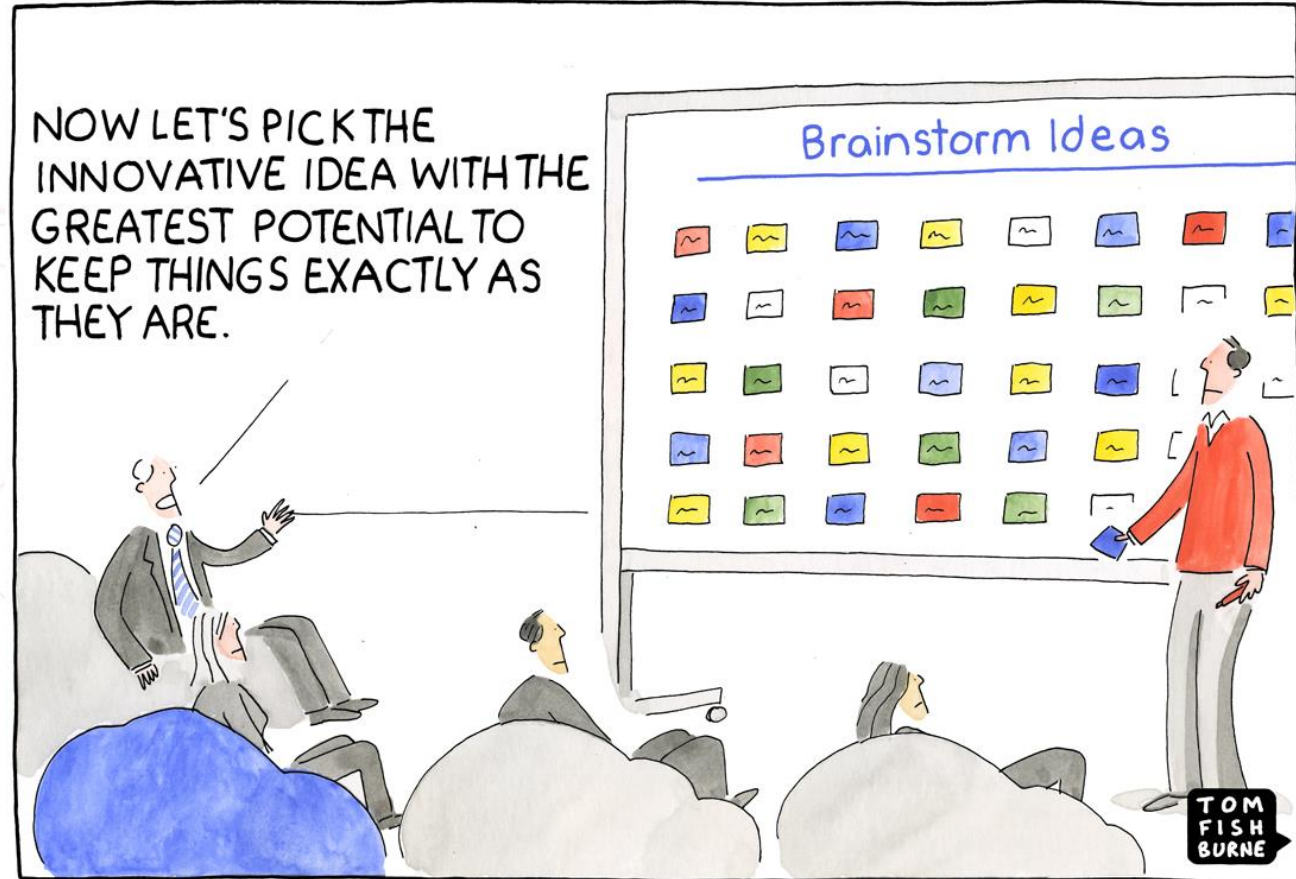
**Scanning to
*Check the Box***



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



© marketoonist.com



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



Monax @monaxHQ · 6m

The #monaxplatform is live & here's a quote from one of our ace customers #cleanenergy company @ny_social_solar

Thanks nysocialsolar.com ❤️

#happycontracting #dealspace #monaxstudio #legalproducts #legaltech #nyctech #BUIDL #socialsolar #yearofthemarmot

"Using the Monax Platform will increase our completion speed by an estimated 50% and drastically change energy contract management."

Donna Sanders CEO
Social Solar



Social**SOLAR**



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

Social

Technological

Economic

Environmental

Political



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

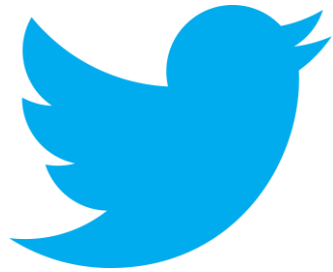
MY CURRENT KNOWLEDGE



IMPACT ON MY ORGANIZATION / SECTOR

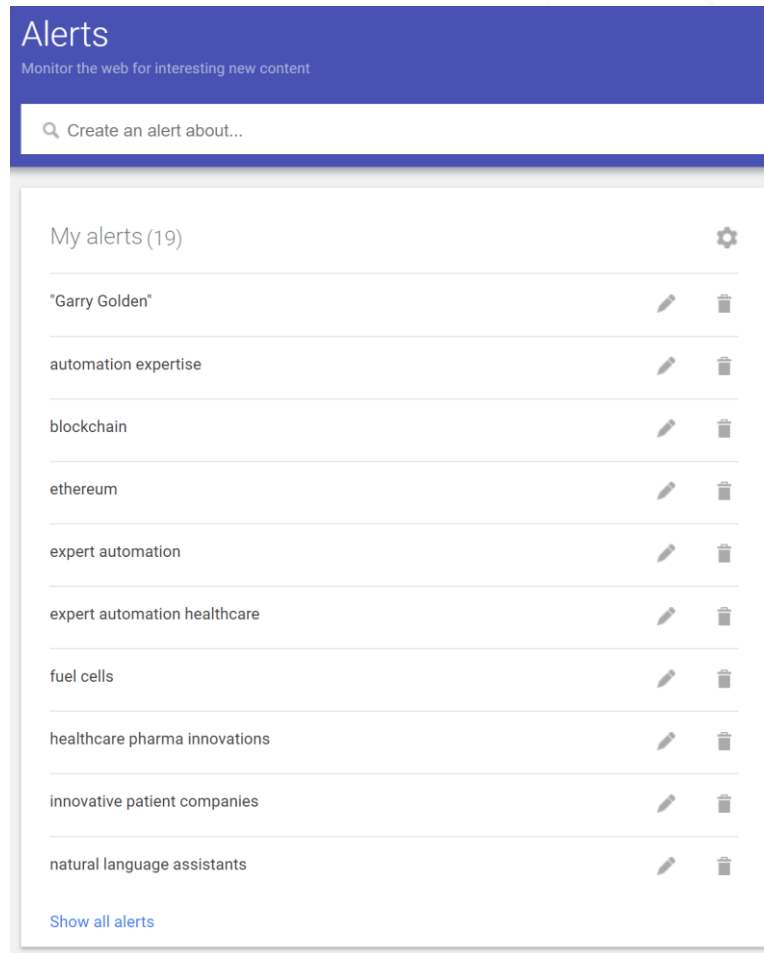
Matrix by
Amy Webb

Expanding Your Sources of Signals

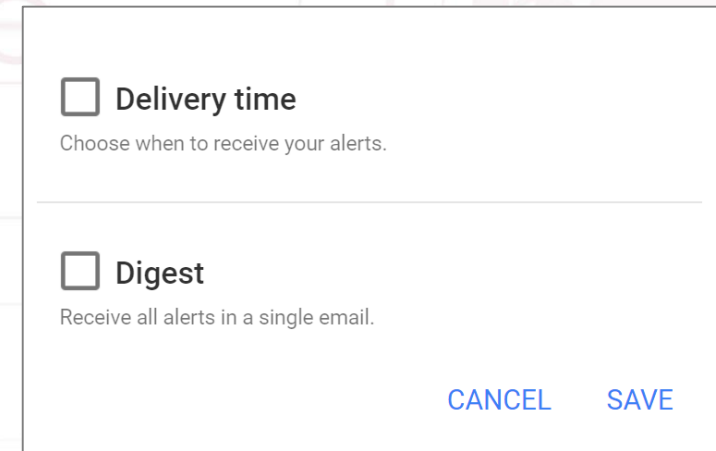


Google Alerts: Keywords

- 1) Go to: [google.com/alerts](https://www.google.com/alerts)
- 2) Enter Series of Keywords



- 3) Choose Delivery Time vs. Digest to Manage Flows



Google Alerts: Keywords

Alerts
Monitor the web for interesting new content

regtech

This will create an email alert for garrygolden@gmail.com.

[Create Alert](#) [Show options](#)

Alert preview

NEWS

US And UK FinTech And RegTech Leaders Featured On "CFTC Talks"
Exchange News Direct
The Commodity Futures Trading Commission provides a unique opportunity for "CFTC Talks" podcast listeners to hear about the agency's efforts to ...

What Awaits Legal Tech 2018-19?
Irish Tech News
4: **RegTech**. The industry began to develop in 2007, when the US was hit by the financial crisis. Many people blamed the problems of regulators, ...

ACAMS 6th Annual AML Risk Management Conference
Bristol Herald Courier (press release) (blog)
The Growing Role of Artificial Intelligence and **Regtech** in Risk ManagementDeveloping and Executing a Sanctions Management Master Plan ...

Former CEO of Visa UK to Lead Crypto Startup
Global Banking And Finance Review (press release)
Marc has over 25 years of experience in Financial Services, FinTech and **RegTech**. He has been a long time advisor to MasterCard before joining ...

Alerts
Monitor the web for interesting new content

regtech

How often: At most once a day

Sources: Automatic

Language: English

Region: Any Region

How many: Only the best results

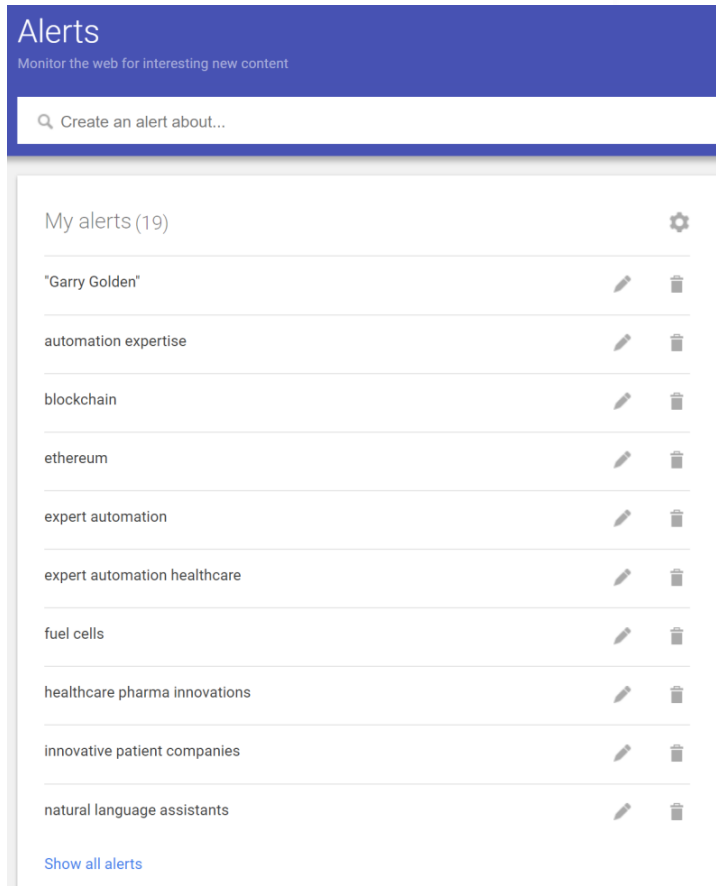
Deliver to: garrygolden@gmail.com

[Create Alert](#) [Hide options](#)

- ✓ Automatic
- News
- Blogs
- Web
- Video
- Books
- Discussions
- Finance

- regulatory innovation
- compliance innovation
- Tax Law Innovation





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





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



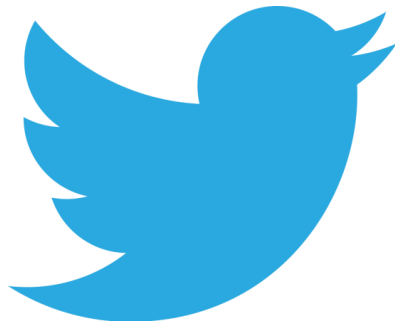
CONNECTIONS SUMMIT

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

#energytwitter

Top Latest People Photos Videos News Broadcasts



shawna henderson @shawnahenders19 · 40m

#energytwitter when developing #netzeroenergy plan for a house, are there standard guidelines/checklist for #PV system req's that you supply in a bid doc or request for quote? For example, shading hours (all day or peak hours), etc.
[#NittyGrittyDetails](#) Thx



Show this thread



Jessica Hamm @jessicamhamm · 2h

CA always seems to lead the way but it takes a while for their ripples to cascade across the country. How soon until the "wires-only" biz model becomes a call everywhere? I think a long time , 10+ yrs. #TD #energytwitter #energy
buff.ly/2EjiNld

Greentech Media @greentechmedia

The groups argue that PG&E should get out of the retail energy business altogether, and instead focus on the distribution and transmission of power
bit.ly/2TXR9Qb



Scanning Technique: Hashtag Search Then Filter & Follow

#energytwitter

Top Latest People Photos Videos News Broadcasts



shawna henderson @shawnahenders19 · 40m

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Greentech Media @greentechmedia

The groups argue that PG&E should get out of the retail energy business altogether, and instead focus on the distribution and transmission of power bit.ly/2TXR9Qb



Tip: Check out Followers of Famous #EnergyTwitter Folks



Jesse Jenkins

@JesseJenkins Follows you

Energy Ronin. @Harvard
@Kennedy_School post-doc. PhD
@MITidss ('18), SM @TppMIT ('14).
Independent consultant supporting clean
energy. Fledgling dad.

[linkedin.com/in/jessedjenki...](https://www.linkedin.com/in/jessedjenki...)

Joined October 2008

Tweets
51.3K

Following
8,483

Followers
20.7K

Likes
37.5K

Lists
8



Timothy O'Connor

@TimothyJOConnor

Senior attorney and environmental policy expert at EDF. Father of three amazing kids and steward of clean air, clean water and a safe future.



Theresa Eberhardt

@te_eberhardt

Sustainable food, corporate partnerships @EnvDefenseFund @EDFbiz Views are my own.



Erica Morehouse

@eamorehouse

Senior attorney and carbon market expert @EnvDefenseFund, showing economic prosperity can increase AND we can dramatically reduce pollution.



Derek Walker

@derekbrent

VP at Environmental Defense Fund, @EnvDefenseFund.



Jenny Ahlen

@JennyKAhlen

Director at @EnvDefenseFund #SupplyChain (pragmatic tree hugger), foodie, crafter - words are my own. @EDFbiz



Boma Brown-West

@BBrown_West

Sr. Manager of Consumer Health, EDF+Business @EDFbiz (My name, my words)



Elizabeth Sturcken

@esturcken

Managing Director of @EnvDefenseFund's @EDFbiz. Passionate about using the power of companies for our planet. Lover of great food from...



Aileen Nowlan

@aileennow

Leading innovation on energy, cities, air quality, climate @edfbiz; @envDefenseFund. Tweets my own



Karley Kranich

@KarleyKranich

Comms for @EDFbiz/@EnvDefenseFund. Finding ways to help companies #ActOnClimate on #deforestation, Ag, #sustainability & #supplychain 🌱 ...



Twitter Tip #2: Creating Lists (as Filter)

List URL

<https://twitter.com/garrygolden/lists>



Subscribed to **Member of**

Data Analytics AI 

44 Members

govt2.0

63 Members

health+wellness



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

Tweets 35.3K **Following** 2,095 **Followers** 8,930 **Likes** 15.6K **Lists** 10

Tweets **Tweets & replies** **Media**

Carolyn McClanahan ✓
@CarolynMcC
Financial planner, physician. Discuss money/health/death/aging/health reform. Funny. Unbridled. Work- Life Planning Partners. Write- @finplan @Forbes @CNBC
Florida
whealthcareplan.com
Joined March 2009

Sydney Lupkin ✓
@slupkin
Correspondent at Kaiser Health News. Past: VICE News, MedPage Today, ABC News // DM for Signal

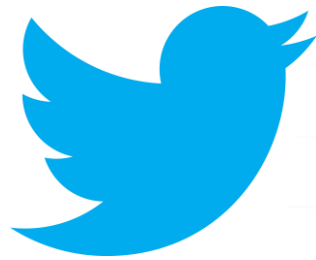
Population Health
@JeffersonJCPH
Jefferson College of Population Health prepares leaders to develop, implement, and evaluate health policies and systems that improve the health of populations.

kris venne
@krisvenne
Director of Wealth Management @ritholtzwealth

11 Followers you know



Questions on Signals Sourcing Strategy



The word "diigo" is written in a lowercase, blue, sans-serif font. The background features a complex network of light gray lines and nodes, resembling a circuit board or data network, with several circular elements of varying sizes and colors (pink, blue, white) scattered throughout.

Tool:
Organizing Your Signals

'Tagging'
'Social Bookmarks'





Collect & Share Signals as Social Bookmarks

Search: #energy [x] Collapse All Bulk Edit +

Page 1 of 4865 results for "#energy" Filter Privacy Date Updated

First US wind-solar-storage site unveiled Windpower Monthly www.windpowermonthly.com wind news energy policy energy+storage milestone	4 hours ago	⋮
https://www.worldenergy.org/wp-content/uploads/2019/02/WEC-Netherlands-Hydrog... www.worldenergy.org report 2019 netherlands hydrogen dutch energy policy plans	2 days ago	⋮
OpenMod Initiative (@openmod) Twitter twitter.com twitter energy data open+source opendata	Feb 17, 2019	⋮
Sky Scenario Shell Global www.shell.com Shell Sky scenario toread energy policy future	Feb 15, 2019	⋮

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.



diigo

→ [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:



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

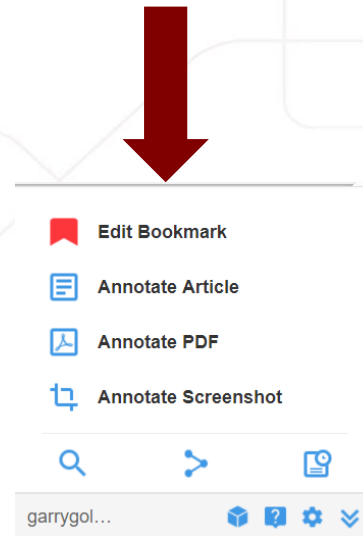
1) See an article you wish to 'tag' (archive) so you can review later or share with others.

VentureBeat

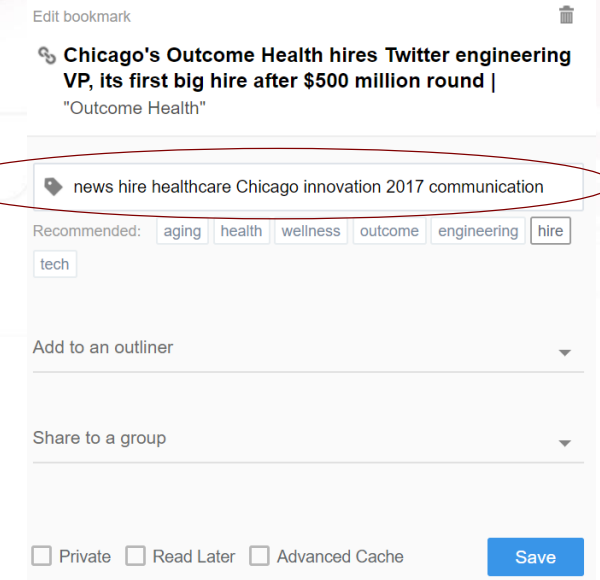
Chicago's Outcome Health hires Twitter engineering VP, its first big hire after \$500 million round

ANNA HENSEL @AHHENSEL AUGUST 28, 2017 10:15 AM

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



3) Enter keywords that describe article



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

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



Diigo is Your External Memory Bank

diigo My Library My Outliners My Groups Tools Back to classic garrygolden

My Library #millennials Collapse All Bulk Edit

All Page 1 of 371 results for "#millennials" Filter Privacy Date Updated

Annotated **Spurred By Convenience, Millennials Often Spurn The 'Family Doctor' Model | Kaiser ...** Oct 9, 2018

Unread 1146 khn.org retail clinical hospital healthcare **millennials** signal

More

Related Tags

millennials	x
guide	51
work	50
blog+post	46
culture	38
social+change	38

Arielle Noa Charnas (@ariellecharnas) • Instagram photos and videos Oct 1, 2018

www.instagram.com instagram celebrity NYC jewish women **millennials** identity

Takoma Village Cohousing - Welcome Oct 1, 2018

www.takomavillage.org aging housing coliving seniors community **millennials** intergenerational

Starcity — Reimagine Home Oct 1, 2018

starcity.com company housing innovation **millennials**

Census 2016: Welcome to the decade of intergenerational tension Sep 30, 2018

www.theaustralian.com.au oped demographics generations boomer **millennials** australia society

**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**





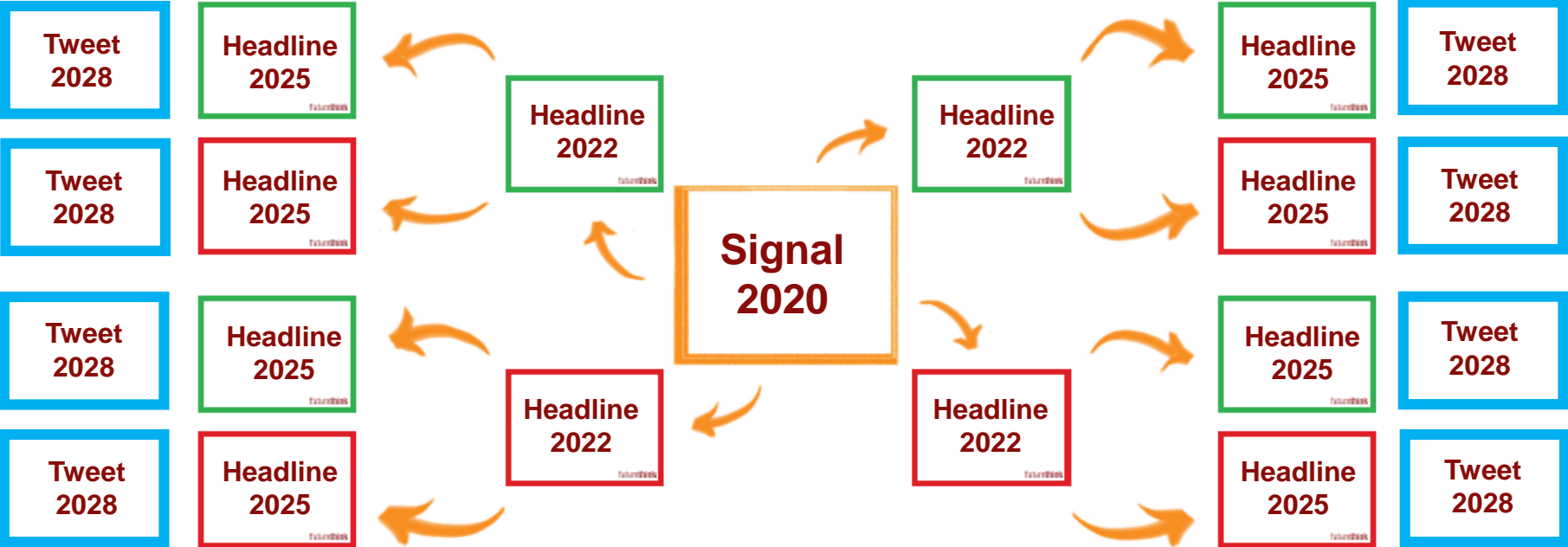
Thank You!!
Garry Golden (Two Rs)
garrygolden@gmail.com

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



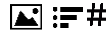
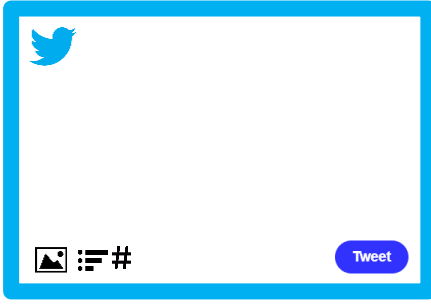
futurethink



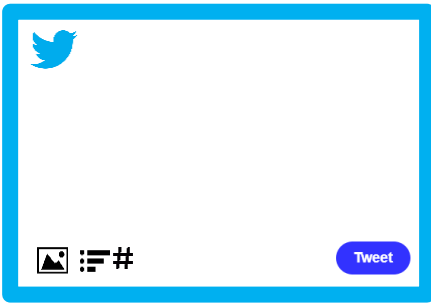
futurethink



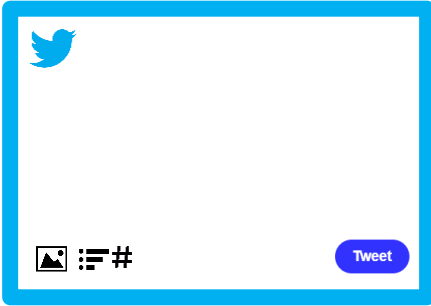
futurethink



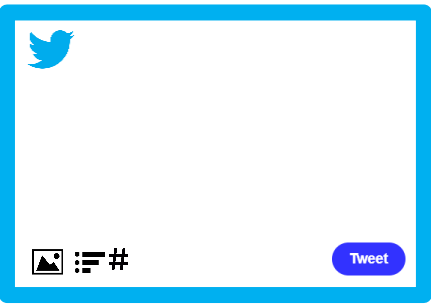
Tweet



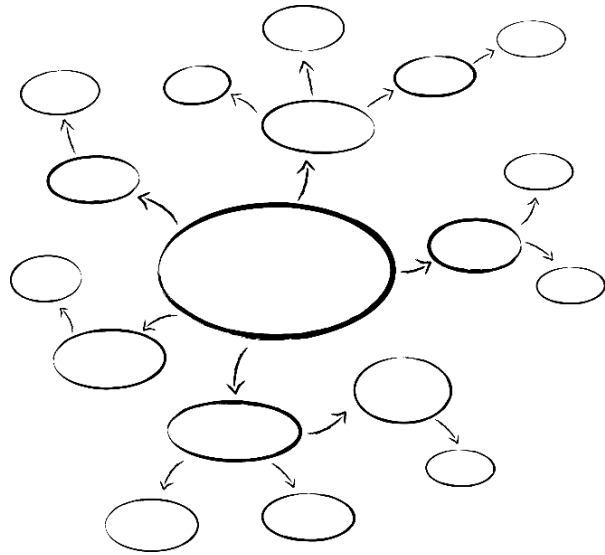
Tweet



Tweet



Tweet

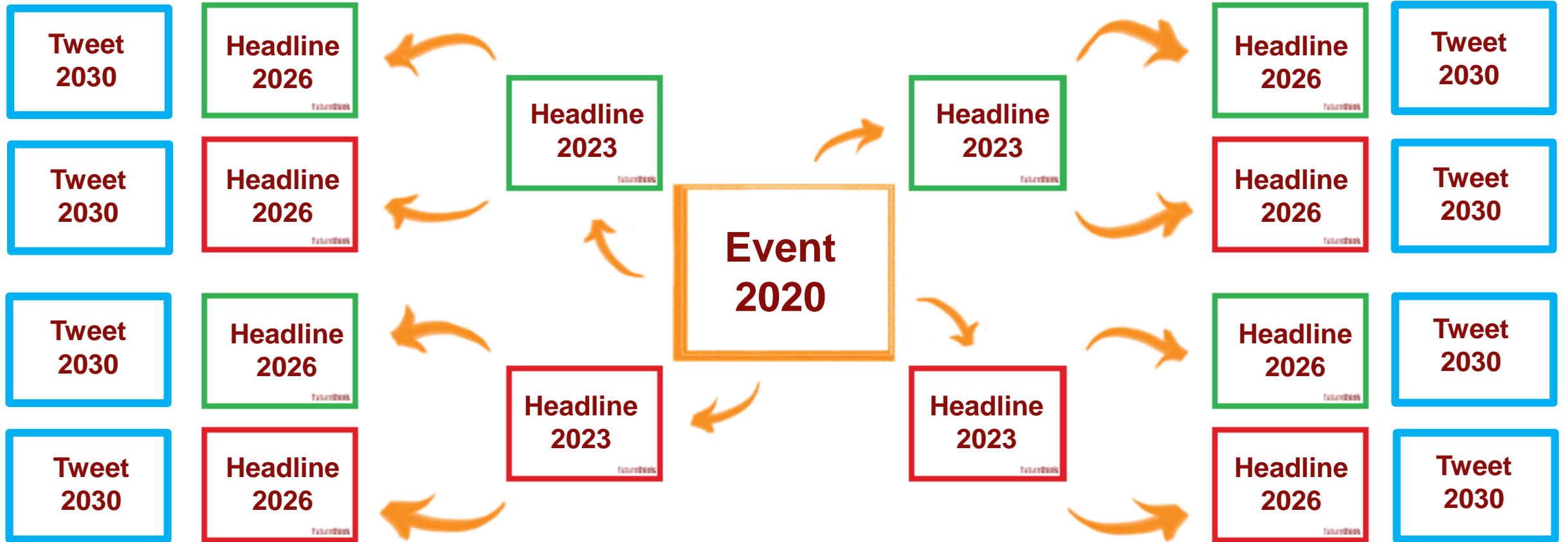


**Futures Wheel Technique:
Taking Mental Leaps**

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



Tips on Creating Headlines

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

Generic

Traffic accidents down 30%

AI destroying service jobs

Voice search at 80%

Bring it to Life

Nationwide Insurance goes bankrupt

India passes Universal Basic Income Law

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

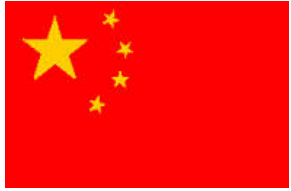
- Hydrogen-powered cell can give handsets up to a seven-day battery life
- It is so thin it fits inside current handsets without making them bulkier
- Fuel cell contains a battery that creates energy from hydrogen and oxygen
- Intelligent Energy has previously tested the technology on the [iPhone 6](#)

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



Acquisitions in Portable Power



Unplugging at Burning Man



Houses without Electrical Sockets



Vision: #1 Fuel Distributors

2023

2025

2028

2030

