

REBECCA



RYAN

ARE YOU  
FUTURE READY?

**I WANT TO KNOW ABOUT  
THE FUTURE OF...**

**414-559-1528**



**FORE** /AHEAD, FUTURE  
**SIGHT** /SEEING, VISION

**414-559-1528**



# PART ONE: HOW DO WE SEE THE FUTURE?

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“ We don't see things **as they are**. We see them **as we are**. ”

Anaïs Nin





©Warren Photographic

# THIS IS YOUR BRAIN ON BIAS

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**SYSTEM 1 (FAST)**

**VS.**

**SYSTEM 2 (SLOW)**

**414-559-1528**





## EXERCISE

A bat and a ball cost \$1.10 The bat is one dollar more than the ball. How much is the bat?





# FOUR BIASES THAT IMPACT YOUR FORESIGHT

414-559-1528



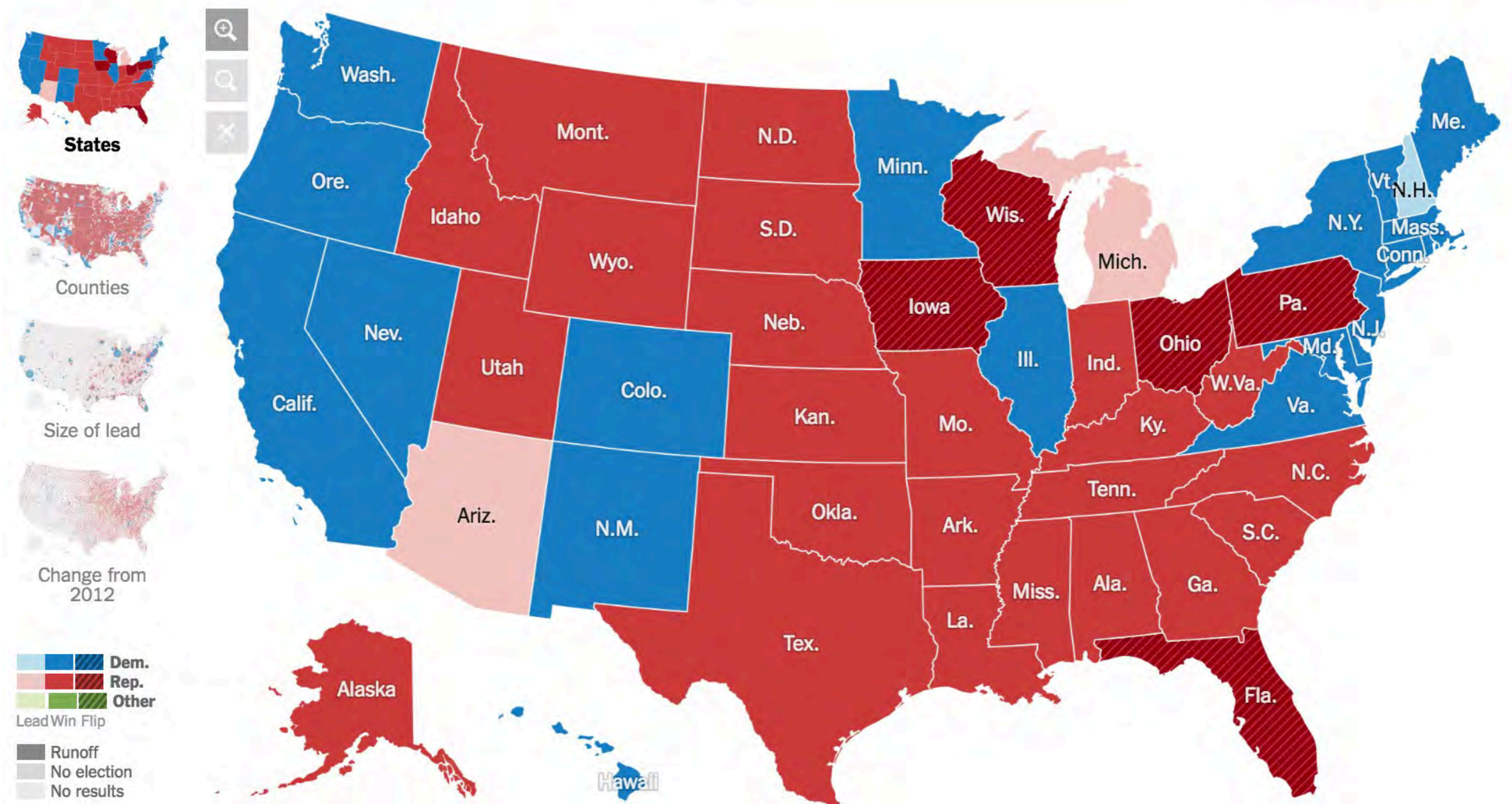
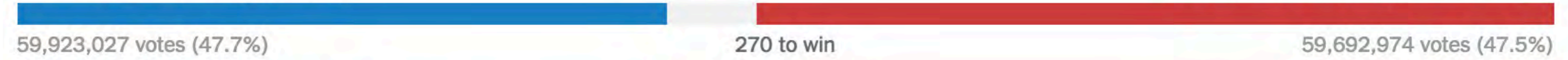
# Presidential Election Results: Donald J. Trump Wins

LIVE 7:39:40 AM ET

Here's a look at [how Trump reshaped the election map](#).

**228** Hillary Clinton

✓ **Donald J. Trump** **279**



WE USE **CONFIRMATION BIAS**  
WHEN WE **OVER-RELY ON**  
DATA THAT **CONFIRMS OUR**  
**BELIEFS.**





**WHICH IS MORE LIKELY TO  
KILL YOU?**





WE USE **AVAILABILITY BIAS**  
WHEN WE OVER-RELY ON  
**WHAT WE CAN REMEMBER**  
INSTEAD OF WHAT'S TRUE.



“ **A four year old child** is reading fluently.  
Now a college sophomore, what is her  
grade point average? ”

**414-559-1528**



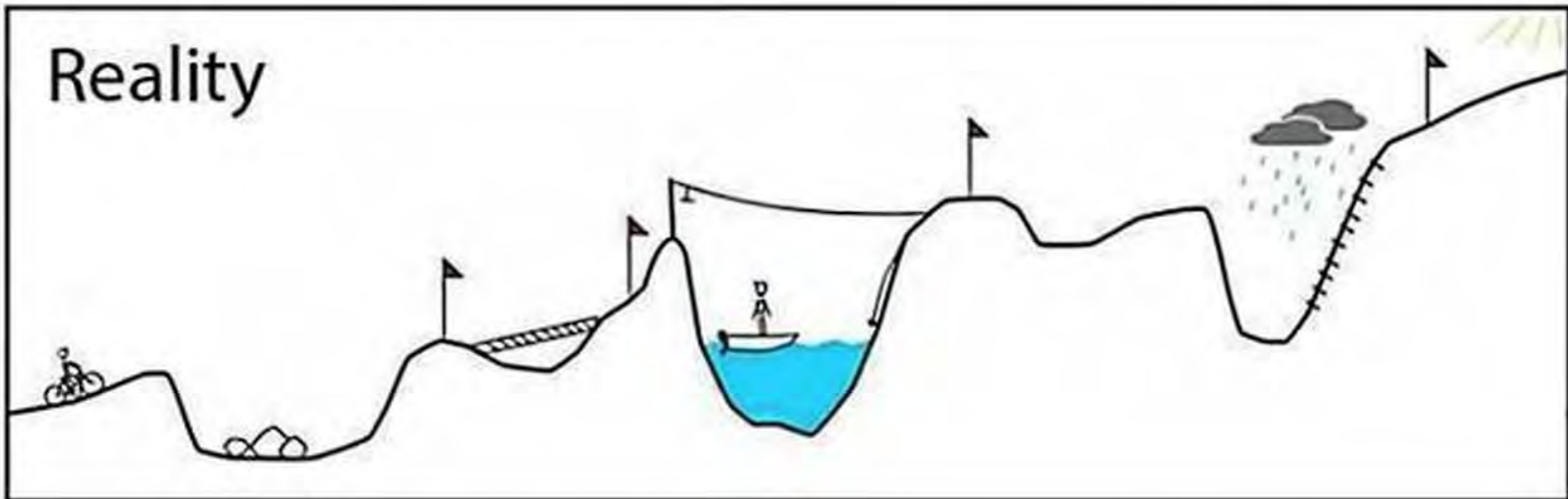
WE USE **ANCHORING BIAS**  
WHEN WE **PROJECT**  
**UNRELATED DATA** TO A  
STARTING POINT.



# Your plan



# Reality



WE USE THE **PLANNING**  
**FALLACY** WHEN WE  
**UNDERESTIMATE THE TIME**  
REQUIRED TO COMPLETE  
SOMETHING.



# **PART TWO: REBECCA RESPONDS TO YOUR TEXTS**



# PART THREE: WHAT'S COMING?





WISCONSIN IS IN  
A **WINTER TO SPRING**  
CYCLE





**SPRING**

**1946-1964**

A close-up photograph of a dandelion seed head. The central seed head is in focus, showing its green, textured base. Several seeds with their feathery parachutes are captured in mid-air, blowing away from the head. The background is a clear, bright blue sky. In the top right corner, there is a white rectangular area containing text.

**SUMMER**

**1965-1980**





**FALL**

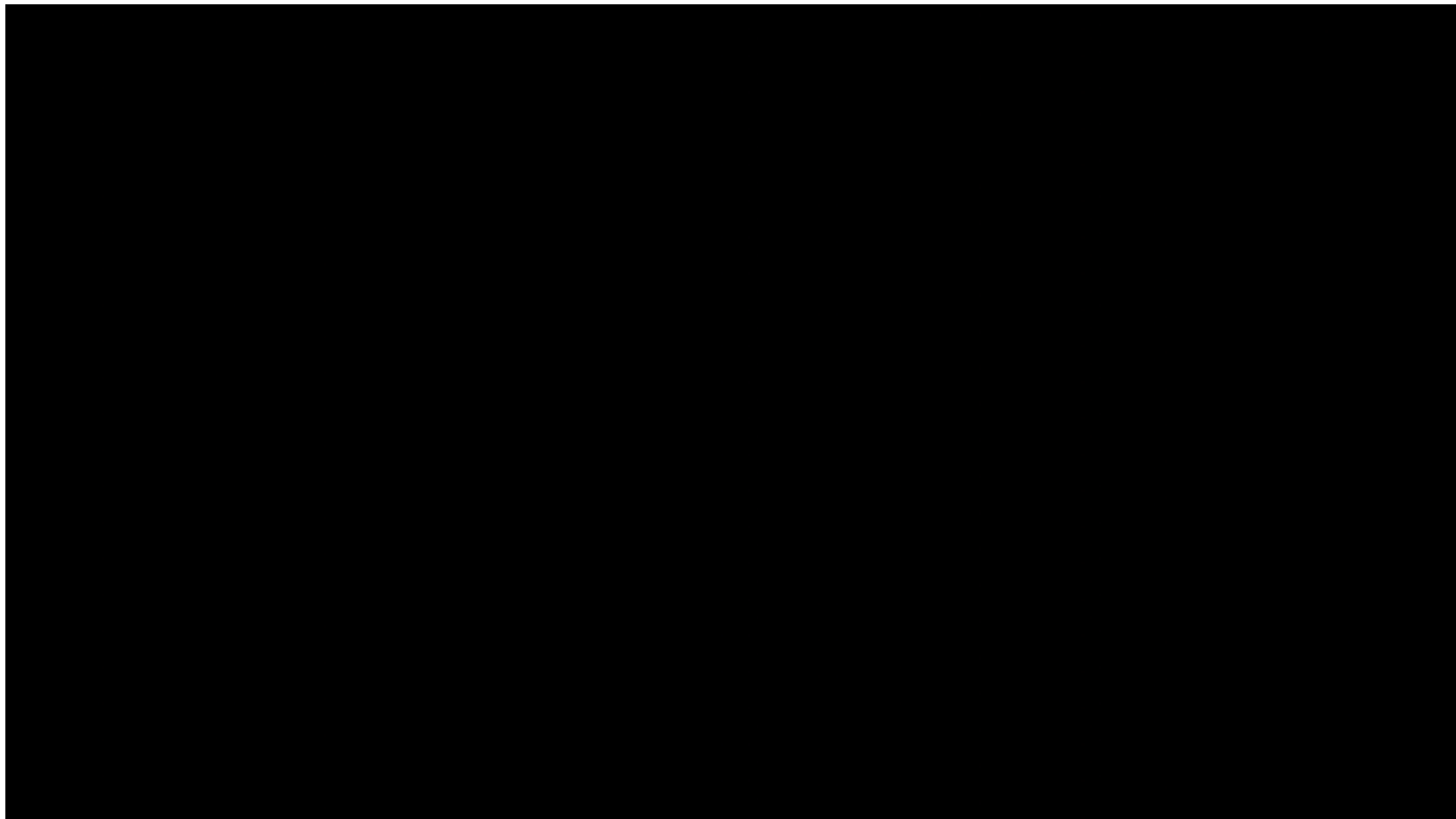
**1981-2000**





**WINTER**

**2001-2020**



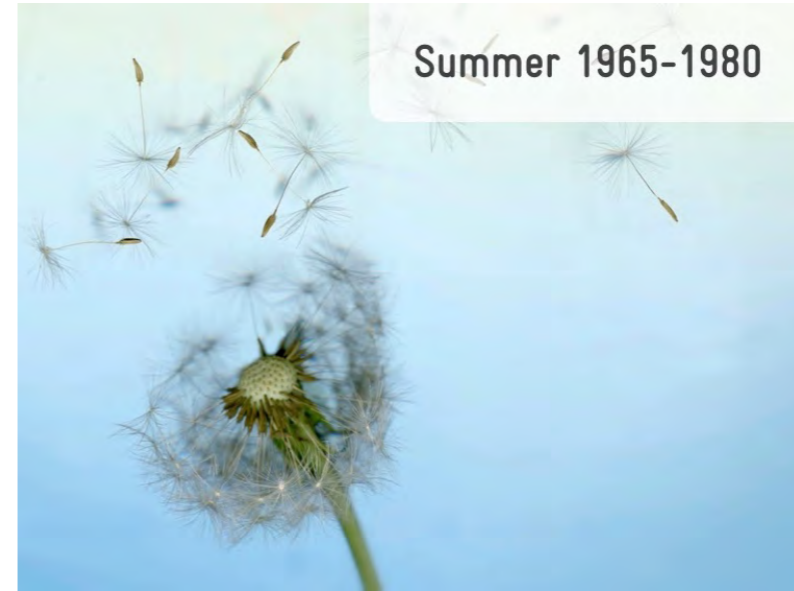


# Hope

Spring 1946-1964



Summer 1965-1980



**Me**

**We**

Winter 2001-(2020)



Fall 1981-2000



# Fear





# STEEP TRENDS

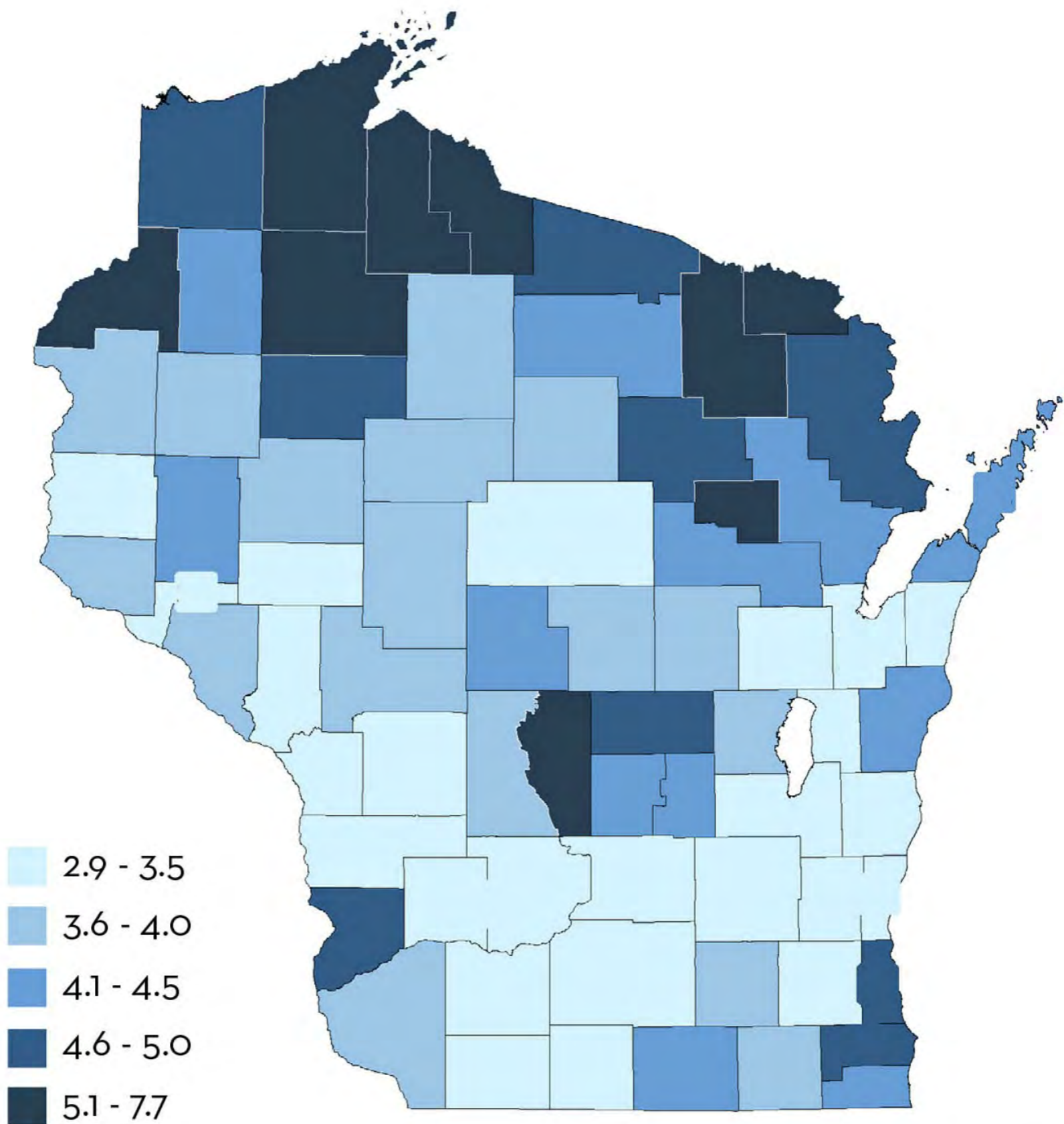
- **Society**
- **Technology**
- **Economy**
- **Environment**
- **Politics**



# WHAT SOCIETY TRENDS WILL IMPACT WISCONSIN?



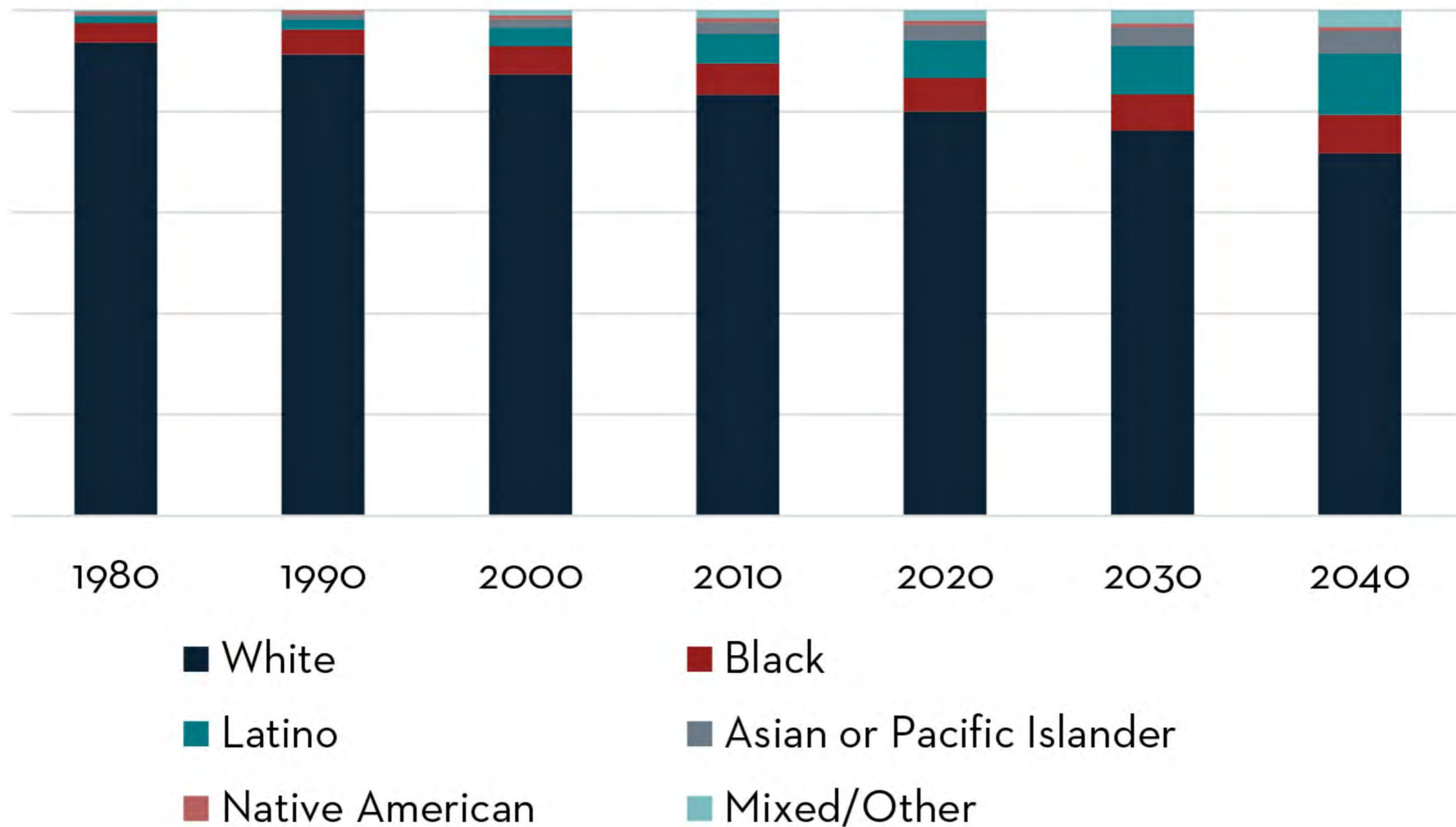
# UNEMPLOYMENT BY COUNTY IN WISCONSIN, MAY 2016



**“ Between 2015 and 2040, the population ages 65 and older will grow by **640,000** people an increase of 72%. ”**



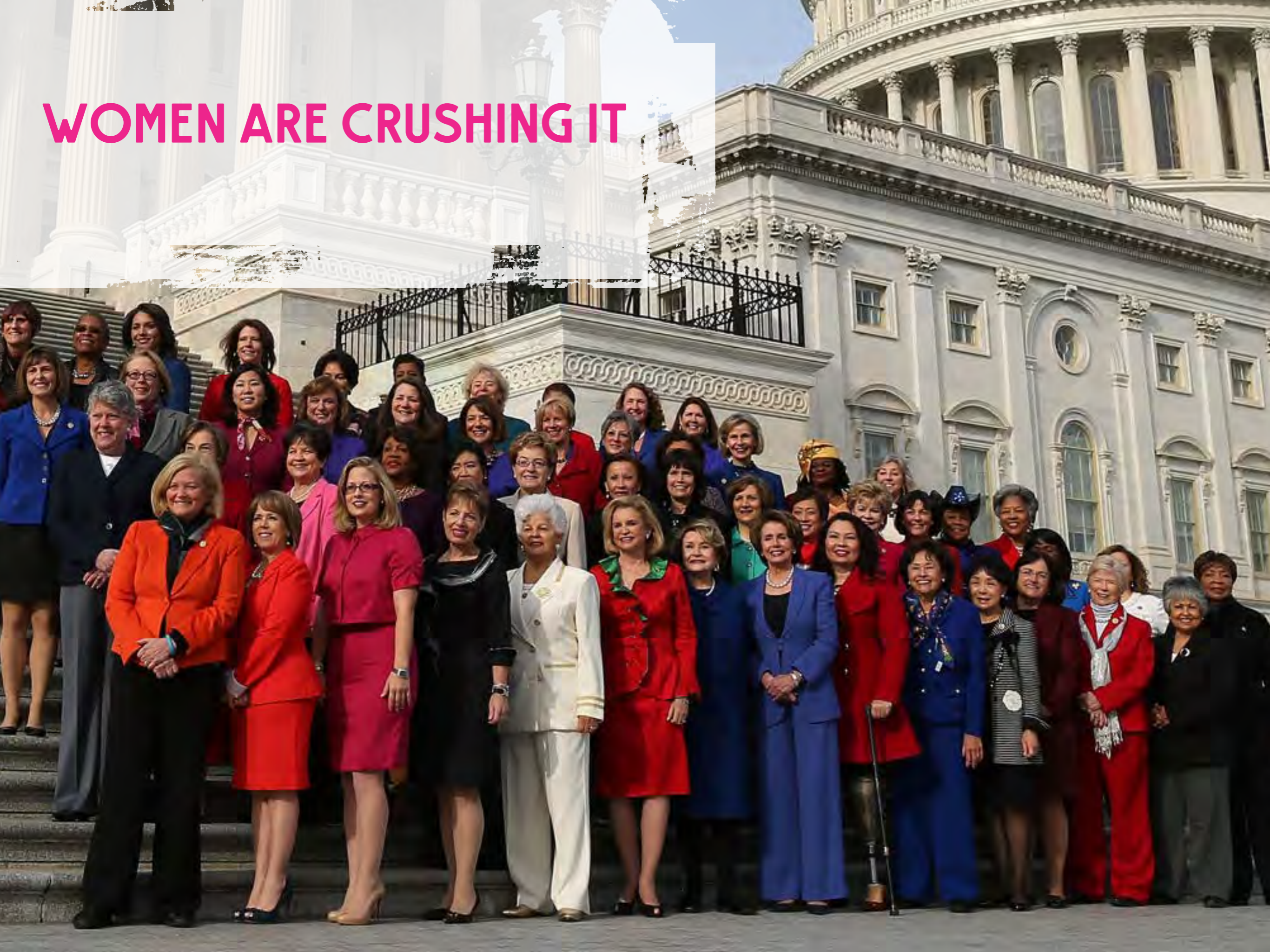
# RACIAL AND ETHNIC DEMOGRAPHICS, WISCONSIN, 1980 - 2040



*National Equity Atlas based on US Census Bureau data and NHGIS; Woods and Poole Economics, Inc. projections*



**WOMEN ARE CRUSHING IT**



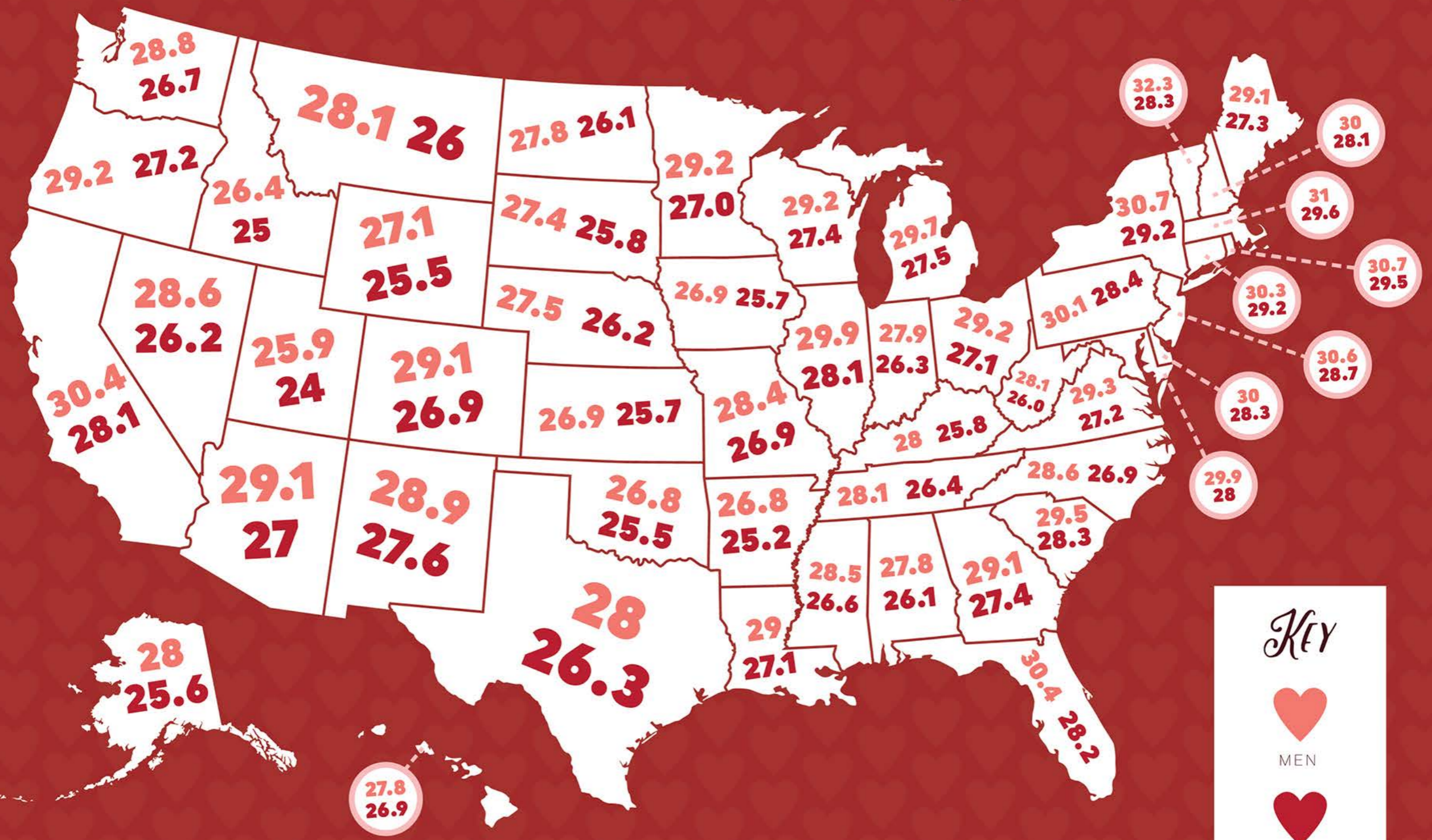


**BY 2055, THE U.S. WILL NOT  
HAVE A SINGLE RACIAL OR  
ETHNIC MAJORITY.**





*THE AGE PEOPLE FIRST GET MARRIED IN EACH STATE*



*KEY*

♥ MEN

♥ WOMEN



# WHAT TECHNOLOGY TRENDS WILL IMPACT WISCONSIN?









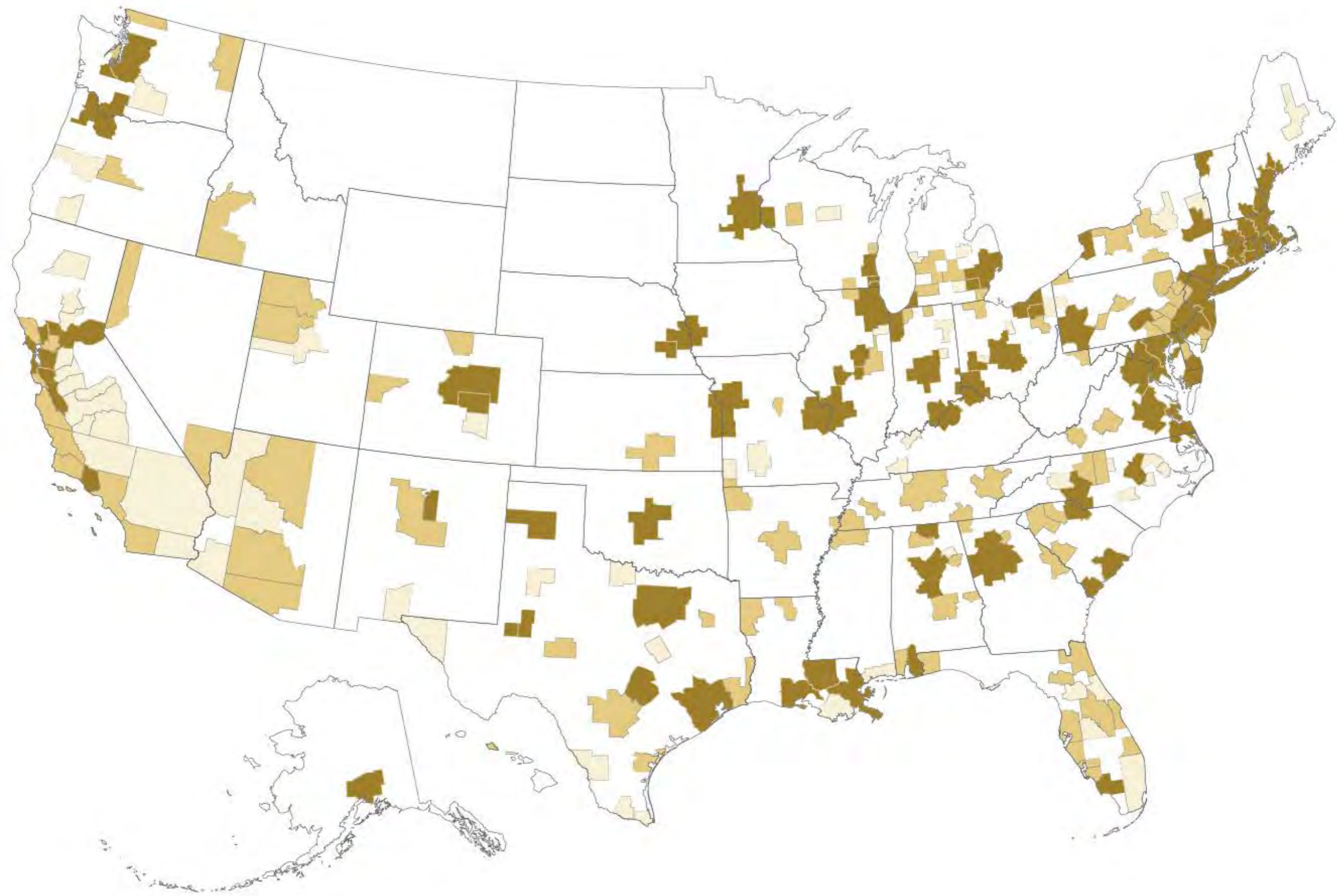




# WHAT ECONOMIC TRENDS WILL IMPACT WISCONSIN?

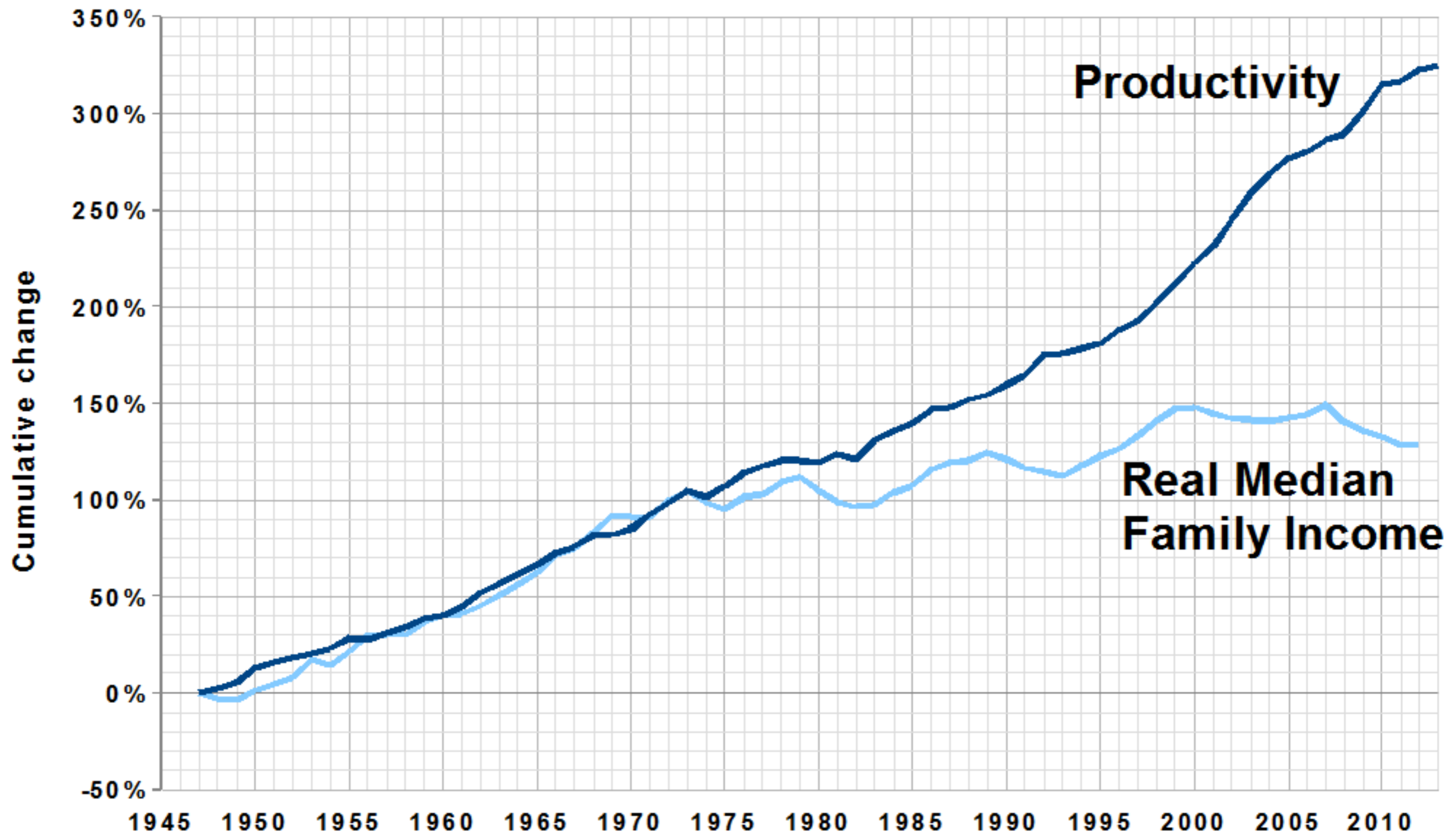






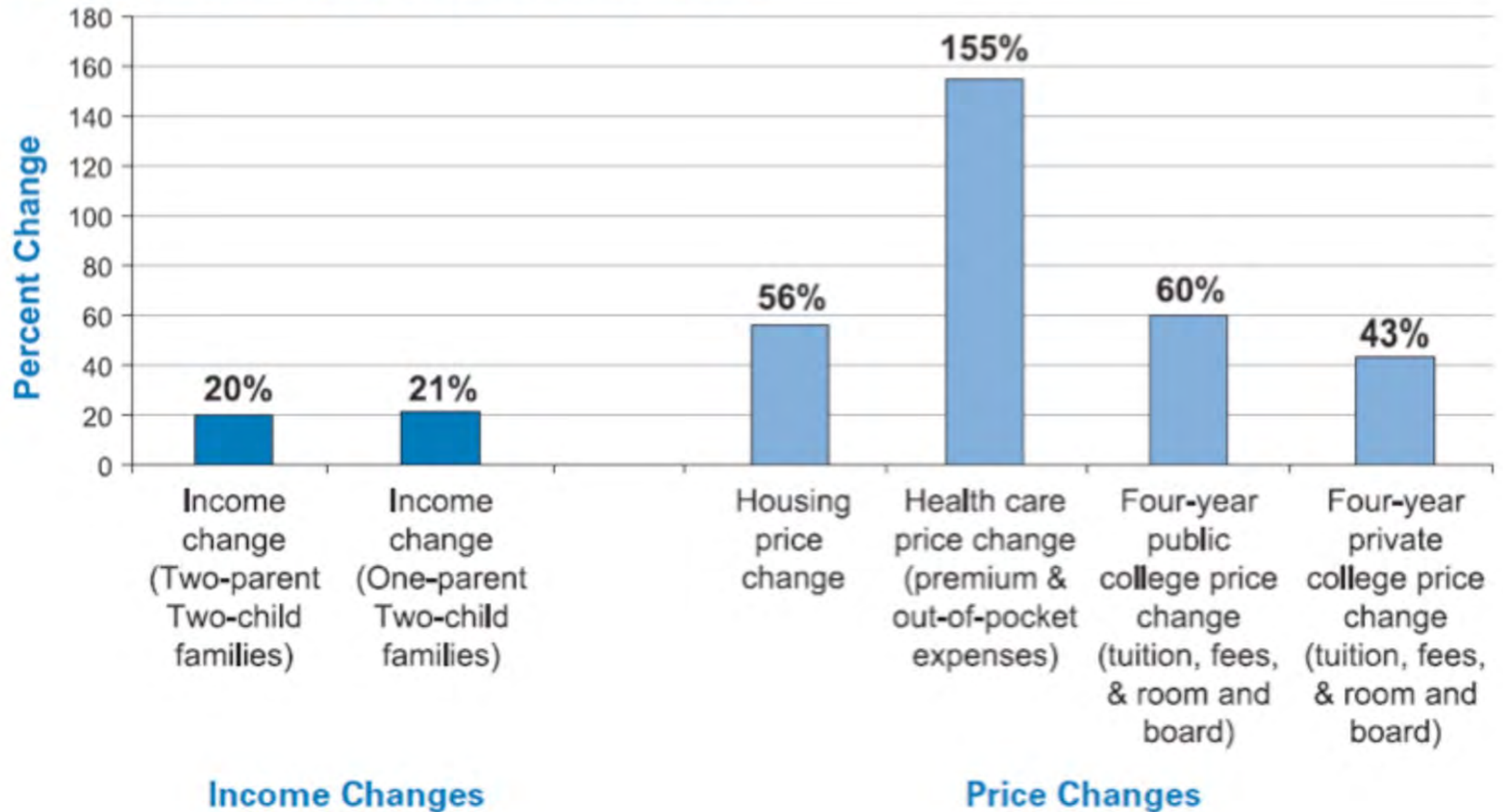


The benefits of increased productivity over the last 35 years have not gone to the middle class  
Productivity and real median family income growth, 1947-2012



Source: Analysis of Current Population Survey Annual Social and Economic Supplement *Historical Income Tables* (Table F-5) and Bureau of Labor Statistics, *Productivity – Major Sector Productivity and Costs Database* (2012)

## Changes in Median Real Family Income vs. Price Changes in Key Middle Class Items: 1990 - 2008



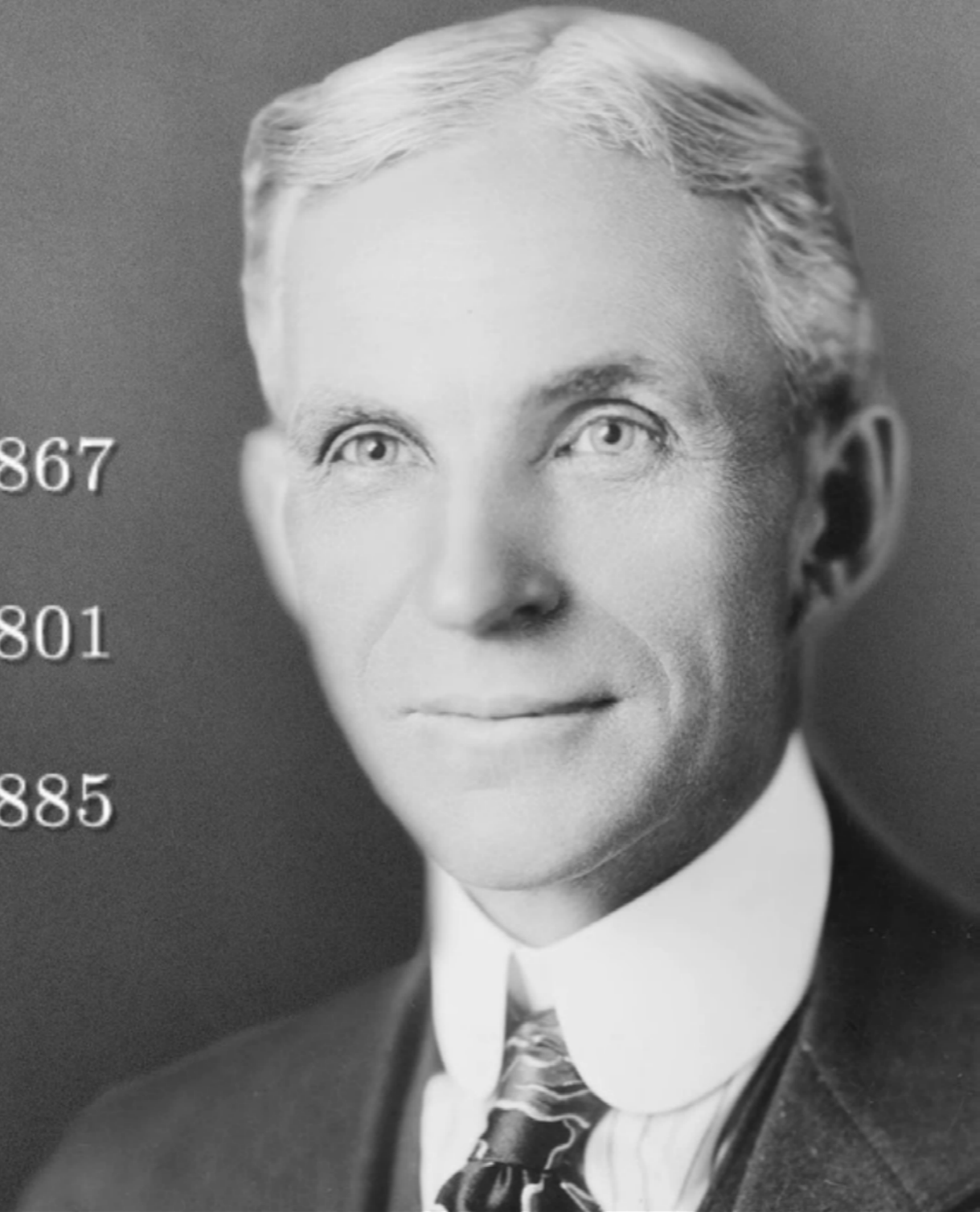


**\$14.32**

ASSEMBLY LINE..... 1867

INTERCHANGEABLE PARTS..... 1801

AUTOMOBILE..... 1885









# WHAT ENVIRONMENT TRENDS WILL IMPACT WISCONSIN?



# CLIMATE CHANGE IMPACTS SHIPPING





# STORM SEVERITY INCREASING





# HOW WILL OUR ACCESS TO FRESH WATER AFFECT OUR COMPETITIVENESS?

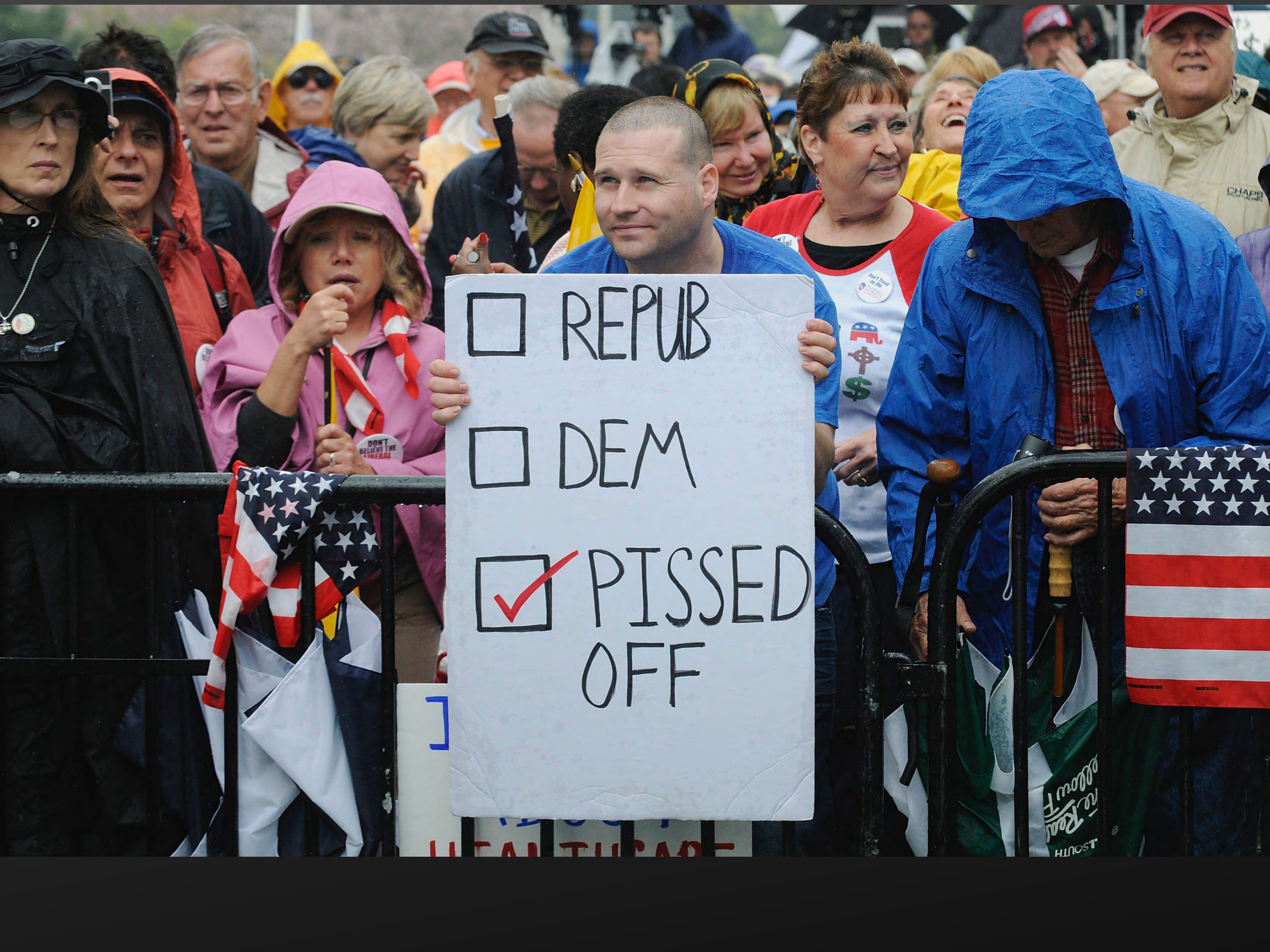




# WHAT POLITICAL TRENDS WILL IMPACT WISCONSIN?







RE PUB  
 DEM  
 PISSED  
OFF



DON'T BELIEVE THE LIBERAL

Re Real  
South



WHY  
STRATEGIC FORESIGHT  
EATS THE LUNCH OF  
STRATEGIC PLANNING





# STRATEGIC PLANNING

- Start from today (which is based on yesterday)
- Develop a year-by-year, incremental approach to improve outcomes, based primarily on what you've always done





OLD

STABILITY

CERTAINTY

SIMPLICITY

CLARITY

COMFORT



# STRATEGIC FORESIGHT

- Start 10, 20, 30 years in the future
- What forces and trends are shaping the future?
- What futures are plausible? (forecasting)
- What is our preferred future? (visioning)
- What do we need to do, as a result?  
(backcasting)



**PERHAPS THE  
MOST POWERFUL  
QUESTION TO  
LAUNCH YOU INTO  
THE FUTURE**





IF A **WORTHY COMPETITOR**  
OPENED SHOP **TOMORROW**  
WHAT WOULD THEY DO TO  
**KICK YOUR BUTT?**



# THE TAKE-AWAYS

- Recognize your brain on bias
- Scan for **STEEP**
- Be future ready







REBECCA **R** RYAN

**THE BIG SORT:  
A TRENDS GAME**

# MATERIALS & SET UP

- Sharpie Pens
- Sticky Notes
- “Grid” your table





# INSTRUCTIONS

- Working silently, brainstorm **STEEP** trends that will affect your community in the next 10 years
- One idea per sticky note
- 10 minutes



# OVERCOMING BIAS

- Looking at all your sticky notes, which can be **FACTUALLY** confirmed by an unbiased source?
- Eliminate the sticky notes that are “Opinions” and not “Trends”
- With your remaining sticky notes, your table will do the “Big Sort”...





# CHOOSE TWO PEOPLE

## LEADER

- Keep group on time
- Ensure everyone contributes
- Nurture forward movement

## SCRIBE

- Record group ideas and decision
- Help the group complete ideas
- Report out to the larger group

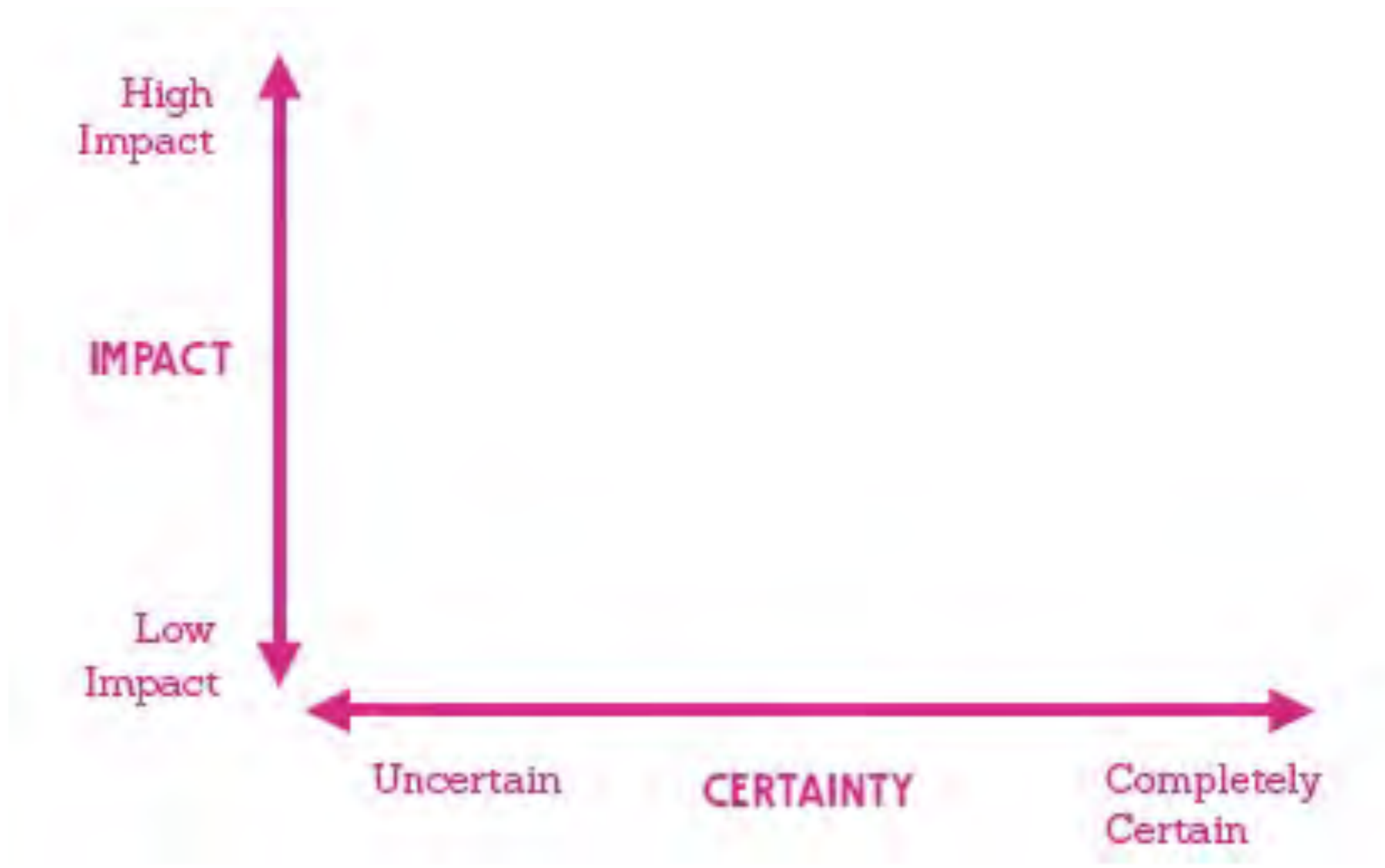


# INSTRUCTIONS

- **Taking turns, everyone shares their trends**
- **The group discusses if the trends are “high impact” or “low impact” and if they’re “high certainty” or “low certainty”**
- **Scribe will consolidate similar trends and make sure all trends are properly placed on the table grid**







# CLOSING CAMPFIRE

