Changes, Trends, and Values: Telling Stories About the Library of the Future

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4 Steps From Jane McGonigal

Collect signals from the future

Combine signals into forecasts

Create personal foresight

Play with the Future
“Foresight is thinking ahead to how trends, issues, and developments that can be observed in the present are likely to shape alternative futures
• What are the key forces that are shaping the future?
• What might be their possible outcomes?
• What implications could they have for the learning and actions that must happen in the present?”

Organizational Context

Environmental Context

Global Context
“The future will be defined by leaders who understand the larger context in which they operate... Not by navel gazing.”

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Stories for the Future

organizational  environmental  global
Sharing Economy

Paris with a View
Hosted by Alexandre

Live there. Even if it's just for a night.

Sharing Economy
Voice Control
Stories for the Future

Trends help us formulate questions...

Why is it _____________________________,

but _____________________________?
SPACES
• bringing people together
• a social culture

• an entrepreneurial mindset
• flexible amenities
EXPERIENTIAL RETAIL

• physical/digital to “phygital”
• small format

• trading on third place
• over-programmed
• cross-sector
• focused on change

• pop-up
• participatory

CREATIVE PLACEMAKING
• data-driven
• citizen interest and aspiration

• big technology
• privacy and policing

SMART CITIES
Stories for the Future

Values help us prioritize where we focus our attention and how we evaluate the usefulness (or threat) of changes in our world.
The signals for the future arrive as inbound change (change that happens to us), but we build our future through outbound change (change that we create ourselves).
“If we shape our vision around only what seems possible today, we surrender our opportunity to structure a really great life for ourselves. Big changes and compelling visions require some leaps of faith.”

Stories for the Future

Playing with the future is our opportunity to tell a positive, productive vision for the future and how we fit into it. We might also tell challenging stories that prepare us for alternative paths.
There are many futures, not just one.
“The 21st Century is a terrible time to be a control freak.”

Thank You!!

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