

the **Future**
Purpose
project

80/20 Foresight

A QUICKSTART GUIDE TO
ANTICIPATING THE FUTURE
FOR NON-PROFITS

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PURPOSE OF THIS GUIDE

This short guide presents a step-by-step process for generating key insights about the emerging trends relevant to the future of your organisation.

This will not make you and your team into expert futurists, but this efficient 80/20 approach fits with our guiding principle that 'time and attention are the currencies of the future'.

Please give two hours, ideally half a day, to this exercise. Before you start, allocate the amount of time that you want to spend on each question below.

WHO

The guide is best worked through as a team, either the SMT, Board, or a group of peers and ideally no more than six people.

There is also value in your personal reflection if it feels appropriate to do the exercise alone, at least at first.

HOW

You want to encourage an innovation mindset.

Primarily the approach is characterised by curiosity, openness, willingness to be 'wrong' and an acknowledgement that 'what got us here won't get us there'

You're asking the group to step into the unknown, this requires that people feel valued and respected. It can be helpful to 'kick up a feel-good storm' before you start; reflect on recent successes, acknowledge the strengths of each team member in the room, blow the budget on fancy biscuits... whatever works for your culture.

WHAT

It would be best to undertake the exercise in a quiet space, with rules for phone/email engagement. You'll need flip charts, pens, post-its and this guide for each team member (or even better, projected onto a screen).

80/20 Foresight Workshop

DATE & DURATION:

ATTENDEES:

INTENDED OUTCOME:

1. Purpose

WHAT'S OUR PURPOSE HERE TODAY?

HOW WILL WE RUN THIS MEETING TO SUPPORT THAT?

You're looking for 'fresh thinking'.

Are there particular trends we know we need to
explore?

How many new ideas would we like to generate?

What won't be discussed?

(e.g. current operational challenges are off limits)

TIME ALLOCATION FOR THIS SECTION:

2. Trend spotting

WHAT ARE THE KEY EMERGING TRENDS RELEVANT TO US?

Below is a list of Key Trends that we've chosen as most appropriate to non-profits. You may or may not agree with them! Trust your instincts and choose the ones that jump out / seem most appealing to explore. At first, some may appear to have nothing to do with your organisation's mission, but this can be where innovation is hiding!

TIME ALLOCATION FOR THIS SECTION:

Twelve Emerging Trends

TO SPARK DEBATE...

- **Internet of (Every)thing**, The Internet of Things will run our cities, homes and office spaces. There will be a drive towards data standardisation so that technologies can talk to one another.
- **All the data, all the time**, We'll transition from smartphones to smart wearables such as jewellery, earbuds, and glasses. These will sense motion, environment, record and display data. AI will have the capacity to supercharge our decisions through real-time access to all online information.
- **Internal navigation tools**, As our access to information expands we will need to find ways to reduce overwhelm. We will search for intuitive solutions and the 'right' personal principles to guide our decisions.
- **Wearables for well-being**, AI and wearables will monitor our bodies for indicators of poor mental and physical health. Analysis of this input, combined with our genetic history, lifestyle and environs will optimise our health care and lifestyle choices.
- **A humane advantage**, Robots, algorithms and AI will take over most routine jobs. We will shift our work to roles that require human intuition, empathy and collaboration.
- **Super Foods**, In agriculture, sensing and machine learning will make food production more sustainable and efficient.

Twelve Emerging Trends

- **'Continuous' CPD**, The average person will change careers multiple times. The concept of learning and how people work will evolve as AI becomes built into every aspect of formal and informal education.
- **Shifting global dynamics**, As the world becomes increasingly interconnected, a more holistic, cross-cultural and dynamic mindset will challenge the status quo, such as that seen with the democratisation of currency via blockchain and bitcoin
- **Legal challenges**, The tension between privacy and security will increase. Law-makers could impose rules and legislation that are either too restrictive or don't acknowledge the pace of technological change.
- **An environmental imperative**, Climate change will radically impact the world, with the poorest populations generally being the worst affected. It will be highly politicised for the foreseeable future.
- **Living with purpose**, The definition of wealth is shifting from ownership to 'having access to'; everything from education to clean water to cars. The concept of success is changing with the aspiration to 'more' being replaced by 'better'. Living with meaning and purpose will be a priority.
- **Social isolation**, Loneliness is one of the next significant social problems. The more 'tech' the world becomes the more we will crave touch, physical interaction, time in nature. In the long term, personal AI could act as a learning companion, helps us be productive, and motivate us when we are bored or feeling down.

3. Focus Trends

AGREE ON YOUR TOP THREE TRENDS TO FOCUS ON

If there are tears and tantrums, pick three even if not everyone agrees they are the 'top', you can always pick those up later.

Just make sure they are across different sectors e.g. not just tech trends

TIME ALLOCATION FOR THIS SECTION:

4. Empathise

ASK - HOW WILL THESE TRENDS AFFECT OUR CLIENTS / BENEFICIARIES?

Take good time to really picture the life of one or two individuals in your community,

What might change for them?

What challenges might they face in the future related to these trends?

TIME ALLOCATION FOR THIS SECTION:

5.Future Purpose

**IN AN IDEAL FUTURE,
WHAT WOULD AN ORGANISATION WITH OUR MISSION
BE DOING FOR THOSE PEOPLE?**

What types products/ services would we provide?

What would we enable?

What difference would we make?

Visualise. Even if you don't know exactly how, treat it as
a game... Sit back, doodle, look at the ceiling and
bounce your ideas around the group.

(Just don't drift into 'but that's ridiculous', 'exactly what?'
or 'but, how?')

TIME ALLOCATION FOR THIS SECTION:

6. Implications

**IN BROAD TERMS -
WHAT ARE THE IMPLICATIONS FOR OUR
ORGANISATION'S STRATEGY?**

Consolidate the ideas into the key conclusions/findings from this exercise, in whatever form that takes.

TIME ALLOCATION FOR THIS SECTION:

7. Integration

HOW WILL WE INTEGRATE THESE FINDINGS INTO OUR STRATEGY AND GROWTH?

For example; is there a new strategic objective we want to adopt?

Are there skills or expertise that we want to develop?

What research do we need to do?

When is the time to start making any relevant changes?

TIME ALLOCATION FOR THIS SECTION:

8. Recap & reflect

ON A JOB WELL DONE...

It may be that you now have more questions than answers.

This is not a problem, as you'll start to see opportunities and ideas as a result of this exercise.

You may also revisit the last question (or whole exercise) again after research, or when ideas have had time to percolate.

What are the next steps?

TIME ALLOCATION FOR THIS SECTION:



More...

*WE HOPE THAT YOU'VE FOUND THIS PROCESS
ENLIGHTENING AND ARE INSPIRED TO DO MORE.*

*PLEASE DO VISIT OUR WEBSITE TO CONTACT US
FOR MORE GUIDANCE, A FREE ADVICE CALL
OR TO SIGN UP FOR Q&A WEBINARS, BLOG
POSTS, TIPS, TOOLS & TRENDS.*

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