

Tapping Your Inner Futurist
**Imagining the Futures
of the Wisconsin Union**



Wisconsin Union
Experiences for a lifetime

February 15, 2017
Garry Golden

Start

End



***Warm up
Foresight 101***



Drivers of Change



Foresight Culture

More or Less Change Ahead?

Last
ten years

2006 – 2016

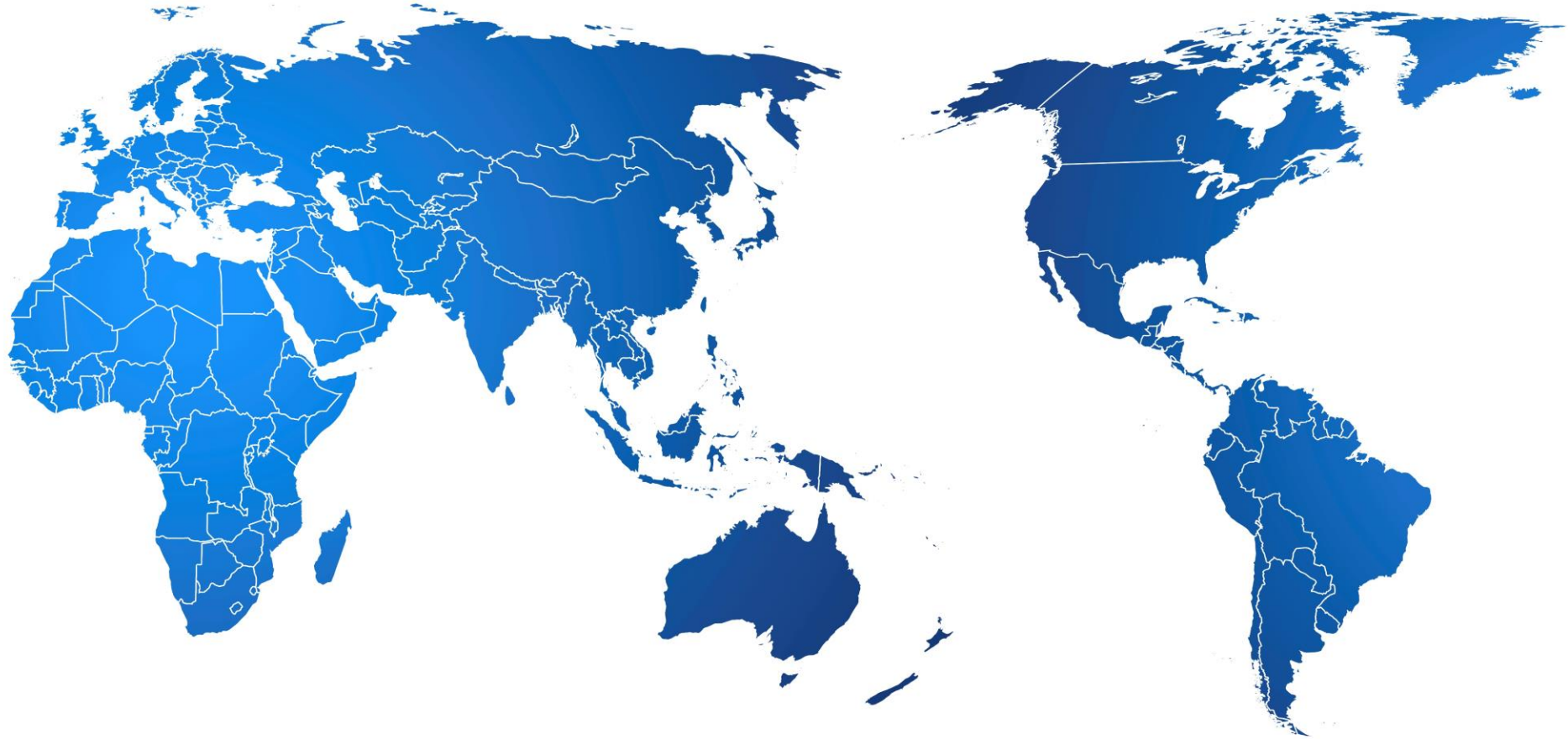


Next
ten years

2017-2027



Problems & Opportunities based on Global Interdependence



Society shaped by Bifurcations and Paradoxes



Mindfulness
Substance Use Disorders

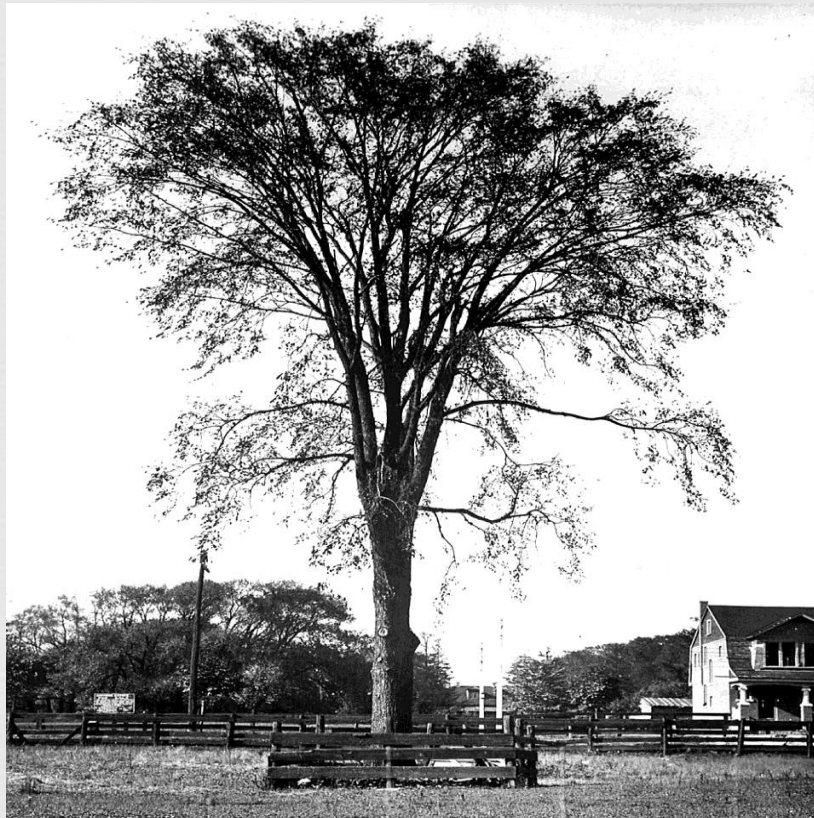


Identities & Value Systems

Re-framing of Social Justice Issues
Self-Work & *Brave Conversations*



The Wisconsin Idea: do our roots point the way to our future?



“If you don’t know history, you don’t know anything.
You’re a leaf
that doesn’t know it’s part of a tree.”

--Michael Chrichton



Trying to plan for the future
without a sense of history
is like trying to plant **cut flowers**....

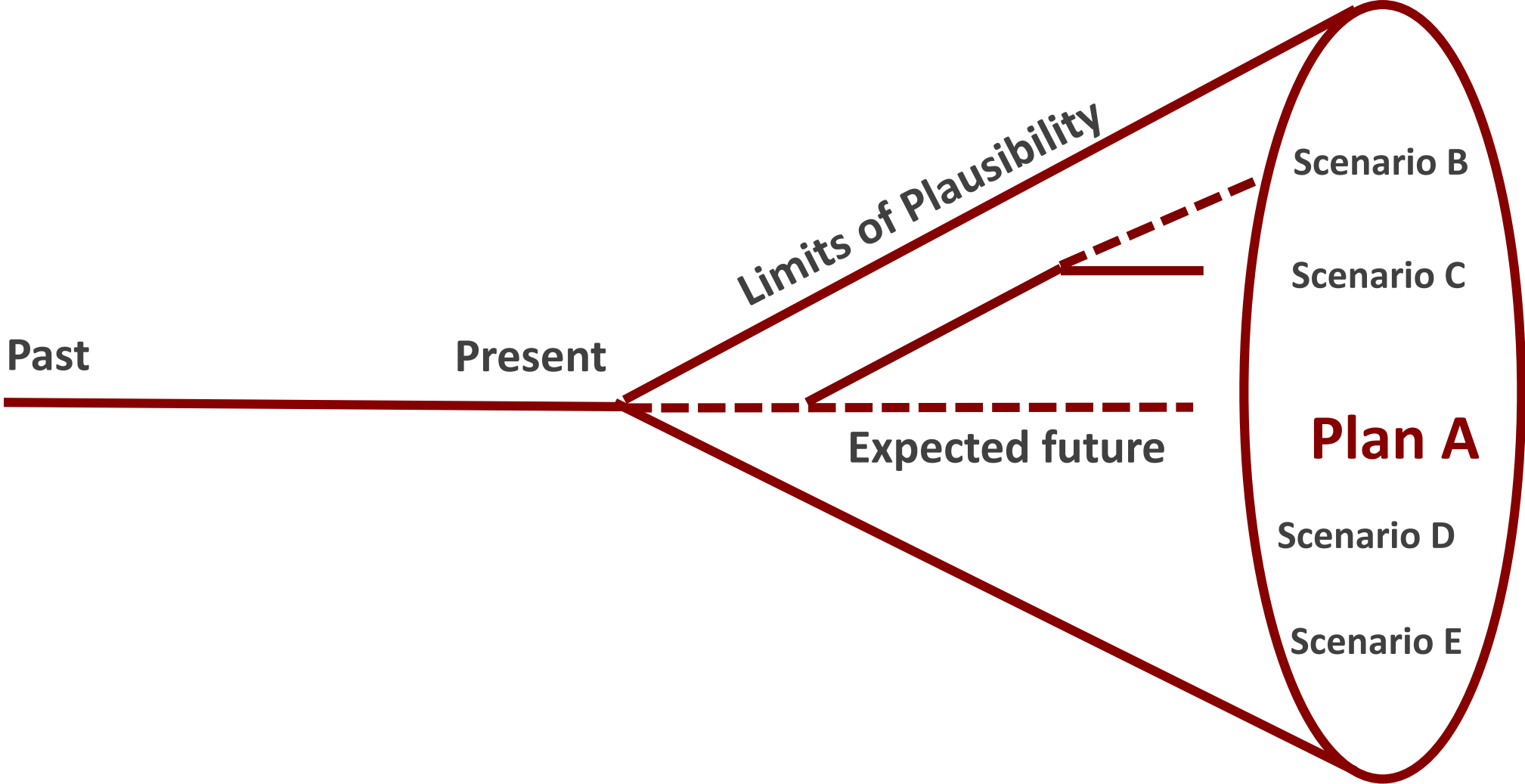


Tapping My Inner Futurist?



Foresight 101: Cone of Plausibility

Multiple Outcomes, Multiple Time Horizons



A close-up photograph of a person's hand holding a small, rectangular white paper strip. The strip is held between the thumb and index finger, with the rest of the hand visible in the lower-left corner. The background is a solid, dark black. The text on the strip is printed in a clean, black, sans-serif font. The strip is slightly tilted, and the lighting is soft, highlighting the texture of the paper and the skin of the hand.

Library Mall will have
Trees Again Someday

IF YOU HIT THIS SIGN
YOU WILL HIT THAT BRIDGE





WAIT FOR IT

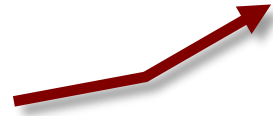
.....Wait for it.....

**Every day I make an effort to move toward
what I do not understand.**

- Cellist, Yo-Yo Ma

Foresight: Three Mechanisms of Change

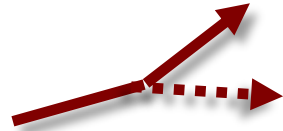
Trends
(Continuities)



Plausible
Futures

Forecasts

Events
(Discontinuities)



Possible
Futures

Scenarios

Choices
(Discontinuities)



Preferred
Future

Visions

Four Futures Thinking

?

**Continued
Growth**



**Disciplined
- Constrained**



Transformed



**Decline
- Collapse**

* Jim Dator, University of Hawaii

Could you write a story of the *Four Futures* for the Wisconsin Union?



Wisconsin Union
Experiences for a lifetime

**Continued
Growth**



Wisconsin Union
Experiences for a lifetime

**Disciplined
- Constrained**



Wisconsin Union
Experiences for a lifetime

Transformed



Wisconsin Union
Experiences for a lifetime

**Decline
- Collapse**

Foresight as *Front-End* of Innovation and Strategic Planning



Forecast-based Thinking:

- Confidence in assumptions
- *Stable marketplace/culture*
- *Focus on 'Prediction'*
(*What should happen*)



Scenario-based Thinking:

- Unsure of assumptions (beliefs)
- Markets shaped by uncertainty
- Focus on 'Anticipation' ('could happen')
- Manage uncertainty across a range of plausible outcomes
- Focus on continual monitoring of change

End



Foresight 101

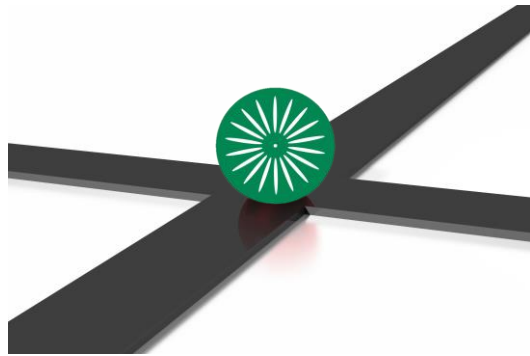


Drivers of Change
Meaning of Place & Engagement



Next Steps

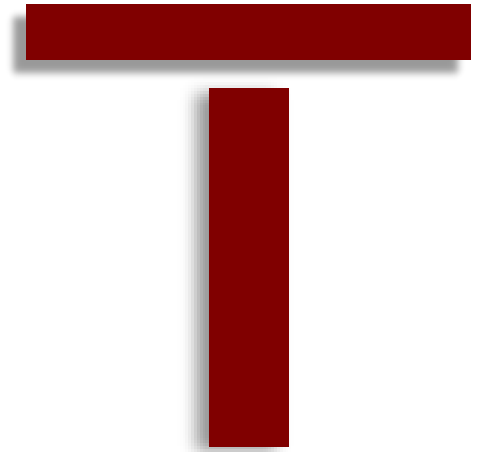
Remember there is a *Slow Pace to Fast Change*



Innovate at
Intersections of Change



Big Bets, Small Steps



“T” Shaped Culture

Hiring & Content

How might the Division of Social Education Deliver Experiences for Skill Sets + Mindsets for the Future?



“I” Shaped
Success via
Specialization

Encouraging Depth of Skills that...

- Are in demand
- Looks great on a resume
- Industry or domain-specific
- Shows discipline + commitment



“T” Shaped
Success via Many Paths

Encouraging Breadth of Skills that...

- Appeal to organizations hiring *learners*
- Embraces curiosity amidst uncertainty
- Shows desire to integrate solutions



In the News

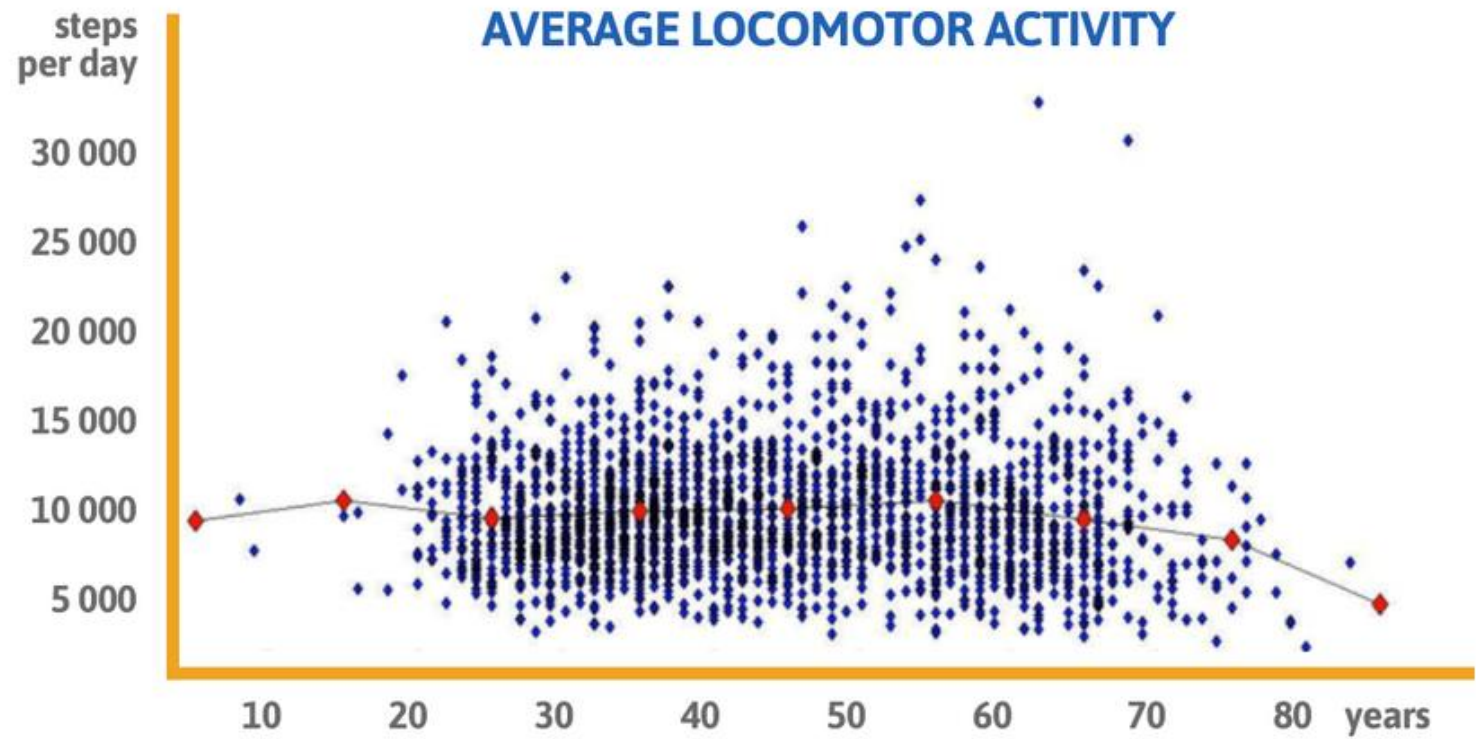
In 2019, all senior residents in the Japanese city of Nara will be required to have wearable devices that connect to the city's secured data feed used by families and local health & service agencies.



True

False

Assumption: Radical Solutions based on Early Signals & Interventions



Alignment Ahead? Policy Investments + Social Norms

Early Interventions: National Focus on Closing Word Gap



Winner: Providence Talks
Providence, RI

MAYOR ANGEL TAVERAS | POPULATION: 178,000

Are You Talking to Me?

Talk with your baby.

The more words you speak, sing or read to your baby the faster they will learn to talk and read.

Learn more at:
dph.georgia.gov/talkwithyourbaby

TALK TO YOUR BABY

THEIR BRAIN DEPENDS ON IT

#TalkToYourBaby

ANYTIME. ANYWHERE.

Talking, reading and singing build your baby's brain.

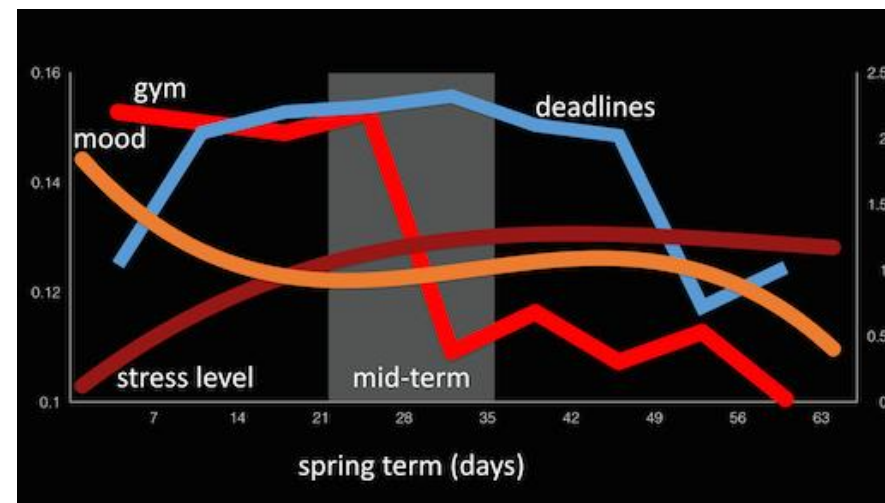
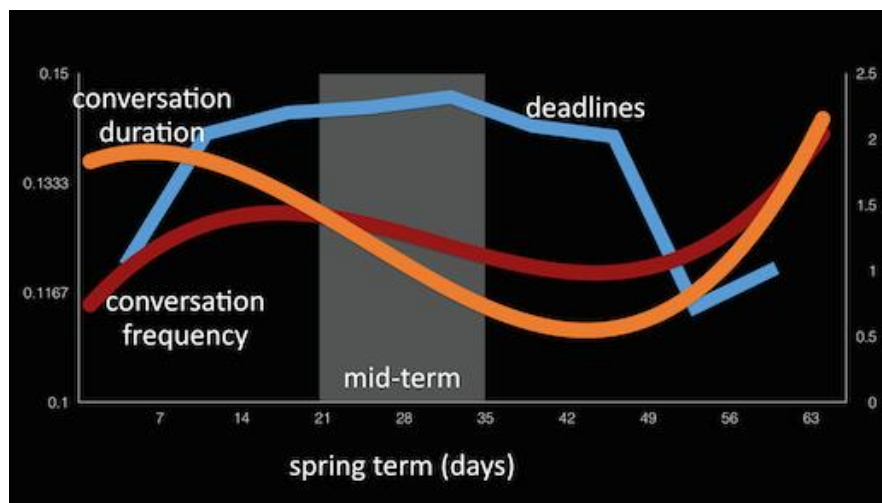
FOR TALKING TIPS
search nyc.gov/TalkToYourBaby, or text "Talk" to 877877

Alignment Ahead? Policy Investments + Social Norms

Campus Interventions: Focus on Broad Health Indicators + Learning



Student Life Project



- Student who are more social (i.e., had more conversations; time around others) have a better GPA – lower risk of depression
- *Also, surprisingly, there was no correlation between students' academic performance and their class attendance*

Future shaped by Creepy Lines vs Compelling Experiences



Context of the *Creepy Line*

The Google logo, consisting of the word "Google" in its characteristic multi-colored font (blue, red, yellow, blue, green, red).

Inevitability of Dealing with the *Creepy vs Compelling Line* at the..

The Wisconsin Union logo, featuring the words "The Wisconsin Union" in a multi-colored font (blue, red, yellow, green, blue, red, yellow, blue, green).

How do we...

- Balance privacy + personalization***
- Communicate value and benefits in 'Ask' vs 'Reward'***
- Maintain human-ness side of the relationship***

End



Drivers of Change



Foresight Culture

Future of Place



TM

Wisconsin Union

Experiences for a lifetime

Third Place
is a Real Thing



Pedestrian Friendly Zones



“Pop Up” Culture



Places for Connections: Live Experiences, Together



A YouTube video player showing a crowd of people at a bar reacting to Game of Thrones. The scene is dimly lit with green ambient lighting. In the foreground, a man with a beard and a floral shirt has his arms raised in excitement. Next to him, a woman is looking towards the camera with a surprised expression. The video player interface includes a progress bar at 2:56 / 11:24, a CC icon, a settings gear, a full screen icon, and a small inset video in the bottom right corner.

GAME OF THRONES Reactions at Burlington Bar S6E10 /// WINDS OF WINTER Pt 1 \\\

Sean L
Subscribe 53,725

1,397,048 views

+ Add to Share More

16,797 875

P2P Collections?

Other Peoples' Stuff



Erika Johansson @ErikaSays · 1h

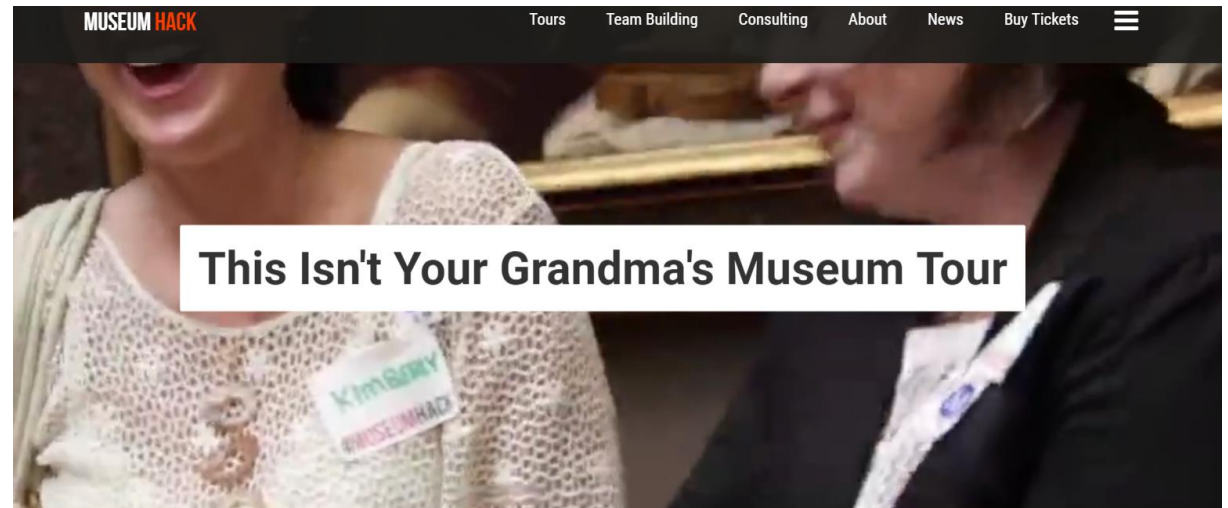
Why aren't libraries universal hubs for #sharingeconomy initiatives? #collcons cc @KitHayes

online, people attended a [redacted]
from one). In Ann Arbor, Michi-
sh gan, you can borrow musical
million instruments, microscopes,
ed, telescopes, and home tools
neri- from the library. Outside
ential Rochester, New York, you

Hacking Places

The Experience is the Destination

Hacking The Audio Experience: Museum Hack Is Part Of SFMOMA's New Tours!



A Fun, New Experience in NYC, DC, San Francisco
& Chicago

We Lead Renegade Museum Tours for Individuals,
Private Groups & Company Team Building

Escape the Room | NYC

Escape Rooms



Room Scale Virtual Reality



On-Demand(ness)

Scheduling Here or Anywhere

The screenshot shows the LiquidSpace website interface. At the top left is the LiquidSpace logo, a teal circle with a white grid pattern. To its right are navigation links: "Find Space", "List Space", and "Enterprise". The main heading "Office Smarter" is centered in white. Below it is the tagline "Engage the largest commercial real estate network to find and book office space." A horizontal navigation bar contains three buttons: "Find" (teal), "List" (dark grey), and "Connect" (dark grey). Below this is a search bar with the placeholder text "Where do you need space?" and a prominent orange "Find Space" button. The background is a photograph of a bright, modern office space with wooden tables, chairs, and a wall-mounted sign that says "Bluebird health".

LIQUIDSPACE®

Find Space List Space Enterprise

Office Smarter

Engage the largest commercial real estate network to find and book office space.

Find List Connect

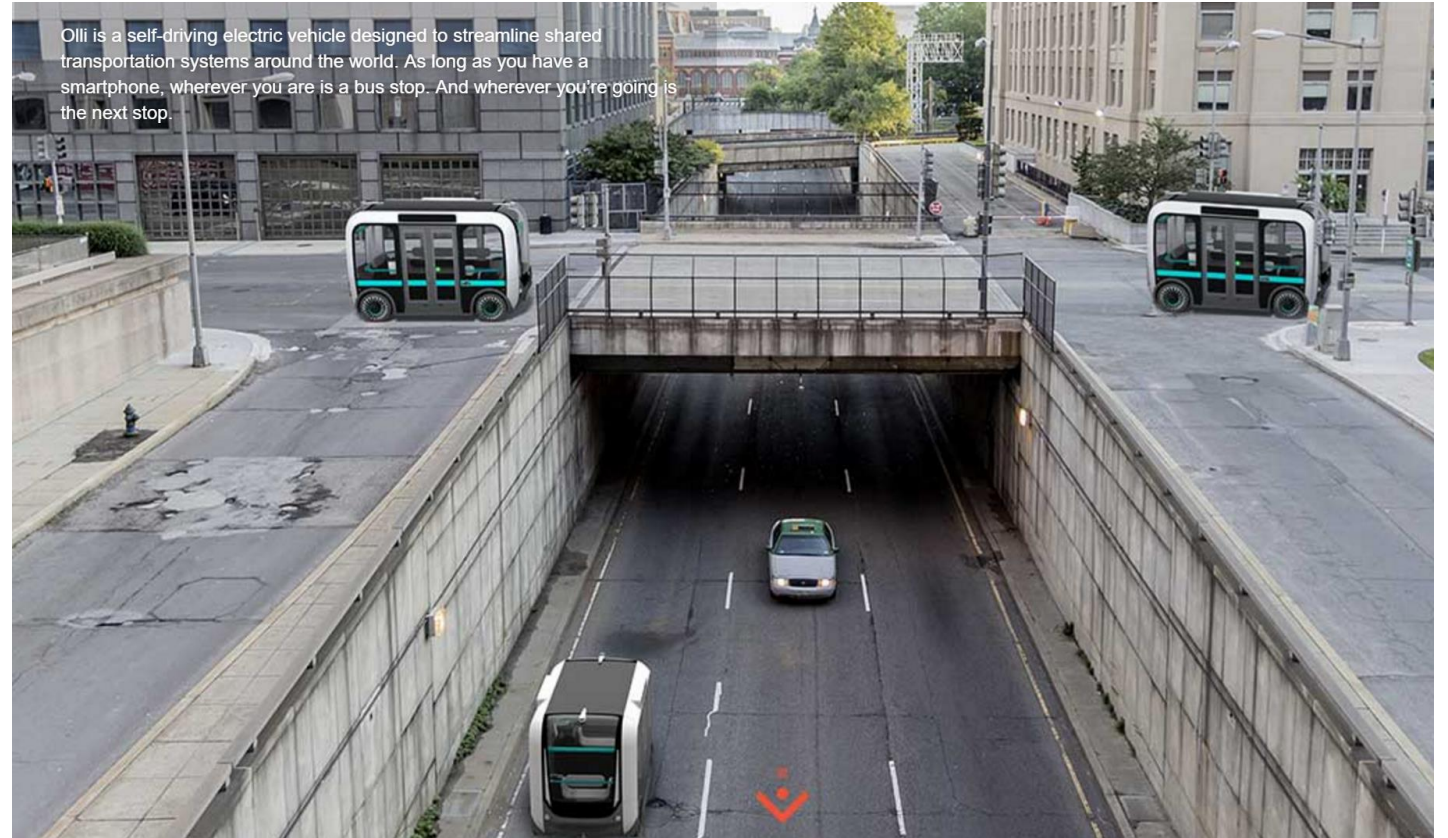
Where do you need space? Find Space

Digital Fusion

Seamless Transactions



Olli is a self-driving electric vehicle designed to streamline shared transportation systems around the world. As long as you have a smartphone, wherever you are is a bus stop. And wherever you're going is the next stop.



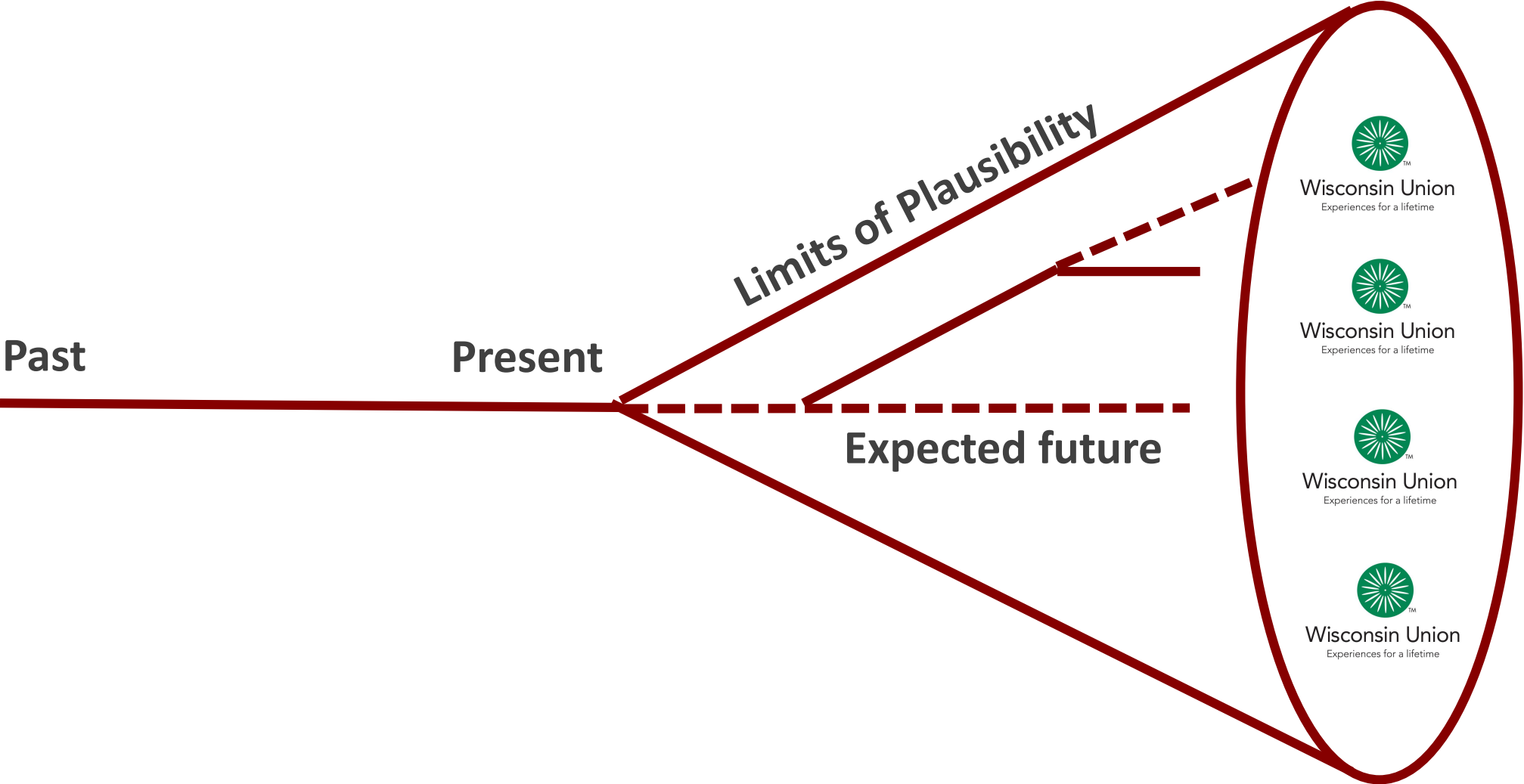
Mobility + Accessibility

Safety, Equity + Access

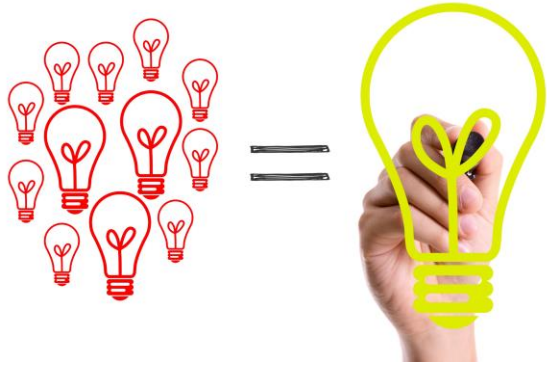
Autonomous People Movers Coming Soon!



Future of Place



Implications of Place-based Innovations for The Wisconsin Union



15 minutes
Generate, don't Debate

Start

Stop

Continue



**Ten Minutes
Meeting Warm up**



“That’s Great”

Courtesy of my friends from:

futurethink
INNOVATION SIMPLIFIED

Activity: “That’s Great”



Generate a provocative starter message or borrow...

- Student Government Collapses (again)*
- WUD Must Crowd-fund all programs*
- Fire Destroys Union South*

“That’s Great” Warm-up

Courtesy of my friends from:

futurethink
INNOVATION SIMPLIFIED

Data & AI-driven

Future of Engagement

Social Norms for the Anonymous-Access Web

1993




“On the Internet, nobody knows you’re a dog.”

“On Facebook, 273 people know I’m a dog.
The rest can only see my limited profile.”

Social Norms & the Social Web

2008





Everyone knows I'm
working on some
personal growth issues

Assumption:
The web is becoming a platform
for managing outcomes &
personal behavior change.

Online Age vs AI Data Driven Experiences

What is the role of A.I. in Guiding Outcomes for Campus Experiences?

- Online vs Offline
- Desktop or Mobile
- Web-based or App



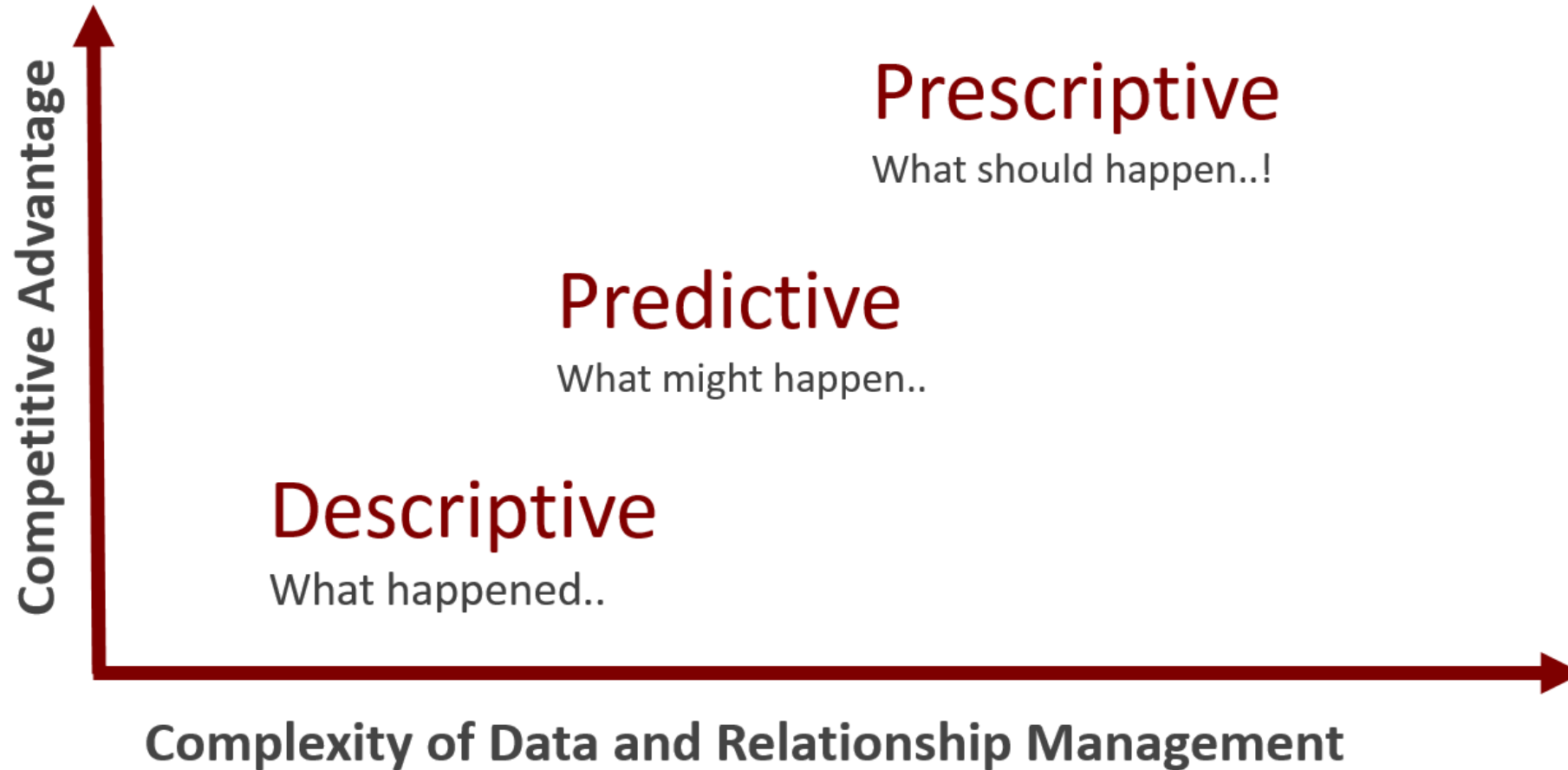
- *Software-Guided or Not*
- *Does it improve behavior or Not*
- *Does it Guide Outcomes or Not*

Assumption to Explore:

It will feel creepy — then we will wonder how we interacted with students before the age of algorithmic and A.I. driven experiences

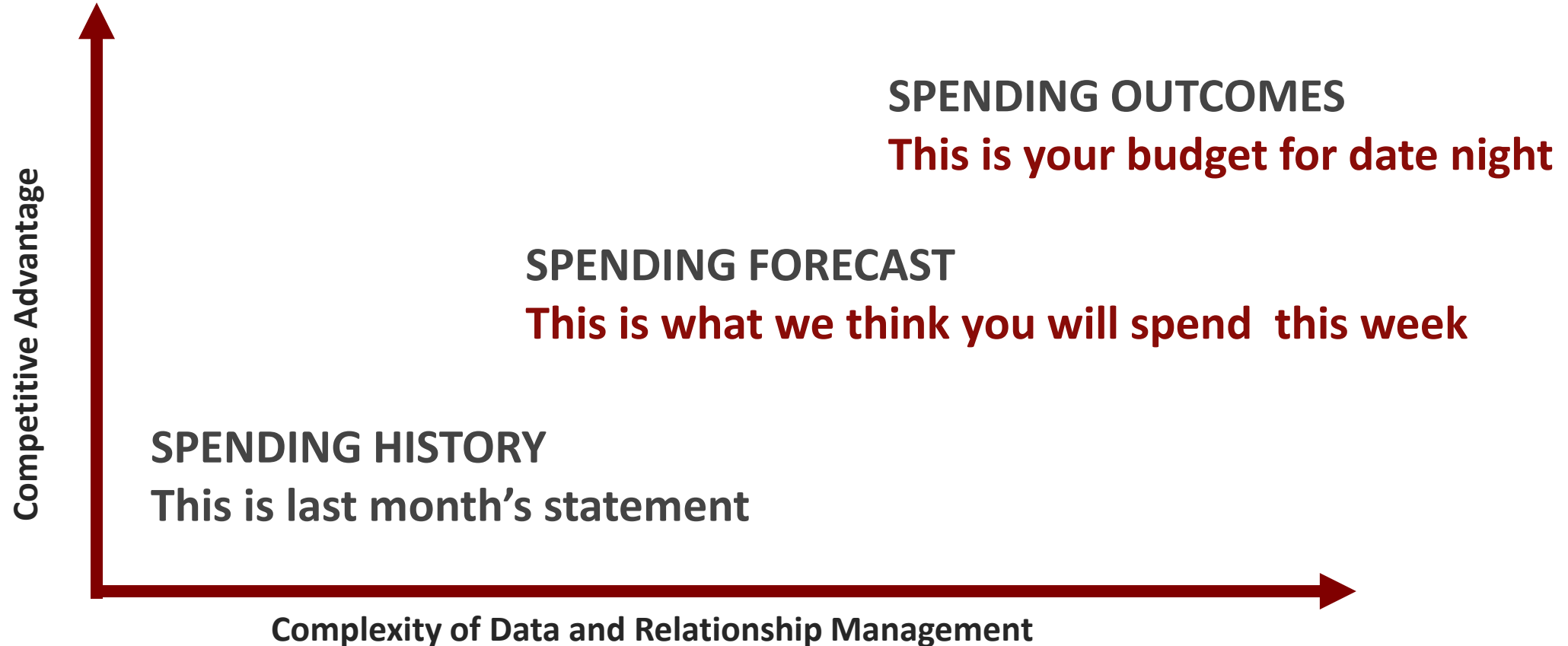
Outcomes-based Value Creation

AI+ Data Driven Innovation = Prescriptive Analytics



Social Norms + Slow Embrace of Prescriptive Analytics

***Guided* Financial Experiences based on Prescriptive Analytics**



The Race to Build Intelligent Assistants



If you look at what Apple is doing with 'Siri,' what IBM is doing with 'Watson,' and what Google is doing with 'Now,' **it is clear that the most powerful technology companies are investing immense resources to make virtual intelligent assistants ubiquitous before the end of the decade.**

- Daniel Nadler, CEO of Kensho

2011: IBM's Watson – Game Show



2012-14: Enterprise Decision Support (Proof of Concept)



Healthcare

Helping doctors identify treatment options



Finance

Helping planners recommend better investments



Retail

Helping retailers transform customer relationships



Public Sector

Helping government help its citizens



Accelerated Research

Helping researchers find info faster



[Home](#)
[What is Watson?](#)
[Implement Watson](#)

[Build with Watson](#)
[The Watson Ecosystem](#)
[Mobile Developer Challenge](#)

[About Us](#)
[Our Headquarters](#)
[Our Team](#)
[Careers](#)
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[Email IBM](#)



[Call 1-877-426-3774](#)
[Priority code: 109HF03W](#)



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2015: Watson in the Cloud (Cognitive-Apps-as-Service)

ROSS

HOME ABOUT SIGNUP

Your brand new

SUPER INTELLIGENT ATTORNEY

LEARN MORE

2017 – 2027
Assumptions to Explore

**By 2020, 20% of students and staff
will use Intelligent Assistants
to drive engagement outcomes.**

Where does the AI Assistant Revolution begin?

Buzzwords to Watch:

ChatOps

Chatbots

Intelligent Texting

Messaging Apps

Conversational Commerce

Intelligent Assistants

Do Not Dismiss on Techno-Novelty

Designing Next Generation Student Engagement Tools

Phase of Rolling Eyes at *Chatbots*

Microsoft is betting that bots 'are the new apps'

MICROSOFT / 31 MARCH 16 / by MATTHEW REYNOLDS



Facebook launches a bot platform for Messenger

Google follows Facebook into chatbots

Published: May 19, 2016 8:43 a.m. ET

Cisco Partners with Gupshup to Boost Bot Ecosystem

Hype vs Hope of Chatbots

Specialized digital assistants and bots expected to generate over \$600 billion in revenue by 2020

Are there events on campus featuring speakers from China?

Where do I learn about volunteer opportunities ?

Who is playing on the Terrace this Friday?

Eat Your Dog Food Trials: Helping Automate Social Aspects of Teams



butter.ai

Asking coworkers for help is so 2015

Butter.ai is a personal assistant that puts all of your company knowledge within reach. Sign up below for early access.

SIGN UP

We hate spam as much as you do. You'll never get any from us.

Berta 10:42 AM
Talla, please send everyone a link to this presentation from our All Hands company meeting:
<http://www.company.com/presentations/allhands-q1>
Ask them for feedback and compile the information.

Talla BOT 10:42 AM
Will do. Sending now.

Talla BOT 12:42 PM
I got three responses to the presentation.
Would you like to see them now?

Berta 12:42 PM
Yes

+ [input field] 😊

Weak Signal: Connected Home Hubs Drive Service Innovations



INTRODUCING
amazon echo

Always ready, connected,
and fast. **Just ask.**



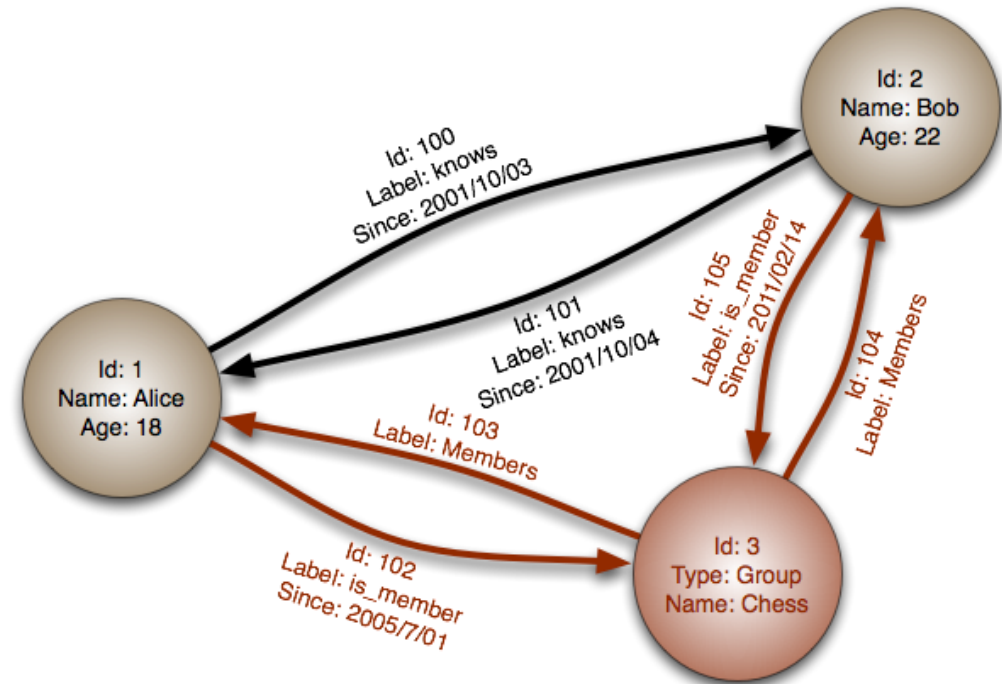
Talk about convenient.

From checking your balance to making a payment, with the Capital One Skill for Amazon Alexa, manage your accounts using just your voice.

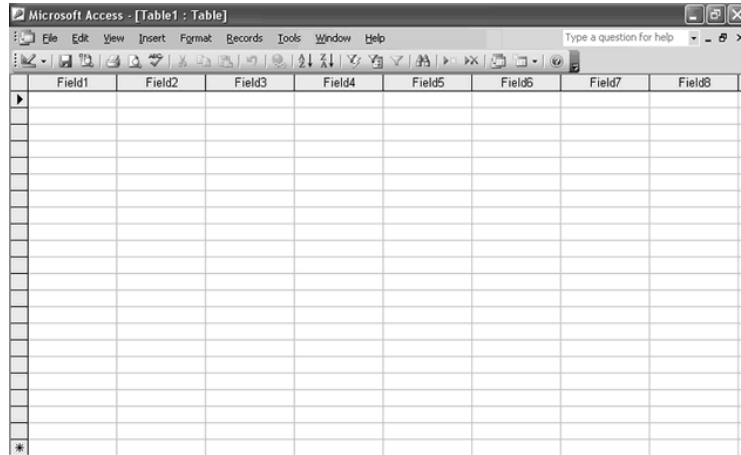
See it in action



Data Models Matter
Connected Data
Graph Analytics

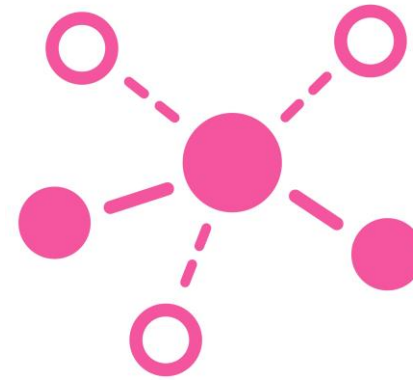


Connected Data is foundation for outcomes-based community services and government experiences



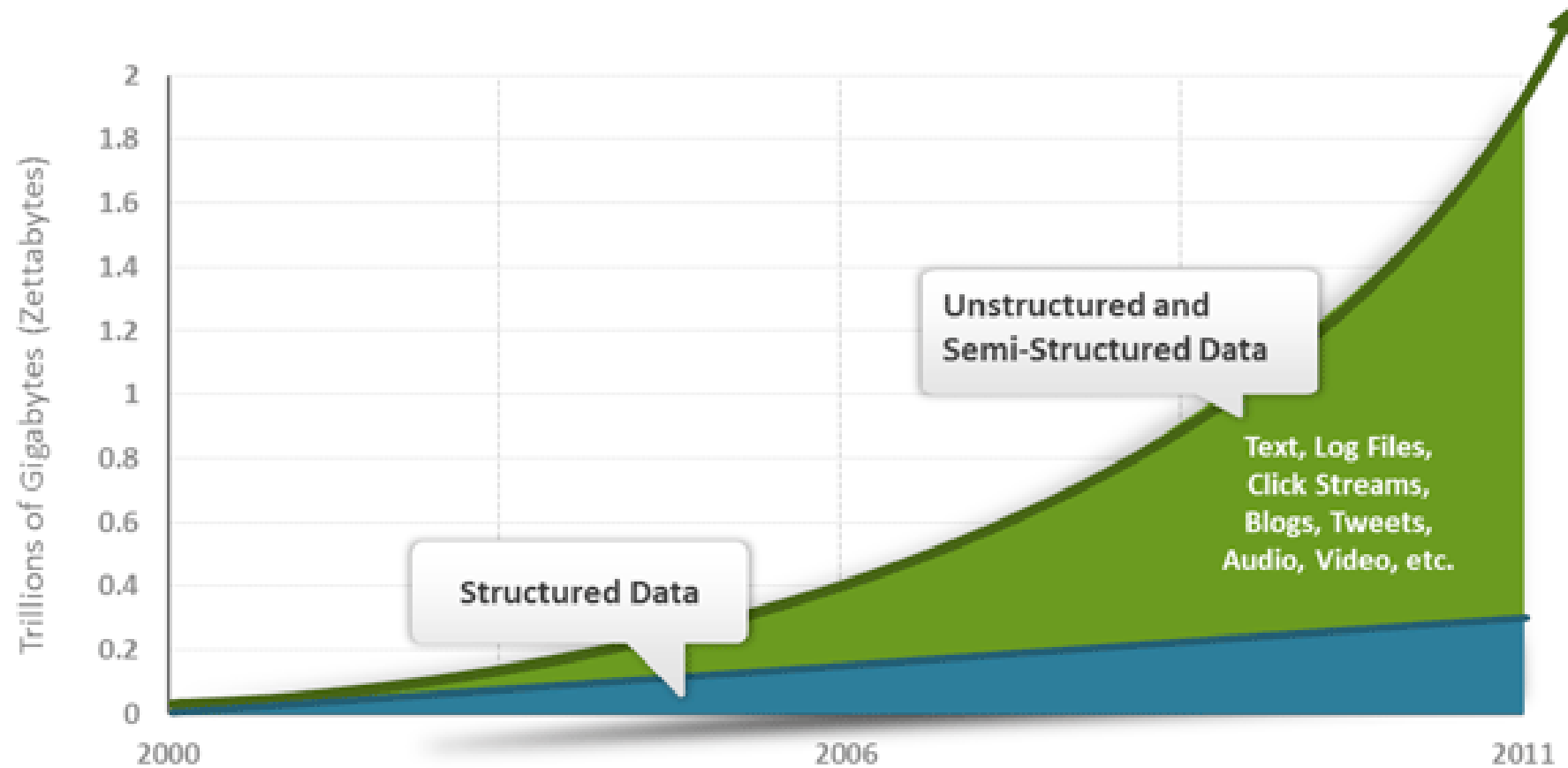
A screenshot of a Microsoft Access window titled "Microsoft Access - [Table1 : Table]". The window shows a standard menu bar (File, Edit, View, Insert, Format, Records, Tools, Window, Help) and a toolbar. Below the toolbar is a grid representing a table with 8 columns labeled "Field1" through "Field8" and approximately 20 empty rows. A small asterisk is visible in the bottom-left corner of the grid area.

Tables = Past



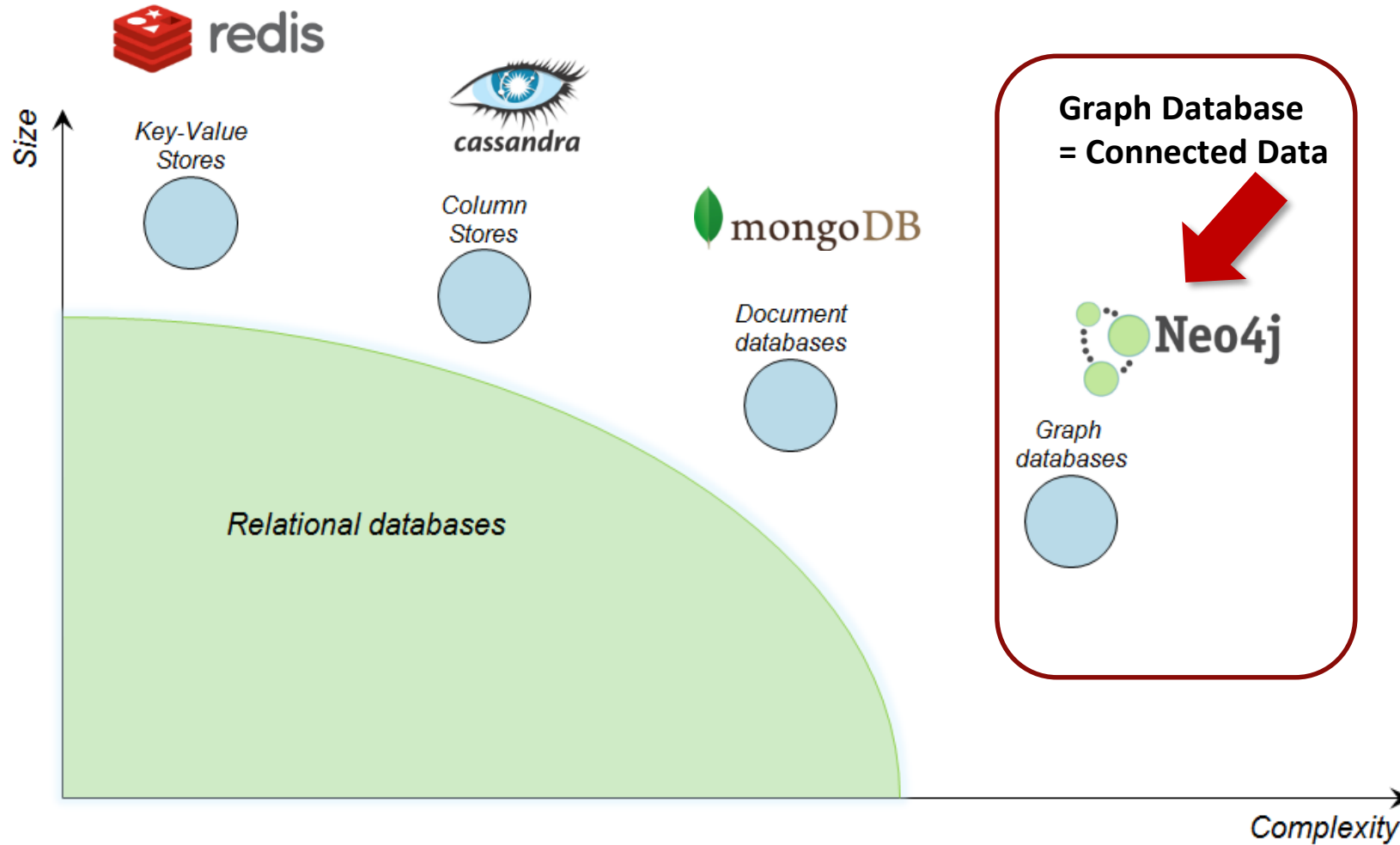
Graph Thinking

Tables vs Growing Spectrum of Data

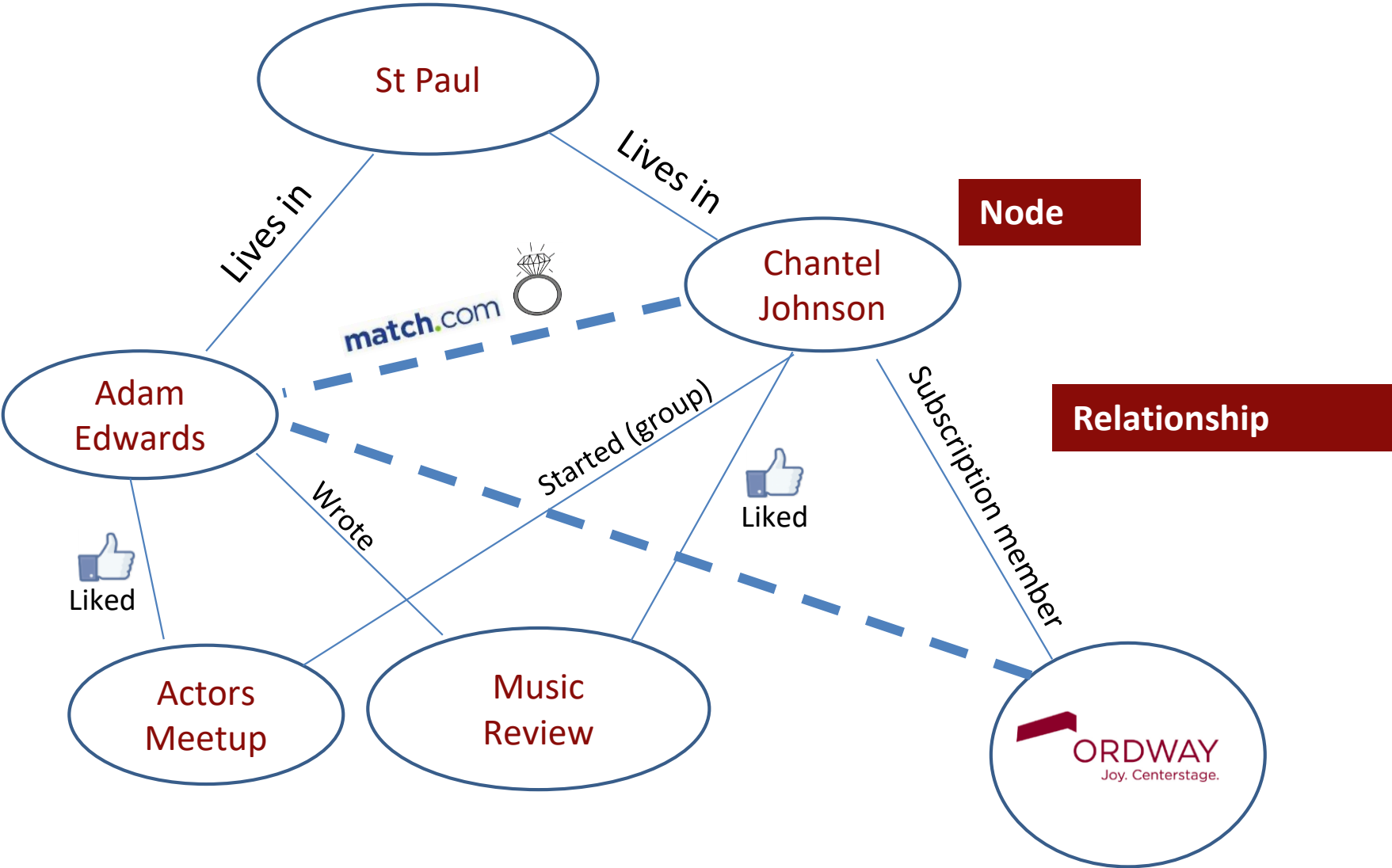


Source: IDC 2011 Digital Universe Study (<http://www.emc.com/collateral/demos/microsites/emc-digital-universe-2011/index.htm>)

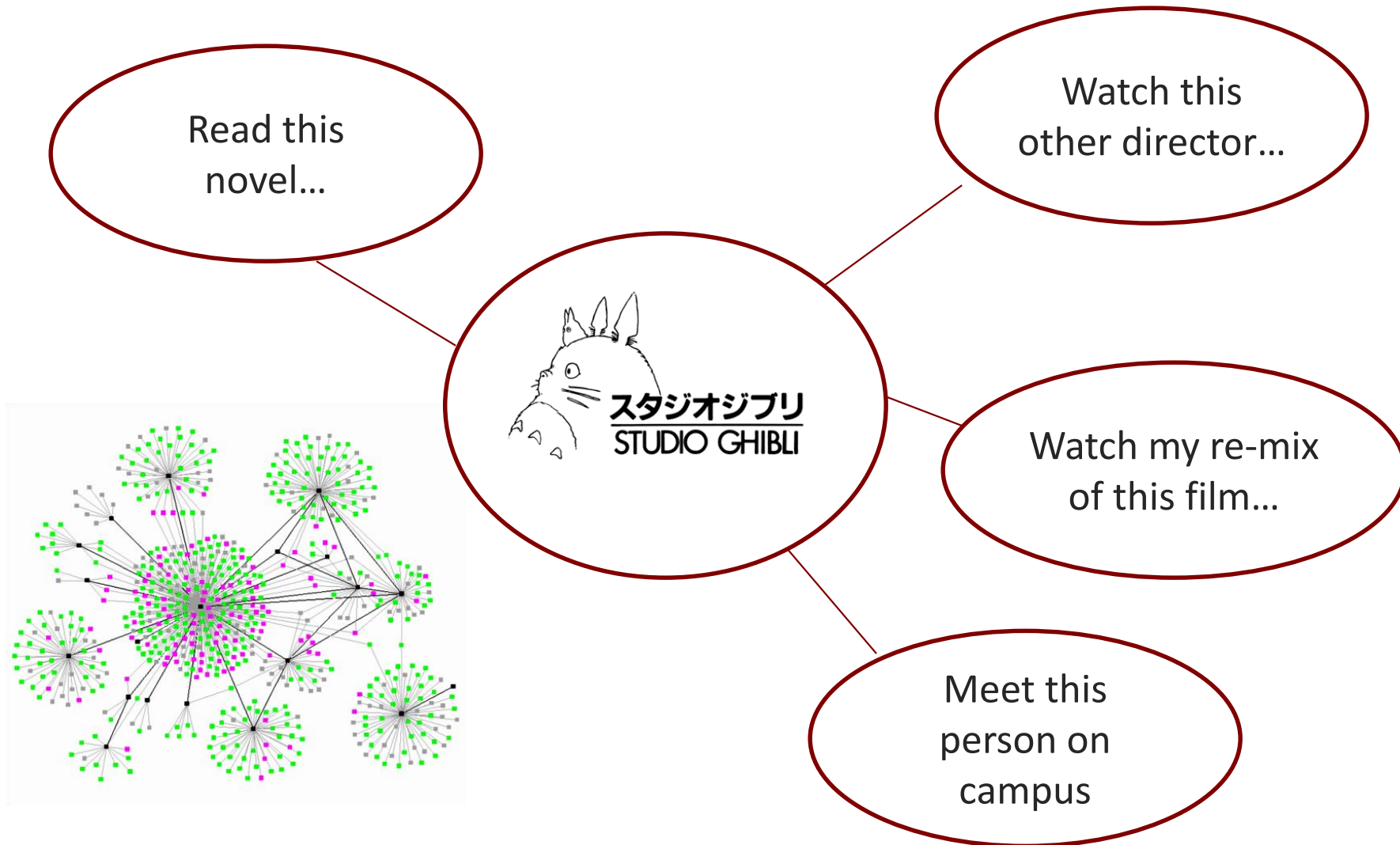
We are moving beyond rows & columns (SQL Tables)



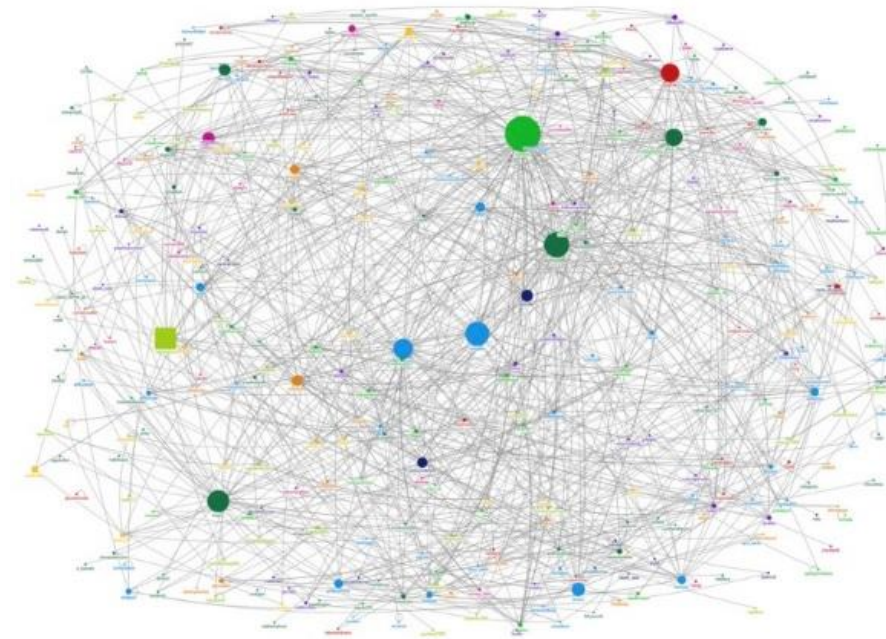
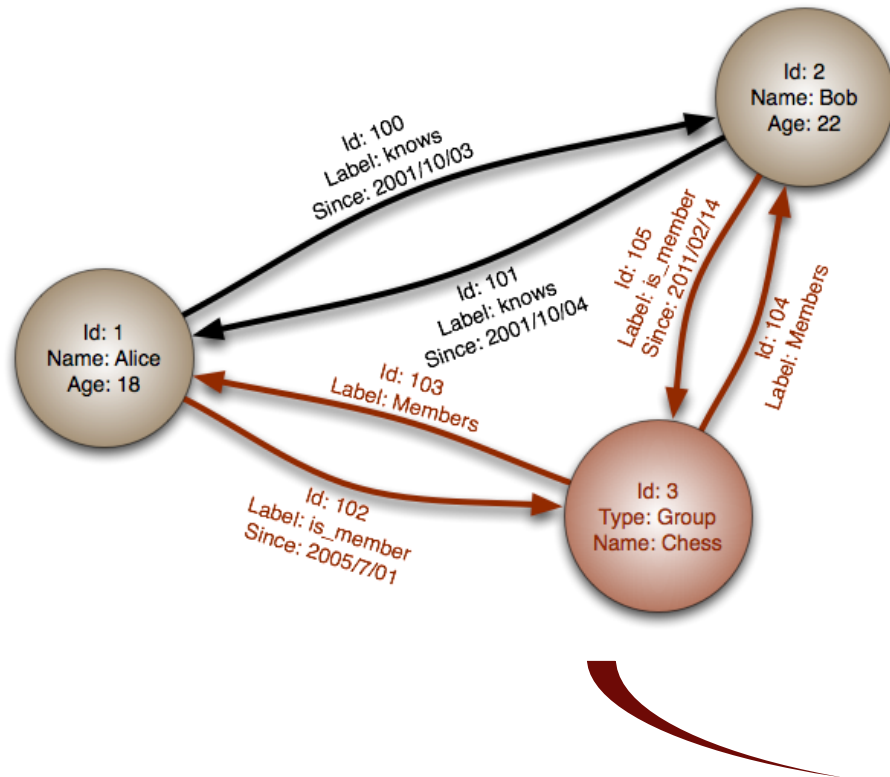
Graph Database = Understanding Relationships + Connections



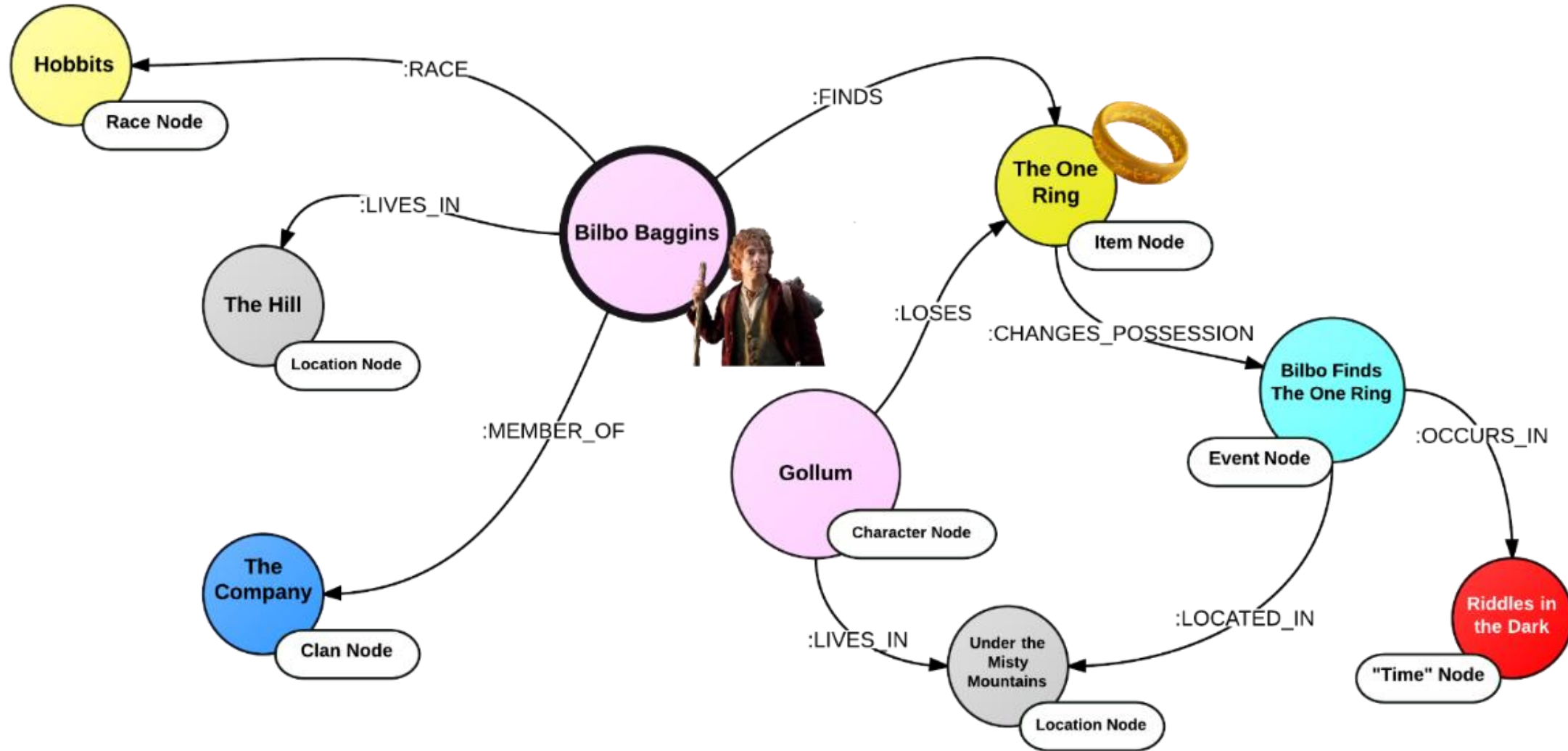
We Learn by *Connecting Things*



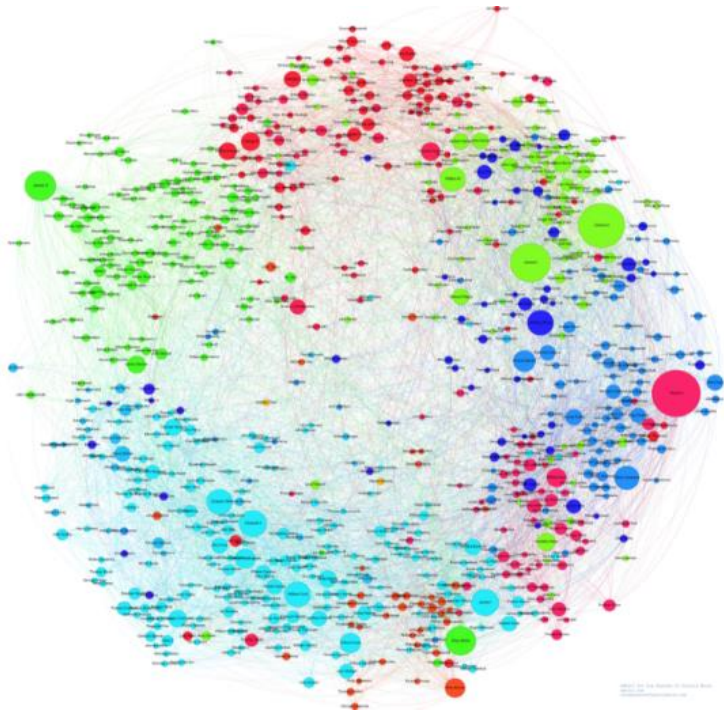
Graph Analytics = Mirror the *Real World* to Reveal Influencer Profiles, Decision Pathways and Recommendations



Graph data from Freshman Year to Graduation (and Beyond?)?



Industries & Innovators are Connecting Dots



Link Graph

Google

Interest Graph



Social Graph

facebook.

Economic Graph

LinkedIn

Health Graph

???

Learning Graph

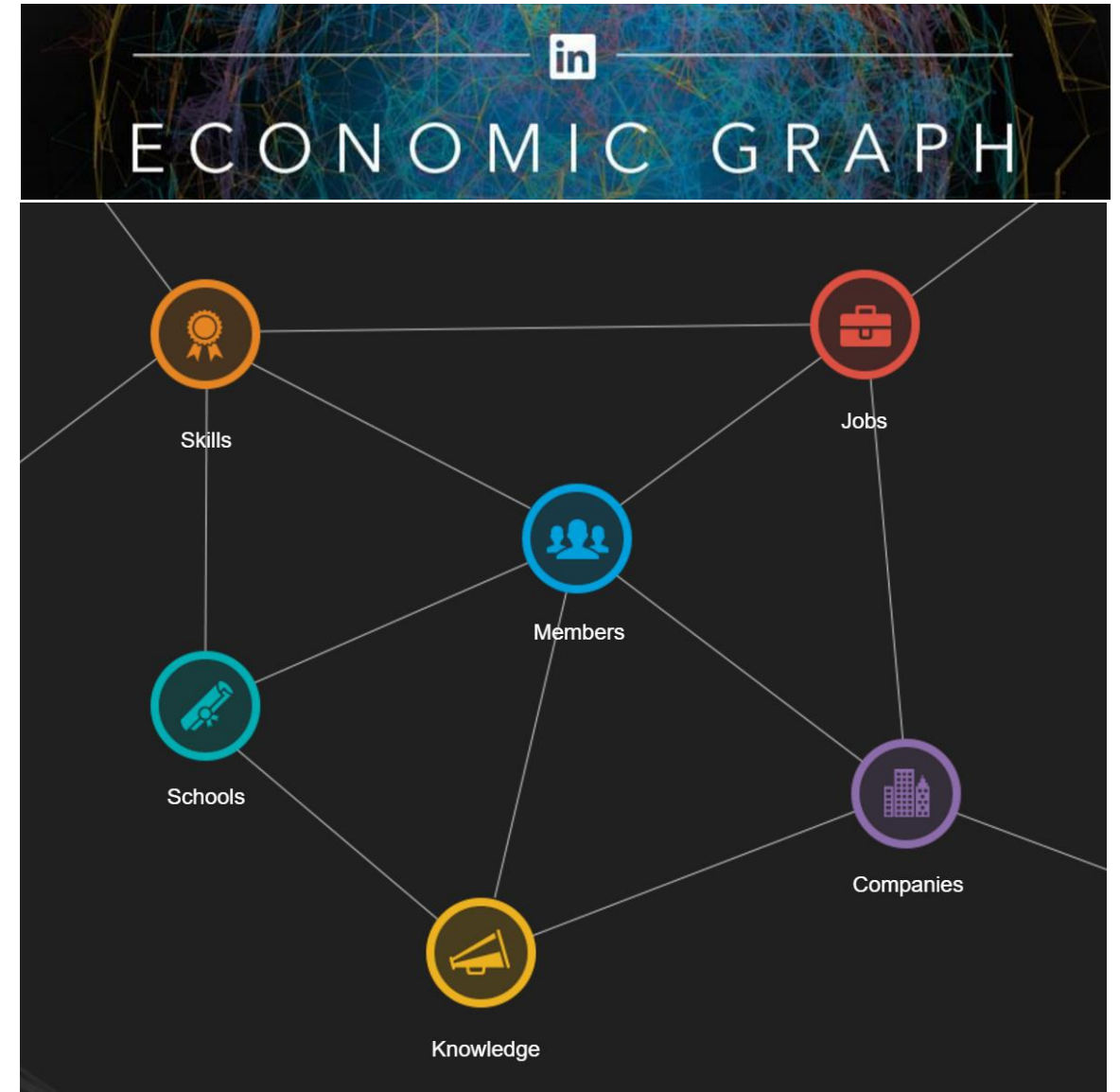
EXPERIENCE API

Transportation Graph

???

In 2025 - will connected data transform campus experience?

- ❑ Who might know more about our campus community dynamics than we do?
- ❑ What information are they missing? Overlooking that we must provide?



Opportunities

What opportunities does a data & AI driven future create?

Constraints

What constraints or unintended consequences might emerge?

Slides Removed



*Warm up
Foresight 101*



Drivers of Change



***Learning More
Foresight Culture***



Urgency to Get Culture Aligned Around Anticipation



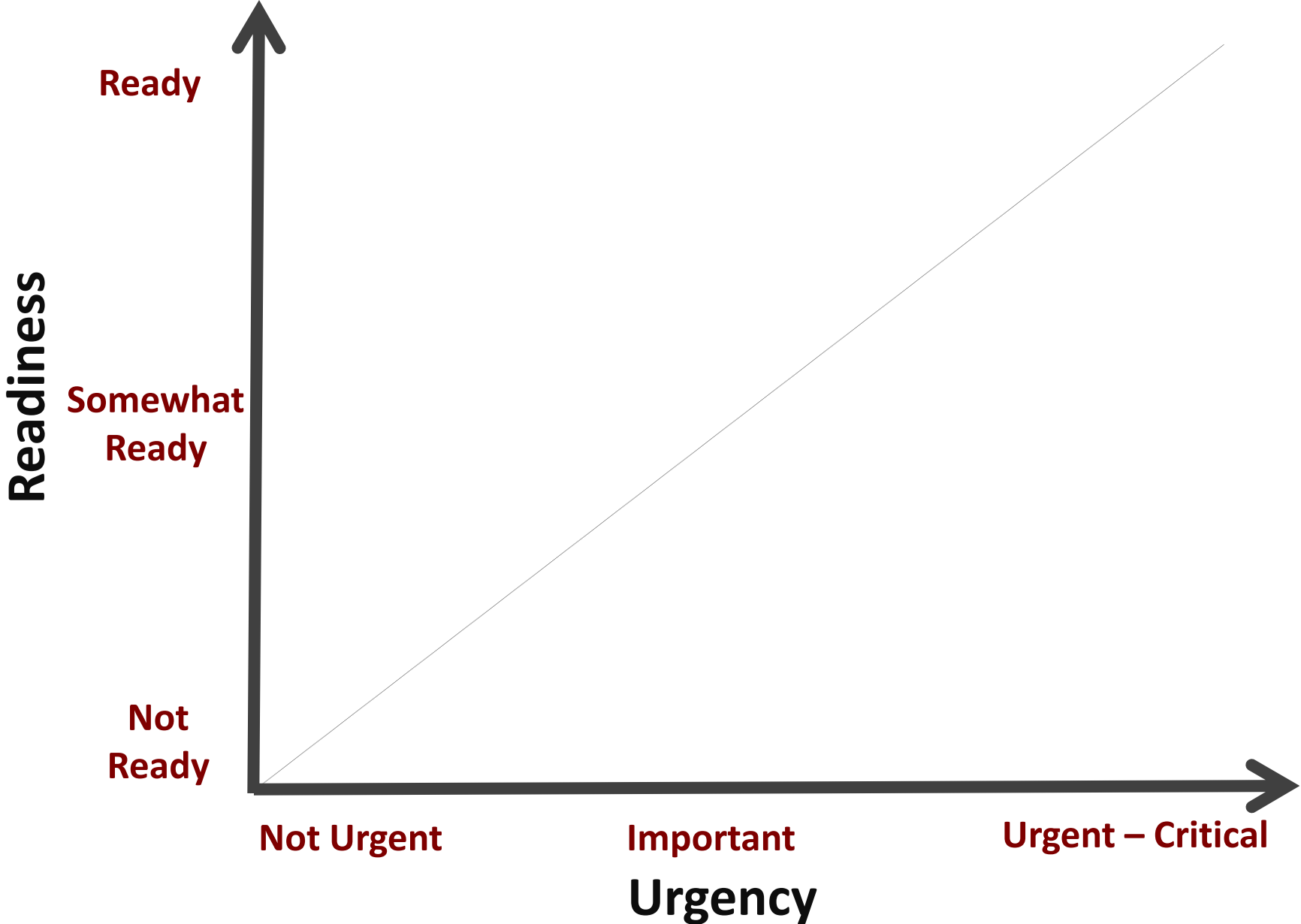
On the Plateau 'Managing the Decline'

- Incumbent mindset
- Incremental Improvement
- Fear, Uncertainty,
Doubt & Denial

Big Bets, Small Steps

- Entrepreneurial mindset
- *Prototyping*
Transformative Change
- *Failing Forward*

Survey Staff, Leadership and Community Leaders



Futurist as Follower

Create a shared list of people, projects and events for colleagues to have on their radar

Informed & Passionate



Follow People

twitter

facebook

Follow Projects + Memes

#museumworkersspeak

To Increase Diversity, Museums Need Change from the Front Door to the Boardroom

ARTSY EDITORIAL
BY ISAAC KAPLAN
OCT 3RD, 2016 9:25 PM



From left to right: Candice Anderson, Margaret Morton, Tom Finkelpearl, Miguel Luciano, James E. Bartlett, and Nicole Ivy. Photo by Margarita Corporan, courtesy of Cool Culture.

Follow Events

livestream

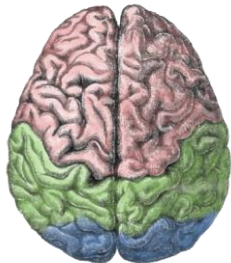
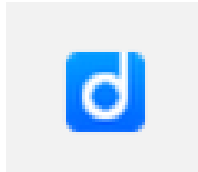


All Things Digital.

Scanning for Change via Social Bookmarks

Shared Tools: Create an External + Collective Memory Bank

One-click + four keywords = Forget about Forgetting



The screenshot shows the Diigo V5.0 beta interface. At the top, there is a navigation bar with 'Home' (with an upward arrow), 'Annotate, Archive, Organize', and a main menu with 'My Library', 'My Network', 'My Groups', and 'Community'. Below the navigation bar, there are three bookmarked items. The first item is from 'NATASHA TSAKOS | HOME | Innovative Theatrical Experiences & Technology' (www.natashatsakos.com) with keywords 'people', 'art', 'theatre', and 'projection+mapping', posted 'about 11 hours ago'. The second item is from 'macarthur 'genius grant' winner is uw-madison alumnasite iconsview on campus' (news.wisc.edu) with keywords 'macarthur', 'wisconsin', 'theatre', 'artsedu2020', and 'aging'. The third item is from 'EarDial protects you from hearing loss at thunderous concerts | VentureBeat | Busi' (venturebeat.com) with keywords 'blog+post', 'Venture+Beat', 'audio', 'hearing', 'experience', 'theatre', and 'ux', dated 'Sep 22, 16'. Each item has a lock icon on the left and a set of action icons (cloud, edit, delete, share) on the right.

Futurist as Provocateur

Give Structure to Innovative Thinking!

Use 'Killer Questions' to Brainstorm Ideas

Following the success of HP's Chief Innovation Officer Phil McKinney, generate a weekly 'Killer Question' email message or 'Twitter' conversation that spurs conversation about the future of the Wisconsin Union Experience.

What is a Wisconsin Union driven sustainability effort that does not exist today but in five years will be our most powerful program of change?

***What is the #1 misconception about the Union Experience
– and how do we overcome it?***

Thank you!

Garry Golden

garrygolden@gmail.com (Two Rs)



Learn More...

garrygolden.com/Feb15