Extended

Future Focus:
Getting Ahead of the Curve

Presented by:
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Presented for:

MID-HUDSON LIBRARY SYSTEM

PDF: garrygolden.com/November2

More or Less Change Ahead?

Last ten years

Next ten years

2008 – 2018

2019-2029

Cute Kid Photos removed!

Things that **will not go away**: Human Creativity; Face-to-Face; *Things (e.g.* Books); Place-based Experiences; Fear & Ignorance; Desires to Unplug; Love and Conflict

Fundamental Stages + Activities of Foresight

Investigate

- Horizon Scanning
- Emerging Issues Analysis
- Indicator Analysis
  (Leading vs Lagging)

Imagine

- Forecasts
  (Trend Extrapolation)
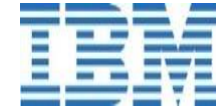- Scenarios
  (Alternative Assumptions)

Inspire

- Visioning & Backcasting
- Planning, Goal Setting & Roadmapping
- Transformation Management

Four Futures Thinking

?

Continued Growth

Disciplined Constrained

Transformed

Decline Collapse

Libraries able to Describe the Four Futures of…

Continued Growth

Disciplined Constrained

Transformed

Decline Collapse

2019 – 2029
How might future library policies and experiences be transformed by data-driven changes?

2019 – 2029
What might be our most valuable forms of data for our patrons? …our Library?

The Slow Pace of Big Change

2007   2017

Why Software is Eating the World...

THE WALL STREET JOURNAL.

By MARC ANDREESSEN

August 20, 2011

Social Norms for the Anonymous-Access Web

1993

"On the Internet, nobody knows you're a dog."

Outcomes-based Value Creation Depends on...

Prescriptive
What should happen..!

Predictive
What might happen..

Descriptive
What happened..

Competitive Advantage

Complexity of Data and Relationship Management

In the News

Stanford Business School is piloting a program with **Experience.ai** to capture experience data from learning, project performance and decision processes within case study groups. Stanford's vision is for every student to retain rights to experience data and build a critical personal digital asset for the future.

True

False

Data as an Asset Class

Social Data

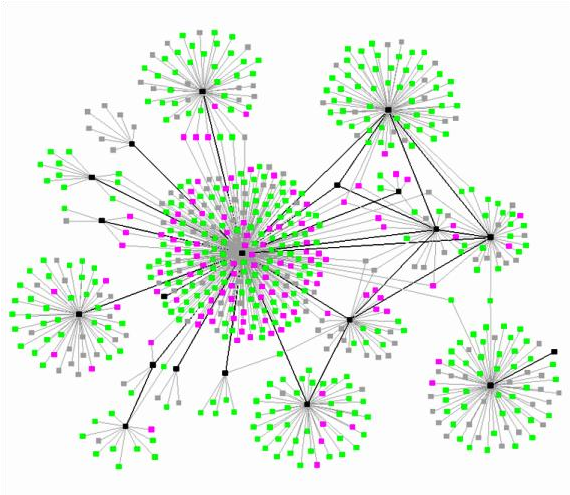**Health Data**

Device + Place Data

Learning & Work Experience Data

Data isn't truth, but language. It can help us decide or express the truth, but data never is the truth.
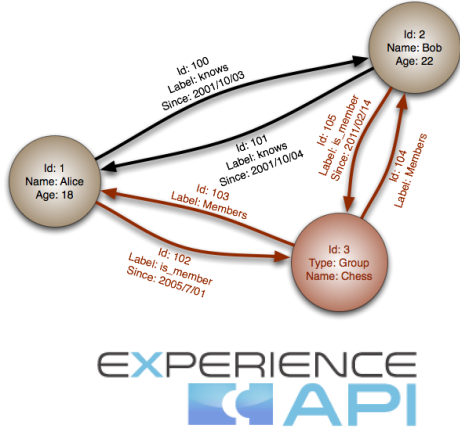
- Deanna Day

The Big Idea...

'Graph' Era of Connected Data

Era of Social Graphs

Era of Experience Graphs

How might Libraries help Learners Tell their Story?

Resume

Portfolio

Presence

Signal of Change from the Learning & Development (L&D) Community

Activity Streams
<Actor, Verb, Object>
"I did this"

2020s: Experience Data Appears Inside Workplace (and Beyond?)

3 hours

Course

EXPERIENCE API

"I did this…"

Statements

Seamless Integration
into Enterprise Software

300 hours

Real World

Scenario: People Embrace Experience Capture Analytics

EXPERIENCE API

"I did this…"
Statements

- Lucy *read* an article on virtual reality for aging populations
- Lucy **opened** an Evernote folder on aging solutions
- Lucy *watched a* Youtube video on Social VR Experiences for Aging Boomers
- Lucy *interviewed the Director of MIT's* Age Lab
- Lucy *attended* an MIT workshop on VR simulations
- Lucy *wore* an 'ageing suit' at MIT Age Lab
- Lucy *mentored* with the Head of Innovation at AARP
- Lucy *designed* a new VR social space using Facebook Oculus dev kit
- Lucy *demonstrated* her VR experience for Aging populations at a NYC Meetup
- Lucy **won** an Webbie award for Social VR platform
- Lucy *taught* a Coursera MOOC on Universal Design and VR experiences
- Lucy **was hired** as head of Social VR for Aging Populations at Facebook

EXPERIENCE API
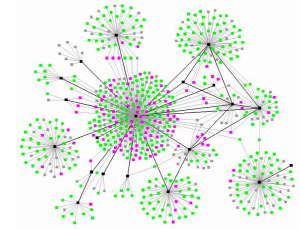
<Actor, Verb, Object>
"I did this"

- ❑ Thomas **liked** a **Lucile Clifton** poem he heard on iTunes
- ❑ Brentwood library **invited** Thomas to a **Creative Aging poetry event**
- ❑ Thomas **enrolled** in a creative writing class at Community College
- ❑ Thomas **read Alice Walker** for his creative writing course
- ❑ Brentwood library **recommended** an obscure Rita Dove poem
- ❑ Thomas **performed** his poetry at a local café event
- ❑ Brentwood library **invited** Thomas to a **program on self-publishing**
- ❑ Thomas **self-published** his first collection of poems
- ❑ Brentwood library **added** his book to their collection
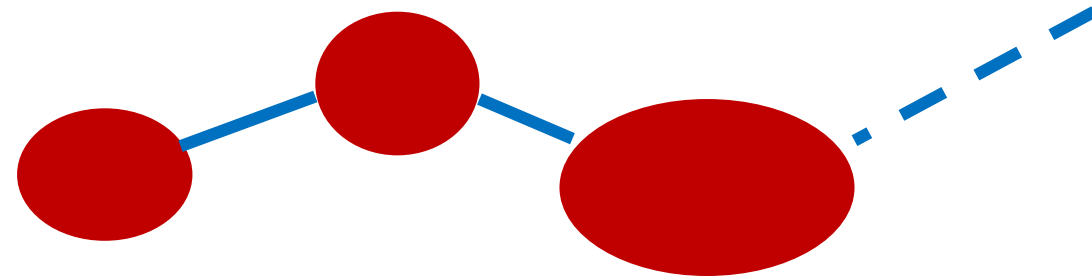
Enterprise L&D: Early Adopters Socializing Experience Data

xAPI xAPRIL Spotlight:
Volume & Privacy

Brought to you by
Watershed

pwc

Sarah Lindsell
Global Chief Learning
Strategist at PwC

Steve Tomlinson
Global Senior Learning
Architect at PwC

How did we do it?: Where are we now?

April 2018:

Over 3 million statements so far

Over 110,000 learners who are sending xAPI statements

We are using 1 LRS system which is segmented by data for each country

Last three months increased our total by 1 million statements

Summer 2019:

We will have 250,000+ learners using it and sending xAPI

We will have a global learning analytics community of around 100 people whose role (full/part) is to look at learning data and help transform our learning

Start small and grow...this is a long journey

Scenario for 2020s: Early Embrace Experience Data and Analytics

Assumption to Explore

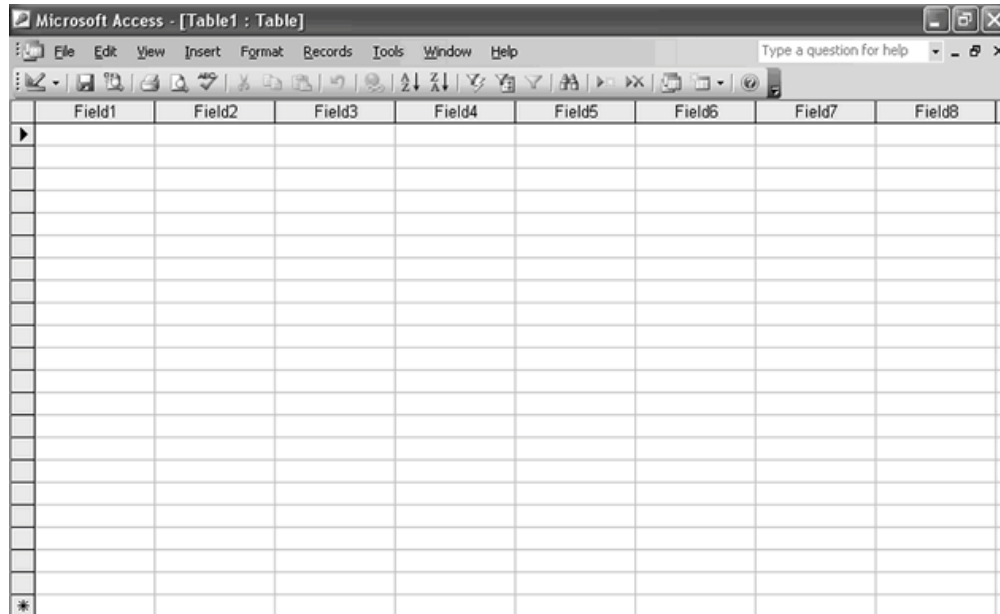**By 2028, <u>Experience Data</u> Will Become Our Most Valuable Digital Asset (Library & Patrons)**

and Controversial ▶

EXPERIENCE API

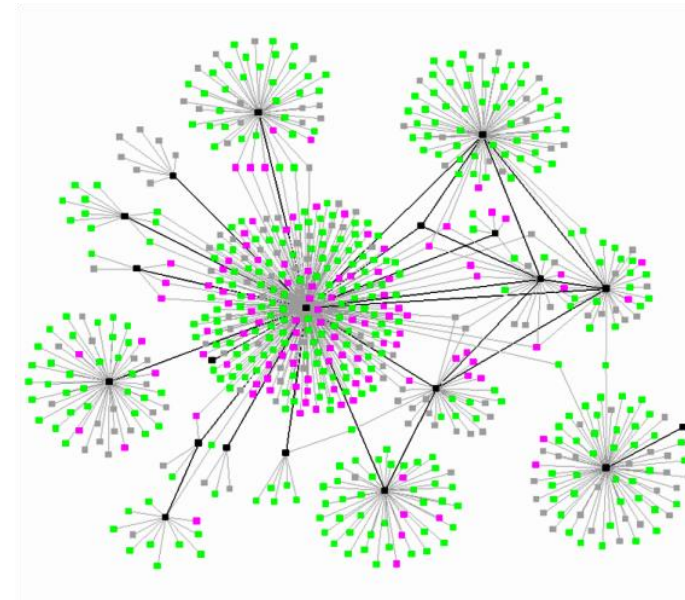**"I did this..."** Statements

How do we approach regulatory?

How do we avoid the creepy line?

How do we make sense of it?

Building a Connected Data Foundation for Innovation

Tables = Past

Graph Thinking = Future

Graph Database = Understanding Relationships + Connections

Toronto

Lives in

Lives in

Chantel Johnson

Node

match.com

Adam Edwards

Relationship

Started (group)

Wrote

Liked

Subscription member

Liked

Actors Meetup

Music Review

Theatre
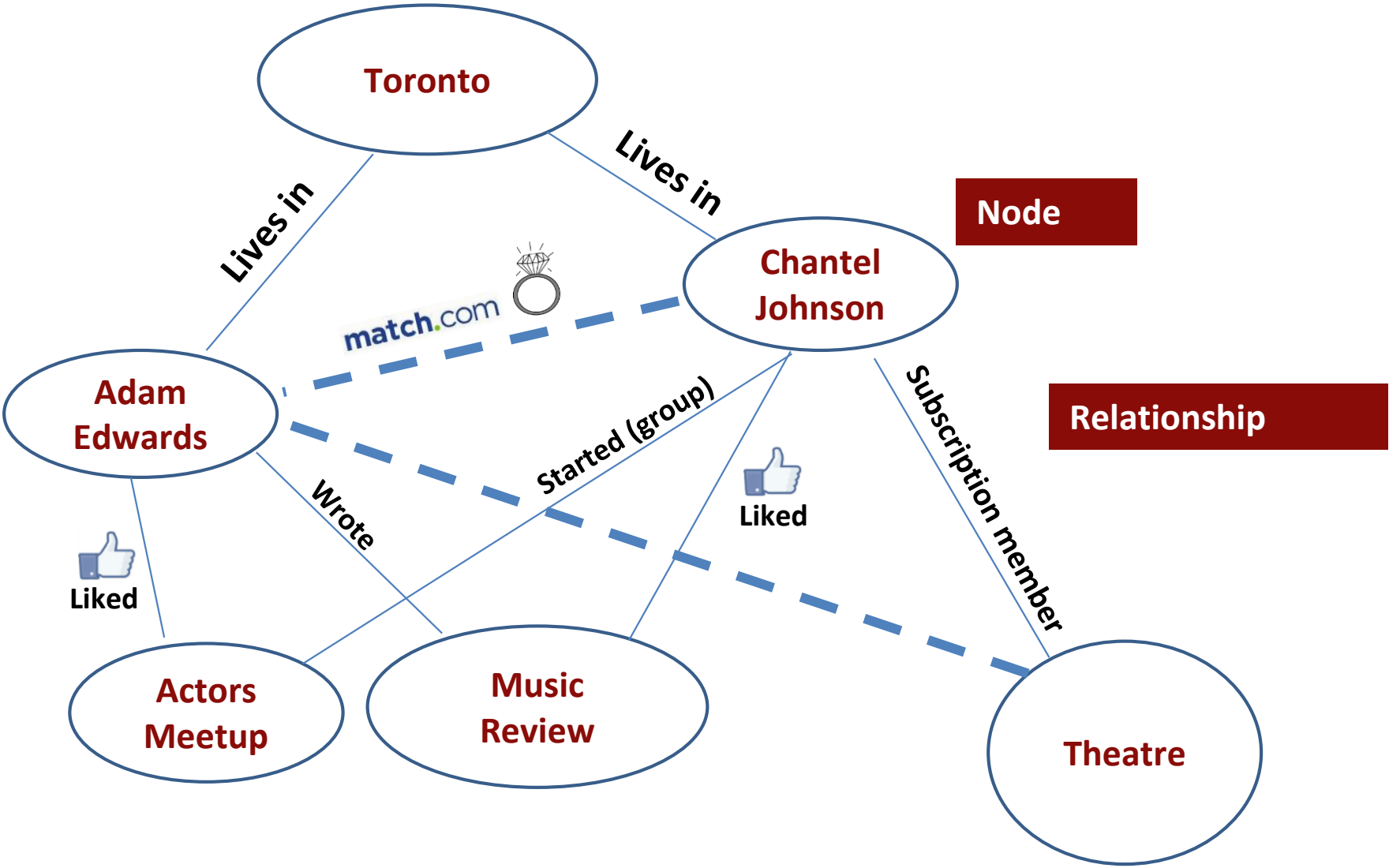
Graph Solutions for Understanding the Journey vs Outcomes
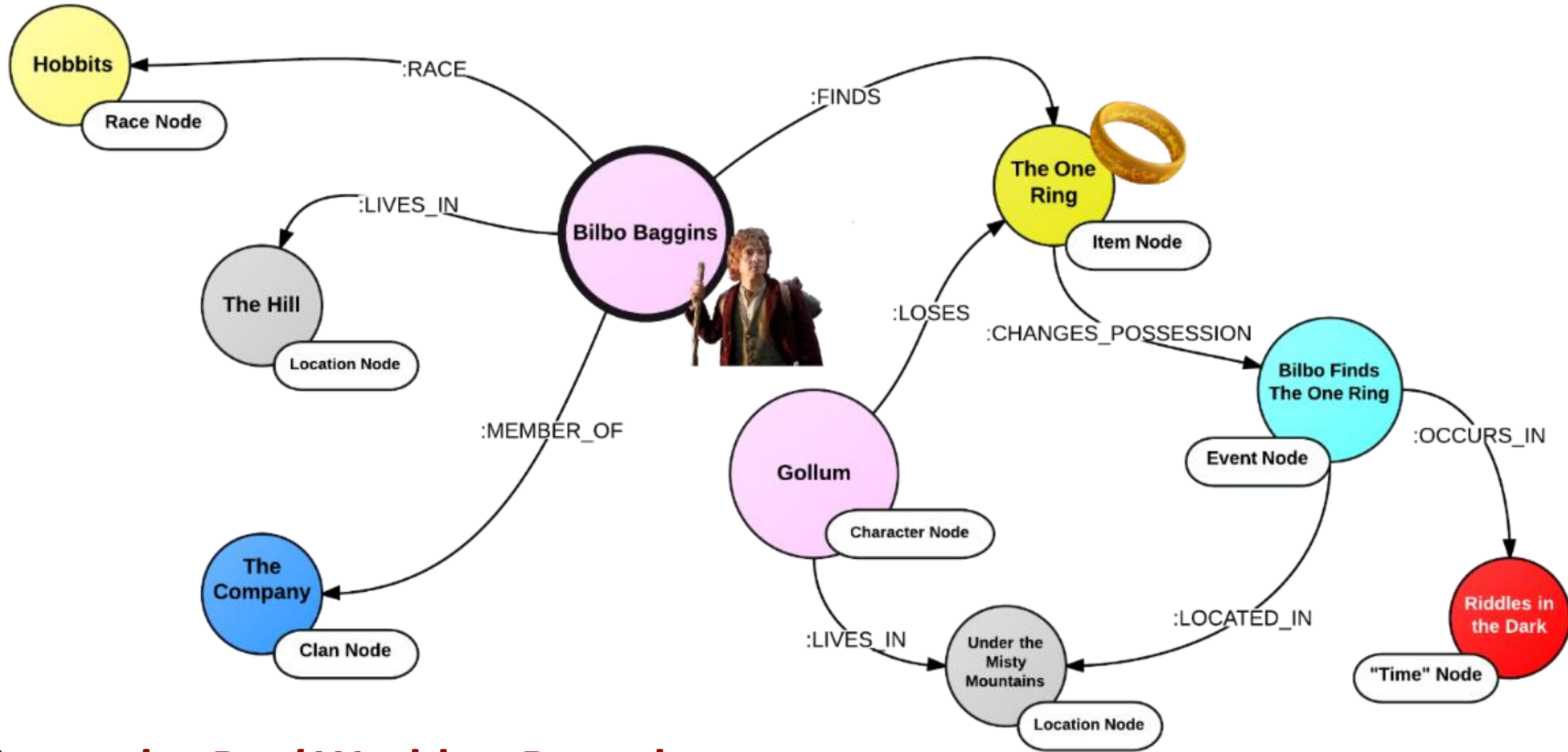
**Mirrors the *Real* World to Reveal
Influencer Profiles, Decision Pathways and Recommendations**

Noah is *Connecting Things on his Experience Graph*

Daddy Loves Pomegranate

Watched Video *How to Peel?*

Farmer Videos How they are grown

Classroom Project: Things that Grow

Who might have permission to see connections of experiences?
Learner, Teachers, Parents, Libraries, Museums, Park Staff…

# Real World Product = Enterprise Knowledge Graphs

OCTOBER 23, 2017

Thomson Reuters Launches first of its kind Knowledge Graph Feed allowing Financial Services customers to accelerate their AI and Digital Strategies

Graph network of 2 billion relationships brings to life a comprehensive view of the financial ecosystem so that users can uncover new, unexpected or difficult to find insights from connected data.

the answer company
THOMSON REUTERS

A linked data feed of Thomson Reuters financial content sets with a pre-identified set of relationships, helping you to uncover previously undetected connections within and across data sets.
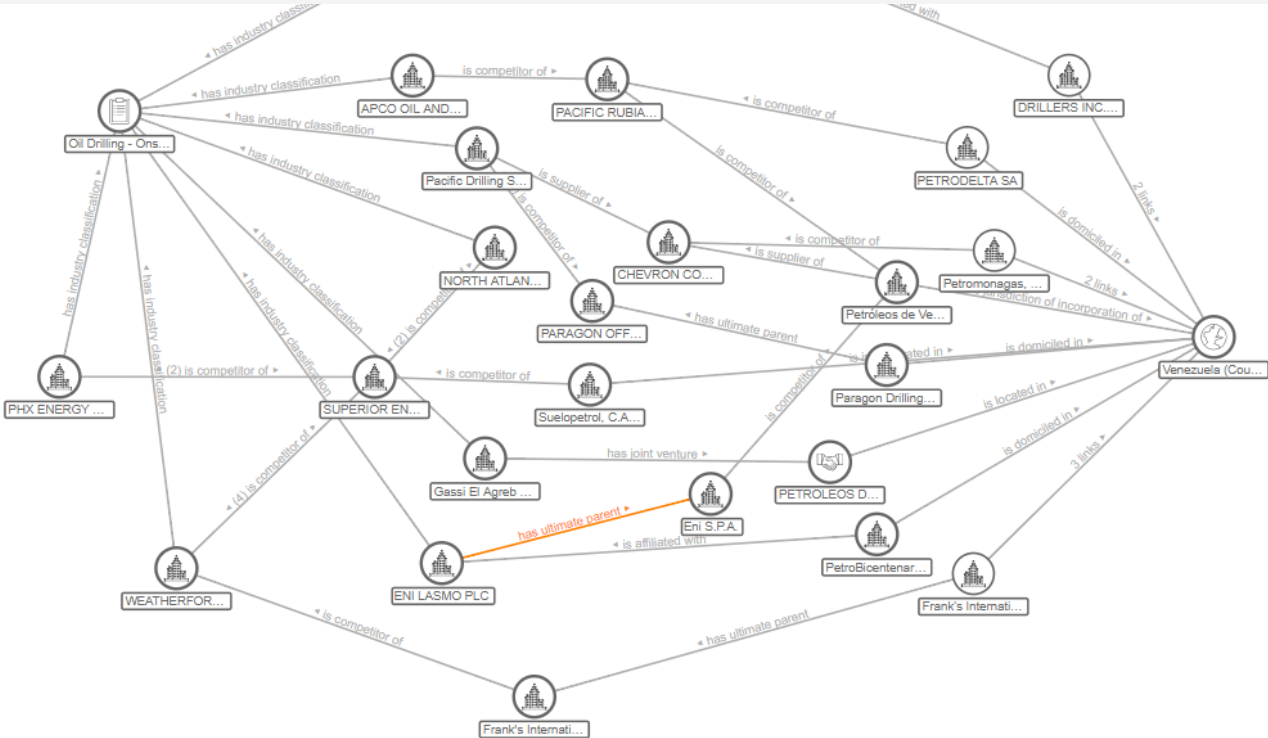
Real World Product = The Economic Graph

Members – Companies – Jobs – Skills – Schools – Knowledge

Breaking News

News from 2024

Supreme Court Upholds Students' Rights to Own Experience Data

College students successfully argue their right to learning and performance analytics in the classroom and beyond in the workplace. Ripple effect will likely go beyond campus into the workplace as society tries to understand implications of this strange data-driven age.

"The resume is dead. Long live the Experience Graph"

DAILY ALTERNATIVE FACTS

Class of 2028

Donates Experience Data

Having won its right to experience data, more than 70% of the Class of 2024 have open-sourced their Learning Pathways to be shared across the State and World. Anyone eager to learn similar subjects and skills now have learning pathways to explore.

BREAKING FAKE NEWS

News from 2032

FBI Investigating Massive Hacking of U.S. Workforce Experience Graph

Nearly 125 million privately managed Experience Graphs were hacked in 2031 across some of America's leading corporations. Older Millennials now pointing fingers at younger siblings: "You should have stuck with the Social Graph".

Learning Curve

Experience Analytics
Learning Record Stores

Graph Analytics

End

Discussion

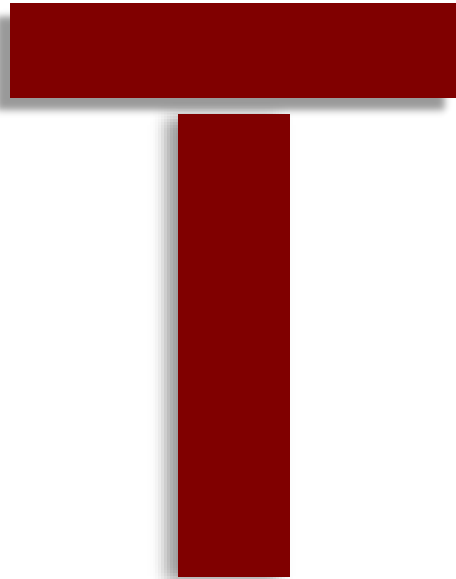# Launch Conversation on Who do (I) we want to be…?

"I" Shaped Person
Success via Specialization

"T" Shaped Person
Success via Integration

What do we want to be as T-Shaped Individuals?

"T" Shaped
Professional Community

Also Trained in ….?

Ethics

Behavior Science

Cyber Security

Aging Populations

Systems Thinking

Experience Design
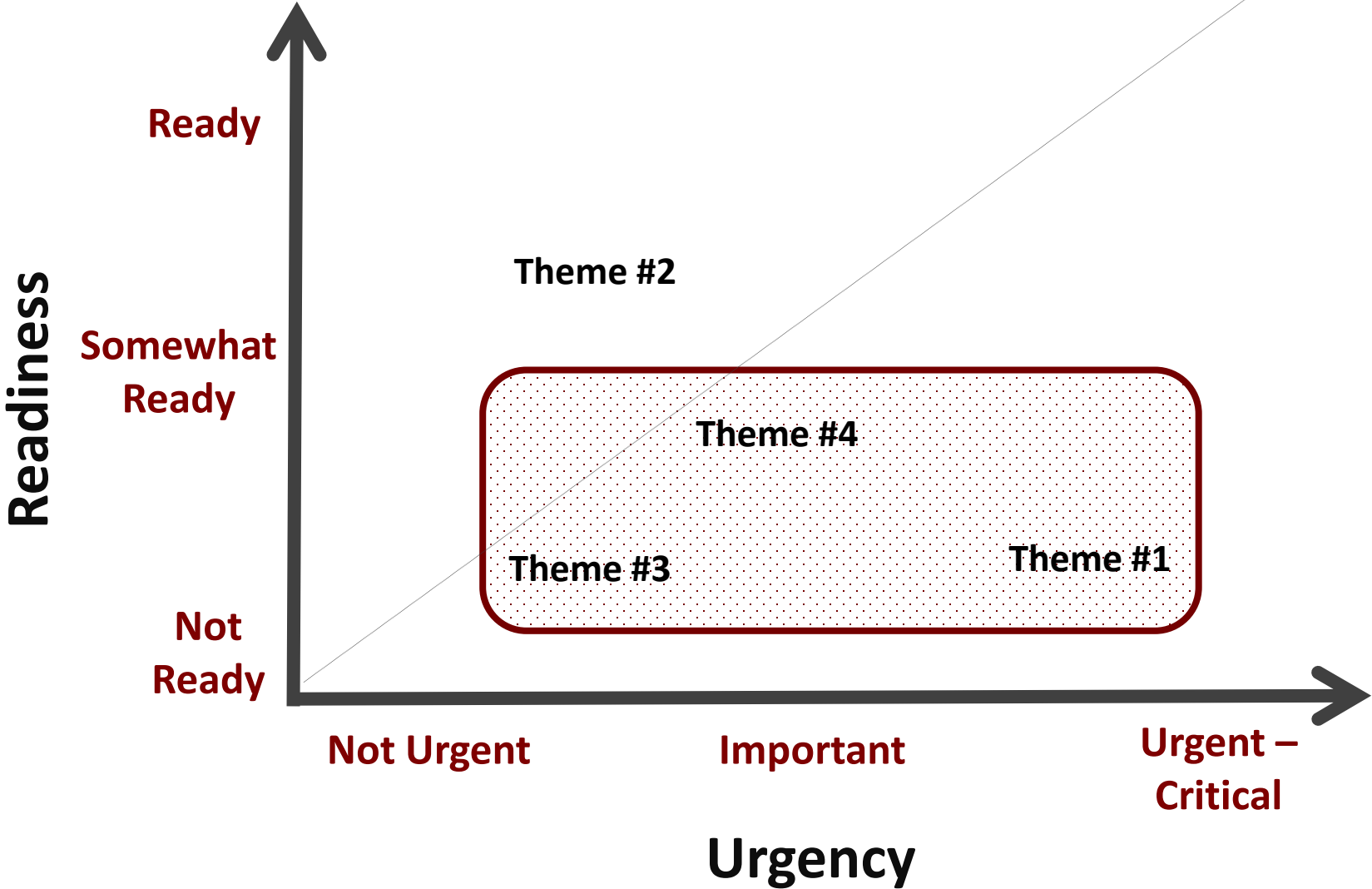
Restorative Practices

Psychology

Data Science

Crypto / Blockchain

Social Work

_____

_____

_____

Take a Pulse Check on Emerging Trends vs Organizational Appetite

Top Trends/Themes
1)
2)
3)
4)
5)

In Five Years…

**Generate weekly questions that spur conversations about
the future of your organization and our community.**

In five years

*… what is a function, department or role that does not exist today
but will be our most innovative solution?*

… which popular consumer brand today makes us irrelevant?

… which organization becomes our most valued partner?

What is the biggest risk we should take over the next five years to align our libraries, businesses, government agencies and civic institutions with *possible and preferable* futures?

Thank you!

Garry Golden

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