

Future Punk, Week 09
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Weak Signals

Weak Signals

- Igor Ansoff:
 - “Weak signals are first symptoms of strategic discontinuities, i.e. symptoms of possible change in the future, acting as warning signs or signs of new possibilities.”
- Ansoff, H. Igor, Daniel Kipley, A.O. Lewis, Roxanne Helm-Stevens, and Rick Ansoff. Implanting Strategic Management. Cham: Springer International Publishing, 2019.
<https://doi.org/10.1007/978-3-319-99599-1>.
- “Strategic planning is reasonable in the case of incremental development of historical trends, but it is not successful when dealing with surprises.”
 - Extrapolation does not work well with exponential change rates.
 - “Not to identify the most probable state of affairs in the future but to understand the new processes initiated.”
 - Turbulence (Chaos theory)
 - Difference between the sign and the phenomenon

Mega Trends

- Naisbitt, John. Megatrends: Ten New Directions Transforming Our Lives. New York: Warner Books, 1982.
- Gianbattista Vico
- Kondratiev waves (N. Kondratiev 1925, and J. Schumpeter 1939): “Die Langen Wellen der Konjunktur”
 - expansion, stagnation, recession, collapse

Delphi