



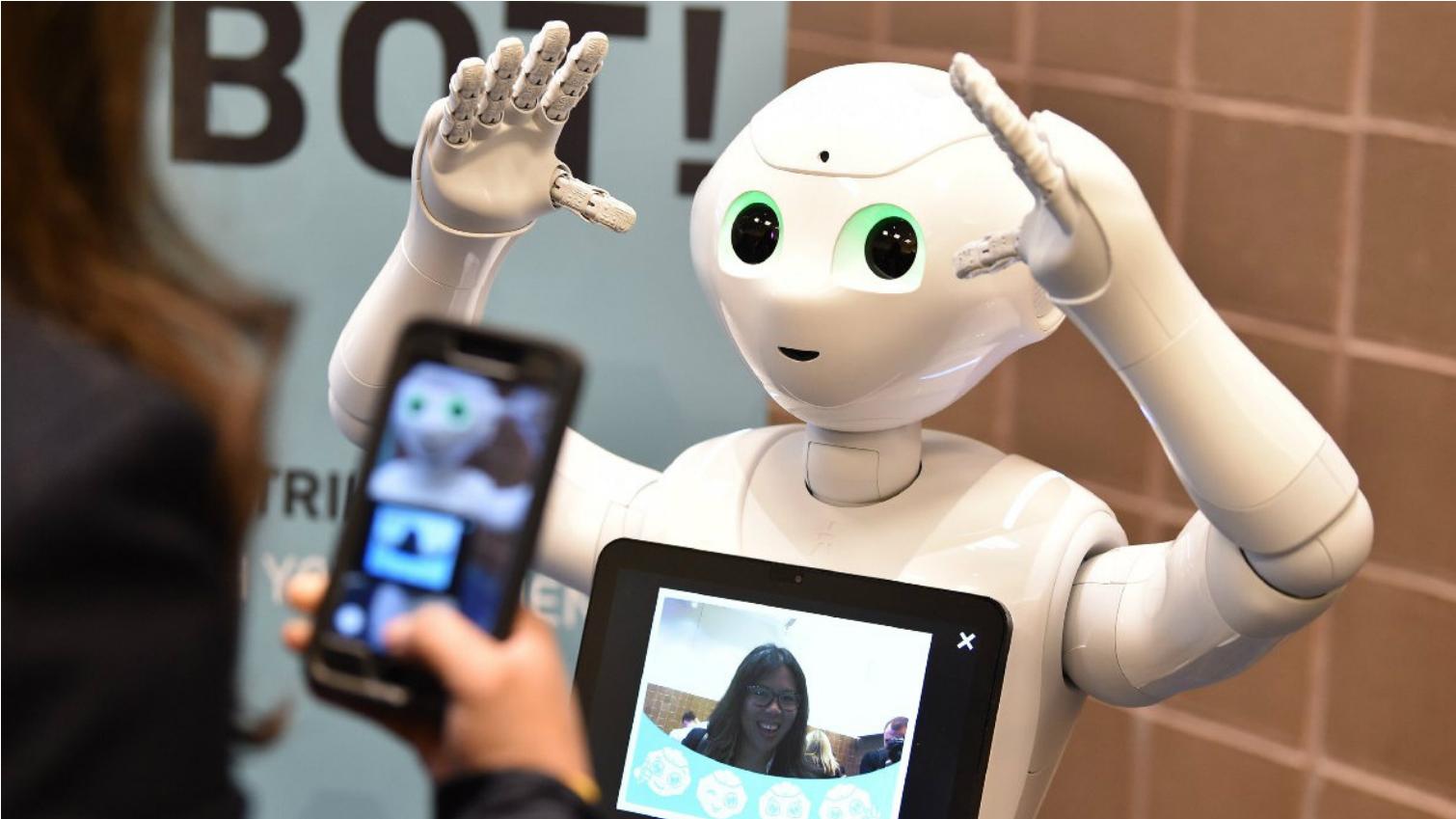
INSTITUTE FOR THE FUTURE

## FUTURES THINKING

taught by Institute for the Future with **Jane McGonigal**

# READY, SET, FUTURE

## What is futures thinking?



Futures thinking is...

**A technology company** trying to anticipate the long-term ethics and consequences of its new product.

Will their tech be good for humanity in the long run, or will it harm society in hard-to-predict ways?



Futures thinking is...

**A city government** coming up with new ways to be resilient in the face of climate change.

What kinds of new buildings and community services will it need to help people cope with extreme weather in the future?



Futures thinking is...

A **venture capitalist** investigating what kinds of companies to invest it.

What new start-ups are most likely to have a positive impact on the planet, and make a lot of money in the future?

# Futures thinking is...

A university planning new kinds of courses, majors and degrees to teach students the work skills of the future.

What will graduates need to know today to be ready for the jobs of the future?



# Futures thinking is...

An entrepreneur inventing a new service for a changing world.

What kinds of help will people need in the future, that no one else has created a way to provide yet?





Futures thinking is...

An artist looking to inspire others with visions of a future that are hopeful.

What are the biggest changes we can imagine, and what would it feel like to live in that future?



**Futures thinking is...**

**A food manufacturer exploring new trends in diet, health and food technology.**

**What new kinds of snacks and meals will people want to eat in the future?**



**Futures thinking is...**

**A group of scientists** trying to figure out how to prevent the next deadly pandemic.

How will people react to news of a dangerous virus in the future, and what innovative solutions will best prevent its spread?



**Futures  
thinking is...**

**An organization  
helping refugees.**  
Where are  
refugees more  
likely to come from  
in the future, and  
what new  
problems will they  
be escaping?

What can we do  
now to help create  
safer, more  
supportive places  
for every person  
on this planet to  
seek a better life?



## Futures thinking is...

A CEO looking to lead their company into the future and to avoid being disrupted by new technologies or competitors.

What should the company start doing differently, to survive shifts and disruptions in the marketplace?

# Futures thinking is...

An **activist** trying to convince others to act together, to solve an urgent challenge.

How bad could things get in the future, if we don't fight for change today?





**Futures thinking is...**

**A science fiction author** writing news stories and op-eds from the future.

What new problems will humans face in the future? What will we argue about, and how will we decide the best way forward?



## Futures thinking is...

**A family** deciding whether to move to a new country, and if so, which one.

Where will the best economic opportunities be in the future?  
What places will be safest in the future?



Futures thinking is...

**YOU**, thinking about the life you want to lead, the changes you want to make, and the world you want to live in.

What actions can you take today, to prepare you to lead your best life, and make the biggest positive impact on society?

**When you have futures thinking skills, YOU can help any company, start-up, government, non-profit, school, city, activist or community group do ALL of these important things.**

You can help anyone think more creatively, strategically and imaginatively about all the ways the future can and will be different. You can help them prepare. You can help them innovate. You can help them make a difference.

**Futures thinking skills are innovation skills, business skills, and leadership skills.** You can use futures thinking skills *in any job and for any social mission* to become a more creative and strategic leader of change.



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