

4 Simple Steps to Becoming Your Own Futurist



The starting point for becoming your own futurist is of course to first understand what futurology (or a futurist) is. Then we must also understand what strategic and market foresight are as well.



What is Futurology (or a Futurist)?



Futures studies, futures research, futurism or futurology is the systematic, interdisciplinary and holistic study of social and technological advancement, and other environmental trends, often for the purpose of exploring how people will live and work in the future. Predictive techniques, such as forecasting, can be applied, but contemporary futures studies scholars emphasize the importance of systematically exploring alternatives.


Source: Wikipedia

What are Strategic and Market Foresight?

Strategic Foresight is about combining methods of futures work with those of strategic management. It is about understanding upcoming external changes in relation to internal capabilities and drivers.

Market Foresight is about the consideration of possible and probable futures in the organization's relevant business environment, and about identifying new opportunities in that space.

Source: Aalto University

A person wearing a dark suit jacket is holding a large, smooth, white crystal ball with both hands. The hands are positioned on either side of the ball, with fingers slightly spread. The background is a solid purple color.

**Now we are ready to look
at the four simple steps to
becoming your own
futurist.**



STEP ONE:
Picking the Signals
That Matter



STEP TWO:
Mapping Signal
Evolution



STEP THREE:
The Possible, Probable
& Preferable Future



STEP FOUR:
Making Your Preferable
Future a Reality



STEP ONE:

FutureSignals™ Radar & NowBuilder™ Canvas

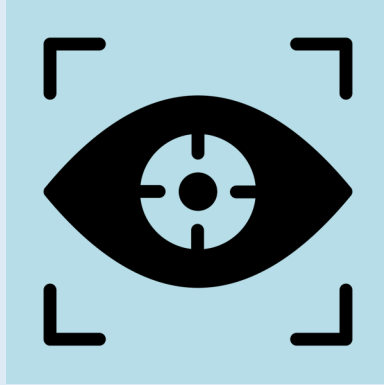
- Identify up to the eight most critical signals to monitor or amplify in order to look back, reach an innovation goal, describe them and capture for each signal what the status quo, small change and big change scenarios might look like – and which scenario is most likely.



STEP TWO:

FutureSignals™ Radar Summary & Tracking

-- Summarize the most likely scenarios for up to the eight most critical signals along with their descriptions and whether you plan to monitor or amplify each. Use a tracking sheet to record changes in the signal over time – revisit and reprioritize as needed.



STEP THREE:

FutureCanvas™ & Picker (macro view)

-- Leveraging your FutureSignals™ summary, create a headline for an imagined future. Then capture the problems that have been solved, how society has changed, the new problems that may now exist and what we must do to shape the future. Rinse and Repeat.



STEP FOUR:

FutureSignals™ & FutureCanvas™ Action Plans (micro)

-- Leveraging your FutureSignals™ summary, create a headline for an imagined future. Then capture the key signals related to this headline, how the customer is changing and how the company must change in response.



STEP ONE:

Picking the Signals
That Matter



STEP TWO:

Mapping Signal
Evolution



STEP THREE:

The Possible, Probable
& Preferable Future



STEP FOUR:

Making Your Preferable
Future a Reality

These four simple steps to becoming your own futurist are accelerated by adopting the 20 new tools of the **Futurehacking™** methodology from **Braden Kelley**, a two-time best-selling author and innovation keynote speaker in demand around the world.

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<http://futurehacking.xyz>