



Envisioning Your Future Consulting II



Patricia Riley, PhD
USC Annenberg Scenario Lab
www.uscscenariolab.com



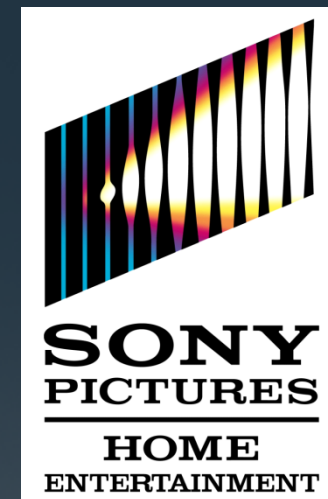
Objectives:

- Writing powerful stories
- Envisioning the future you want
 - Frelaria
 - Your own organization
- Homework instructions
 - www.wbasc.net
 - Future Scenarios



Powerful Scenarios: Think Like a Movie Director or a Journalist

- Compelling narratives embody plot (action agenda), characters with a motive (inventors, leaders, coalitions), and surprise plus emotions
 - Helps to have great audio and visuals
- People often have to learn how to tell great stories
 - Modified for stakeholders
 - Honed in interaction

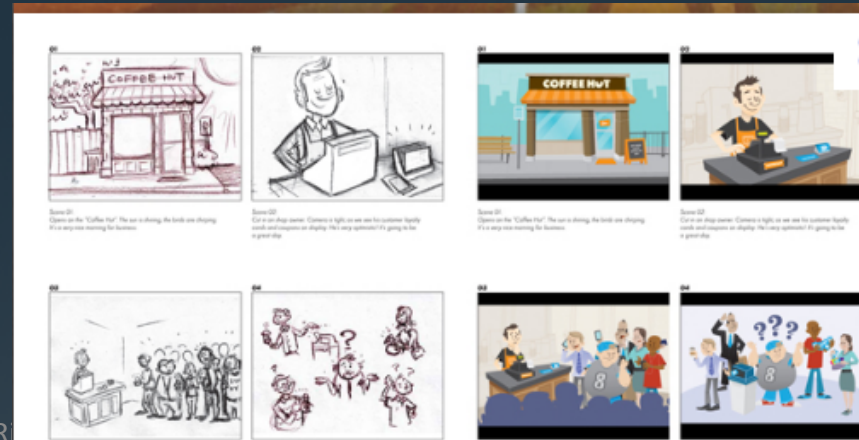




Example

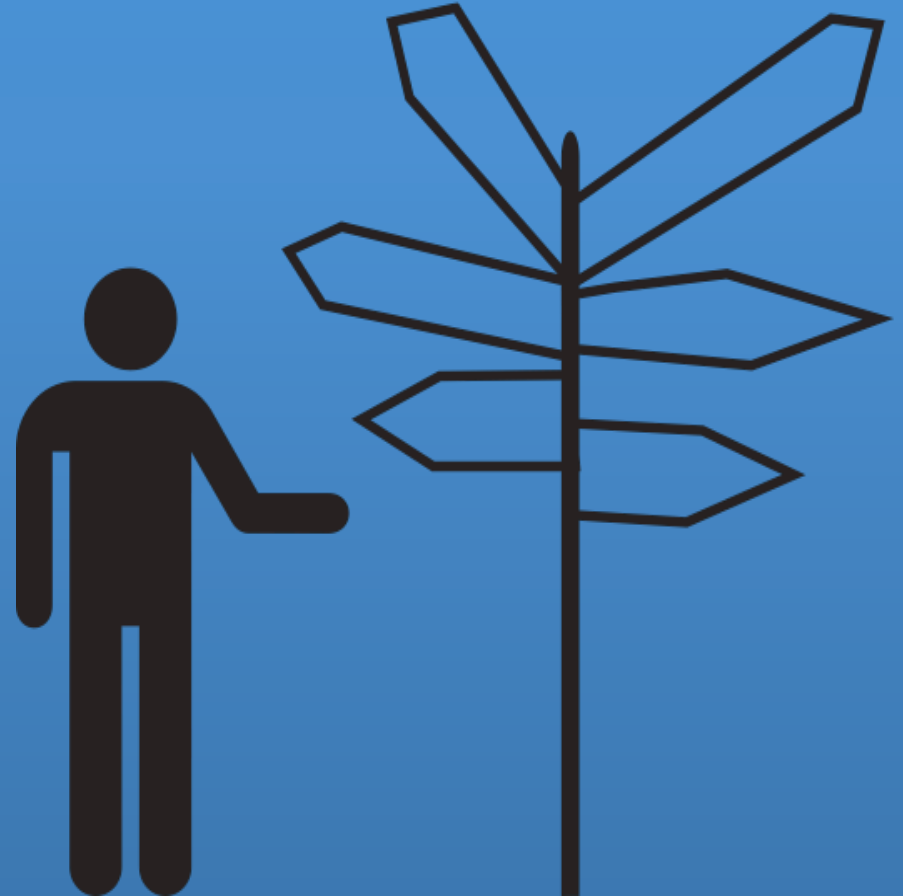
- Tell your story in scenes
 - The Vision is actually the first scene where the story is new and different
 - The second scene is often a contest of competing frames that define the tough, needed changes
 - Who will win? And Why?
 - The third scene is about aligning goals—is the line of sight to the Vision clear?
 - Strategy????

STORYBOARD





Where is my
organization
going?





Innovation

What are your
enduring values and
how do those relate to
the values you need
for success in 2025 and
beyond?

Caring

Respect
for
Tradition

Ambitious

Need a Bridge to the Future

c Patricia Riley 2013



Drivers

- Drivers “pushing” the future
 - Innovations in ICTs
 - Large and growing youth population
 - Corruption, debt in many countries, high unemployment
 - State controlled media and information systems
 - Unstable/volatile political systems
 - Climate change
 - Depopulation of rural areas
 - Low investment in infrastructure



Memorable Language:

- “If we continue on our current trajectory, delegating the management of our most precious and fundamental asset—agency of communications—to abstractions like Government and Code, we will lose ourselves in a kind of agrophobia of the mind, a fear-filled stagnation in the midst of plenty. And societies that do not evolve can only go backwards—to extinction.”

**THE FUTURE
BELONGS TO
THE FEW OF US
STILL WILLING
TO GET OUR
HANDS DIRTY.**

