



@KriznaGomez

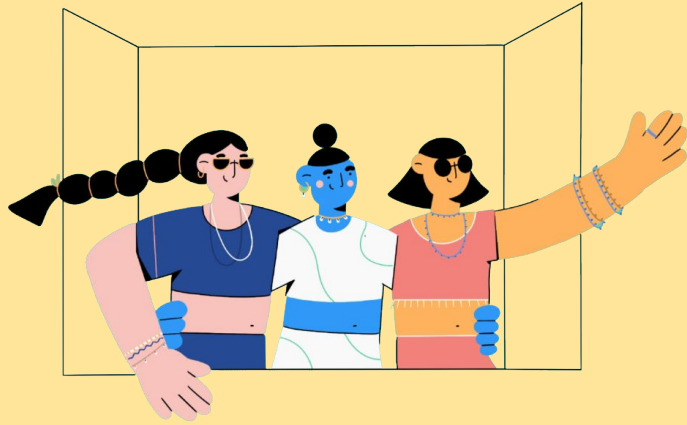
LEAPFROGGING
TO THE FUTURE
OF SOCIAL
CHANGE WORK

NOT ABOUT
PREDICTING THE
FUTURE



BUT THINKING ABOUT
DIFFERENT FUTURES AND
BEING READY,
REGARDLESS OF WHAT
FUTURE COMES TO PASS



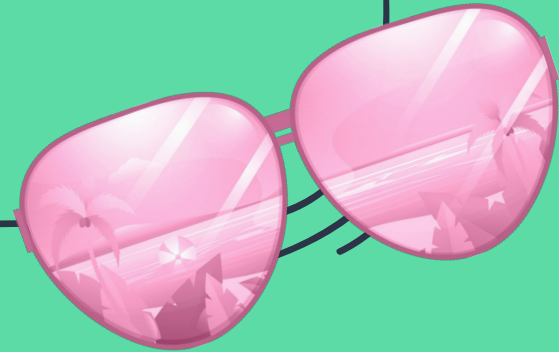


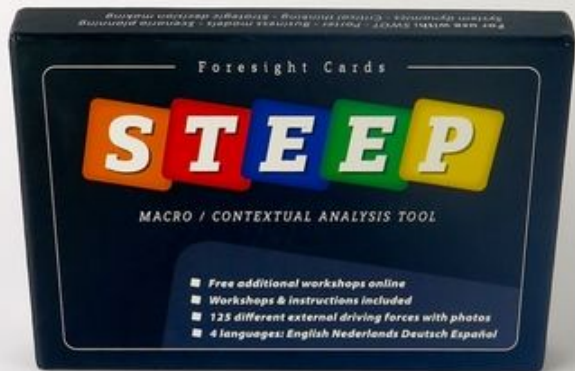
FUTURES,
NOT ONE
FUTURE



1

Interconnected
thinking

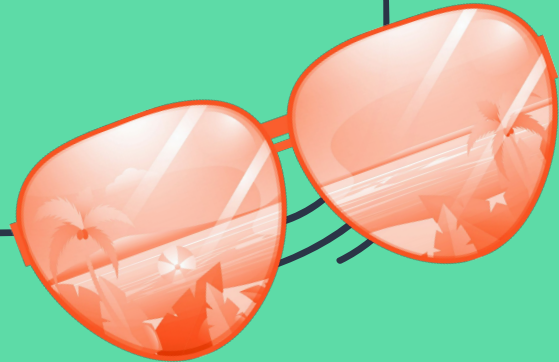




Social
Technological
Environmental
Economic
Political

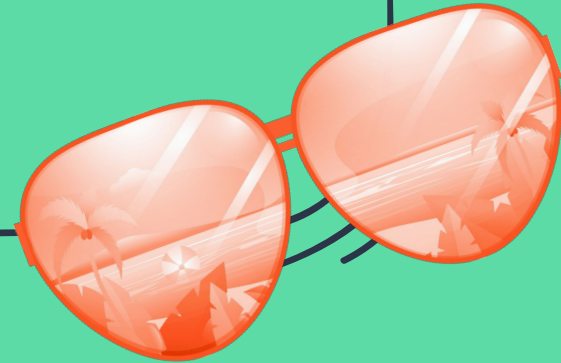
2

“trends”



2

“deep drivers
of change”





"events"

"trends"

**"deep
drivers of
change"**

Viktor Orbán gets elected to power in Hungary



EVENT
(INDIVIDUAL TREES)

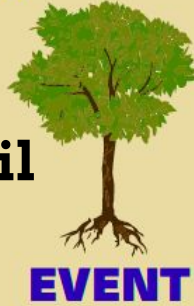
Orbán in Hungary



Modi in India



Bolsonaro in Brazil



**Duterte in the
Philippines**



Johnson in the UK



Trump in the US



Rise of populists in mainstream politics



TREND
(A FOREST OF SIMILAR TREES)

Decline in institutional trust by the public

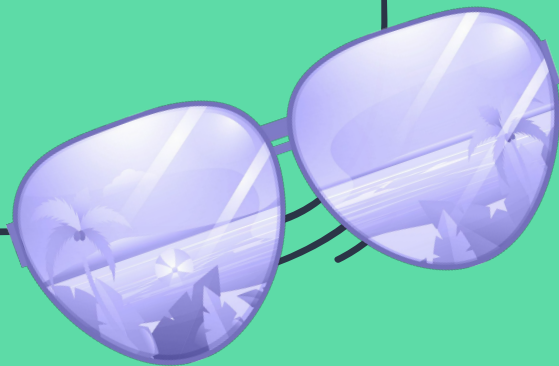


**DEEP DRIVERS
OF CHANGE**

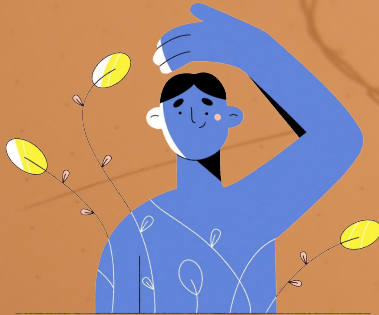
(GIANT FORCES UNDER THE SURFACE
THAT MOVE THE TREES)

3

"signals of
change"



Signal of change



- ④ something that is happening in the fringes
- ④ still small or localized
- ④ but if it scales and becomes mainstream, it will fundamentally alter reality



WEAK SIGNAL
OF CHANGE

This is a weak signal of change



Awareness
design assets.

World's first commercial cultured meat production facility operational in Singapore

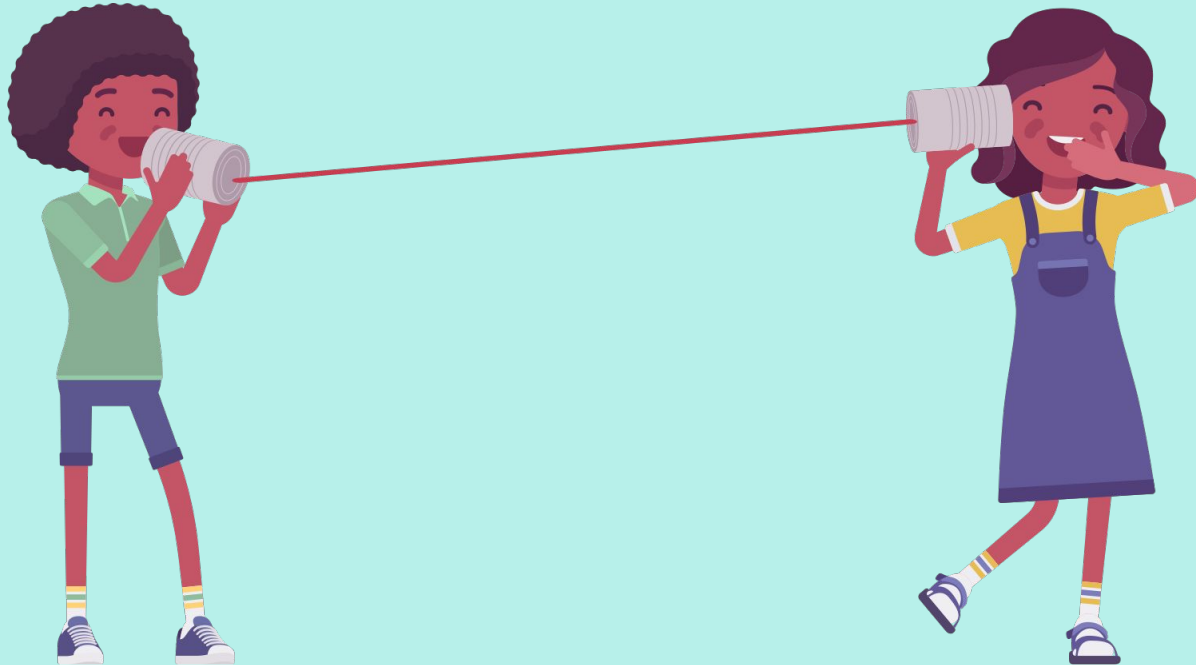




The background is a textured, light orange surface. On the right side, a hand is visible giving a thumbs up gesture. On the bottom left, there is a wooden gavel resting on a circular wooden block. The text is centered in the middle of the image, enclosed in large, dark blue square brackets.

**Winning hearts and
minds as a critical skill
in social change**

The Future of Communications





Mass Media



Social Media



Ambient Media

**Don't forget
to buy milk!**





Thousands Of Swedes Are Inserting Microchips Under Their Skin

October 22, 2018 · 10:48 AM ET

Heard on [All Things Considered](#)

MADDY SAVAGE



3-Minute Listen

+ PLAYLIST



Zeds Dead Put Heart Rate Monitors on Their Fans at Live Show

The science of the drop is real.

RK

By [Rebecca Krauss](#)

December 9, 2015, 5:45pm





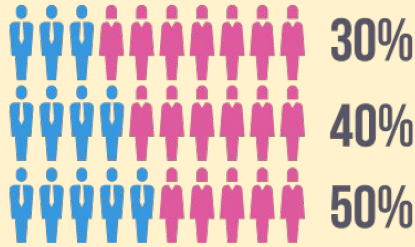
**What does all
of this mean
for my work?**



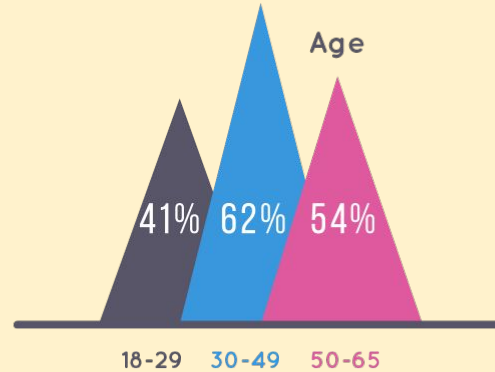
1

**Hyper-targeting
at an
immediate,
personal level**

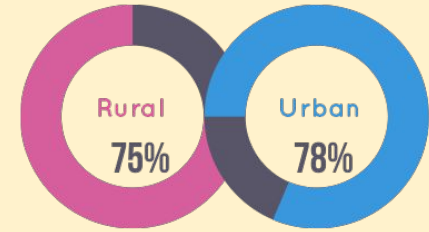
Gender



Age

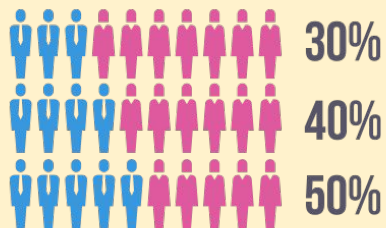


Location

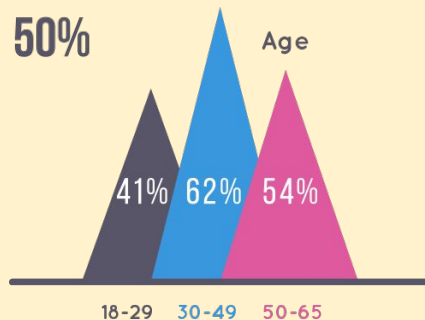


**From demographic
characteristics**

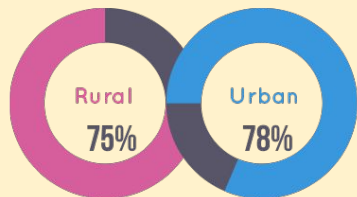
Gender



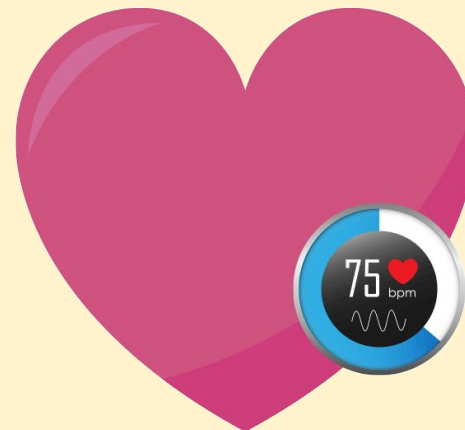
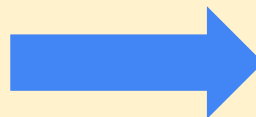
Age



Location



**From demographic
characteristics**



**To real-time
emotional states**

2

From words and images



**to full, sensory, immersive
experiences**

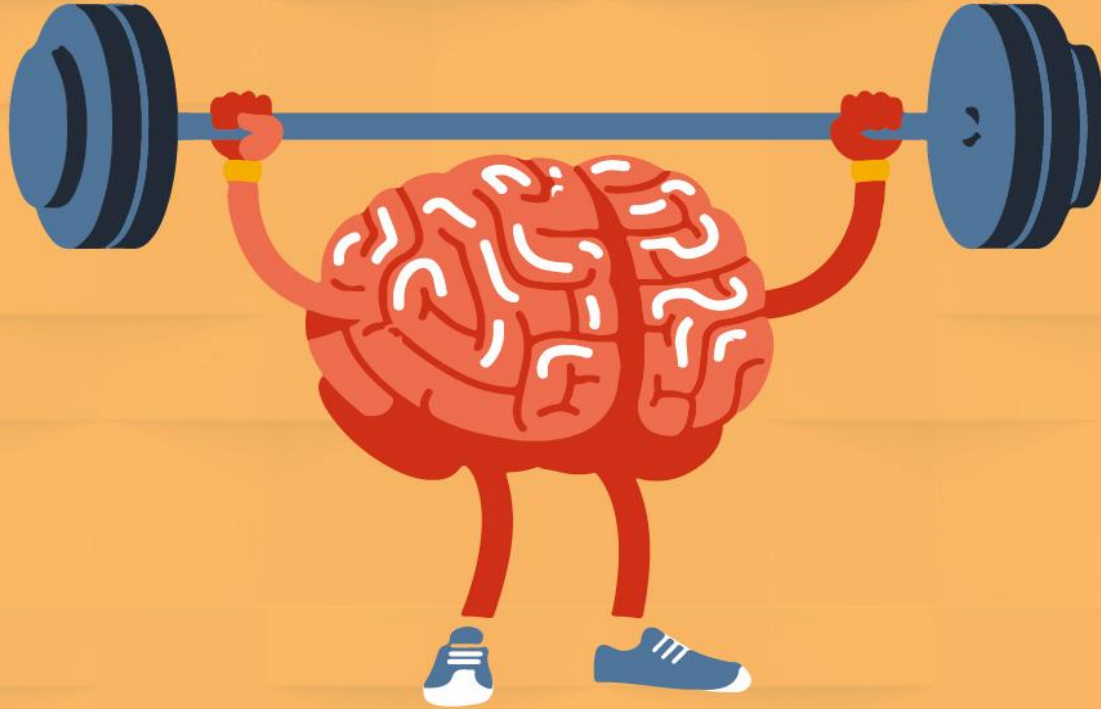




3

**Potential for
broad-based
empathy
and intimacy**

**What muscles
should I start
exercising?**



**Integrating basic neuroscience
insights**

Hyper-collaboration with very different people





future

benchmarking



A circular arrangement of colorful arrows pointing towards the center, surrounding the text. The arrows are in various colors including blue, green, yellow, orange, red, purple, and pink. They are all pointing inwards towards the central text.

**"If it ain't broke,
don't fix it."**



**"If it works, it's
already obsolete."**



I am making
~~I HAVE SEEN~~
THE FUTURE

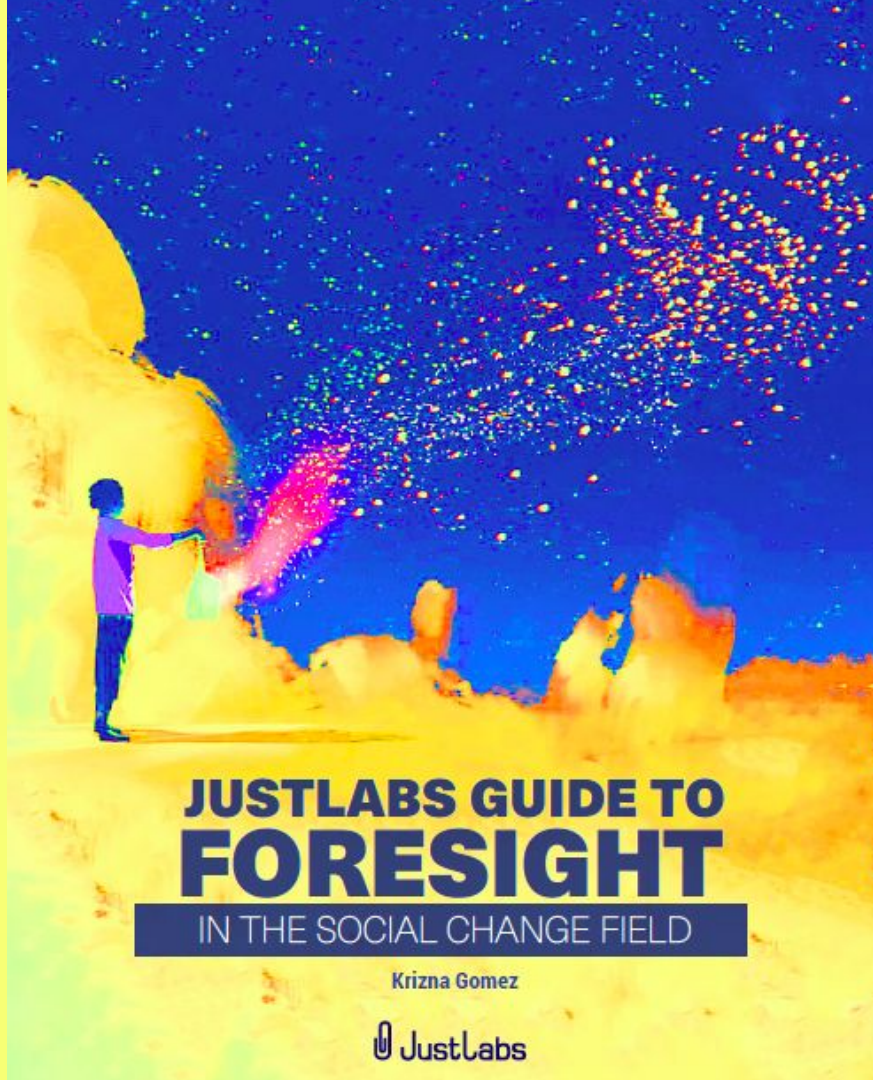
INSTITUTE FOR THE FUTURE
IFTF.ORG

Make the Future



***“It’s too late to catch up,
but it’s a great time to
leapfrog.”***

- Bob Johansen



<https://www.justlabs.org/futures>