

From insight to **action**

Safety Net Innovation Network Fall Convening
November 14, 2018

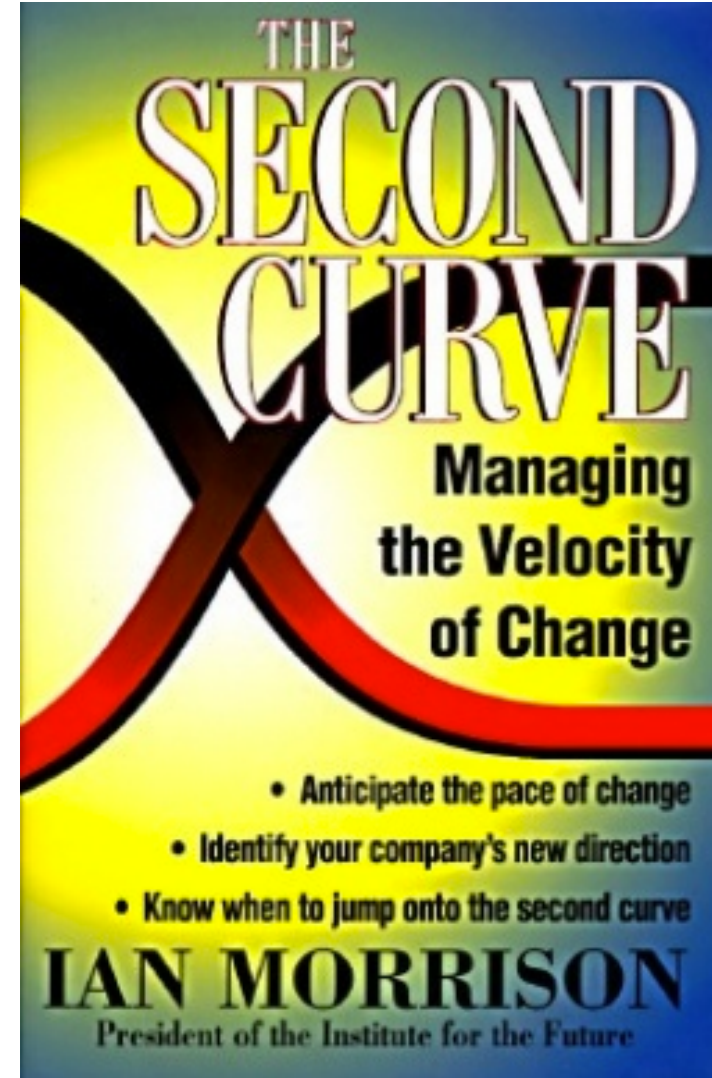
Katherine Haynes, MBA, Affiliate, Institute for the Future

A person wearing a black mesh dress stands next to a tree on a city street. The background shows a stone building and a paved road. The text is overlaid on the image.

We are called to
be architects of
the **future**, not its
victims.

R. BUCKMINSTER FULLER

Ian Morrison









What are the **first** curve examples or practices at your organization (or the industry)?





when to jump the curve

Change starts out in the margins of an industry or society at large and slowly establishes a foundation for growth. **(signals)**

Hits a point where change appears to burst on the scene out of nowhere and the curve ascends steeply, usually undermining the incumbent trends and stakeholders. **(inflection point)**

Leap too soon, and you don't have a strong following. Leap too late, and someone has already beaten you to the rewards.



What are **second** curve examples or practices at at your organization (or the industry)?



The **key innovation** challenge will be
deciding when to jump.

two-curve framework

**human-driven
cars**

**self-driving
cars**

RIDE TWO CURVES

TOPIC: **Automotive**

FROM Car as product

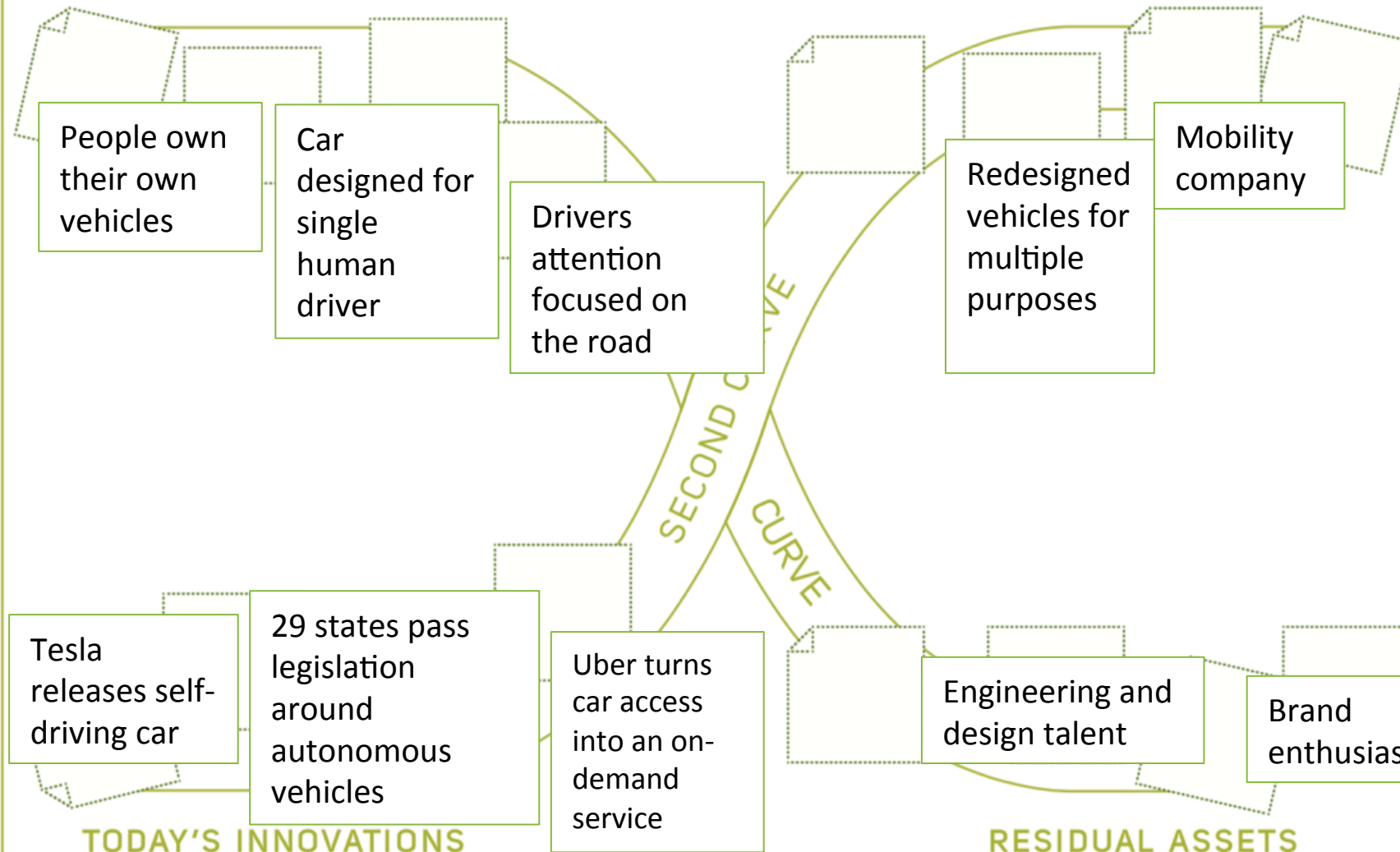
TODAY'S WAY OF DOING THINGS

TO Car as service

TOMORROW'S WAY OF DOING THINGS

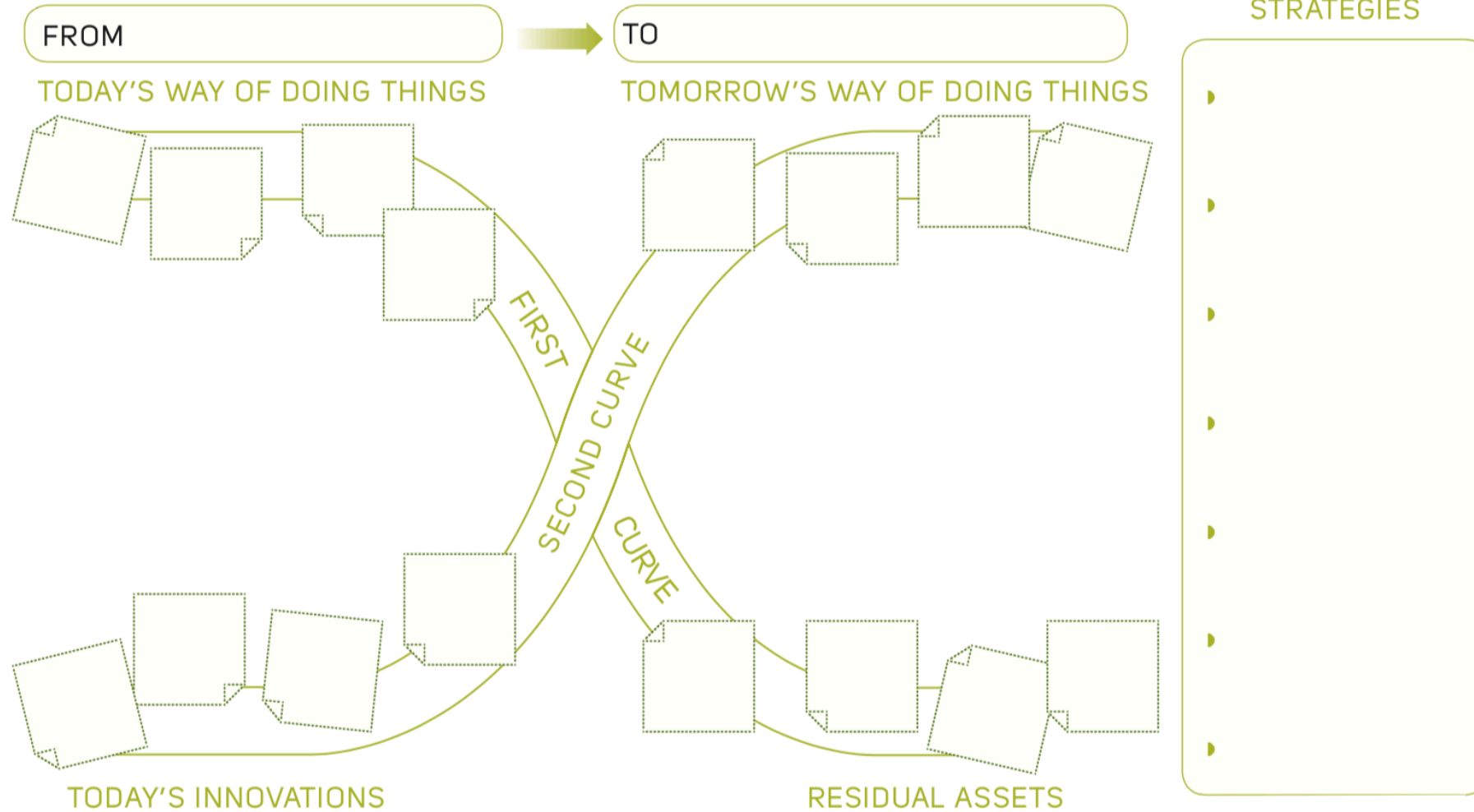
STRATEGIES

- New talent needs and recruitment pipelines
- Prepare for varying, non-standard regulatory environments



RIDE TWO CURVES

TOPIC: _____



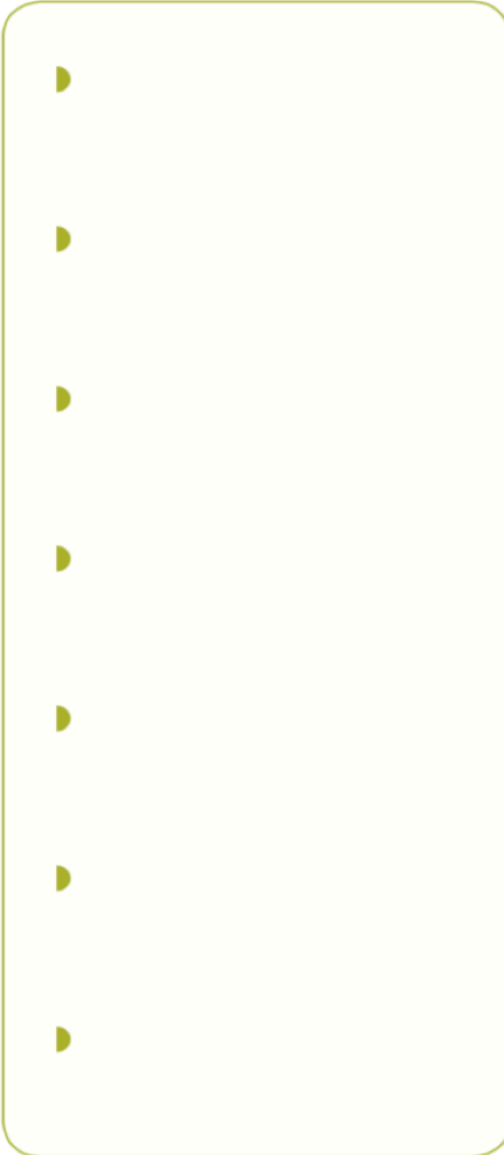
instructions

1. Start with **From → To** statement. To thrive, my organization will need to move from ____ to _____. (5 minutes)
2. Plot assumptions, practices, historical strategies that support the way things are currently done. (5 minutes)
3. Plot today's innovations and initiatives—early indications of change that suggest an emergent curve. (5 minutes)
4. Populate the rise of the second curve. How could your organization scale its capacity to operate on the Second Curve? (5 minutes)
5. Plot residual assets. Which of your current organizational assets would retain the most value? How will they be re-used or repurposed. (5 minutes)
6. List strategies to successfully transition from the first to the second curve. (5 minutes)

table work

STRATEGIES FOR SUCCESS

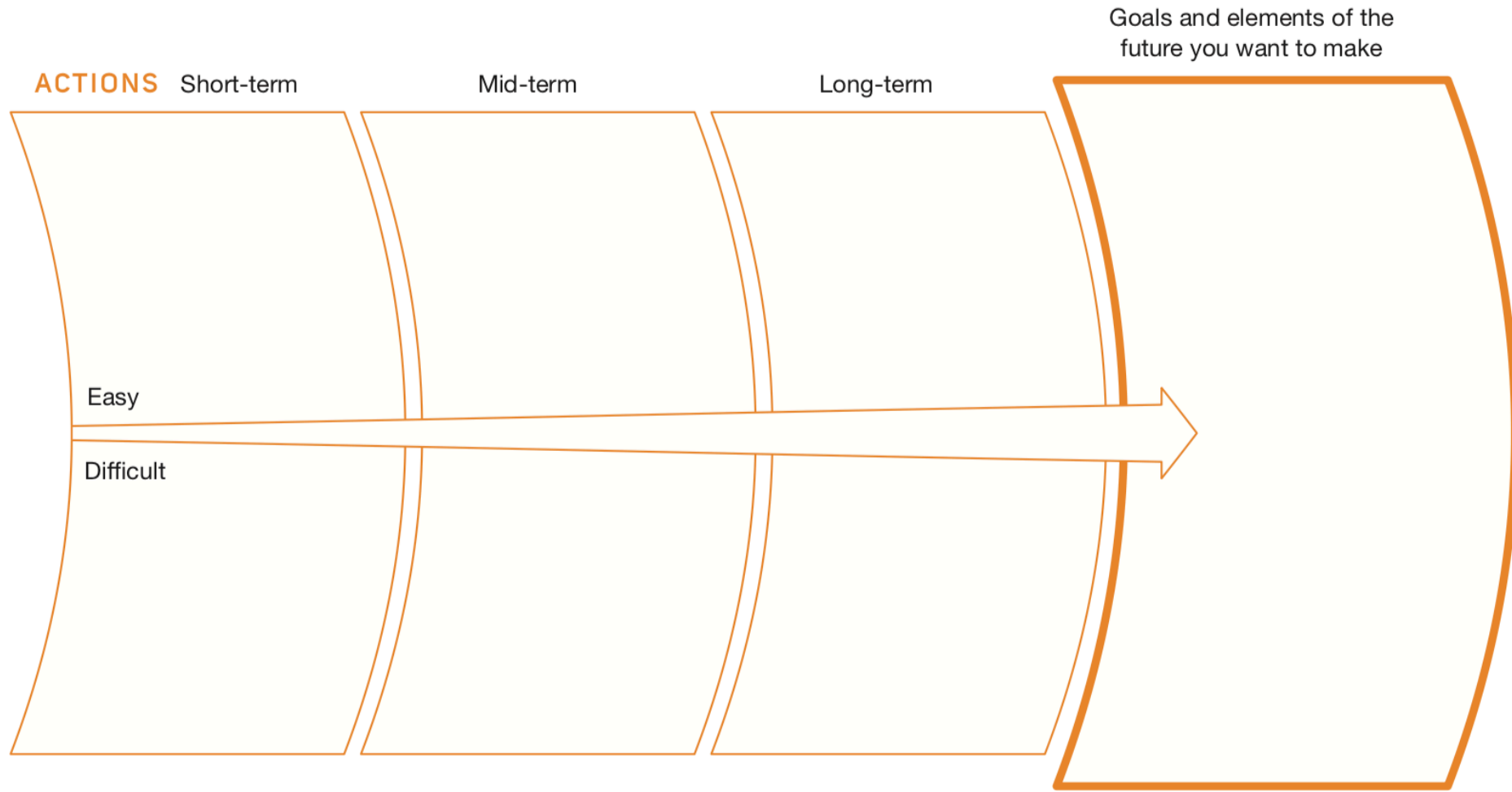
1. Have each person share their **From → To** statement and strategies to successfully transition from the first to the second curve. (15 minutes)
2. As a group, identify **TWO** strategies for success that are most important to respond to and thrive in the conditions in your assigned scenario (10 mins)
3. Just TWO from the table, please.
4. Identify one person at table to be the spokesperson.



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Shifts, Strategies, & Lessons Learned

BUILD AN ACTION ROADMAP



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