From insight to action

Safety Net Innovation Network Fall Convening
November 14, 2018

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

R. Buckminster Fuller
What are the first curve examples or practices at your organization (or the industry)?
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

FROM Car as product
TODAY’S WAY OF DOING THINGS

People own their own vehicles
Car designed for single human driver
Drivers attention focused on the road

Tesla releases self-driving car
29 states pass legislation around autonomous vehicles
Uber turns car access into an on-demand service

TO Car as service
TOMORROW’S WAY OF DOING THINGS

Redesigned vehicles for multiple purposes
Mobility company
Engineering and design talent
Brand enthusiasts

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

STRAATEGIES

TOPIC: Automotive

TODAY’S INNOVATIONS

RESIDUAL ASSETS
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)
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.
Shifts, Strategies, & Lessons Learned
BUILD AN ACTION ROADMAP

**ACTIONS**
- Short-term
- Mid-term
- Long-term

Goals and elements of the future you want to make

Easy

Difficult
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