



NEW SHOTS: PEOPLE MAKING FRESH CHOICES IN A CHANGING WORLD

Patricia Lustig, Chief Executive, LASA Insight

Gill Ringland, Emeritus Fellow, SAMI Consulting

Webinar

Thursday, 02 December, 11:00 GMT

A Word From Today's Chairman



Professor Michael Mainelli

Executive Chairman

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Today's Agenda



- 11:00 – 11:05 Chairman's Introduction
- 11:05 – 11:25 Keynote Presentation – Patricia Lustig & Gill Ringland
- 11:25 – 11:45 Question & Answer

Today's Speakers



Patricia Lustig
Chief Executive
LASA Insight



Gill Ringland
Emeritus Fellow
SAMI Consulting

6 AGENDA

- Our new book *New Shoots* is designed to engage people who are looking to make sense of the change in the world
 - We do this by exploring forces for change – now and going forward
- The book spans across silos of experts, we are integrators
 - We know that many in the audience are expert in either politics, economics, social science, or technology (PEST)
 - We take a people-focused view of forces for change, the forces often include a mixture of PES&T factors
- As a result of exploring these forces for change, we have come to surprisingly optimistic conclusions about the future.
- Our agenda today is to share some of the factors behind that optimism.



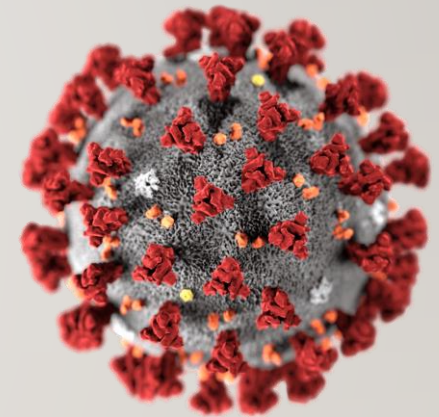
7 THE BACKGROUND

- Gill published *Scenario Planning* in 1996, updated in 2014
 - Written for a world in which many organisations had a well-defined strategy cycle and function.
- Together we published *Beyond Crisis* in 2010 and *Here Be Dragons* in 2012
- Patricia published *Strategic Foresight* in 2015, updated in 2017
 - A “bible” for a new generation of foresight professionals.
- All of those were about tools and methods
- Together we published *Megatrends and How to Survive Them* in 2018, three years ago.



8 RETHINKING WITH COVID-19

- Covid-19 has prompted many people to propose how to build back better
 - Based on BAU
- We think the world has changed and BAU will not do
- Methods and tools are necessary but not sufficient
 - To facilitate people with “day jobs” thinking about the future
- Bridges are needed, to provide a framework for discussion and exploration
- Our aim is to help people feel more comfortable in making decisions in an uncertain world
 - We do this via blogs, webinars, books, podcasts, open meetings
- And this is why we have written *New Shoots* and structured it as we have.

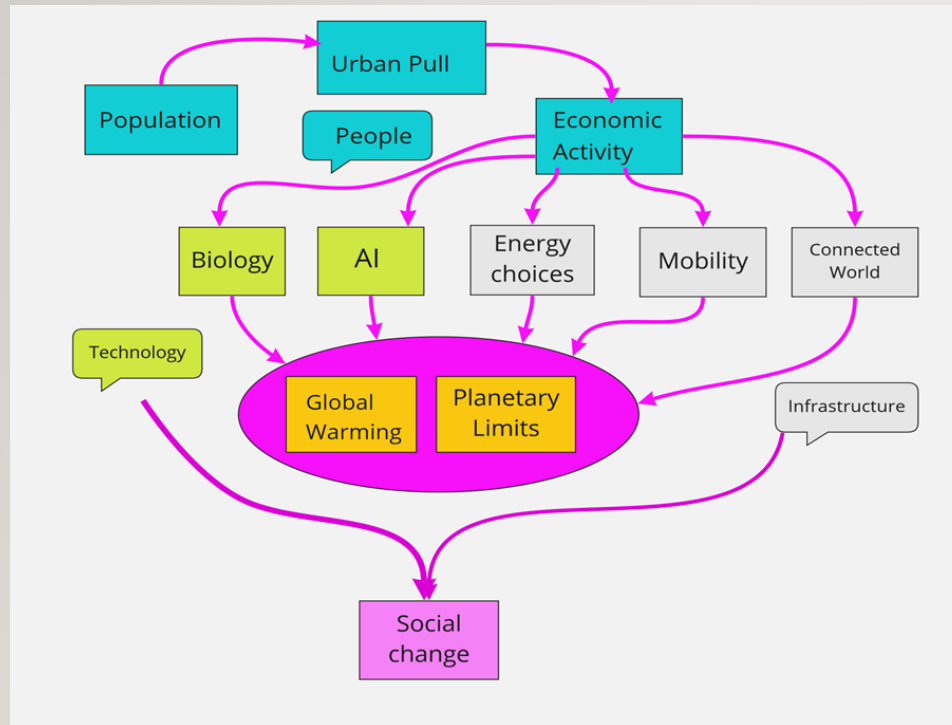


9 NEW SHOOTS – THE BOOK

- *New Shoots* is available on Amazon Kindle & soon in paperback:
 - It provides evidence of the forces for change,
 - It explores levers for influencing the changes.
 - It builds on our view that people are essentially decent.
 - It includes snapshots of projects and people innovating and adapting,
 - It is designed to **empower people to take action** to build a better society and to make fresh choices in a changing world.
- **“Beyond the cliches” “...a message of hope”**



10 NEW SHOOTS - FORCES FOR CHANGE



- The narrative of *New Shoots* is based around Forces for Change, the sequence of chapters is shown here
- The first three chapters – in blue – track the effect of demographic change on urbanisation and economic activity.
- Economic activity leads to energy demand, mobility and has evolved a connected world – the boxes in grey.
- The green boxes represent chapters on technology and its capability to be a lever for change
- The yellow boxes discuss our impact on the planet and our ability to correct course.
- The overall message is that the sum of these forces for change is leading to massive social change, in pink.

II HOW *NEW SHOOTS* ENGAGES PEOPLE

- *New Shoots* is based on our research and global consultancy,
 - Updated by participation and learning at conferences and webinars
 - Our experience of engaging “people with day jobs”.
- Each chapter describes forces for change, engaging in three ways
 - Managing uncertainty – better informed – like learning to DIVE
 - Extending imagination – like SCIENCE FICTION,
 - Challenging assumptions about people and the planet – based on EVIDENCE.
- ***New Shoots* aims to empower people to make fresh choices in a changing world.**



12 MANAGING UNCERTAINTY

- It's like scuba diving – exploring a new world.
- When you dive, you enter a different world.
- You need to learn how to relate to its creatures and seascape, and how to find your way.
- When you learn how to dive, you learn
 - how to deal with risks by practicing the different things that could happen,
 - and how you can deal with them.
- By practicing, you learn how to survive, relax, and be able to enjoy the strange world.



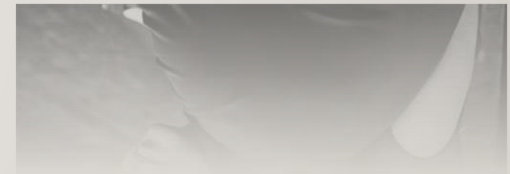
13 EXTENDING IMAGINATION

- Imagination can be provoked by SF...
- Science fiction's use of imagination gives glimpses of possible futures.
- It can change the way you see the present day.
- We hope that *New Shoots* extends your imagination, in the way that Star Trek fascinated a generation.
- The snapshots in each chapter provide images of people taking action in a changing world.



14 CHALLENGING ASSUMPTIONS: AN EXAMPLE

- Future Shock was written by Alvin and Heidi Toffler in 1970, arguing
 - Too much change in too short a period of time
 - Inevitably brings about shattering stress and disorientation
- *Future Shock* set the agenda, as “people find the future scary”.
 - Is this right?
- When we looked at the evidence we found that today’s people are doing better than predicted
 - See for instance our contribution to *After Shock*, 50 years review
 - Change has certainly accelerated
 - But not all generations are showing stress and disorientation
- **We think that Generation Z and Millennials are stellar**

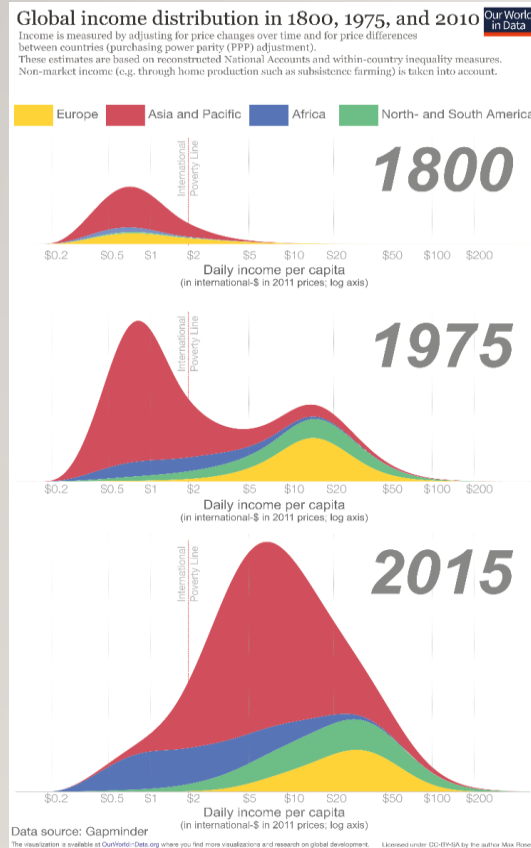


15 BOOK STRUCTURE

- Each chapter engages people in the three ways:
 - How things might play out – **managing uncertainty**
 - Disruptors - **extending imagination**
 - Snapshots – snippets of successful actions across the world – **evidence**, challenging assumptions and **extending imagination**.
 - Story of a person making fresh choices – **evidence**, challenging assumptions
 - How we got here – **evidence**, challenging assumptions.
- In the next slides we focus on some of the evidence that makes us optimistic.

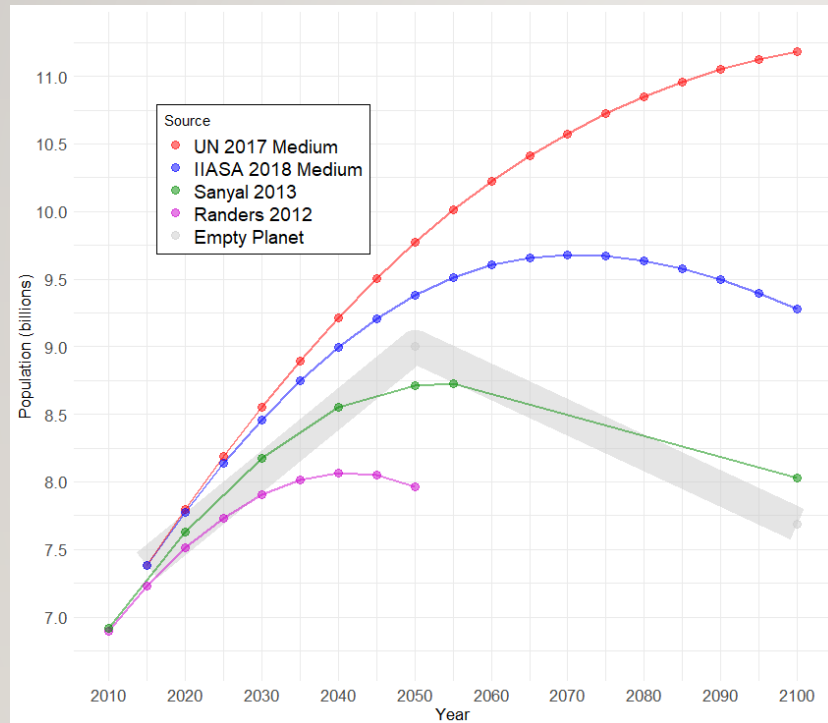


16 PEOPLE HAVE MORE CHOICES



- In 1800 most of the world's population was in Asia and living below the poverty line
- By 1975 most of Europe and North America was above the poverty line
- By 2015 most of Asia was above the poverty line
- Africa is the main area with a significant proportion still below the poverty line
- **The majority of people in the world are no longer below the poverty line and are able to exercise choice.**

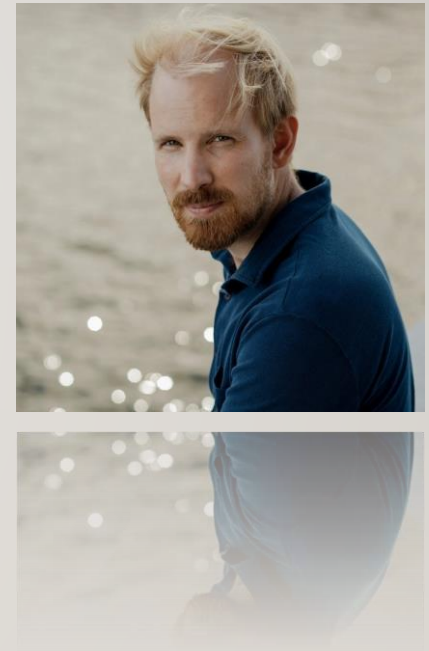
17 GLOBAL POPULATION TO 2100



- The red curve is the UN projections, showing growth slowing to 2100
- The blue curve is IIASA, suggesting a peak in about 2070
- The grey curve is from the book *Empty Planet* and suggests a peak about 2050
- The green curve is from Senyei, also peaking about 2050
- Randers (co-author of *Limits to Growth*) forecasts a peak about 2040.
- **We think that the peak will be this century as the evidence is that urbanisation and literacy have meant that women have made choices to have fewer children.**

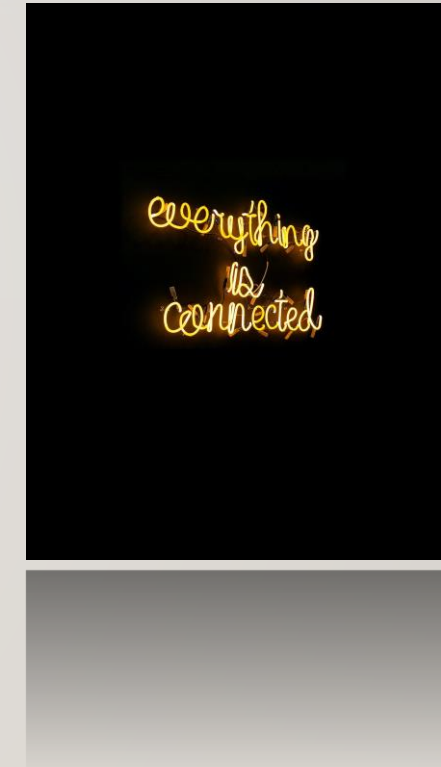
18 PEOPLE ARE BASICALLY DECENT

- Rutger Bregman is a Dutch journalist
- His book *Humankind, A Hopeful History* argues that
 - It is realistic (as well as revolutionary) to assume people are good
- He examines
 - evidence of classic experiments
 - books eg *Lord of the Flies*
- *Homo sapiens*' evolution was based on cooperation –
 - our brains are smaller than Neanderthals
- **We think his evidence is worth a look – we agree with him!**



19 PEOPLE USING TECHNOLOGY: SOME EXAMPLES

- Green Revolution
 - Cooperation between scientists, governments and farmers mean that food shortages are now local and due to supply chain rather than production
- Covid-19 vaccines
 - Cooperation between scientists, governments and industry meant that vaccines were available in months rather than years
- Money transfer
 - Low cost transfers support the many economies in the global south dependent on remittances
- Family and social connections
 - Local politics, professional associations, family links -----.
- Global Warming
 - The conversation has moved from “OMG” to potential ways forward, eg carbon capture, nuclear energy, hydrogen fuel, methane reduction, -----



20 GENERATION Z AND MILLENNIALS – SIX EXAMPLES

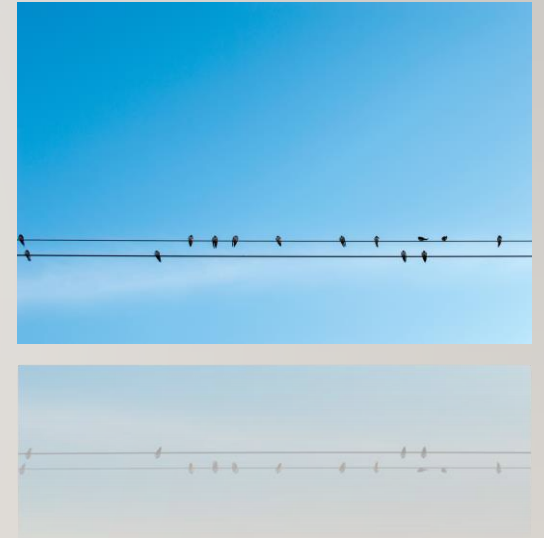
- Dr Edda Arradottir
- Greta Thunberg
- Olugbenga Olubanjo
- Nayantara Gurung Kakshapati
- Sebastian Groh
- Vaitea Cowan

- For more information see our Pamphleteers blog “Why we are Optimists”.



21 SOME OF OUR CONCLUSIONS

- Fewer people in poverty than ever before means that people are able to make choices
- Role of women – family sizes and population
- People are basically decent and want to do the right thing
- Technology is neutral (regulation is as yet “evolving”) but can be a fantastic enabler
- Gen Z and Millennials are proving to be amazing
- **Three years ago, when we wrote Megatrends, we were pessimistic**
- **We are now optimists**



22 THANK YOU! NOW FOR Q&A -----

***New Shoots* is on Amazon Kindle
and soon in paperback**

Find us at

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Or email

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Forthcoming Events

- Tue, 07 Dec (09:00-09:45) Biometrics: How To Create Digital Identities Right First Time
- Wed, 08 Dec (10:00-10:45) New Physics, New Technologies, & New Perspectives: Searching For The Missing 96% Of The Universe
- Fri, 10 Dec (10:45-11:30) The Employee Voice: Share Plan Votes
- Mon, 13 Dec (15:00-15:45) Scattering The Seeds Of Evil: Birkbeck & Lifelong Learning After Brexit & Covid

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