

# Federal Foresight

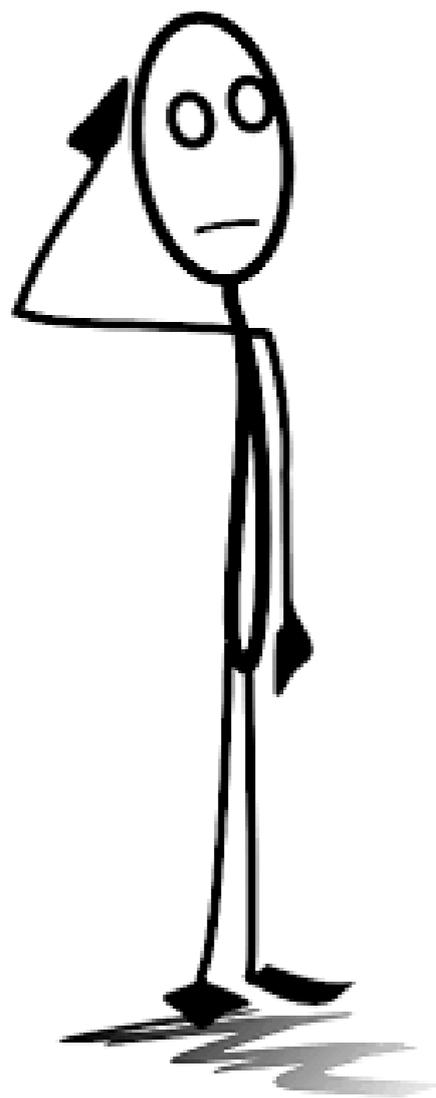
## *An Institutional Imperative*

Amy Zalman, Ph.D.

CEO, World Future Society

Presented to Federal Foresight Community of Interest

May 27, 2015



**foresight?**

**-foresight is a set of practical tools to improve the quality of decision making**

**-foresight improves the likelihood of leveraging good or mitigating bad unintended consequences through systemic, holistic approach**



**-foresight empowers leaders through emphasis on alternative futures, and our power to make decisions that help cause the effects we desire**



**An Alternative Futures Exercise  
Laid Ground for Plan Colombia**

# The Garage

MICROSOFT'S 24-HOUR IDEA FACTORY.



**Gazing at the crystal ball isn't foresight.  
Foresight = Action with sound forecasts in hand.**



Over time, we have come to recognize that **the way we measure economic value also exerts a kind of evolutionary force on our behavior**—and that the things not measured at all are ignored as if they have no value, either positive or negative.

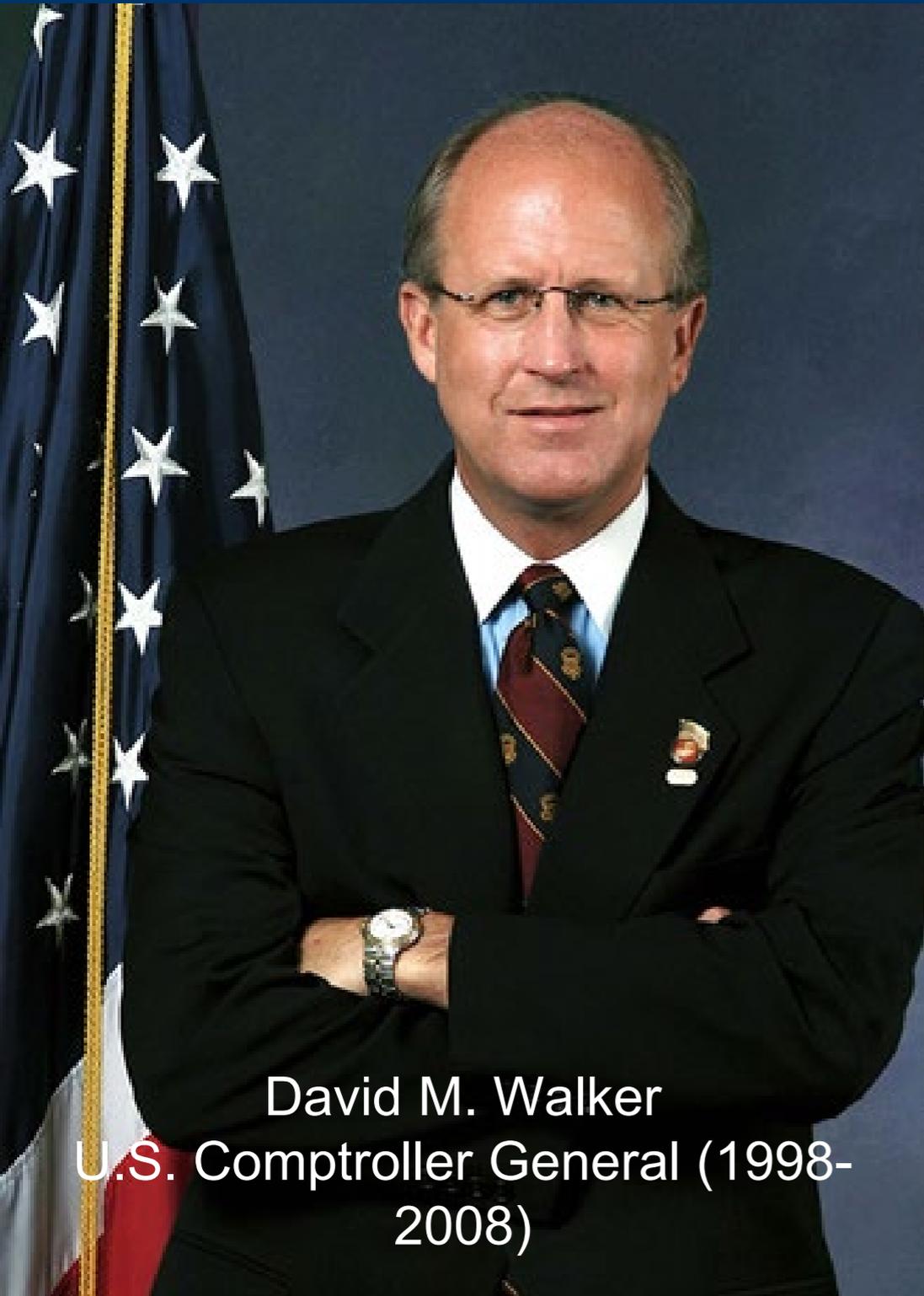
**When we change the measurements of value**, the nature of the incentives, and the structure of the systems we use for making political, economic, and social decisions, **we inevitably encourage the expression of some aspects of human nature** and discourage others.

—Al Gore,  
*The Future: Six Drivers of Global Change*



# THE **FUTURIST**

A Magazine of Forecasts, Trends, and Ideas about the Future



David M. Walker  
U.S. Comptroller General (1998-  
2008)

## Foresight for Government

By David M. Walker

*From the March-April 2007 issue of THE FUTURIST magazine*

Nearly a century ago, one of my favorite U.S. presidents, Theodore Roosevelt, said, "We have to, as a nation, exercise foresight . . . and if we do not exercise that foresight, dark will be the future." These words resonate with me. But unfortunately, much of our world, including the United States, is consumed with the here and now. Far too little thought is given to what's come before or what lies ahead . . .

Next steps: How do you calculate the efficacy and power of all actors, state and non-state in governance?



## Being There: The Non-state Role in Multilateral Cooperation



November 19, 2014  
National Defense University



The  
Stanley  
Foundation



WORLD FUTURE SOCIETY



## NATIONAL PERFORMANCE FRAMEWORK

### THE GOVERNMENT'S PURPOSE

To focus government and public services on creating a more successful country, with opportunities for all of Scotland to flourish, through increasing sustainable economic growth

### HIGH LEVEL TARGETS RELATING TO THE PURPOSE

Growth Productivity Participation Population Solidarity Cohesion Sustainability

### STRATEGIC OBJECTIVES

WEALTHIER & FAIRER

SMARTER

HEALTHIER

SAFER & STRONGER

GREENER

- NATIONAL OUTCOMES**
- We live in a Scotland that is the most attractive place for doing business in Europe
  - We realise our full economic potential with more and better employment opportunities for our people
  - We are better educated, more skilled and more successful, renowned for our research and innovation
  - Our young people are successful learners, confident individuals, effective contributors and responsible citizens
  - Our children have the best start in life and are ready to succeed
  - We live longer, healthier lives
  - We have tackled the significant inequalities in Scottish society
  - We have improved the life chances for children, young people and families at risk
  - We live our lives safe from crime, disorder and danger
  - We live in well-designed, sustainable places where we are able to access the amenities and services we need
  - We have strong, resilient and supportive communities where people take responsibility for their own actions and how they affect others
  - We value and enjoy our built and natural environment and protect it and enhance it for future generations
  - We take pride in a strong, fair and inclusive national identity
  - We reduce the local and global environmental impact of our consumption and production
  - Our people are able to maintain their independence as they get older and are able to access appropriate support when they need it
  - Our public services are high quality, continually improving, efficient and responsive to local people's needs
- NATIONAL OUTCOMES**

### HOW ARE WE DOING?

Visit [www.scotlandperforms.com](http://www.scotlandperforms.com) to track latest progress

December 2011

## National Performance Framework - Measurement Set

Increase Scotland's Economic Growth

Improve Productivity

Improve Economic Participation

Increase Population Growth

### PURPOSE TARGETS

Population - Increase Healthy Life Expectancy

Solidarity - Reduce Income Inequality

Cohesion - Reduce Inequalities in Economic Participation Across Scotland

Sustainability - Reduce Greenhouse Gas Emissions

- NATIONAL INDICATORS**
- Increase the number of businesses
  - Increase exports
  - Improve digital infrastructure
  - Reduce traffic congestion
  - Improve Scotland's reputation
  - Increase research and development spending
  - Improve knowledge exchange from university research
  - Improve the skill profile of the population
  - Increase the proportion of pre-school centres receiving positive inspection reports
  - Increase the proportion of schools receiving positive inspection reports
  - Improve levels of educational attainment
  - Increase the proportion of young people in learning, training or work
  - Increase the proportion of graduates in positive destinations
  - Improve children's services
  - Improve children's dental health
  - Increase the proportion of babies with a healthy birth weight
  - Increase the proportion of healthy weight children
  - Increase physical activity
  - Improve self-assessed general health
  - Improve mental wellbeing
  - Reduce premature mortality
  - Improve end of life care
  - Improve support for people with care needs
  - Reduce emergency admissions to hospital
  - Improve the quality of healthcare experience
  - Reduce the percentage of adults who smoke
  - Reduce alcohol related hospital admissions
  - Reduce the number of individuals with problem drug use
  - Improve people's perceptions about the crime rate in their area
  - Reduce reconviction rates
  - Reduce crime victimisation rates
  - Reduce deaths on Scotland's roads
  - Improve people's perceptions of the quality of public services
  - Improve the responsiveness of public services
  - Reduce the proportion of individuals living in poverty
  - Reduce children's deprivation
  - Improve access to suitable housing options for those in housing need
  - Increase the number of new homes
  - Widen use of the Internet
  - Improve people's perceptions of their neighbourhood
  - Increase cultural engagement
  - Improve the state of Scotland's historic sites
  - Increase people's use of Scotland's outdoors
  - Improve the condition of protected nature sites
  - Increase the abundance of terrestrial breeding birds: biodiversity
  - Improve the state of Scotland's marine environment
  - Reduce Scotland's carbon footprint
  - Increase the proportion of journeys to work made by public or active transport
  - Reduce waste generated
  - Increase renewable electricity production
- NATIONAL INDICATORS**

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December 2011



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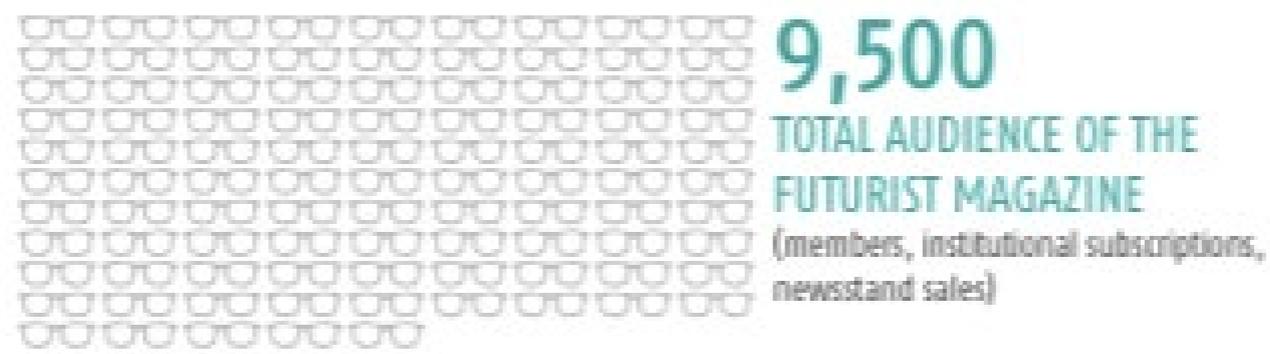
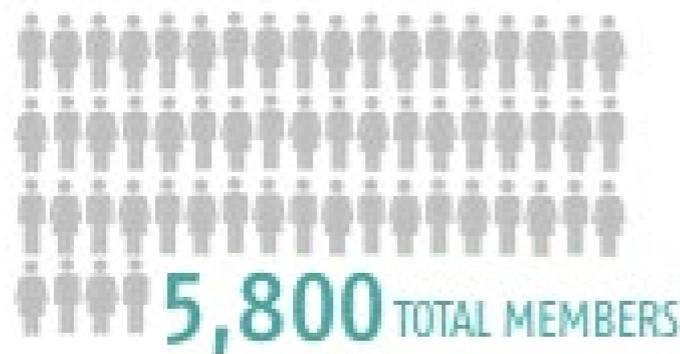
# The Foresight Institution - Capabilities





# WORLD FUTURE SOCIETY

## WORLD FUTURE SOCIETY MEMBERSHIP OVERVIEW



**14,700**  
TWITTER  
FOLLOWERS



**9,200**  
FACEBOOK  
FOLLOWERS



**4,500+**  
NEWSLETTER  
SUBSCRIBERS



**700**  
ANNUAL CONFERENCE  
ATTENDEE AVERAGE



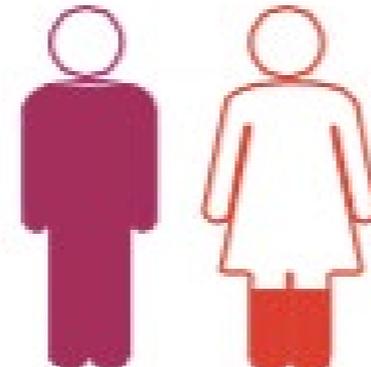
# WORLD FUTURE SOCIETY

## WORLD FUTURE SOCIETY'S NETWORK PROFILE



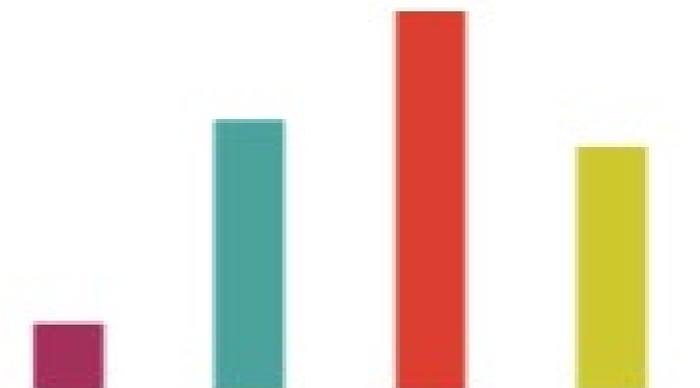
**80%**  
UNITED STATES

**20%**  
INTERNATIONAL  
(82 COUNTRIES)



**77%**  
MALE

**23%**  
FEMALE



**8%**  
18-35

**28%**  
36-50

**39%**  
51-65

**25%**  
66-75



CEO, PRESIDENT OR VP

DIRECTOR

PROFESSOR

CONSULTANT

RESEARCHER OR ANALYST  
SCIENTIST OR ENGINEER

Under the patronage of Lt. General H.H. Shaikh  
**Saif Bin Zayed Al Nahyan**  
 Deputy Prime Minister Minister of Interior



منتدى  
**استشراف شرطة المستقبل**  
**Foreseeing Future Police**  
 Forum

Decision Support Center  
 Police Departments Complex,  
 Abu Dhabi, United Arab Emirates

7 April 2015

الراعي التقني  
**GBM**

الراعي الاستراتيجي  
**WORLD FUTURE SOCIETY**

www.moi.gov.ae

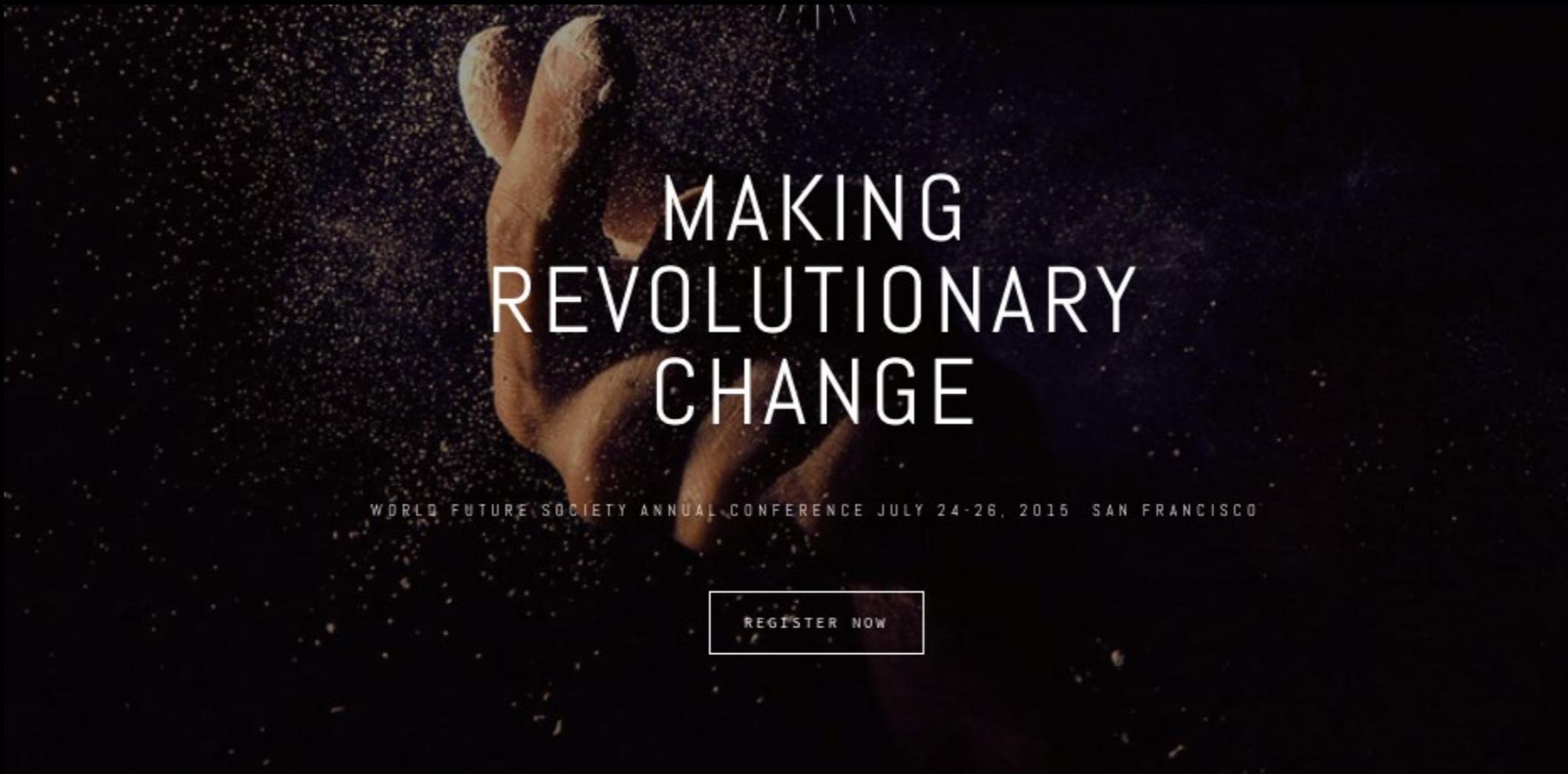
وزارة الداخلية  
 MINISTRY OF INTERIOR




**PROSPECTIVA  
 DEL MUNDO  
 México 2015**

24 y 25 de Junio,  
 Ciudad de México 2015

# World Future Society Annual Conference July 24-26 2015, San Francisco



MAKING  
REVOLUTIONARY  
CHANGE

WORLD FUTURE SOCIETY ANNUAL CONFERENCE JULY 24-26, 2015 SAN FRANCISCO

[REGISTER NOW](#)

MAKING THE FUTURE 2015:  
ENVISIONING AND CREATING THE  
CONDITIONS TO DRIVE  
REVOLUTIONARY CHANGE.

# WHO WILL ATTEND

- CEOs, CTOs, CMOs, COOs
- Startups on the cutting-edge of innovation
- Globally Innovative Brands & Agencies
- Developers, Engineers & Designers
- Product Managers & Analysts
- Angels & VCs
- Media/Press
- Futurists & Global Changemakers
- Government Officials
- Technology Influencers
- Accelerators / Incubators
- Researchers & Scientists
- Educators & Students
- Accelerators & Incubators

## SAMPLE COMPANIES ATTENDING INCLUDE





# WORLD FUTURE SOCIETY

*WorldFuture* is the annual conference of the World Future Society.

For nearly fifty years, WFS conferences have brought together the smartest futurists in the world to explore current and future trends in society, business, government and technology to shape a better tomorrow.

*“The World Future Society provides the ideal forum to introduce our greatest shared challenges, and allow brilliant minds from across global society to coalesce around scenarios and concepts that can lead to breakthroughs across technology, healthcare, governance, education, and more.” — Steve Jurvetson*



## **Steve Jurvetson - 2015 Keynote Speaker**

*Founder and Managing Director*

Draper Fisher Jurvetson

DFJ Ventures

- Advisory Board: SpaceX, Synthetic Genomics, Planet Labs, Tesla Motors
- Founding VC Investor in Hotmail
- Forbes' "Midas List" of Tech's Top Investors 2011 - 2014



WORLD FUTURE SOCIETY  
**SPEAKERS INCLUDE**



**Steve Jurvetson**

Managing Director  
DFJ Ventures



**Gina Bianchini**

Founder & CEO  
Mighty Bell



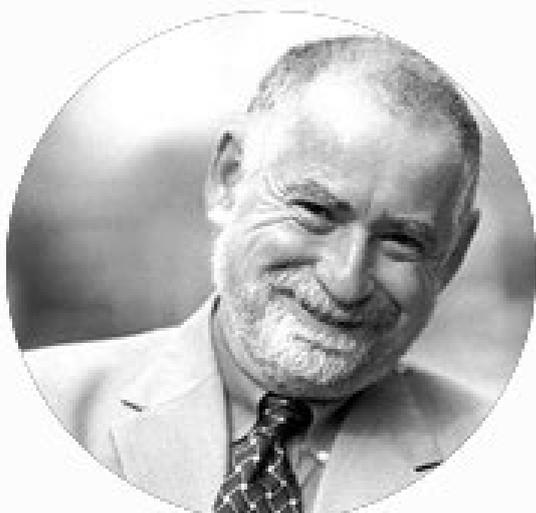
**John Hagel**

Management Consultant  
Deloitte



**Brian David Johnson**

Futurist  
Intel



**Peter Schwartz**

SVP Strategic Planning  
Salesforce



**Brie Linkenhoker**

Director  
Worldview Stanford



**Mike Pell**

Envisioneer  
The Microsoft Garage



**Alex Wright**

Director of Research  
Etsy

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the World Future Society

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