



# Scanning the Fringe

Houston Foresight Spring Gathering

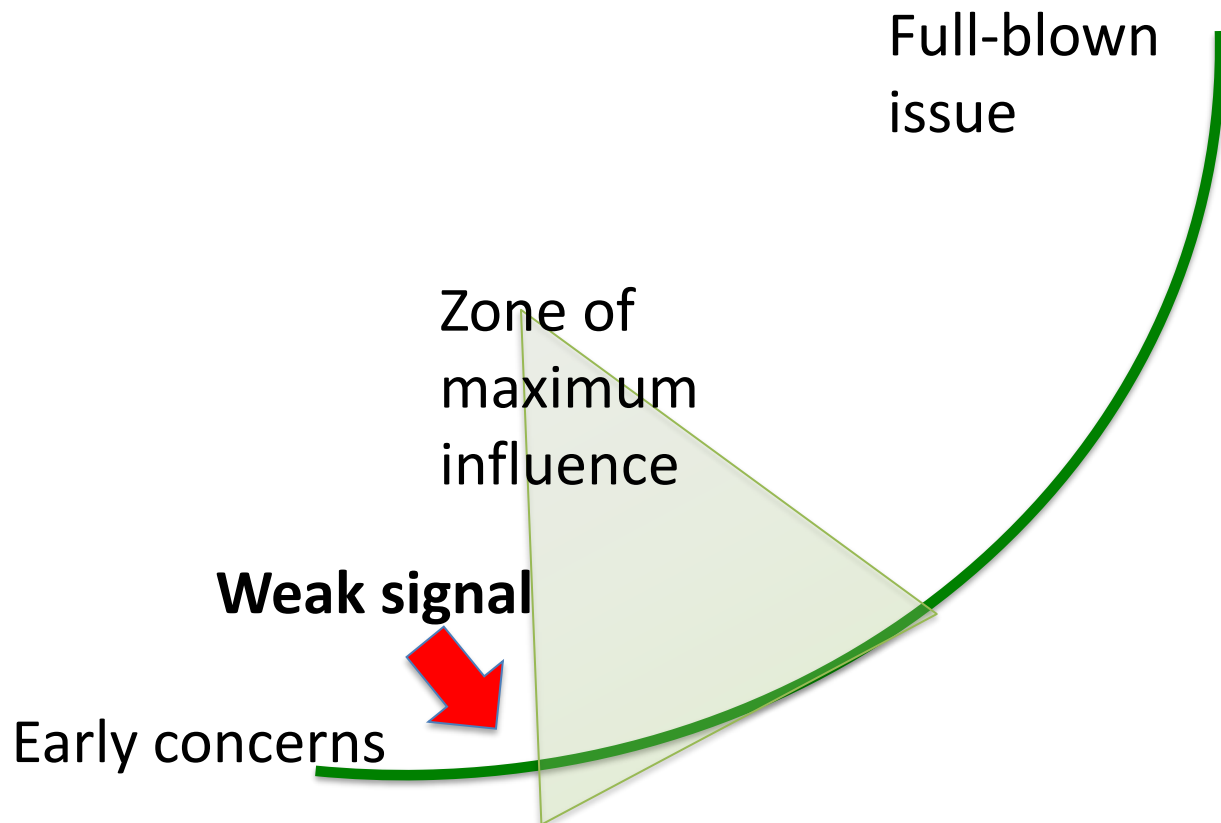
April 13-14, 2018

UH Foresight program, with a Saturday presentation by the APF

AKA "Weak Signals"

# Thinking ahead

- Anticipating issues is critical to foresight
- Weak signals can give you a heads up

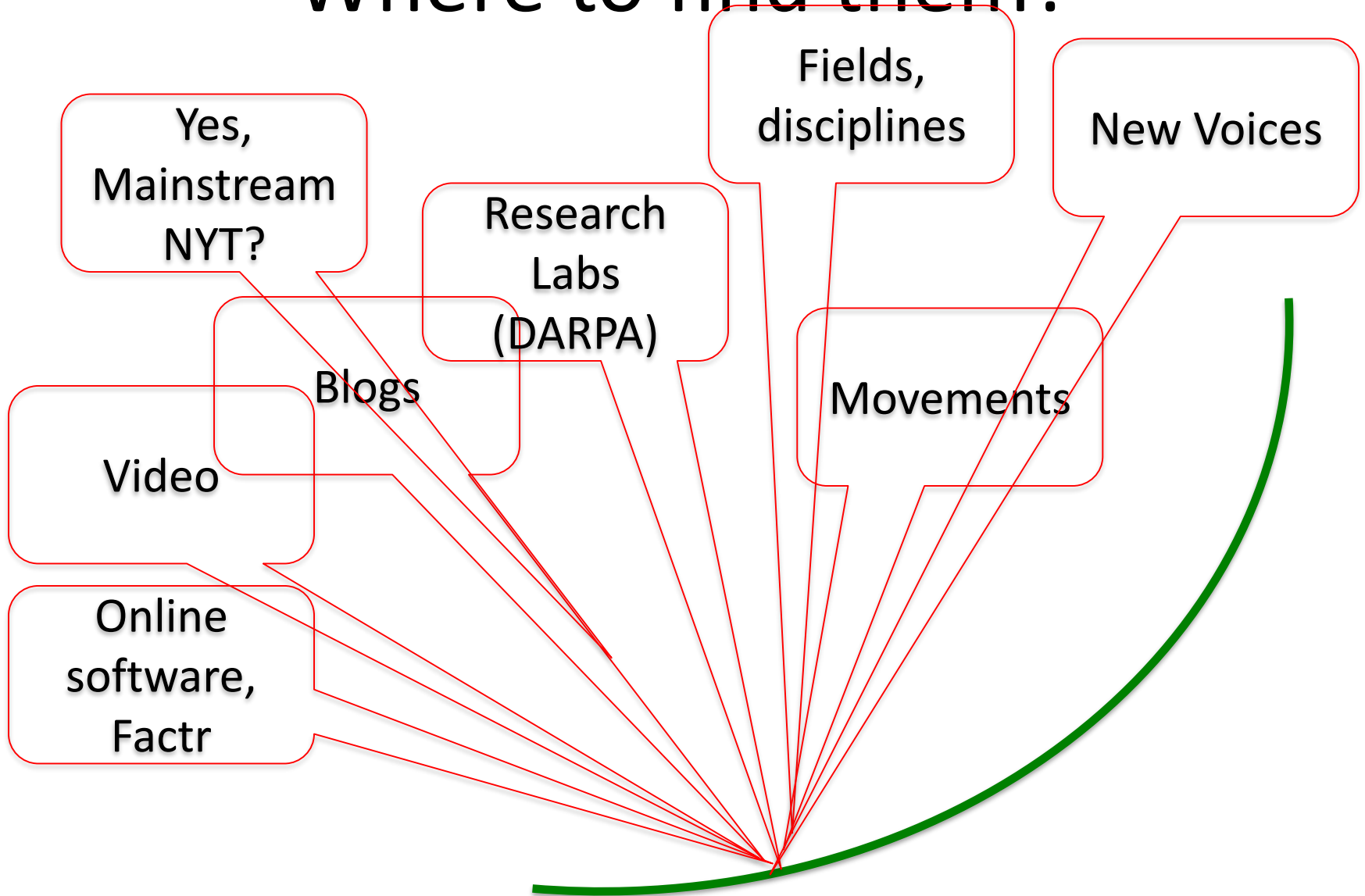


Graham  
Molitor's  
Issue curve

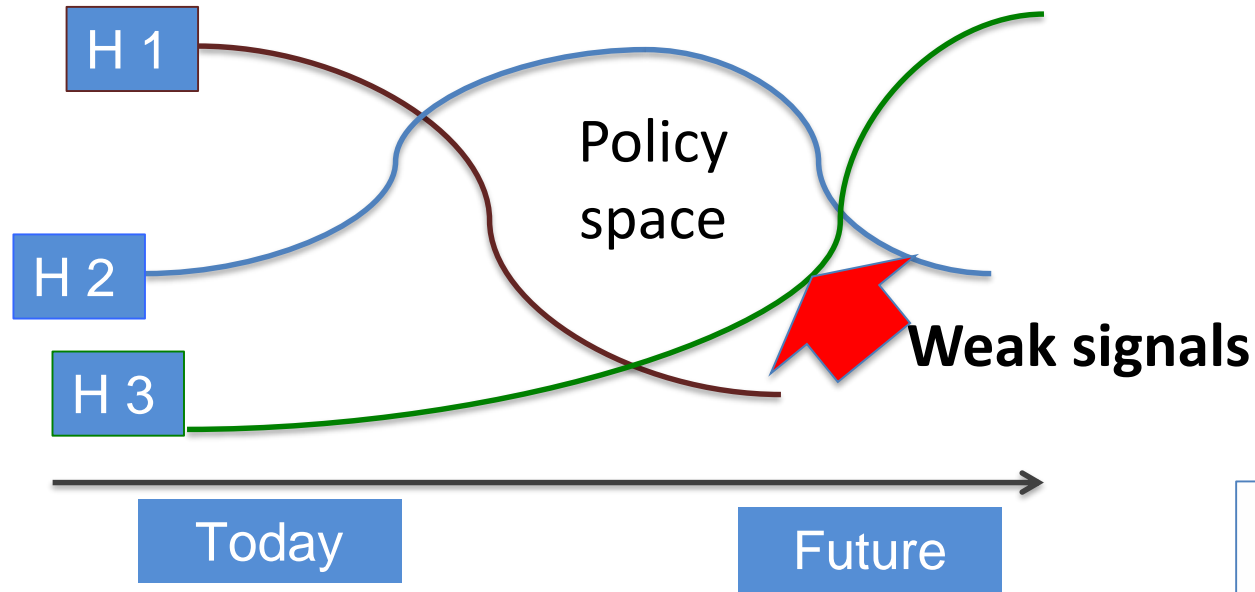
# Weak signals/fringe

- Outside the existing paradigm?
- It's relative
- A belief (I see and feel it)
- Contrarian
- Mainstream doesn't believe it
- A little crazy
- Subjective

# Where to find them?



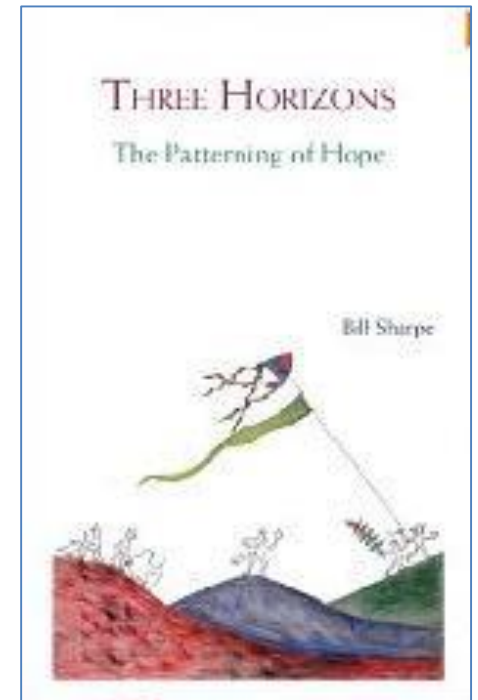
# A Three-Horizons perspective



H1. Incremental change,

H2. Entrepreneurial (& risky) ideas that reflect a change from today's approaches

H3. Transformational ideas—new horizons!



# Where to find more

<https://www.houstonforesight.org/?p=6165>

Watch out for:

- Data proliferation
- “Culture jammers”
- Discounters

Jennifer Jarratt

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**LEADING**  Futurists