

Predicting the future without a crystal ball



IIBA NL, Utrecht, October 31st



Mentimeter

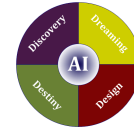


Areas

Jan de Vries
Trainer | Speaker | Consultant | Coach |
DASA DevOps | Antifragile | Scaling | S...



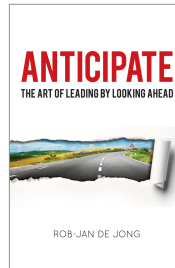
DASA® DEVOPS AGILE
SKILLS ASSOCIATION



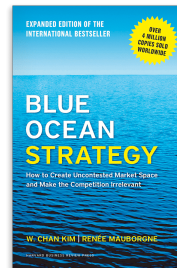
VAKOPLEIDING
**FUNCTIONEEL
BEHEER**



This workshop provides a SWOT analysis on steroids. To get your organisation moving



This workshop enables you to see things early, connect the dots and develop visionary leadership



This workshop helps to reconstruct market boundaries and navigate towards Blue Oceans



This workshop collects all the data from the previous workshops and generates a visual overview of what the customer wants to get done and the products and services you (will) provide

BLUE OCEAN RECON
WE LIKE IT DISRUPTED, NOT SHAKEN



Research, publishing & speaking

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Trainer | Speaker | Consultant | Coach |
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Antifragility Coherence Tour

- DevOps
- Business Analysis
- XP

Corporate Services in Agile/DevOps Environments

- DevOps & Control
- Lean Agile HR
- DevOps & Compliance
- Lean Agile Procurement

Smell of the PI Planning

- Do's and don'ts

Future proof organisations

- Characteristics

ANTICIPATE

THE ART OF LEADING BY LOOKING AHEAD



Concept timing 14.00-15.30

- Generating future facts
- Plotting future facts on canvas
- Canvas highlights
- Scenario planning
- (Implications for own organisation)

Warning

Priming your mind can not be reversed

Why do we need a vision (as a BA)?

- to navigate
- to stimulate imagination
- to break through existing paradigms
- to energise and mobilise
-

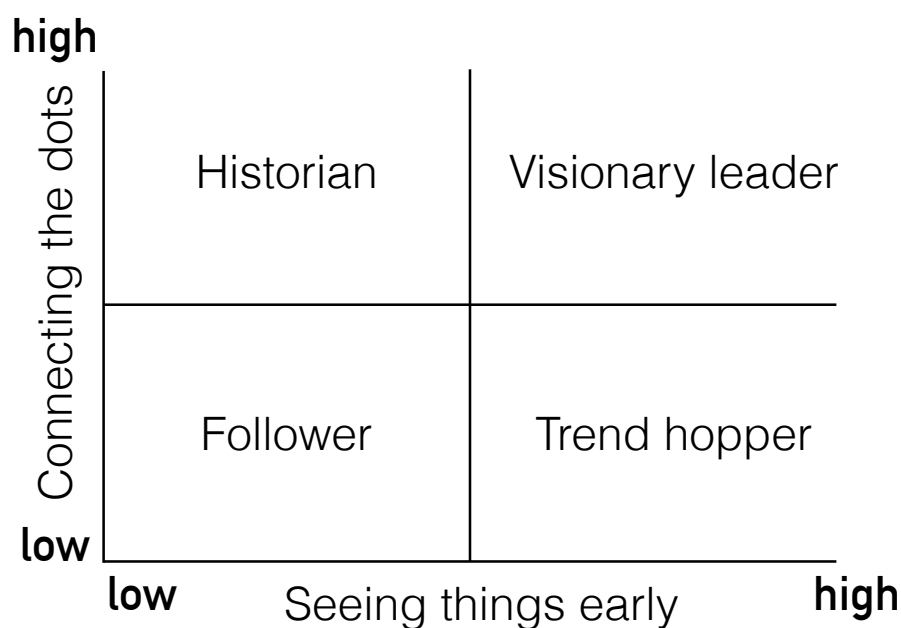
Visionary capacity

"Based on my observations and testing done with hundreds of senior leaders, whom I work with on vision, strategy and leadership, there are two critical developmental dimensions for growing your visionary capacity

- your ability to see things early*
- your ability to connect the dots"*

Rob-Jan de Jong

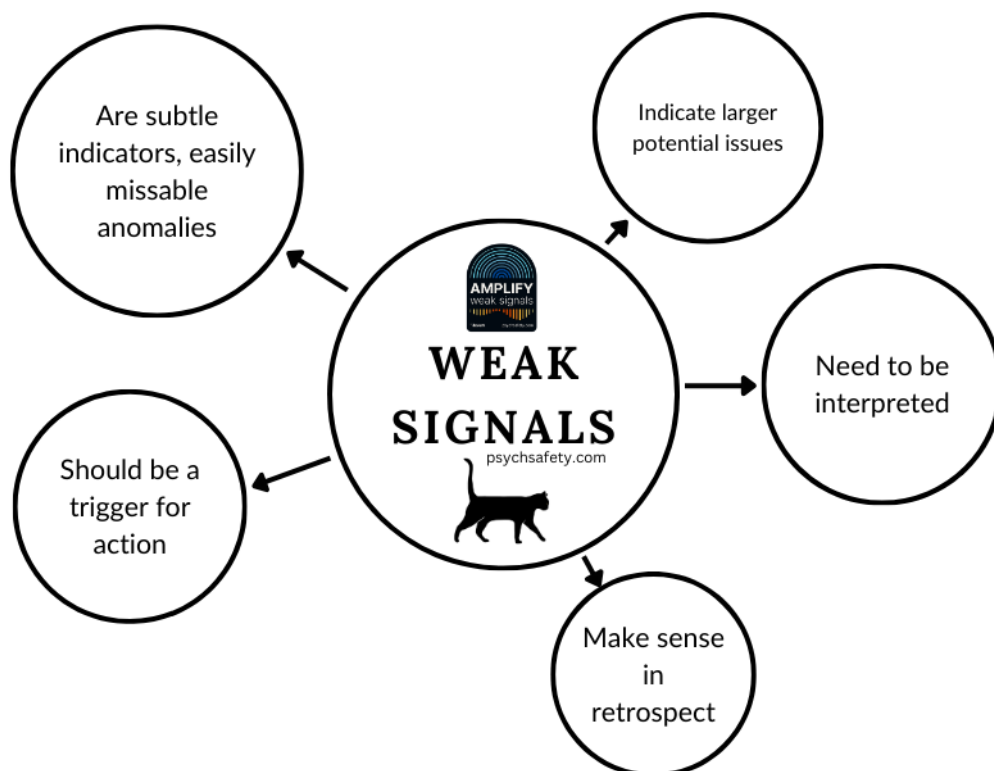
Visionary development framework



See things early?...

"Market transitions occur when there is a **subtle** but clear disruptive shift. It could be social, economic, or technological and it begins many years before the market actually grasps its significance and adapts it. A market transition gives you a glimpse of a new opportunity to take market share or move into new market adjacencies."

John Chambers, CEO Cisco





Chance favours
the prepared mind
Louis Pasteur

Seeing things early

- Priming research by Sreedhari Desai and Francesca Gino (Harvard)
 - solving puzzles with or without kids' toys
 - solving anagrams with 'young' or 'old' words

Bil Hancock - blockchain

KL Wear - walker

Alica Deimos - social media

Flirts tail - stairlift

Entire NT - internet

Metier rent - retirement

Futurepriming by means of FutureFacts

FutureFact = a manifestation of a possible
changing reality

4 rules for FutureFacts

FutureFact = a manifestation of a possible changing reality

- * Right scope in terms of relevance and time
 - * inside or outside field and industry
 - * 3 to 7 years in the future
- * Do not make your own organisation part of it
 - * Outside-in approach
- * Between conventional and absurd
 - * unconventional
- * An event, not a trend
 - * make up facts to make it concrete

FutureFacts: more tips

- Painful is better than comfortable
- Just a title (headline), concise rationale and 3 to 7 years from now
- Focus on start of change, not the end

FutureFacts

- **✗**: power balance in health insurance world is shifting



202?

UMC Utrecht
establishes its own
Health Insurance
Company

FutureFacts

- **✗**: power balance in health insurance world is shifting



202?

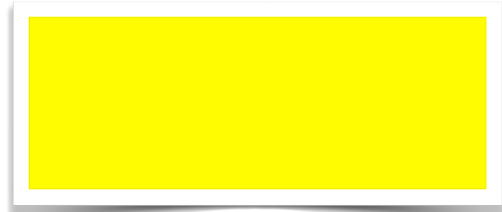
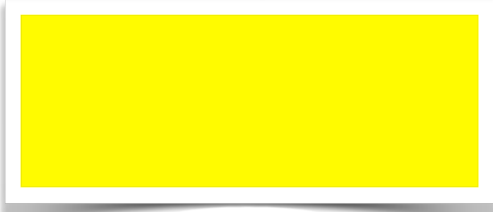
Hospital starts
own health
insurance
company

202?

Health
insurance
company starts
its own hospital

Brainstorm #1

Generate future facts for the area
that you have chosen.



What area will your group explore?

Who is the facilitator in your group?

Count down timer 8

Extra inspiration for FutureFacts

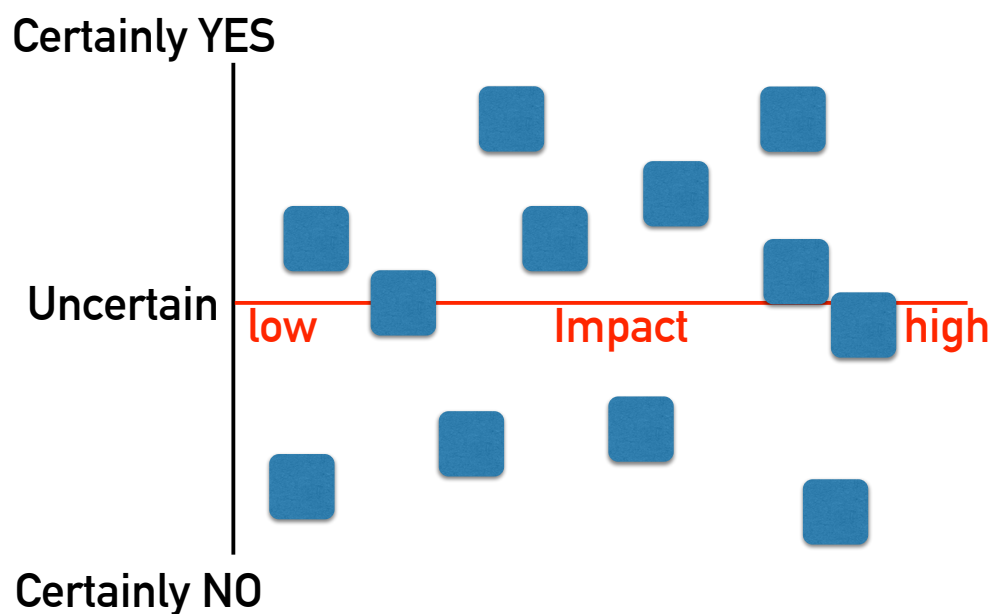
- new, small, 'marginal' competitors: what 'fringe' business / issues are they dealing with?
- departed customers: why did they leave, what needs did they have?
- the mavericks in the workforce: what ideas are they thinking of?

Check your resulting FutureFacts

- Unexpected: something abstract suddenly becomes tangible and concrete
- Accessible: the title should reflect 80% of the insight
- Exciting: arouses curiosity
- Right: challenging and plausible

Count down timer 5

Brainstorm #2 Mapping certainties and uncertainties

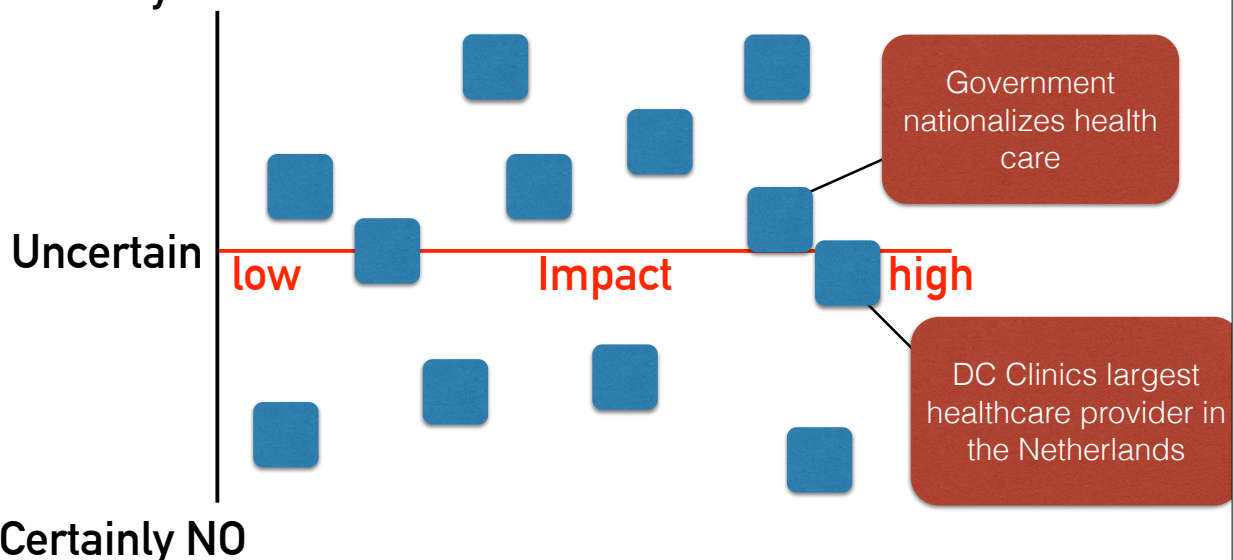


Count down timer 5

Scenario planning

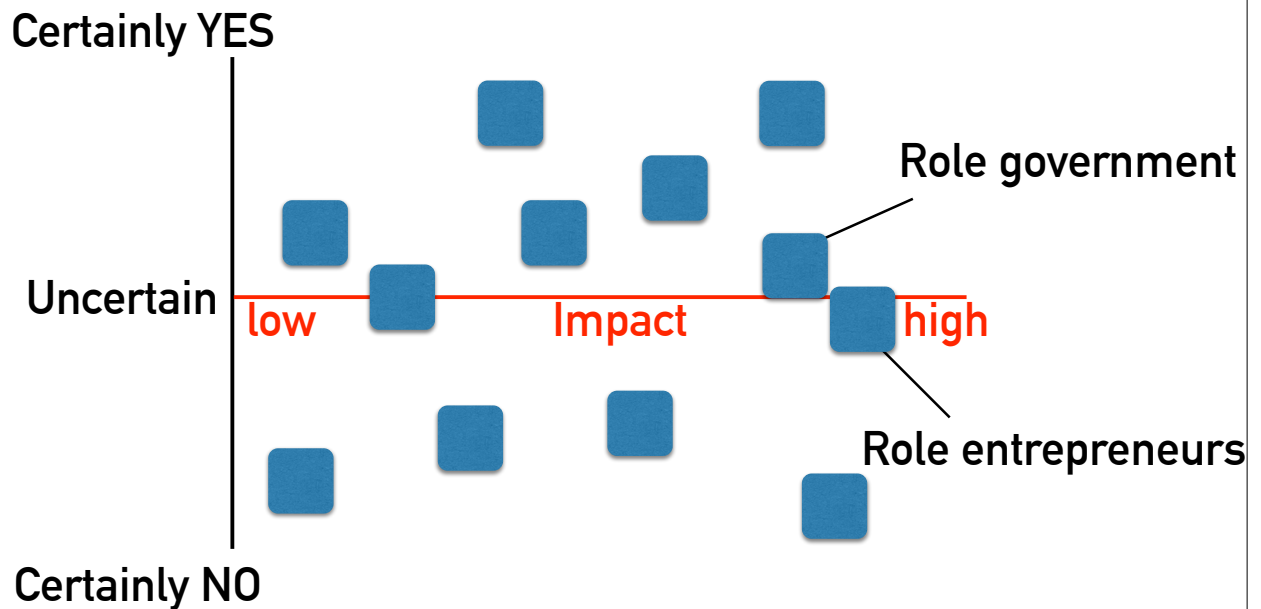
Mapping key uncertainties for Healthcare
Landscape in the Netherlands

Certainly YES

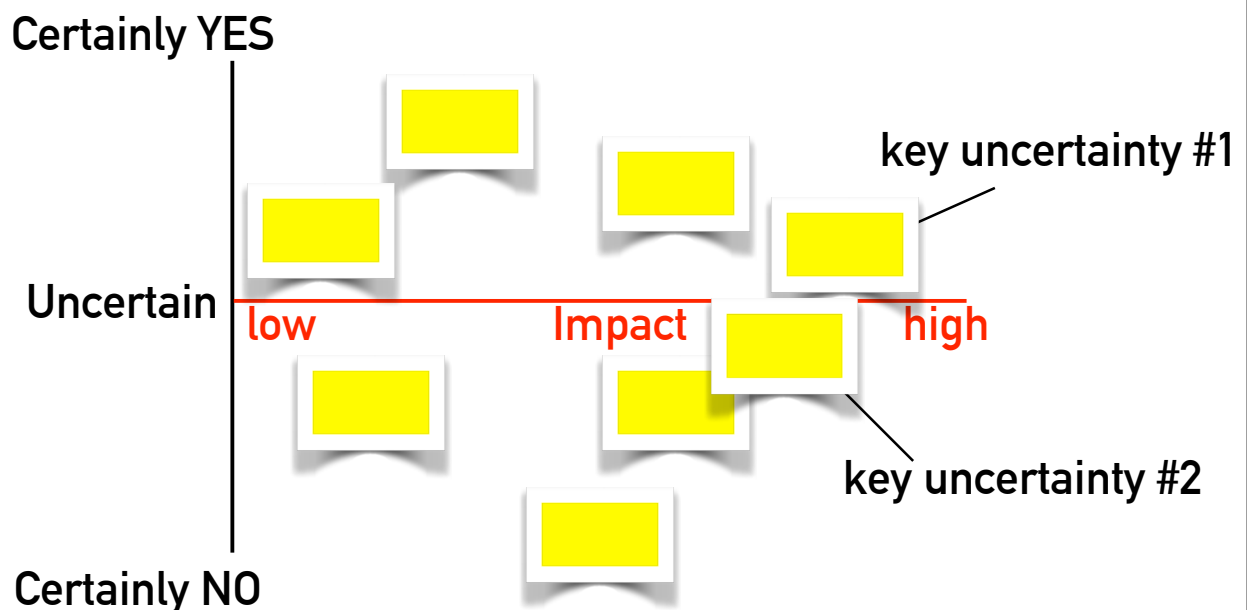


Scenario planning

Mapping key uncertainties for Healthcare Landscape in the Netherlands

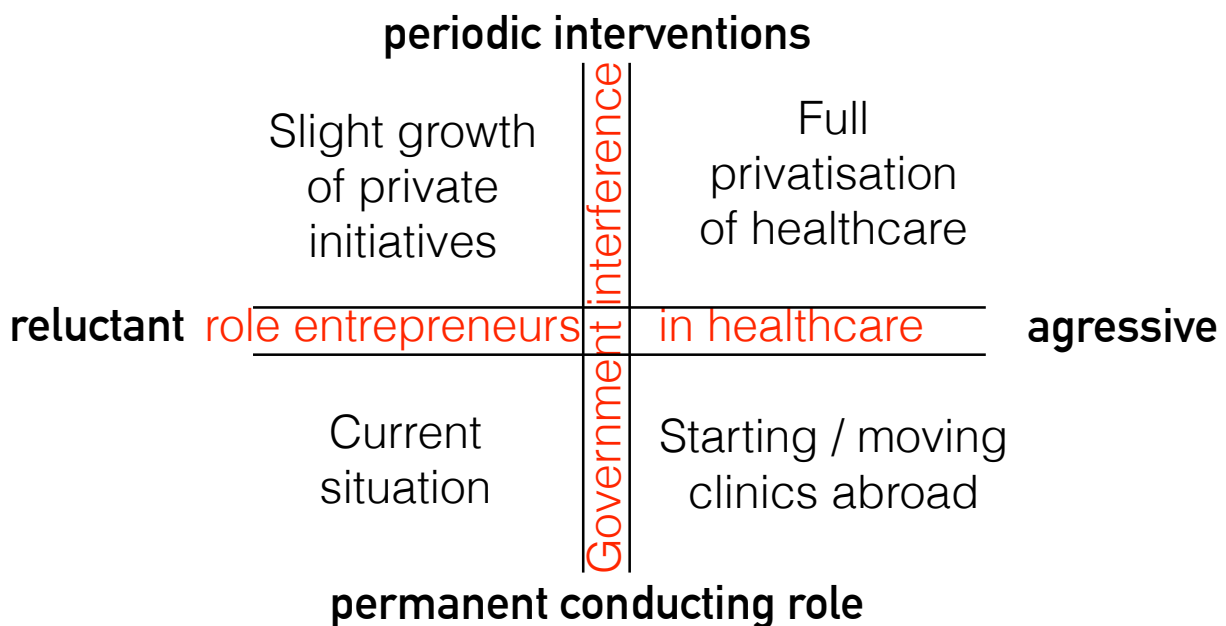


Brainstorm #2 Mapping key uncertainties



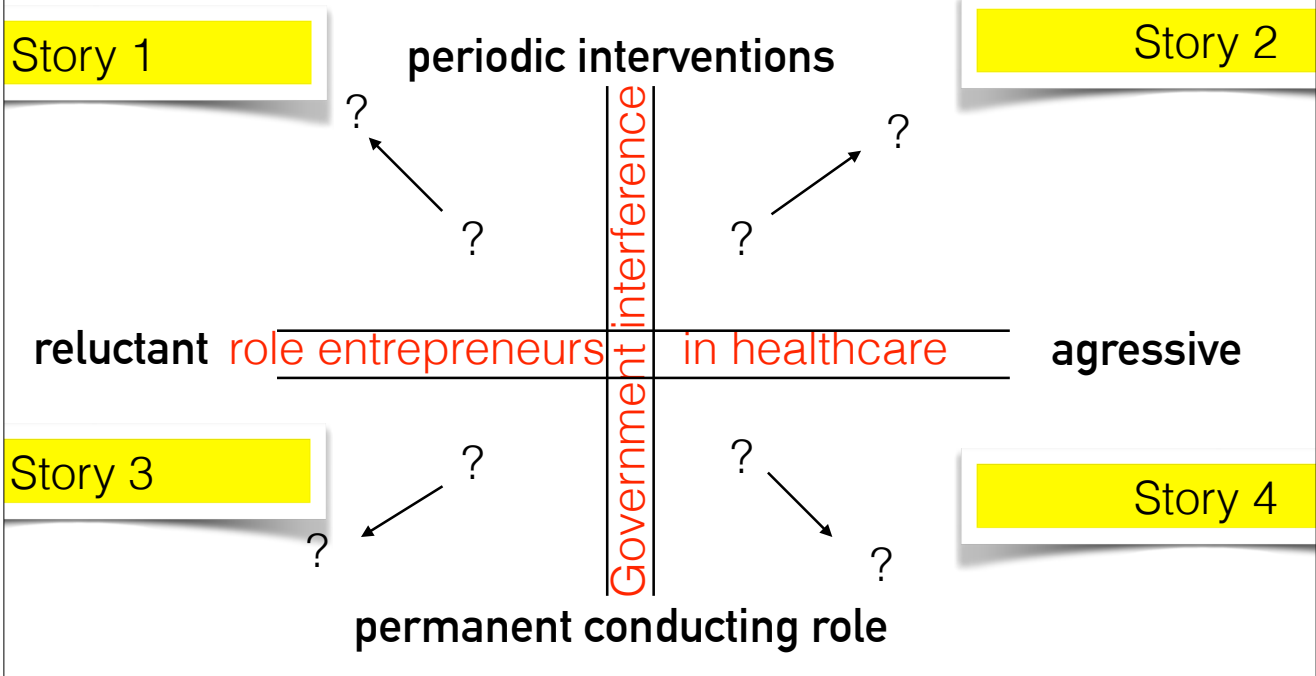
Count down timer 2

Scenario planning Healthcare Landscape in NL



Brainstorm #3

Story and backtracking



Count down timer 5

Scenario planning

Story and backtracking

- From each of the 4 scenarios, map the path leading to it:
 - what forces and developments are pushing the future toward 1 of the scenarios?
 - what events are decisive on the mapped path?
 - from 2028 to 2030, from 2026 to 2028, from 2024 to 2026

Brainstorm #4 Story and backtracking

Story 1 - 2030

1

Story 1 - from 2028 to 2030

2

Story 1 - from 2026 to 2028

3

Story 1 - from 2024 to 2026

role entrepreneurs	interference	in healthc
	nent	

Count down timer 10

Scenario planning

Derive implications for own organisation

- Identify for each of the 4 scenarios the impact on your own organisation:
 - What impact does this have on business and on strategy?
 - To what extent are we prepared for this?
 - What strategic choices do we have?
 - What emergencies do we need to prepare for?
 - How will we react and anticipate?

Brainstorm #5

Implications for own organisation

Story 1



Story 2

Story 3



Story 4



Count down timer 5

Future facts applied in your workplace

- Do not outsource. Create them yourself to prime yourself
- Generate 3 to 5 per month. Cost about 10 minutes per month.
- Keep checking if the FutureFacts are compliant and especially if they are sufficiently unconventional
- Publish them on the office wall, close to the (management) team that is priming itself

