



Using Foresight to Develop an Advocacy Action Plan

Institute for the Future
for QPI Champions Conference
November 14, 2024



Your guide and our guiding agenda

- 9:30 Introduction to Foresight
- 9:40 Find Future Me
- 10:00 Building a Two Curves Action Plan
- 10:30 Break
- 10:45 Identify Strategies for Your Two Curves Action Plan
- 11:05 Create your Poster
- 11:20 Poster Review
- 11:40 Discussion
- 12:00 Close



Rachel Maguire

Institute for the Future

- We are an independent, public interest organization founded in 1968.
- Our mission is to help organizations and leaders become future-ready.
- We provide practical tools, research, and programs that turn foresight into the critical new insights that ultimately lead to transformative action.



“Short-termism may be the greatest threat our species is facing this century.

—Richard Fisher, BBC Future



Image source: <https://slate.com/technology/2017/04/why-people-are-so-bad-at-thinking-about-the-future.html>

Taking the Long View Opens Up New Possibilities



Table 1
BRIEF DESCRIPTIONS OF POTENTIAL HOME INFORMATION SERVICES

1. CASHLESS-SOCIETY TRANSACTIONS. Recording of any financial transactions with a hand-egg super-... deting of balance in a...	amazon	15. FARES AND TICKET RESERVATION. As provided by travel agencies now but more comprehensive and easier. Cheapest rates, information regarding with respect to service, meals, etc.
2. DEDICATED NEWSPAPER, possibly including plus... termined by the user's...	Zappos.com POWERED by SERVICE	16. USA. Daily newspaper, possibly printed during the night, available in time for breakfast. Special editions following...
3. COMPUTER-AIDED SCHOOL. Replaces the day's and reviews the day's pro...		17. INTERACTIVE, BROADCAST MODE, LIVE COURSE THAN AT PRESENT. transfer, advice.
SHOPPING TRANSACTIONS (STORE CATALOGS)		
5. PERSON-TO-PERSON PAID WORK. The substituting for normal personnel where daily contact apply to contacts with the...	upwork	20. NEWSPAPER, ELECTRONIC, GENERAL. Daily newspaper, possibly printed during the night, available in time for breakfast. Special editions following...
6. PLAYS AND MOVIES FROM A VIDEO LIBRARY. Color and good sound are at...	fiverr	21. HOUSEHOLD MAIL AND or from the house...
PERSON-TO-PERSON (PAID WORK AT HOME)		
11. MASS MAIL AND BIRTH color output may be otherwise similar	NETFLIX	23. CON...
12. ANSWERING SERVICES possibly computer call.	HBO GO	24. USA...
PLAYS AND MOVIES FROM A VIDEO LIBRARY		
the code which more detailed information is stored. Statistics also may be available.		25. INDEX, ALL SERVICES SERVED BY THE HOME TERMINAL. Includes prices or charges of the above, or available communications services.

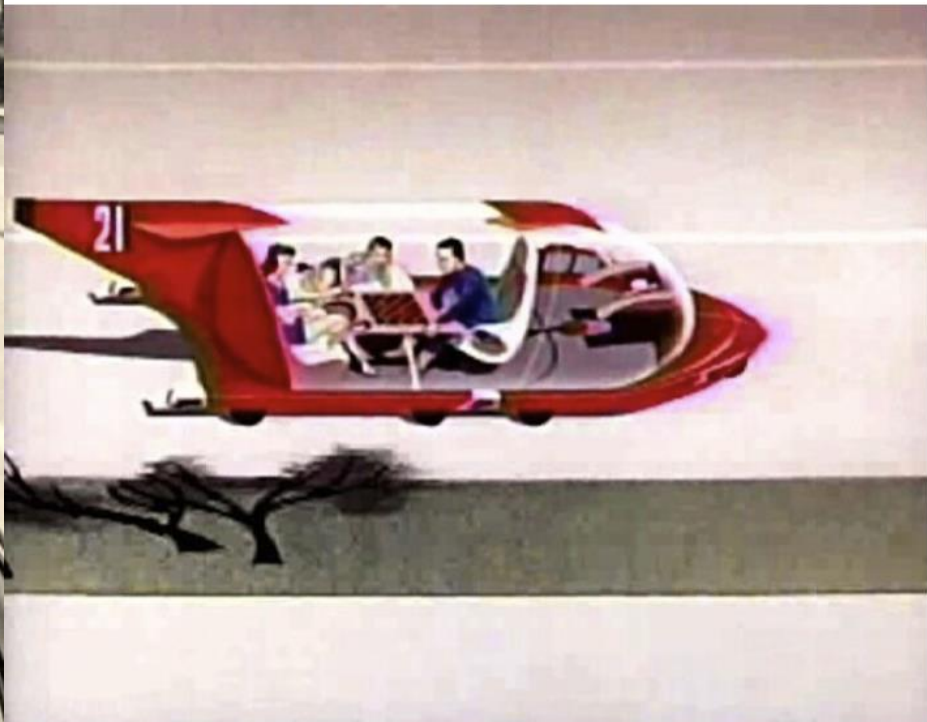
THE AUTOMOBILE OF 1973

See Page 26



Source: <https://gizmodo.com/jetpack-mailmen-1958-512625930>

Source: <https://paleofuture.com/blog/2012/6/6/1923-envisions-the-two-wheeled-flying-car-of-1973>



Source: <https://paleofuture.com/blog/2014/2/17/will-people-work-or-play-during-their-commutes-when-driverless-cars-take-over>

“ When we understand how important it is for Black people specifically, and marginalized peoples generally, to have the expertise to read the past in a way that reveals the future, we will put as much emphasis on Black futures as we do on Black history.”

—HODARI DAVIS (2022)



Source: <https://monumentlab.com/bulletin/there-are-black-people-in-the-future-text-that-became-a-movement>

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That's The Power of Foresight

- Longer-term horizon
- Systems focus
- Integrates multiple voices and sources of expertise
- “Future-back” perspective



Your future self is a stranger

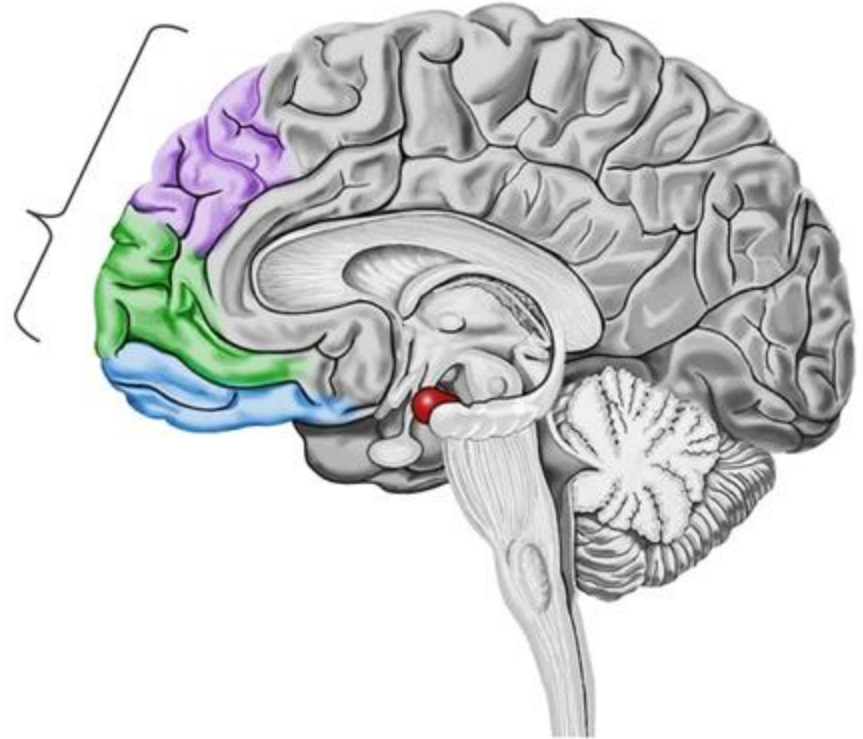


Image source: <https://slate.com/technology/2017/04/why-people-are-so-bad-at-thinking-about-the-future.html>

The Medial Prefrontal Cortex (MpfC)

- Think about yourself → **mPFC activates**
- Think about someone else → **mPFC powers down**
- Think about yourself in the future → **mPFC powers down**

■ Ventral MPFC
■ Dorsal MPFC



How Foresight Helps

- As foresight strategists, we get out of this trap by actively seeking out ways to tangibly experience what the future might feel like, look like, sound like, and taste like.



Two Ways To Think About The Future

FACTS

- In the future there will be **climate change**.
- By **2050**, sea levels may rise by as much as **9 feet** and **750 million** people may be displaced.

FIRST PERSON

- I'll be **74** years old in **2050**.
- If I live in the San Francisco Bay Area, the Oakland and San Francisco airports will both be **at risk of flooding because of rising sea levels**.
- Flying will be harder and maybe less reliable, so maybe **I'll live near my children**.



PREPARE

FIND FUTURE ME

Our future selves are strangers to us. This isn't just a poetic metaphor; it's a neurological fact. Actively imagining our future selves can make the future feel more urgent, prime our brains to pay closer attention to it, and motivate us to actively shape the future today.

IFTF Foresight Essentials Toolkit



WHY THIS TOOL?

- **Make** abstract futures more specific by remembering your place in them.
- **Reverse** a glitchy behavior in our brains that makes it hard for most people to put significant time into thinking about the far future.
- **Increase** cognitive flexibility and prime the brain to be more open to ways the future will be different.

WHEN TO USE:

- **At the beginning** of a foresight or insight session to place yourself in the future and understand how your life might be different.

FIND FUTURE ME

FUTURE DATE:

YOUR AGE:



Can you imagine one way you might be physically different at this age?

Can you imagine one way your family life might be different? Who might you live with? How have your daily habits changed?

Can you imagine one way you might be a better or stronger version of yourself? Is there a new skill you've learned or improved, or a habit you've changed? Perhaps you've survived or lived through something that will have made you wiser or more resilient?

1.2 / FIND FUTURE ME

FUTURE DATE:

Nov. 14, 2035

YOUR AGE:

In years



Can you imagine one way you might be physically different at this age?

Picture yourself at this age.

Can you imagine one way your family life might be different? Who might you live with? How have your daily habits changed?

Imagine your daily life and family life in the future.

Can you imagine one way you might be a better or stronger version of yourself? Is there a new skill you've learned or improved, or a habit you've changed? Perhaps you've survived or lived through something that will have made you wiser or more resilient?

Imagine how your personality and skills would be different.

Take a Quick Inventory of Your Reactions

- Notice how easily or automatically ideas came to you...or how hard you had to work to come up with details.
- Notice how inclined you were to describe a moment similar to today...or how freely you started to invent change.
- Notice whether your body and brain felt relaxed...or active with effort.
- There's no right or wrong answer, just notice.

Questions

- What did you notice about your own thought process?
- What was it like to connect with your future self?

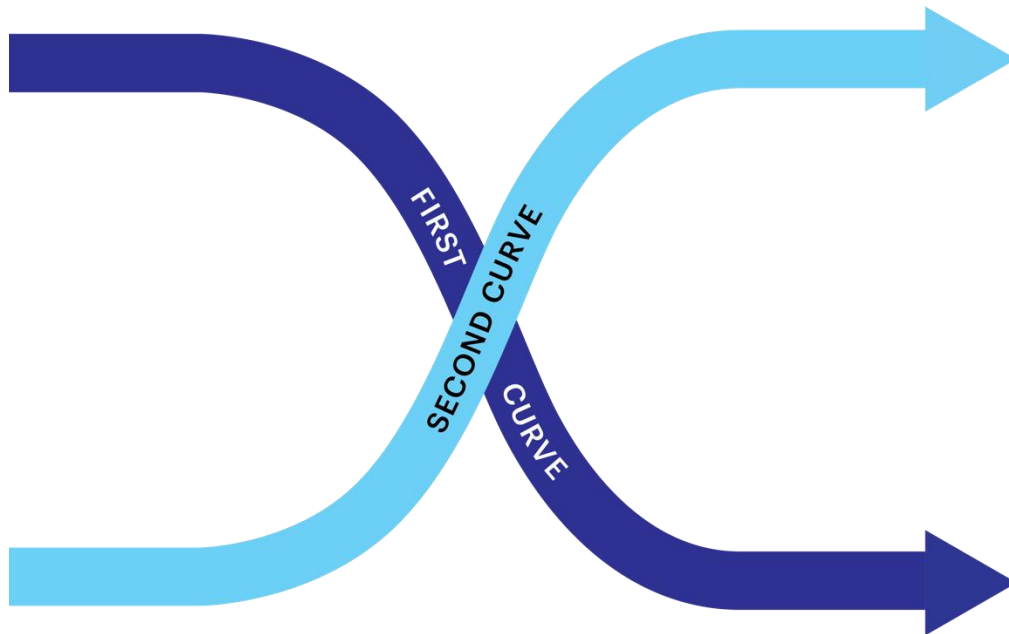


Key Takeaways

- Futures thinking requires the conscious exercise of actively envisioning and imaging.
- By imagining our future selves, it can make the future feel more vivid, prime our brains to pay attention to it, and motivate us to shape the future today.
- We invite you to bring your future selves today.



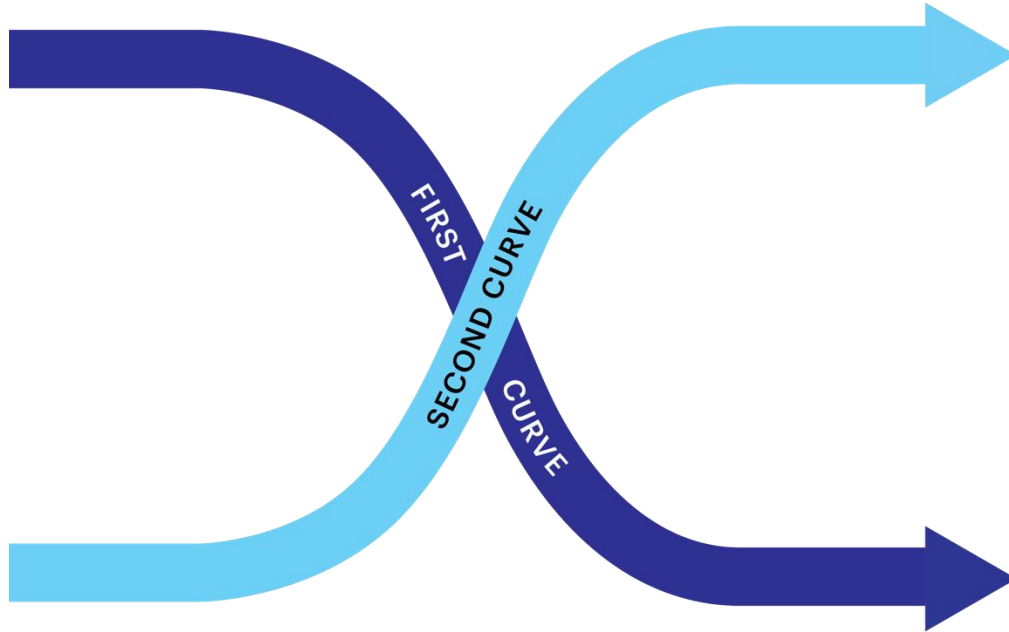
Building A Two Curves Action Plan



Our overall goal is to ensure that every state, county and private agency is following the principles and methods of QPI by prioritizing excellent parenting.

The goal of this process is to develop an action plan for the next ten years that includes at least **three** new practices or policies that are informed by QPI methods.

Building A Two Curves Action Plan



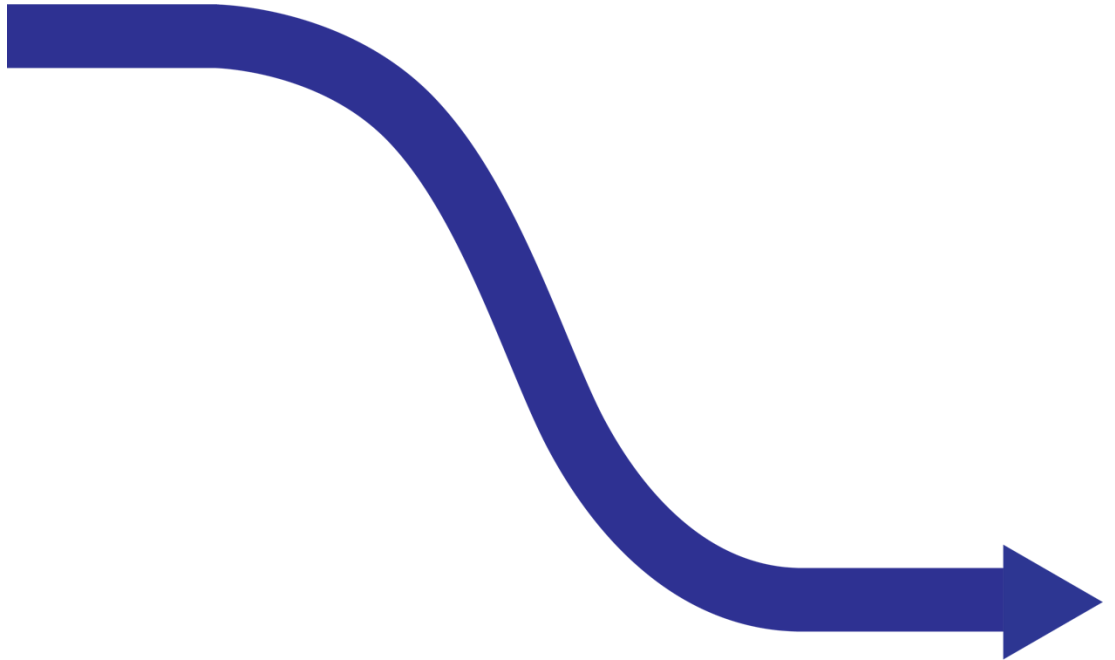
Your topic: child welfare

My example: health-related
caregiving

First Curve: Today's ways of doing things in child welfare

List the ways child welfare is currently operating that need to stop altogether:

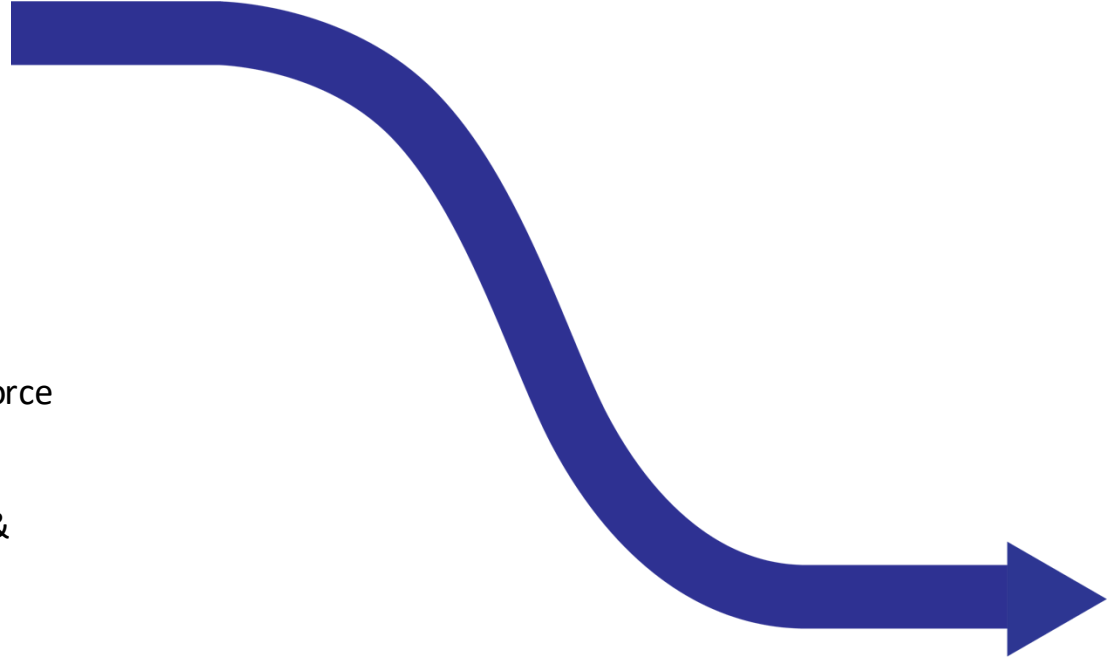
1. _____
2. _____
3. _____
4. _____
5. _____



First Curve: Today's ways of doing things in caregiving

List the ways health-related caregiving is currently operating that need to stop altogether:

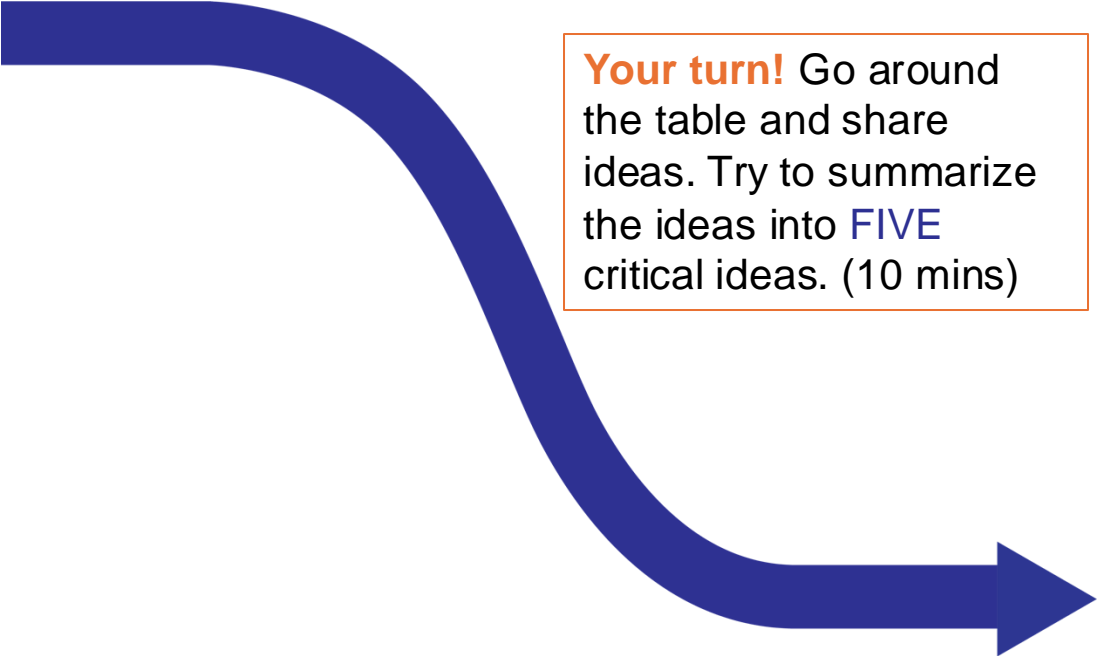
1. Fragmented solutions and policies
(older people, children, people with disabilities, etc)
2. Low wages, poor benefits for workforce
3. Invisibility/lack of recognition of the importance of the work (economic & human flourishing)



First Curve: Today's ways of doing things in child welfare

List the ways child welfare is currently operating that need to stop altogether:

1. _____
2. _____
3. _____
4. _____
5. _____



Your turn! Go around the table and share ideas. Try to summarize the ideas into **FIVE** critical ideas. (10 mins)

Second Curve: 2035's ways of doing things in child welfare

What early examples of QPI values, theory and techniques are already in play? List 5 examples of programs, solutions, interventions or supports that include/are informed by QPI methods.

1. _____
2. _____
3. _____
4. _____
5. _____



Second Curve: 2035's ways of doing things in caregiving

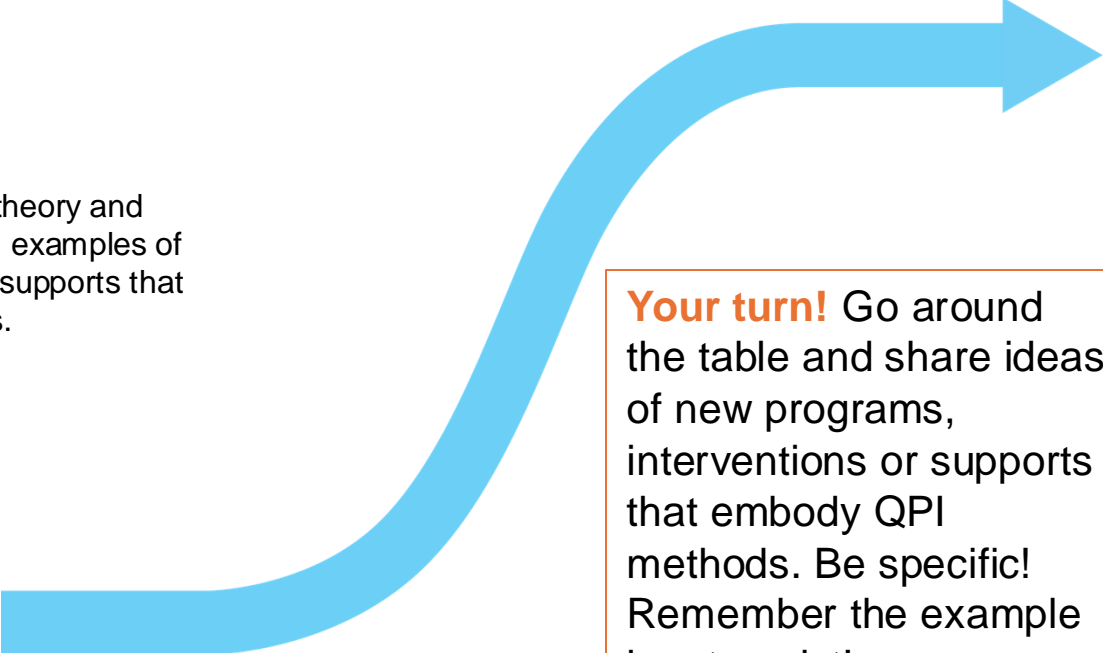
List 5 examples of programs, solutions, interventions or supports that transform health-related caregiving

1. "Care Blocks" in Bogota Colombia
2. Dementia care facilities in Japan that integrate child and adult care
3. Care cooperatives turning caregivers into worker owners
4. National Domestic Workers Alliance's tool designed to boost workers' financial security

Second Curve: 2035's ways of doing things in child welfare

What early examples of QPI values, theory and techniques are already in play? List 5 examples of programs, solutions, interventions or supports that include/are informed by QPI methods.

1. _____
2. _____
3. _____
4. _____
5. _____



Your turn! Go around the table and share ideas of new programs, interventions or supports that embody QPI methods. Be specific! Remember the example has to exist!
Try to summarize the list to **FIVE** ideas. (10 mins)

Second Curve: 2035's ways of doing things in child welfare



Building from the early examples, what are 5 ways your organization (or others) could bring the QPI values, theory, and techniques to life by 2035?

1. _____
2. _____
3. _____
4. _____
5. _____

Second Curve: 2035's ways of doing things in caregiving



Building from the early examples, what are 5 ways health-related caregiving could transform by 2035?

1. The different kinds of care are no longer siloed.
2. Affordable, quality care is a universal right financed through public and private sources.
3. The care economy provides family-sustaining wages and quality jobs. Care workers are respected and appreciated.

Second Curve: 2035's ways of doing things in child welfare

Your turn! Go around the table and share ideas of how child welfare could operate differently in 2035.

Try to summarize the list to **FIVE** *future-focused* ideas. (10 mins)

Building from the early examples, what are 5 ways your organization (or others) could bring the QPI values, theory, and techniques to life by 2035?

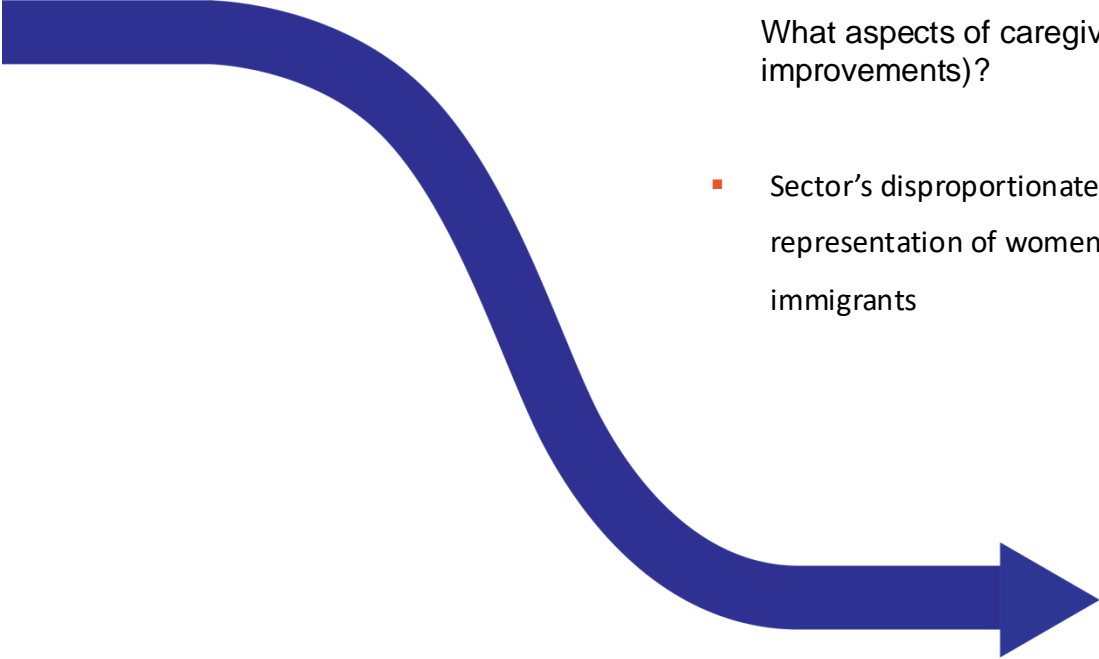
1. _____
2. _____
3. _____
4. _____
5. _____

First Curve: Today's ways of doing things in child welfare

What aspects of today's child welfare practices would you want to keep (with improvements) as we work toward a QPI-informed child welfare by 2035?

- _____ Improvement _____
- _____ Improvement _____
- _____ Improvement _____
- _____ Improvement _____
- _____ Improvement _____

First Curve: Today's ways of doing things in caregiving



What aspects of caregiving today that you want to keep (with improvements)?

- Sector's disproportionate representation of women of color, immigrants

Improvement: Same workers lead in decision-making, agenda-setting and the design and implementation of policy changes

First Curve: Today's ways of doing things in child welfare

Your turn! Go around the table and share what you would like to see carried forward, with improvement. Aim for about **FIVE** ideas. (10 mins)

What aspects of today's child welfare practices would you want to keep (with improvements) as we work toward a QPI-informed child welfare by 2035?

- _____ Improvement _____
- _____ Improvement _____
- _____ Improvement _____
- _____ Improvement _____
- _____ Improvement _____

Second Curve: 2035's ways of doing things in child welfare

STRATEGIES



Transitioning to a child welfare system that ensures that every child experiences excellent parenting every day will require both small and big changes.

List **big** changes in practices, policies, and approaches that **galvanize** the new and emerging QPI-informed ways.

Practice _____

Practice _____

Policy _____

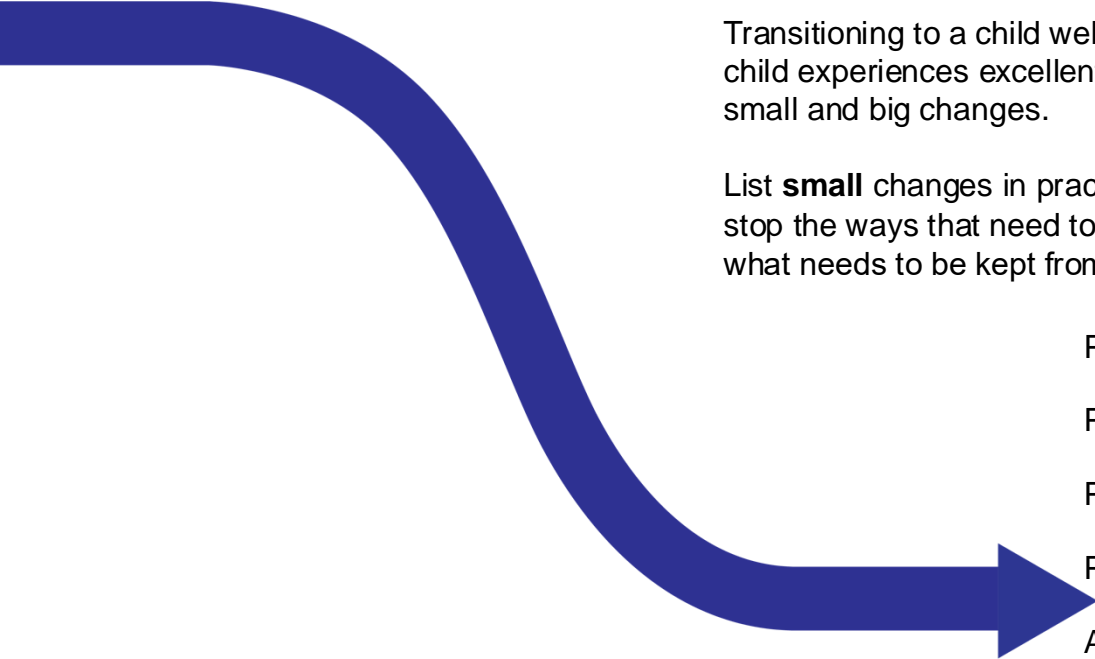
Policy _____

Approach _____

Approach _____

First Curve: Today's ways of doing things in child welfare

STRATEGIES



Transitioning to a child welfare system that ensures that every child experiences excellent parenting every day will require both small and big changes.

List **small** changes in practices, policies, and approaches that stop the ways that need to be stopped OR retain and improve what needs to be kept from today's way of doing things.

Practice _____

Practice _____

Policy _____

Policy _____

Approach _____

Approach _____

Building A Two Curves Action Plan

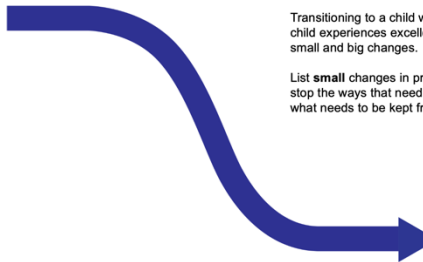
STRATEGIES

Your turn! Discuss the **ACTIONS** you can take over the next decade. If they are small changes (improvements), list them on the first curve. If they are big changes (transformations), list them on the second curve. Remember, this is a 10-year plan! (20 mins).

Note: Do not feel constrained by the “practice,” “policy,” and “approach” prompts on the sheet. Feel free to cross out if not useful.

First Curve: Today's ways of doing things in child welfare

STRATEGIES



Transitioning to a child welfare system that ensures that every child experiences excellent parenting every day will require both small and big changes.

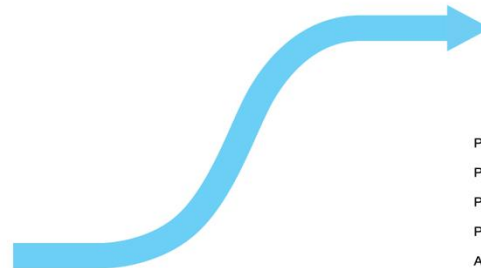
List **small** changes in practices, policies, and approaches that stop the ways that need to be stopped OR retain and improve what needs to be kept from today's way of doing things.

- Practice _____
- Practice _____
- Policy _____
- Policy _____
- Approach _____
- Approach _____



Second Curve: 2035's ways of doing things in child welfare

STRATEGIES



Transitioning to a child welfare system that ensures that every child experiences excellent parenting every day will require both small and big changes.

List **big** changes in practices, policies, and approaches that **galvanize** the new and emerging QPI-informed ways.

- Practice _____
- Practice _____
- Policy _____
- Policy _____
- Approach _____
- Approach _____

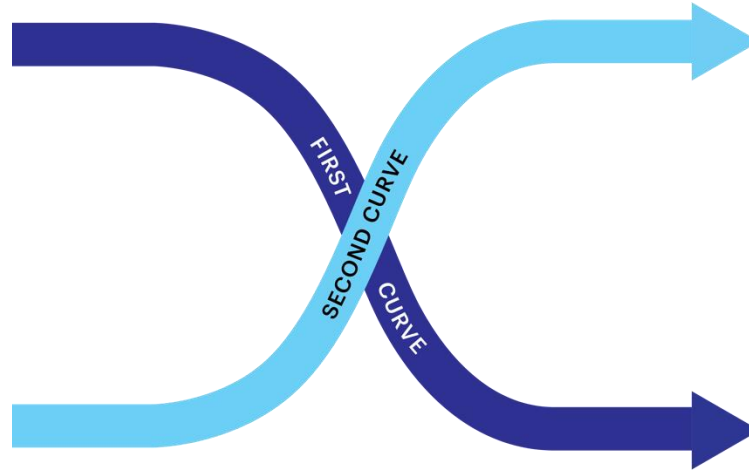


Two Curves Action Plan Poster

PLEASE PUT YOUR TABLE NUMBER

1-2 Ways that need to stop

- _____
- _____



1-2 QPI-informed new ways for 2035

- _____
- _____

1-2 Ways that need to be amplified

- _____
- _____

1-2 Old ways to keep and improve

- _____
- _____

1-2 strategies for building a QPI-informed child welfare

- _____
- _____



Thank you

Institute for the Future
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