

World Futures Day 2024

Oneida Conference Center, Green Bay



Nearly 400 local leaders, activists and civic-minded residents packed the room on March 1 to hear keynote speaker John Smart and local speakers John Werner and Gratzia Villarroel. They listened, asked questions, networked and considered. Here we recall snippets of the presentations...



John Smart, CEO, Foresight University; president of *Acceleration Studies*

Guiding us toward a flourishing community...

- Engage in legacy thinking.
- Create abundance: “What seeds can I plant today?”
- The top trend in the twenty-first century is knowledge economy transition.
- Foresight is anything you do before strategy:
 - *Reports*
 - *Trends*
 - *Scenarios*
 - *Wild cards*
 - “Are we skating toward the puck?”
- Futures are stories we trade.
 - “A story that gets attacked is a powerful story.”

The DoLoop: learn about the past and present; foresee the future; act; review.

Toffler's Foresight Pyramid:

- What's possible?
- What's probable?
- What's preferable?

Individuals lead the *possible* by creating and experimenting.

Groups lead the *probable* through agreement and consideration of risk. **Networks** lead the *preferable* through "coopetition."



3 Mindsets about adopting AI:

- Defensive: save money, prevent bad things
- Opportunity for growth
- Breakthrough thinking: change the rules and the environment.

By 2034 we will have accelerated to:

- 100 times more data than we have now
- 80 times more computing power per dollar
- 5 times more internet connectivity

Generative AI – 3 good ways to use it:

- Is this true?
- Explain this to me.
- Based on these facts advise me – give me options

PAI – Personal Artificial Intelligence

- Will learn your values, goals, interests
- In your private cloud, will help you make purchases; will trace your texts and emails
- It's your butler, your scheduler, a "digital you"



Consider the Adaptation Curve

New technology disrupts for two generations. It dehumanizes – and then we see recovery! Solar energy has become 300 times cheaper over the past 40 years! Over ten years, batteries have become ten times more effective. Now we can imagine the electrification of everything! Think of the new drone application, the "Zipline," which will provide transportation for two million people next year – safely and almost noiselessly.





John Werner Senior Vice President
and Chief Strategy Officer,
Schreiber Foods



Grazia Villarroel, PhD, Professor of
Political Science and International
Relations, St. Norbert College

Our ecosystem has changed over 80 years. Our new corporate strategy enhances who we are but also carves out something new: an actual strategy function in our org chart. We know our customers expect innovation and venturing, so we've built this "insight muscle" that allows us to think bigger. We believe we must "create the space to think about more than today."

Think about Green Bay in a different light. It's becoming a minority majority community, and we're uniquely situated to become a model of a such a community. As our Latino community grows, consider that Latinos are highly entrepreneurial and have purchasing power. We are home to nearly 200 Latino professionals . Let's make this work *for us*.





We imagine **HEADLINES** about our area we'd like to see in the *New York Times* in 2035









