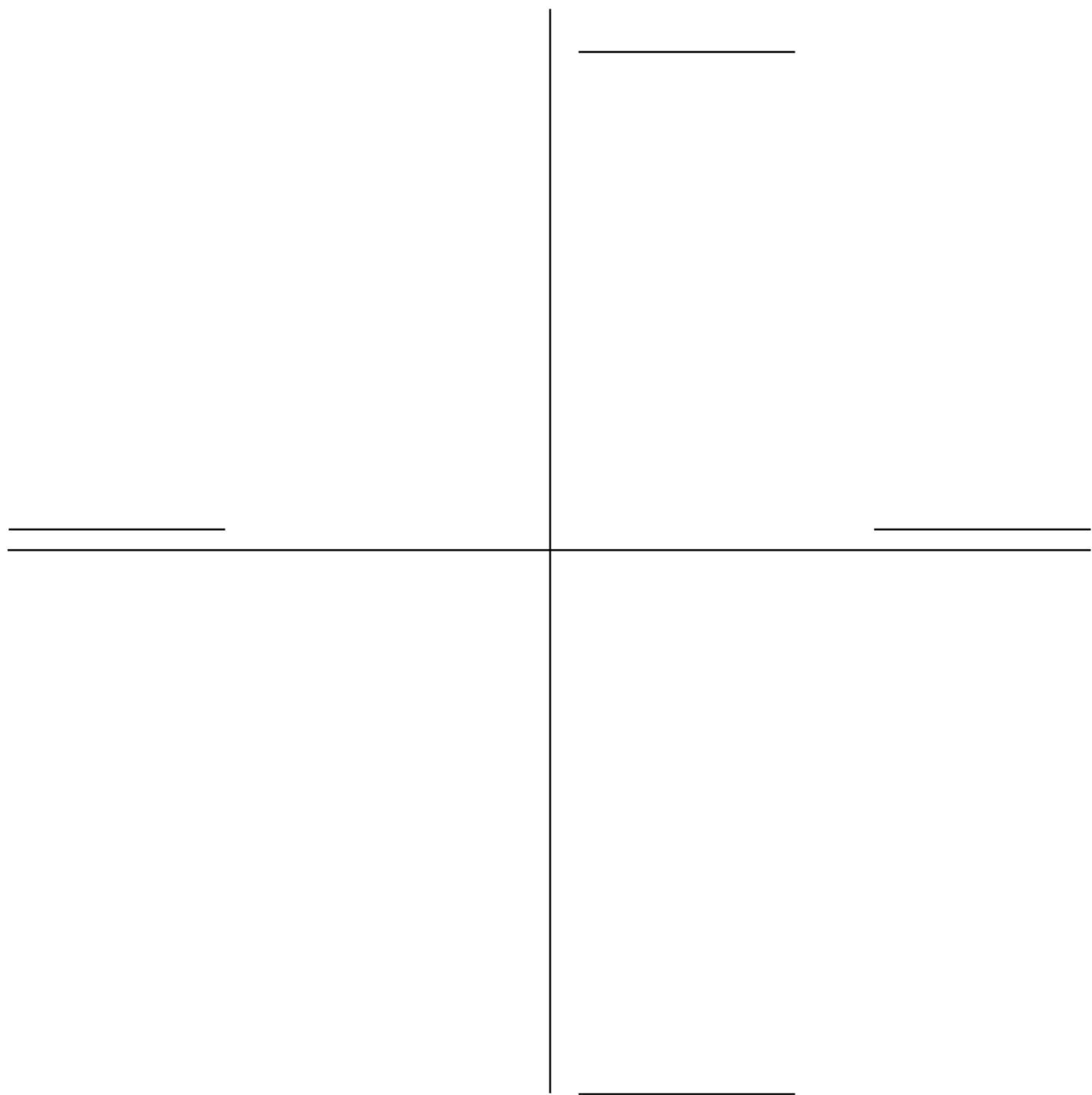


Alternative Futures

The future can always be otherwise. Consider the driving forces, trends, and weak signals you identified previously, and explore the alternative futures they could bring.

Here's how:

1. Pick two trends or driving forces you're interested in exploring.
2. Map the extremes of each on a spectrum — from less to more. This creates four scenarios.
3. Analyze each scenario. Answer: What happens in this alternative future?
4. Give every scenario a name or catchy title. Make it memorable.
5. Choose your preferred scenario. Discuss why.



FUTURIST MINDSET

When analyzing each scenario, think: What does a future world where these two forces coincide look like? What changes and what doesn't? What new problems and opportunities arise? Who wins? Who loses? Is it a desirable future? For whom? You can try different combinations of forces or trends to explore what scenarios it creates. Remember to collaborate and be playful!