

APPLIED EXPERIENTIAL FUTURES



A TRAVELERS GUIDE

WELCOME TRAVELER

We are **The Applied Futures Lab**. We bring together diverse, interdisciplinary groups of people and organizations to explore, research, and model possible futures. We collaborate with people and organizations interested in taking a deeper dive into imagining their possible futures: wild thinkers, data junkies, creatives, storytellers, and those who desire to understand and prepare for the future.

We are researchers looking at wicked challenges through data collection, analysis, and narrative construction. We are facilitators carving out space and time to peer into the future. We are creatives encouraging imagination and scenario building. We are producers creating human adventures.

We are Futurists **envisioning futures for all**.

We are delighted to invite you on this adventure to explore your own possible futures.

TRAVELER ITINERARY

1. **Traveler's Checklist:** what you need for the journey
2. **Traveler's Scan:** understand where you are today
3. **Prepare to Launch:** construct your time machine
4. **Time Travel:** set the clock and explore the future
5. **Assess Obstacles:** identify what is in your way
6. **Assemble Your Team & Tools:** gather your people, resources, and experts
7. **Time Hop:** work backward to plan action
8. **Travelers' Tales:** fragments from the future
9. **Continue the Journey:** join us for more adventures through time

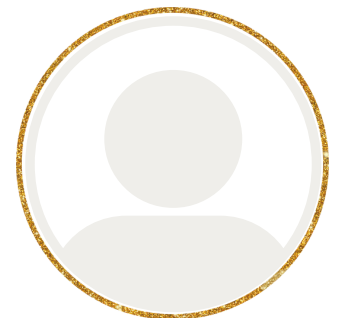
MEET YOUR FUTURE GUIDES



CYNDI COON
Lead Futures Builder
Time Traveler



KIM LARKIN
Experience Curator
Strategy Mapper



Add features to your badge picture

I AM TRAVELER

(name)

EMBARKATION DATE

ARE YOU READY FOR A TIME TRAVEL ADVENTURE?
TAKE A DEEP BREATH AND CONTINUE ON!

1. TRAVELER'S CHECKLIST

GATHER WHAT YOU NEED FOR THE JOURNEY

PACKING LIST

SUPPLIES: YOUR GEAR

A writing tool, colored pencils, markers

A journal or scrap paper

A printer (optional)

ATTITUDE: YOUR MINDSET

You are an active participant in the future

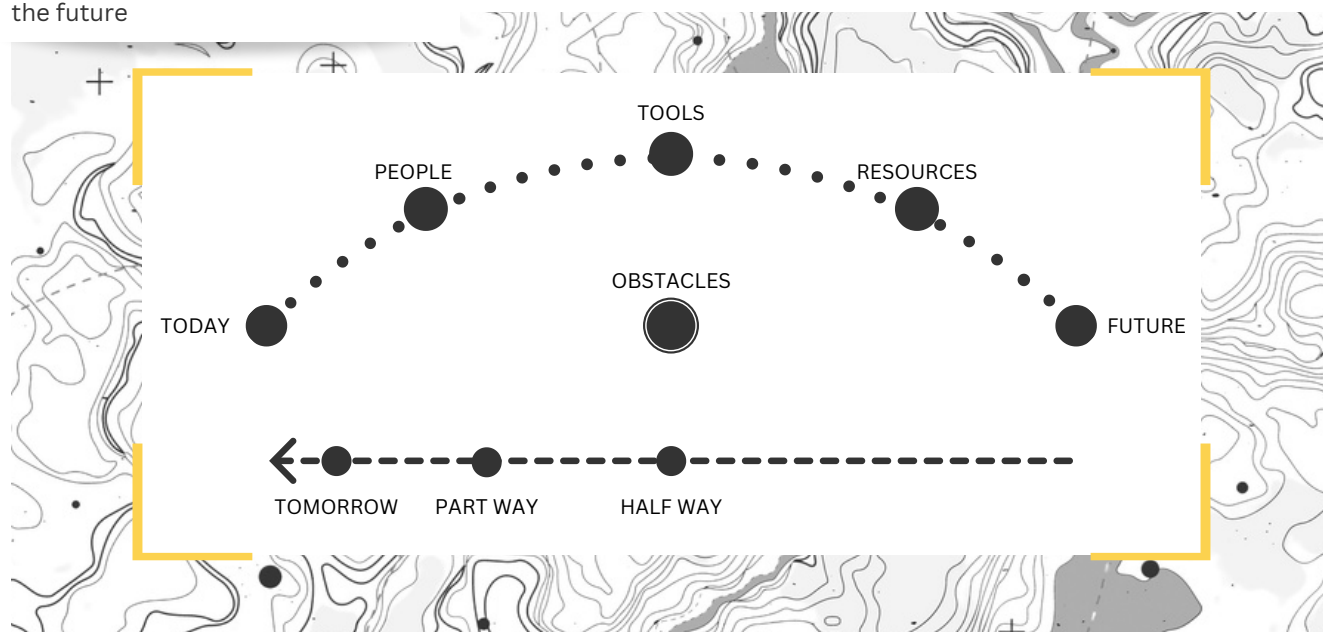
Imagine the future you want to see

Let go of fears

The future is built together

MAP TO YOUR FUTURE

This Applied Experiential Futures Map is a guide to design and build the future



INHALE
EXHALE
AND CONTINUE...

2. TRAVELER'S SCAN

EVALUATE INTERNAL AND EXTERNAL FACTORS

The field of study known as 'Futures' is a qualitative social science approach to identify indicators around big wicked challenges. We spend time discovering uncovered data by asking deep questions to define factors that will affect the future.

UNDERSTAND WHERE YOU ARE TODAY

Examine your current reality to understand the influences of the people and world around you.

YOU

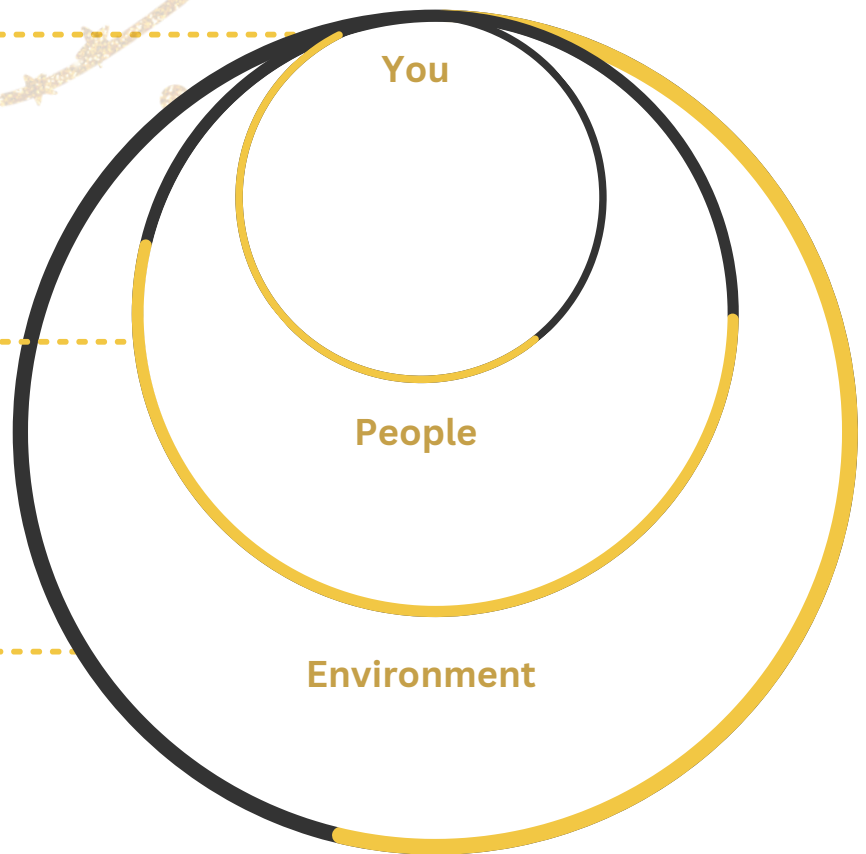
What is your current situation? What helps propel you into the future?
What gets in your way?

THE PEOPLE

Who is involved in and impacted by your future? What are their realities and needs?

YOUR ENVIRONMENT

What is happening around you that might affect where things are headed?



UNLOCK THE FUTURE TODAY!

Do you have a futures mindset? Check the boxes below to find out!

- | | |
|--|--------------------------------------|
| <input type="checkbox"/> Collaborative | <input type="checkbox"/> Balanced |
| <input type="checkbox"/> Confident | <input type="checkbox"/> Specific |
| <input type="checkbox"/> Positive | <input type="checkbox"/> Open-minded |
| <input type="checkbox"/> Prepared | <input type="checkbox"/> Patient |

Did you check more than 3 boxes? Less? Notice where you may need to pay more attention or put in effort.



TRAVELERS BADGE UNLOCKED

YOU DID IT!



You cleared for launch

**INHALE
EXHALE
AND CONTINUE...**

3. PREPARE TO LAUNCH

READY YOUR TIME MACHINE

TOOLS

Colored pencils and/or markers, a printer, and paper.

MAKE IT

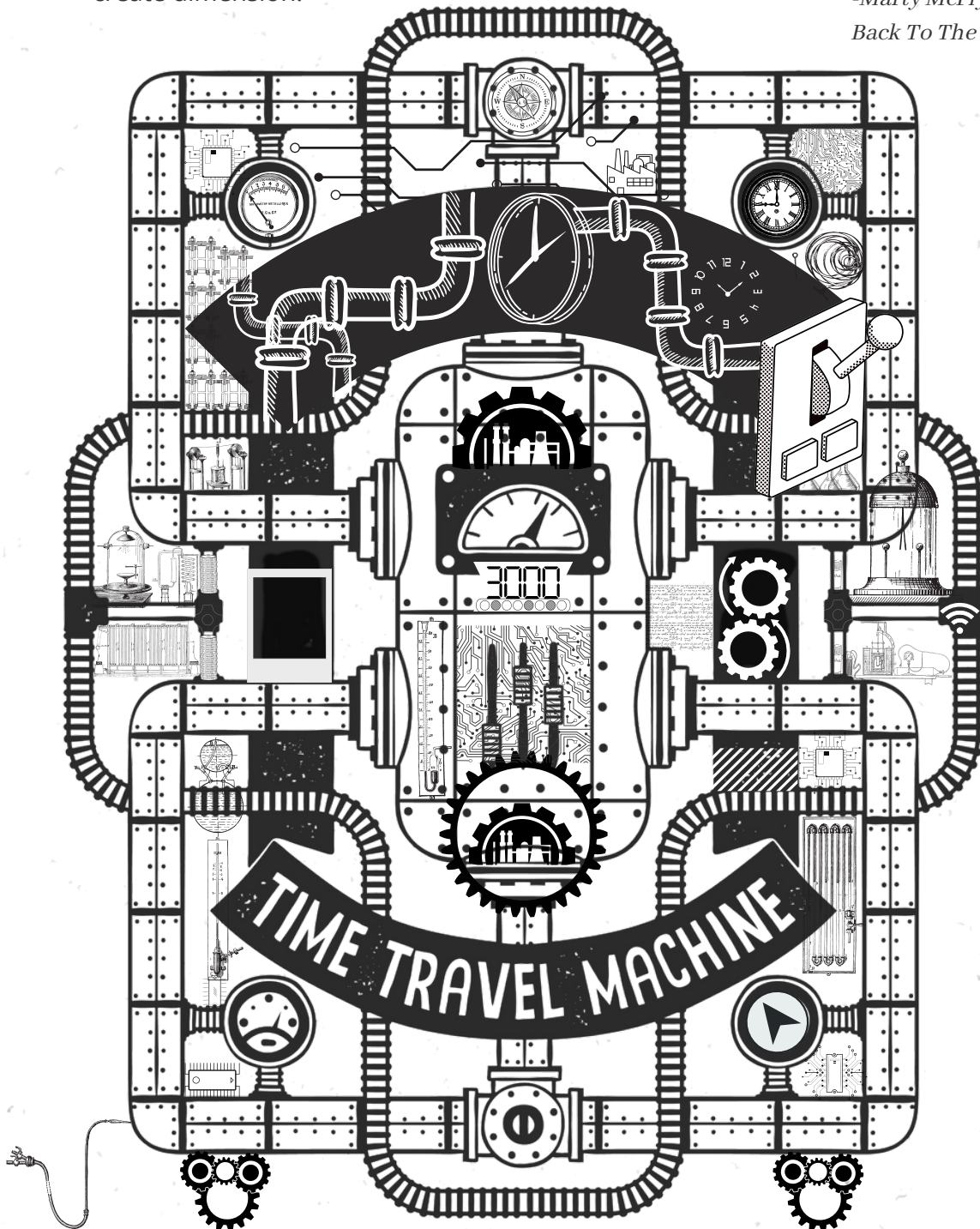
1. Print out the time machine on this page.
2. Color it in with colored pencils, markers, or crayons.
3. Get creative by adding stickers or collage materials.
4. When it is complete, fold it along the dotted lines to create dimension.

"Wait a minute.

*Wait a minute Doc,
are you telling me you
built a time machine out
of a DeLorean?"*

-Marty McFly

Back To The Future



4. TIME TRAVEL

SET THE CLOCK AND EXPLORE THE FUTURE

Applied Experiential Futurecasting provides the tools and guides to look into the future through exploration, experimentation, observation, practice, play, and adventure.

STEP 1

Stretch and take a deep breath.

Stretch your arms. Roll your shoulders. Twist or bend in a way that feels good. Lean your head from side to side. Take a big breath. Inhale. Exhale.

STEP 2

Ask yourself, "What is the future I want?"

Choose one thing you truly want to do or accomplish 10 years from now. Is it something personal, like stability, a career accomplishment, or a bucket list goal? Write it down in detail.

STEP 3

Step in your time machine and set the dial 10 yrs in the future.



Step 4:

Imagine the future.

Close your eyes or rest your gaze. Imagine your desired future in as much detail as possible. What does it look like? What does it feel like? Who is there with you?

START

LAUNCH INSTRUCTIONS

Activate your time machine. Set the dial and clearly visualize the future you want. Be open, think hard, and write down what you envision.

SUPPLIES: paper and a writing tool

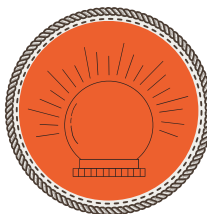
Step 5:

Return to today. Document your story.

Write down or draw what you saw and felt in as much detail as possible. Daydream about it. Share it with your friends, family, and colleagues. Sharing your story makes it real!

UNLOCK THE FUTURE TODAY!

What surprised or excited you about the future you imagined?



TRAVELERS BADGE
UNLOCKED

YOU DID IT!



You envisioned the future

INHALE
EXHALE
AND CONTINUE...

5. ASSESS OBSTACLES

IDENTIFY WHAT MIGHT GET IN YOUR WAY

Look straight into the eye of threats.

By considering the future you want to avoid, you prepare to build the future you want. The Applied Experiential Futurecasting method uncovers threats to your desired future and opportunities to prevent, disrupt, and mitigate them.

"There isn't any 'the future.' There are only multiple possible futures."

Margaret Atwood

We gather data and ask experts, what keeps them up at night as a threat or a thrilling emerging possibility?

CHANGE THE STORY, CHANGE THE FUTURE

Fill in the blanks to uncover your fears about the future and obstacles to overcome.

There was a person in _____ who decided to embark on a journey ten years into the future. When they reached their desired future, they _____ and _____. Suddenly out of nowhere, it appeared—their greatest fear about the future! It was _____. It was stopping them by _____. Luckily they came equipped with a futures mindset! They let go of fear, activated their super strengths from the Traveler's Scan of _____ and _____, and assembled their people, tools, and resources to overcome the threat. Finally, they busted through the barriers keeping them from their future and were prepared to take action!

FACE YOUR FEARS TO CHANGE YOUR STORY

- ✦ Take power away from fears by naming them
- ✦ The future will never be as dark as a sci-fi movie
- ✦ The future is not fixed; embrace possibility
- ✦ Think critically about perspectives on the future

UNLOCK THE FUTURE TODAY!

What's getting in the way of your desired future?



**TRAVELERS BADGE
UNLOCKED**

YOU DID IT!



You disrupted the threats

**INHALE
EXHALE
AND CONTINUE...**

6. ASSEMBLE TEAM & TOOLS

FIND YOUR FUTURE FORCES

People build the future.

Diversity of thought, experience, expertise, and background is essential to have a meaningful effect on the future. We gather research inputs and connect individuals and groups to envision complex and evolving futures.

"Humans create their futures every day of every year; only you can alter your worlds."

-Janet Ellen Morris

IDENTIFY YOUR FUTURE FORCES

Where is the future being built right now? It starts with you and your surroundings. Identify and equip yourself with the people, tools, and experts to enable or disrupt your future. Assemble a trusted team, get vulnerable, listen, and ask for help.

PEOPLE

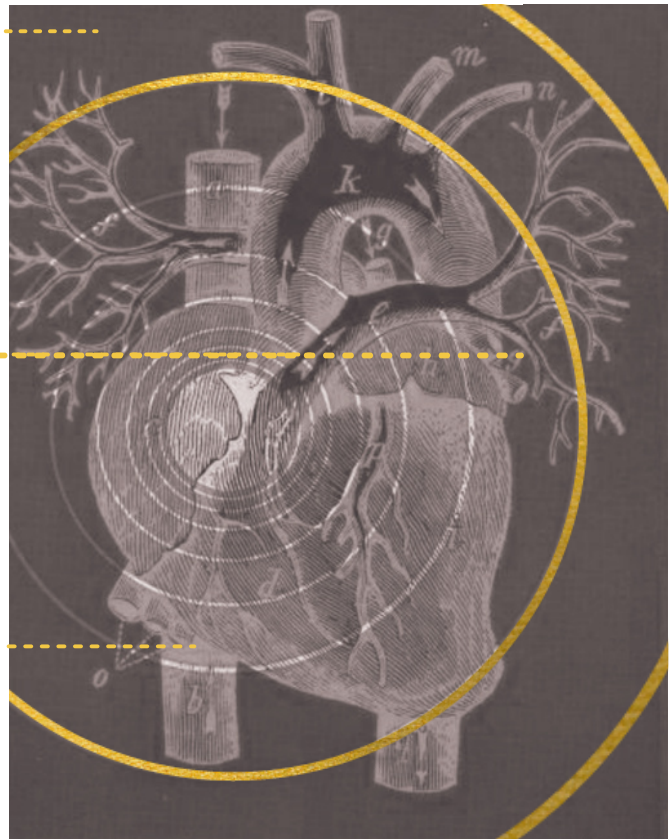
Who are the supportive people in your life who can help you? Think about colleagues, friends, [chosen] family, community, or associations.

TOOLS AND RESOURCES

What tools and resources can you tap into? Think about technology, materials, organizations, or groups.

EXPERTS

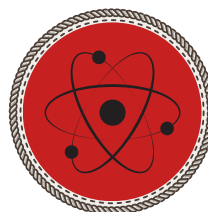
Who are the experts who have been there before that you can learn from?



UNLOCK THE FUTURE TODAY!

How might you engage your future forces?

Ex., Connect with a friend to support ongoing accountability



**TRAVELERS BADGE
UNLOCKED**

YOU DID IT!



Your team & tools are ready!

**INHALE
EXHALE
AND CONTINUE...**

7. TIME-HOP

EMERGE PREPARED FOR ACTION

The Applied Experiential Futures process supports strategic action. We provide research, models, narrative, and visual scripts for action that prepare decision-makers to enable or disrupt possible futures.

BACK TO THE TIME MACHINE

Prepare to go back in time! Plan the steps to build your envisioned future. Write down your answers. Be as specific as possible.

EXAMPLE

Imagine your goal ten years from now is something personal, like being a guest at the International Space Station hotel in lower earth orbit.*

- Is **halfway** researching supplies and putting together a packing list and travel plan?
- Is **partway** choosing the right voyage?
- Is **tomorrow** telling someone about your goal to visit the ISS hotel?

**You happen to find a golden ticket for space travel and accommodations!*

HALFWAY

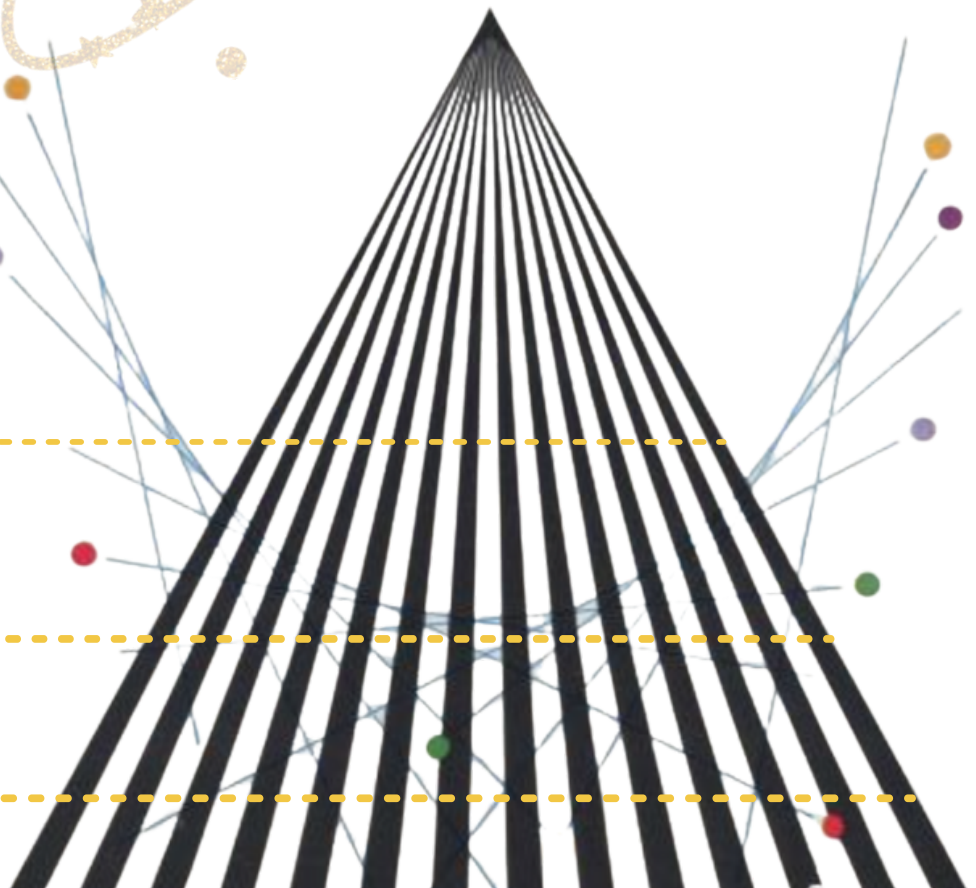
What needs to happen to get you halfway (5 yrs) between where you are today and where you want to be?

PARTWAY

What needs to happen to get 1/4 of the way (2.5 yrs) there?

TOMORROW

What are the first 1-3 things you can do to get started?



UNLOCK THE FUTURE TODAY!

Draw an object, symbol, or animal as a visual reminder of your commitment to take action.



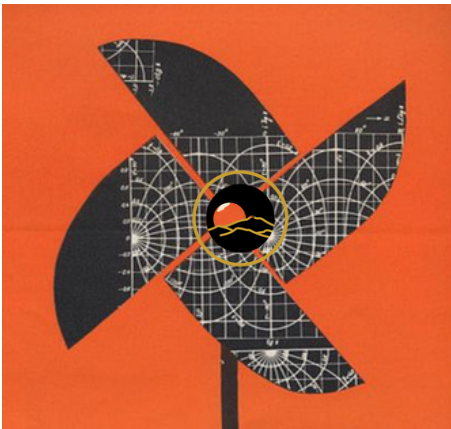
TRAVELERS BADGE
UNLOCKED

YOU DID IT!

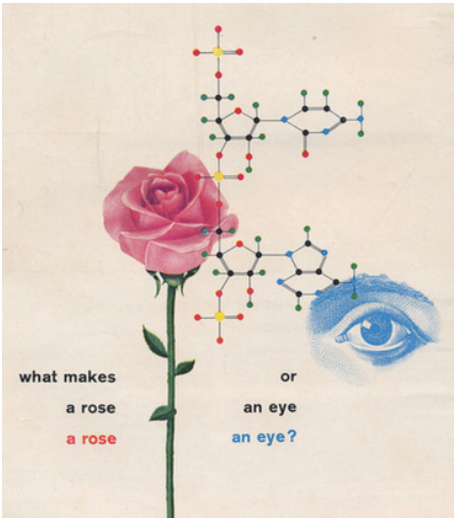


You're prepared for action

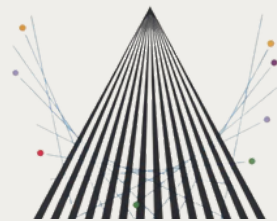
INHALE
EXHALE
AND CONTINUE...



The Applied Futures Lab serves as a leading global resource for strategic insight and multidisciplinary subject matter expertise in Applied Experiential Futurecasting.



TRAVELER'S TALES



FRAGMENTS FROM THE FUTURE



**APPLIED EXPERIENTIAL
FUTURES TRAINING
Sign up today!**

Walk away with a lens to peer into the future.

ADVICE FROM THE LAB

Practice a 'futurist mindset' as you imagine, dream, and do.

FUTURIST IS THE #1 SKILL NEEDED IN THE WORKPLACE!

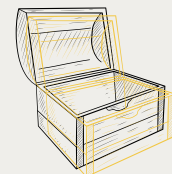
According to 140+ CEOs interviewed by Jacob Morgan for *The Future Leader*.

Read more about how futurists make sure organizations aren't surprised by what the future might bring in the Forbes article, "This Is What Leadership Will Be In 2030," on the world wide web.



FORBES

Artifacts from the Future!



The most interesting, novel mementos and bespoke artifacts chronicle your journey and make memories last.

Are you plagued by fears of negative futures?



FUTURECASTING may be for you!

"Being part of this [futurecasting] experience was life-transforming for me — the scenarios triggered connections with so much of my life — bringing back vignettes and epiphanies that I could never have connected without the prompts. The workshop was a wake-up call to the humanity within me which had been dormant."

- Mei Lin Fung, Chair, People Centered Internet



CONTINUE THE JOURNEY

JOIN US FOR MORE ADVENTURES THROUGH TIME

Thank you, Traveler, for your time, trust, and collaboration during the journey.

Applied Experiential Futurecasting takes participants, teams, and organizations on adventures to understand, prepare for, and be unafraid of the future.

YOU'RE INVITED

Continue on a path to discover the future. Join The Applied Futures Lab on more adventures through time. Visit appliedfutureslab.com



This is not a QR code, it's a portal.
Connect with The Lab.

UNLOCK THE FUTURE TODAY!

What is one thing you learned that you can apply right now?

FUTURE TRAVELER'S PLEDGE

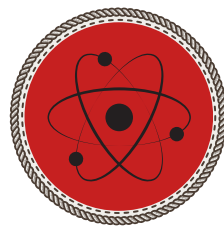


I will be an active participant in the future.

signature

date

PROUDLY COMPLETED THE TIME TRAVEL ADVENTURE WITH
THE APPLIED FUTURES LAB



THREE ODDEST WORDS

WHEN I PRONOUNCE THE WORD
FUTURE,
THE FIRST SYLLABLE ALREADY
BELONGS TO THE PAST.

WHEN I PRONOUNCE THE WORD
SILENCE,
I DESTROY IT.

WHEN I PRONOUNCE THE WORD
NOTHING,
I MAKE SOMETHING NO
NONBEING CAN HOLD.

-WISLAWA SZYMBORSKA

Why poetry?

We use poetry to connect with
creativity, imagination, and humanity.
To think ten years into the future,
we need to leave the present behind.
Poetry helps us do that.

