

Abstract

The Use of Print and Other Media to Communicate Strategic Foresight Insights

Researching the future should only be part of the work of a long-term forecaster. Just as important is how that foresight is communicated—explaining trends and developing scenarios in a style that is engaging, accessible, and ultimately actionable by governments, corporations and NGOs, and the public. At the Institute for the Future we use the term human-future interaction to describe this continuous cycle of researching and communicating foresight using a variety of formats and visual media.

This presentation will introduce the larger work of human-future interaction and explore one of IFTF's most successful communication formats, foresight maps. Much like geographic maps, maps of future trends can be very useful tools to help people navigate unknown terrain and see the big picture. IFTF has designed foresight maps to communicate research on 10-year global trends, technology landscapes, the future of health care, and many other topics. This session will feature many examples of foresight maps and share learnings from map development and engaging groups to work with maps.