Corporate Futures
Doing it Differently

Josephine Green
Philips Design, Royal Philips Electronics
“Every few hundred years in Western History there occurs a sharp transformation. Within a few short decades, society rearranges itself: its worldview (paradigm), its basic values, its social and political structures, its arts, its key institutions. Fifty years later there is a new world” Peter Drucker “Post Capitalist Society”
What we do.....

- promote new thinking and new knowledge
- promote new approaches to researching and engaging with the future
- deliver sense making stories
What drives the future?
We cannot continue to “consume” the future in this way.
Beyond consumers and consumption

Diversity
Creativity
Empowerment
Beyond materialism

Quality of Life

• Self development and growth
• Relationships-family, friends, community
• Participation and control
• Balance and well being

New development model based on balancing:
• Social
• Environmental
• Economic
Beyond growth

The dream of wellbeing dreamt until now by a few is not sustainable for all. We have to change. We have to learn how to live better consuming less environmental resources and regenerating the contexts of life.

Ezio Manizini. Politecnico of Milan

An ecology of people and technology

People don’t “consume” technology, they live with it side by side. Less about “what do I need”? And more about “how can I/we take advantage of this space to do what we want in the way we want to”?

As people and technology co-exist, then the context, the activity and the experience become important. The Context Economy
An ecosystem of information, services, experiences and solutions.

- Enabling a more co-creative user through deep customization
  
  open tools & product/service combinations which are adaptive, personalized, changing, and evolving.

- Enabling more user centric systems
  - from stand alone to connected
  - context driven products, services and systems solutions
Re-inventing health

• A new health consciousness and quality of life
• Aging population
• Increasing growth of chronic disease (diabetes, heart, Alzheimer’s, obesity, etc)

Need for a new approach

A more systems and structural reform and radical transformation.

Active Welfare

The “full engagement” of people in their own healthcare, as active participants along the continuum prevention-care. A decentralized, distributed and co-created health system which is stakeholder driven.
An ecology of lifestyles and growth

Local distributed economies based on local resources and knowledge, local production and consumption, relevant to the social and environmental context

It offers a different development model and a different way of perceiving and acting in the world based on:
• local production and consumption
• users as co-producers
• social and environmental qualities
• deep quality and experience
Re-inventing our lifestyles

A model based on sufficiency and more equity. Learning not how to give more but to take less based on:
• efficiency - redirecting technology research and programs. More from less
• consistency - using nature in a compatible manner
• sufficiency - re-thinking lifestyles. Learning to live elegantly, within limits and harmony with nature. Deciding how much is enough

Wolfgang Sachs "Globalization and Sustainability" The Wuppertal Institute, Germany
We live in an age in which we have to re-invent many of our institutions, our social industries, our democratic systems, our lifestyles and even the very growth models on which they are based.
Social Innovation

20th century
the market
market innovation
consumer needs/insights
experts /professionals

21st century
the social
social innovation
stakeholder needs/insights
partners and value network

AND BOTH
market and social driven
solutions

The Why, What, How and Who
of Research and Innovation
Futuring

Work it all out a priori
Linear
All planned and charted

Life just doesn’t work like this

Experts and professionals
Disempowering and undermining

Don’t own but acquire others futures

Work it out as we go
Explore create experiment refine

Real life trial and error and experience

Collaborative participation also based on everyday experience and knowledge
People construct their own meaning and purpose

Own their own futures
Researching the Future
Foresight, Trends & People Research:
Integral futures, Socio-dynamics, CultureScan
Personas, Generations on line communities
Researching the Future
Foresight, Trends and People Research

- Short term
  - People: real life experiences
  - Generations: generational mindsets
  - Culture: changing cultural expression
  - Society: emerging values & needs
  - Paradigms: changing global drivers

- Long term

Josephine Green Philips Design 2006
Researching the Future
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Engaging with the Future
Cultural Innovators
Creative Communities
Social Entrepreneurs
Engaging with the Future

Cultural innovators

Personal growth, self actualization, self determination,
Sustainability, diversity, social concern, altruism

Social entrepreneurs and social ventures

Social entrepreneurs embed their social mission in business and reach self sufficiency through earned income.

at the leading edge of change and a powerful force for change in the coming years
Foresight in Design

Reseaching the Future
Foresight, Trends & People Research:
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Social Entrepreneurs

Co-Creating the Future
open, collaborative inclusive research
Co-creating the Future

Collaborative Innovation Networks
drive growth through radical innovation and value network creation
More and more companies will see the need to collaborate with other companies and stakeholders for successful new business development across and beyond their business boundaries, to make a real difference in society
Co-creating the future

The group gatherings have a general focus on co-creation, design and people, with topics such as:

- Designing experiences with people
- Philanthropy by design
- Lifestyle 2010
- Research study ‘My Second Life’
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Envisaging the Future
Probes-experience demos
Application demos
Envisaging the Future

The materialization of the not yet
Barbara Adams
Given uncertainty, possibilistic thinking, paradoxical trends and complexity, ideally companies need both to evolve through “strategic evolution by creeps” and “evolution by jerks.”

There is a paradoxical tension in maintaining evolutionary change on the one hand and revolutionary change on the other” Leyland Pitt. Marketing prof at the Segal Graduate School of Business, Vancouver
Beyond the funnel model
Innovation strategy

- **Horizon 3**: Create viable options. Protect territories.
- **Horizon 2**: Build emerging business. Find applications.
- **Horizon 1**: Extend & defend core business. Build roadmaps.
i-engine managing a portfolio of ideas

1. Pre-seed
2. Seed
3. Alpha
4. Beta
5. Market Calibration

Philips Product Divisions

Capture the value

External Ventures

Technology Licensing

Philips Incubators

External Ventures

Philips Product Divisions

Line of Business

Ideation & IP

business rational

futures research

thematic research

research

programmatic research

proposed by external parties

proposed by research partners

external input

gates

studio's

1. Pre-seed

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Gates

Josephine Green Philips Design 2006
The business of design
- adding value

The culture of design
- re-inventing value

The future is not prediction it’s about choices
Some choices are waiting to be made

Thank You
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