

Introduction to **Consequence Mapping**

Honing new tools for innovation farming



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Gen Gurczenski Emerging Technology Innovation, Experience Architect





Lia Wolfe Emerging Technology Innovation Architect





Sara Chokshi Research Director Healthcare Delivery Innovation

HITLAB



There are two things we need for consequence mapping to work:

Your Imagination and Signals



con-se-quence /'känsikwəns/

noun

1. a result or effect of an action or condition

"many have been laid off from work as a consequence of the administration's policies"

1. importance or relevance

"the past is of no consequence"



Types of consequences

- Natural Require no pre-planning or control...the most powerful motivator for learning a new skill
- Logical Choice based decision making....we can do this or this, which one. Many institutions put us in this one...
- **Problem Solving** Becoming part of the solution. Seeing all the possibilities and choosing the best one.



sig·nal/'signəl/

noun

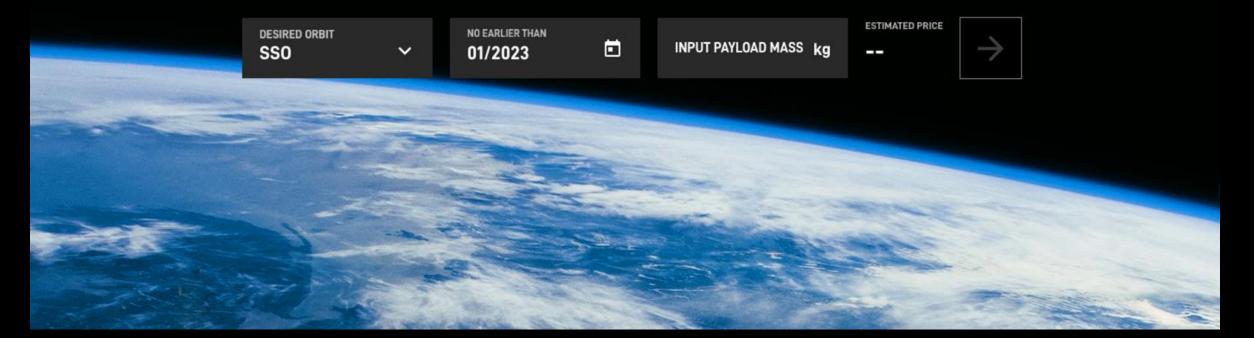
a small or local innovation or disruption that has the potential to grow in scale and geographic distribution. A signal can be a new product, a new practice, a new market strategy, a new policy, or new technology. It can be an event, a local trend, or an organization. It can also be a recently revealed problem or state of affairs. In short, it is something that catches our attention at one scale and in one locale and points to larger implications for other locales or even globally.

https://www.iftf.org/what-we-do/foresight-tools/signals/



SMALLSAT RIDESHARE PROGRAM

DEDICATED RIDESHARE MISSIONS AS LOW AS \$1.1M*. SEARCH FLIGHTS BELOW.





STEEP: Tool for mapping drivers

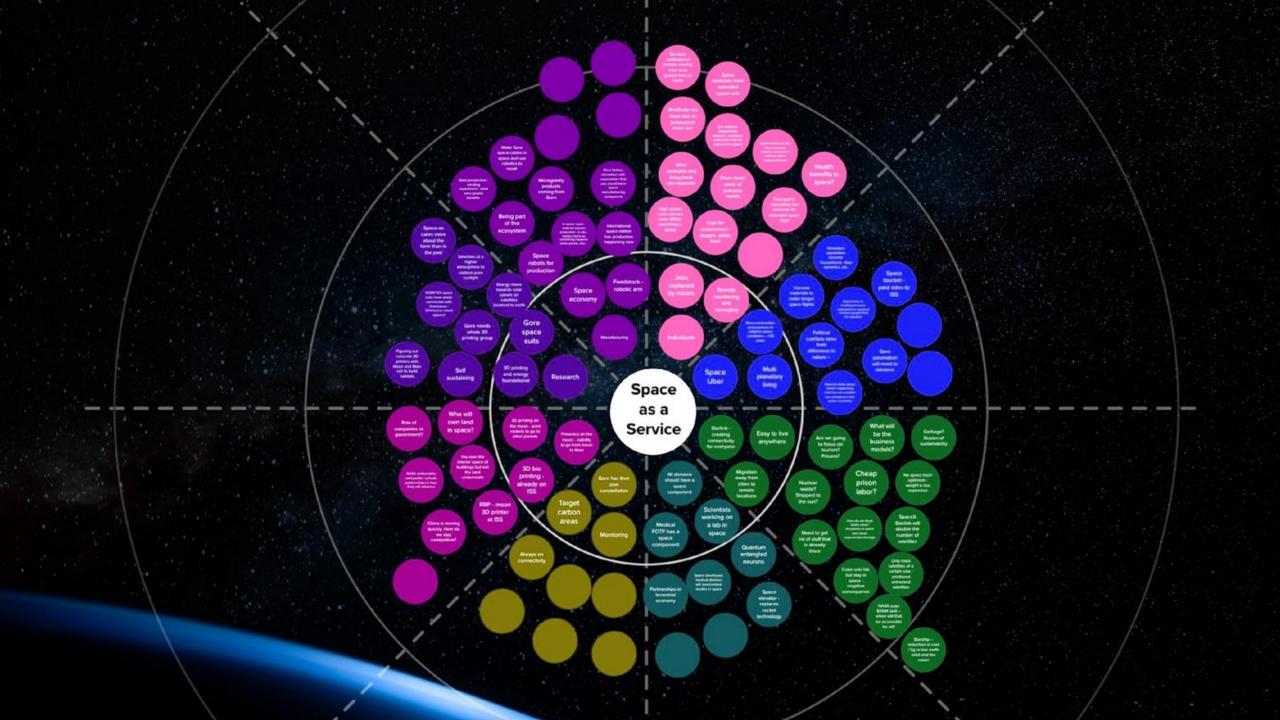
Social (behaviors, demographics, beliefs, lifestyles, values, cultural concepts, aspirations, life stages, mobility, etc.)

Technological (hardware, software, R&D, innovation, sciences, energy, logistics, patents, etc.)

Economic (interest rates, trade, taxes, inflation, subsidies, jobs, housing, currencies, etc.)

Environmental (wildlife, water, wind, food, soil, energy, pollution, environmental regulations, etc.)

Political (policies, regulations, conflicts, unions, consumer protection, social/political movements, etc.)





Storytelling

Telling the story of what the future will look like. **Consequence mapping makes the link and creates the story** of what we see in very early signals and the future value for business and society. The future exists in the signals we see today. How can we use signals to predict scenarios that frame how we want to show up and compete?



What do you get when you use it

You get areas to focus team innovation! **Capturing emergent phenomenon and turn our attention to possible innovation** in areas others will not necessarily see.



When should you use consequence mapping?

Once you and your innovation teams identify a technology (ex: Al, IoT, Space), launch a team consequence mapping for

Generative discussion, inclusive visioning, and aligned outcomes



Activity

Split into three equal groups

Each table has a different signal

As a group, brainstorm implications for Social, Technological, Economic, Environmental, and Political impact

Create a five minute summary to share back to the group



Gen Gurczenski

Emerging Technology Innovation Experience Architect at Gore ggurczen@wlgore.com

Thank you!



Lia Wolfe

Emerging Technology Innovation Experience Architect at Gore Iwolfe@wlgore.com



Sara Chokshi

Research Director, Healthcare Delivery Innovation at HITLAB sak141@columbia.edu