

FORESIGHT RESEARCH PROJECTS

By: Andy Hines

The Houston Foresight program continues to develop its research capability, drawing on our network of faculty, alums, and, of course, the students.

We completed a project on “The Future of Work for NASA’s Langley Research Center.” The project used scenario planning to create long-term views of the future of work. The scenarios will be used to “wind tunnel” the current plans and activities of NASA, and enable them to make the appropriate adjustments to their current strategy. The goal was to stretch thinking out to the world of work in 2050 and then “bring it back” to a strategic approach and initiatives that could be started in the present. The Houston Foresight team consisted of Andy Hines (principal investigator), alum Maria Romero (project manager), and students Tim Morgan, George Paap, and Mathew Palubicki.

We also completed a project with Kimberly Clark Corporation on “Technology in Baby and Childcare Products To 2030” that we briefed at their headquarters in January. It is currently confidential, so we are not yet able to share it. The five-month study focused on consumer attitudes, highlighting parents and the growing subcategory known as “baby tech.” The findings offer specifically long-term strategic insights with respect to the use of technology in products for

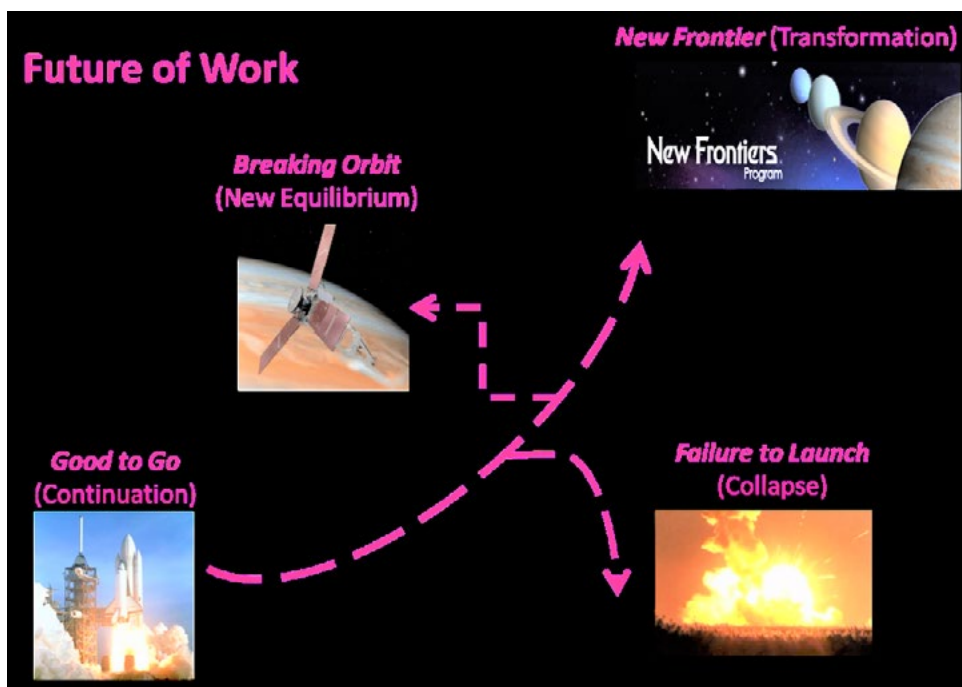
babies and young children. The foresight methodologies used included Horizon Scanning, Three Horizons, and Causal Layered Analysis, as well as pieces of Houston Foresight’s Framework Foresight approach. The Houston Foresight team consisted of Andy Hines (PI), faculty Alex Whittington (project manager), and students Tim Morgan, Justin Ochs, Cindi Tuebner, and Mathew Palubicki.

We have also continued our collaboration with the Northern Research Station of the US Forest Service. The purpose of the project has been to help them set up a Horizon Scanning system. Indeed, it is up and running, as our joint team has tagged 855 scanning hits to our online library at this point! You can check out posts highlighting key scan hits on our blog (www.houstonforesight.org). We also recently developed a Forest Futures newsletter and are now writing some articles and a technical report based on what we’ve learned. The Houston Foresight team for 2017 consisted of Andy Hines (principal investigator), alums Johann Schutte and Maria Romero, and students Kurt Callaway and Kimberly Daniels.

These research projects provide great experience for our students. I would like to thank our sponsors Dave

Bengston and Mike Dockry at the Forest Service, Clay Bunyard at Kimberly Clark, and Rich Antcliff and Sara McRae at NASA.

We are always on the lookout for new Sponsored Research Projects, so please let us know if we can help!



ALUMNI PROFILE: SHUPP TO SCHIRESON.....

By: Andy Hines

Houston Foresight alum, **Lee Shupp**, has joined the San Francisco office of Schireson as a principal in Strategy & Consulting. Lee brings many years of experience working at the intersection of market research, design, bleeding-edge technology, and foresight (futures research). Lee grew up in Houston and moved to Austin to go to the University of Texas.

Lee started at the late, great Cheskin, leading the Microsoft account (where he intersected with Kern, Agnish, and Neil). Cheskin was acquired by Added Value, where he learned deep quant approaches blended with qual. Then, he went to the Futures Company where he led “blue sky” innovation projects, looking at emerging opportunities for innovation, typically in the 5-10 year horizon. His latest stop was at Speck Design, a Silicon Valley design firm, where he worked with designers and engineers to make cool new things like wearables, robots, and Google’s Project Tango.

Looking forward, he loves understanding the expected/unexpected/downright wacky things that people do with new possibilities, exploring unintended consequences, and the funny and often brilliant ways that people apply new technology to real world context.



Lee Shupp

But, the amazing doesn’t end there! Beyond exploring culture and going on adventure travel, he has graced the stage of TEDx and he plays guitar in a Rolling Stones tribute band called Chick Jagger – “America’s ONLY chick-fronted Rolling Stones tribute band™!” (yes, Lee plays Keef). They play around the Bay Area, and played in Vegas last fall at House of Blues. I expect him to have a marked positive impact on the music selection in the San Francisco workspace.

FORESIGHT JEOPARDY 2018

By: Andy Hines

This year’s Foresight Jeopardy champion is **Tim Morgan**. In the closest competition yet, Tim earned the victory on the very last question of the game. Runner-up, Rachel Young, had the lead and missed it, and Madebo Fatunde also had an opportunity to grab the title with a correct answer. Alex Trebek (Andy) disallowed a very close, but imprecise answer. The question had to do with a movie originally conceived by Stanley Kubrik, but brought to the screen by Steven Spielberg (I’m not telling....)

We play Foresight Jeopardy at the conclusion of the Foresight “field” module in our capstone professional seminar class. The module explores the field that the students are about to enter. We use that material as the basis for the game, with categories including: futurists (past and present), books (past and present), foresight organizations, and movies about the future.

We think it’s important for students to know something about the field they are about to enter,

even in the age of Google. In a practical sense, information networking conversations can often turn to the past, and if the student/new grad has no clue....well, not a good thing.

So, congrats to Tim, joining our illustrious cadre of prior champs: Craig Perry (2017), Jason Crabtree (2016), Adam Cowart (2015), and Karl Irish (2014).

Founding Futurists	Contemporary Futurists	Foresight Classic Books	Foresight Contemporary Books	Foresight Organizations	Movies about the future
\$100	\$100	\$100	\$100	\$100	\$100
\$200	\$200	\$200	\$200	\$200	\$200
\$300	\$300	\$300	\$300	\$300	\$300
\$400	\$400	\$400	\$400	\$400	\$400
\$500	\$500	\$500	\$500	\$500	\$500

FINAL JEOPARDY

SPRING GATHERING SCANS THE FRINGE...

By: Andy Hines

Scanning the Fringe was the topic of the **2018 Houston Foresight Spring Gathering** held April 13-14. As futurists, we are always scanning for signals of change. We are awash in information, so futurists need to demonstrate the value of working with trained professionals who can sort through the “infoglut” and deliver useful insight to clients. That said, it can be tricky to find the “weak signals” that may indicate long-term change. So, we focused this year’s meeting on how futurists find the fringe, the outer edges of change.

As usual, we had a very interactive conference day with a wide range of activities. We kicked off by asking participants to share their own “most interesting scan

hit” of the past year. That could have gone all day! We put together a fringe panel of experts, who are probing the frontier of their disciplines. And, we had a “tool time” module to share the latest software and gadgets for navigating the scanning terrain.

A special treat this year was that the Association of Professional Futurists (APF) joined us as one of their regional meetings. APF Chair Jay Gary led a module as part of an APF “Power Hour.” Of course, we surrounded the serious futures work with lots of fun and networking. This year we went bowling, and had lots of fun — with the clock running out just before Paul “Auzzie” Malecki could secure the victory. We ended up the weekend with everyone heading over to Andy’s. But, it was a bit too cold for anyone to dive into the pool!



Futurists enjoy a presentation during the 2018 Houston Foresight Spring Gathering.

A FORESIGHT CERTIFICATE PARTICIPANT'S PERSPECTIVE

By: Andy Hines & Alexandra Steele

We always love to get feedback on our program. The founder of Emergent Strategies, **Alexandra Steele**, attended our January Foresight Certificate Bootcamp. Here is what she had to say about her week with us:



"You don't have to be a futurist to benefit as I did from the Futures Bootcamp at the University of Houston this past month. The skills you learn during an intensive week include working on a framework that takes a long view beyond an annual to 3-year horizon. So many of us in

marketing are accustomed to looking at trend analysis, but how many of us look at the fringes that help determine those trends in the first place? In the course of their work, professional futurists also hone their skills at evaluating the difference between weak and strong signals to help prepare organizations for variety of scenarios.

Contrary to popular belief, futurists don't predict the future, but instead use a set of tools and market insights to create a series of "what if" scenarios of events that might happen and in doing so impact companies in a variety of ways. These might influence strategic decisions in areas such as developing a new service or product offering, in hiring or training, as well as in acquisitions or divestments.

The boot camp experience wasn't an end goal for me but an opportunity to learn not only from two authorities in this discipline (Dr. Peter Bishop and Dr. Andy Hines), but also from my classmates who represented a broad range of professions, interests and geographies, as well as motivations for taking the course."

For more information about the Master of Science in Foresight program or 5-day Foresight certificate seminar, visit www.uh.edu/tech/ms-fsi.

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