

FCS 426 Future Skills Lectures Study Guide
Your target market
The Mature Market
The Babyboomers
The Baby Bust
Paradigm Shift
changes in ways of thinking about things
a change in the rules
a new game plan
Three Keys to Success in the Future
Anticipation
Innovation
Excellence
Seeing with New Eyes
we can't experience the future until it becomes the present
Recognizing the Future
Current basic trends in new product development
Increasing complexity and customization
Miniaturization
Multitasking
Mind and body maintenance
Choice
What is social change?
Social change occurs when a society's organization changes or when its institutions change
7 processes of social change
Discovery - creating something new or reinterpreting something already in use

Invention - creation of something new by combining two or more existing elements and the creation of new rules for their use as a unique combination
Diffusion - when one group borrows from another group
Cultural loss - something new replaces something old
Acculturation or assimilation - the combining or blending of two cultures
Outside control - the imposition of one culture upon another often due to colonialism or war
Trade, travel, communications - due to globalization
Cultural lag
Six Processes Through Which Change Happens in Products/services
<i>Extension</i> - When you observe a known condition, phenomena, or practice and imagine how it might continue to develop or expand, and with what implications.
<i>Elaboration</i> - The process of modifying, further developing, or perfecting an existing product or service. Broadening the focus or expanding the range.
<i>Recycling</i> - Sometimes the process of elaboration involves recycling old products or ideas.
<i>Pattern reversals</i> - Reversal in patterns or trends are normal. When we push too far in one direction, there is a tendency for people to push back
<i>Strange attractions</i> - Odd combination of patterns or trends.
<i>Chaos</i> - Order without surface predictability
Characteristics of Those Who Recognize the Future
Serendipity - a aptitude for making use of accidental discoveries
Flexibility - the ability to change your business to accommodate new customers
Ingenuity - the ability to think freely and openly, clever and original thought
Niche picking - the ability to spot what customers want that you can do faster, cheaper, and better
Fast footwork and multiple agendas - the ability to follow the “corridor principle”—once you are in an established business, you see the next door and move through it faster than the competition
New channels - the ability to notice and exploit expanded or new distribution channels

Hypothetical thought - the ability to reevaluate an existing product and ask questions such as: should the size, color, shape or material be changed? Can it be made to last longer or should it be thrown away sooner?
Comparative thinking or application - the ability to see what other companies are already doing successfully, something that your product or service can benefit from
Radical thinking - the ability to make a complete departure from existing approaches or take a 180 degree turn to see if flipping the problem will solve it
Develop the Ability to Recognize Patterns and Trends
Tracing - trace a recent <i>successful</i> product or social movement and follow it back to its origin
Language - notice words you use today that you didn't use 5-10 years ago, notice words you no longer use
New mixes - notice who your target customer is, what are their lifestyles?
Obsolescence - look around your home or office at things you have stopped using or notice what you have stopped buying. What stores do you no longer shop in?
Keep a journal - record when something you are tracking is mentioned in the media, casual conversation, advertising
Ask basic questions - What is still a problem? Is there a solution?
Maintain a menagerie mind - let your mind loose so that you can envision the not-so-obvious implications of a trend
Harnessing the Power of Myths and Symbols
Advertising is myth
Speeding up your Response Time
people don't like waiting in line
especially when they see closed lines
time is important to people
how can you save them time
Convenience
can the customer get what you offer when he wants it?
does he go to you or do you come to him?
does he have to take time off work?

Five basic styles of change that people exhibit
Incremental - (the most common style) taking little steps that finally add up to something big; the process is so slow that you don't notice the change
Systemic - (the change style of the future) deep-seated, enlightening, and rapid; it lets new thoughts flood the mind and body
<i>Not all change is beneficial</i>
Exception - inching into the future, resisting every step of the way
Coercion - when those with power greater than our apply pressure
Pendulum swing - the style practiced by the most rigid, it involves going from one fixed system to another
Understanding the Past
We romanticize the past
Nostalgia locks us into beliefs about the way things were that may or may not have a basis in reality
When searching for new information, be an EXPLORER
When turning resources into new ideas, be an ARTIST
When evaluating merits of an idea, be a JUDGE
When carrying the idea into action, be a WARRIOR
Eight forms of intelligence
<i>Verbal/linguistic</i> - sensitivity to the meaning and order of words and the ability to make varied use of the language
<i>Logical/mathematical</i> - analytical or scientific thinking
<i>Visual/spatial</i> - conjuring up mental images and creating graphic representations
<i>Body/kinesthetic</i> - makes possible the connections between mind and body that are necessary to succeed in activities such as dance, mime, sports, and martial arts
<i>Musical/rhythmic</i> - hearing musical patterns and rhythms naturally and can reproduce them
<i>Interpersonal</i> - an intuition about others, able to read others' moods
<i>Intrapersonal</i> - the ability to understand the inner workings of personality

<i>Practical</i> - this form of intelligence enables a person to take apart a clock and put it back together
Information Processing Styles
Analytical thinkers
Conceptual thinkers
Structural thinkers
Social thinkers
Eight Stages of Diversity
<i>Control</i> - based on being dominant
<i>Hate</i> - based on the belief by the dominant group that anyone “different” is out to take what is theirs—their women, children, jobs, housing, educational opportunities
<i>Toleration</i> - based on social, legal, or moral pressures
<i>Imitation</i> - as a way to pretend all is well
<i>Redefinition</i> - that results in genuine change
<i>Acceptance</i> - of humanity in all its diversity
<i>Forgetting</i> - difference has faded from consciousness
<i>Noticing</i> - or encountering a new group of people who are different in some way