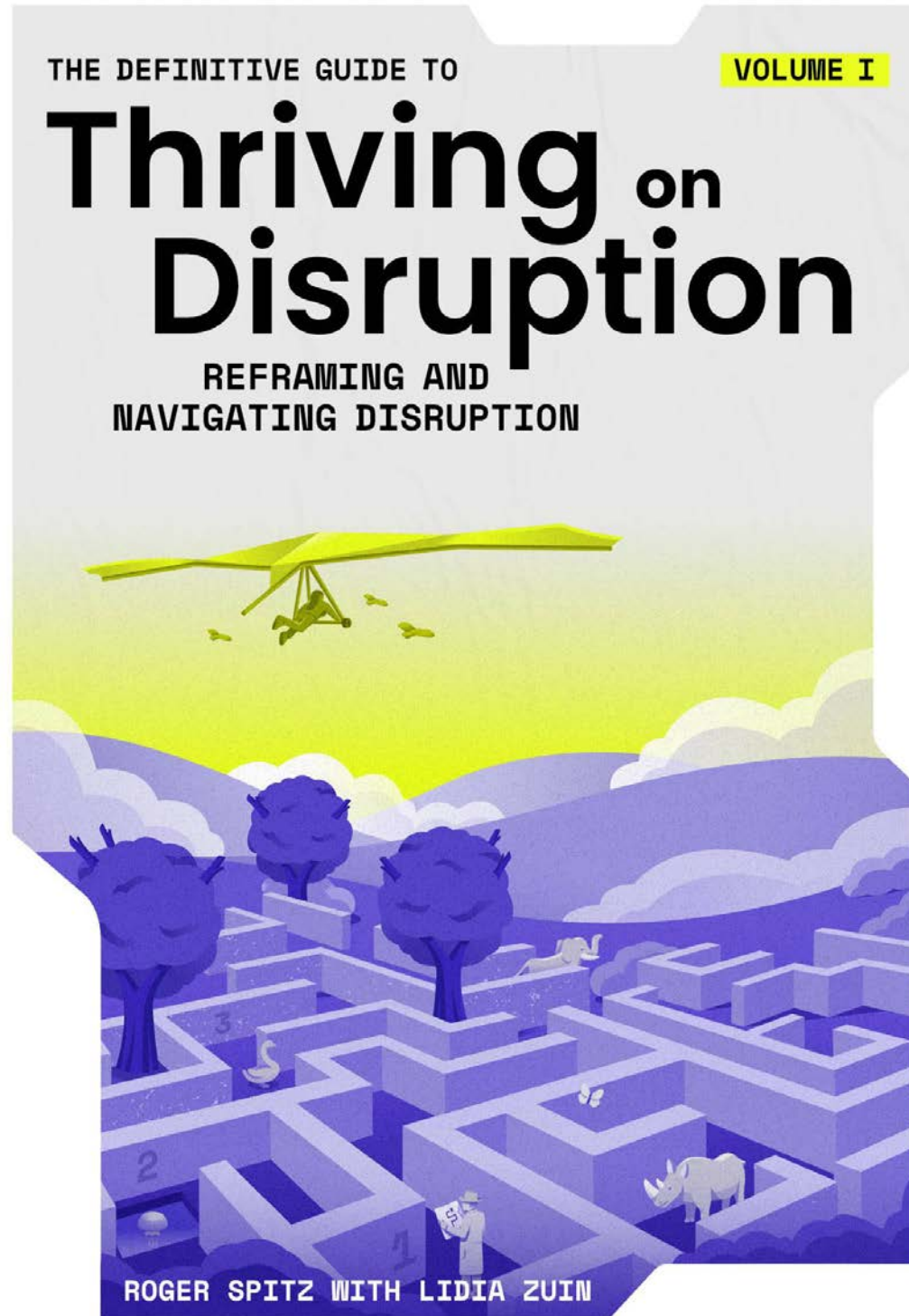


VOLUME I: Reframing and Navigating Disruption

How to make sense of our **complex, nonlinear**, and **unpredictable** world



Enjoy these sample slides from Volume I of *The Definitive Guide to Thriving on Disruption*. To purchase the Guidebooks, including **over 500 exclusive illustrations and toolkits**, check out www.thrivingondisruption.com

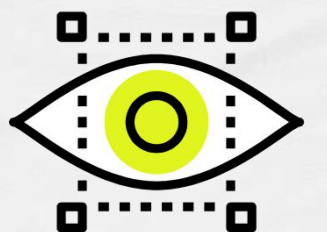
Navigating Disruption

- **Evaluating signals** helps us anticipate potential new ideas that could evolve into significant developments
- Inflection points are moments when **major shifts** from one stage to another take place

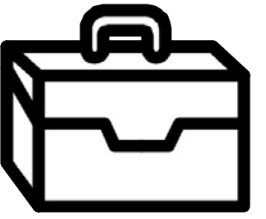


While the rhythm of change may appear slow, the tempo of disruption is extremely fast.

EXCERPT FROM VOLUME I,
REFRAMING AND NAVIGATING DISRUPTION



Filters to Evaluate Signals Toolkit



**Signal to be
Evaluated:**

-

SOURCE
How strong is the source? Is it credible? Are there conflicts or alignments of interest?



-
-

LIKELIHOOD
What is the momentum of this signal? Is it weak or strong? Is it self-confirming?



-
-

NEWNESS
Is the signal entirely new? Has it already gone through its life cycle (e.g. hype, fade)?



-
-

COMPOUNDING
How does it interact with other signals? Does it validate other signals or conflict with them?



-
-

IMPACT
What could the signal do, and to whom?
 What might be the strength of the impact?



-
-

INTERCONNECTIONS
Does the signal seem isolated, independent, or interconnected? Are patterns emerging?



-
-

Scanning: Filters to Evaluate Signals

SOURCE

1

Strength of source, credibility

Expert, fringe, generalist

Alignment of interests: **independence**, conflicts

Look out for bias

LIKELIHOOD

2

Frequency

From weak signals to strong

Beware of self-fulfilling, self-reinforcing signals

NEWNESS

3

Maturity: entirely new?

Continuously monitor evolution

Signal life cycle: emerge, hype, fade...

Time horizon for "emergence"

COMPOUNDING

4

Confirm, reinforce, negate, balance

Stacked signals, combinatorial

Consensus/conflicting/polarization

IMPACT

5

What could it do and to whom?

Strength of impact

Increasing or decreasing

INTERCONNECTIONS

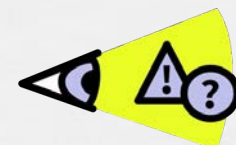
6

Isolated, independent, interconnected?

How does the signal connect the dots?

Are clusters or patterns emerging?

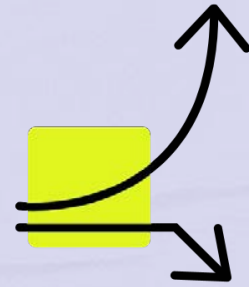
Do signals intersect across fields?



QUALIFICATIONS AND MEASURES



Identifying Inflection Points Before they Flex



Frameworks

Human, Intellectual &
Financial Capital

External & Macro
Perspectives



New Ideas
New technology
New trends

New Values
New fields
New value generation
New money

New Times
New rules
New politics

Inflection Paradox



AMARA'S LAW

EXPONENTIAL CHANGE

Short-term noise

Overestimation due to initial hype

Limited due to its imperceptibility

Long-term noise

Moderate as underhyped

Considerable as "suddenly" appears

Short-term impact

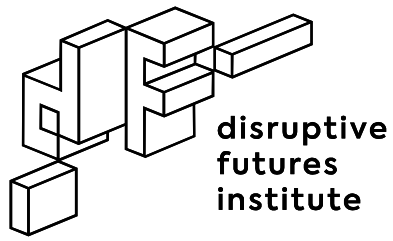
Limited as hype quickly deceptive

Limited as it is barely perceptible

Long-term impact

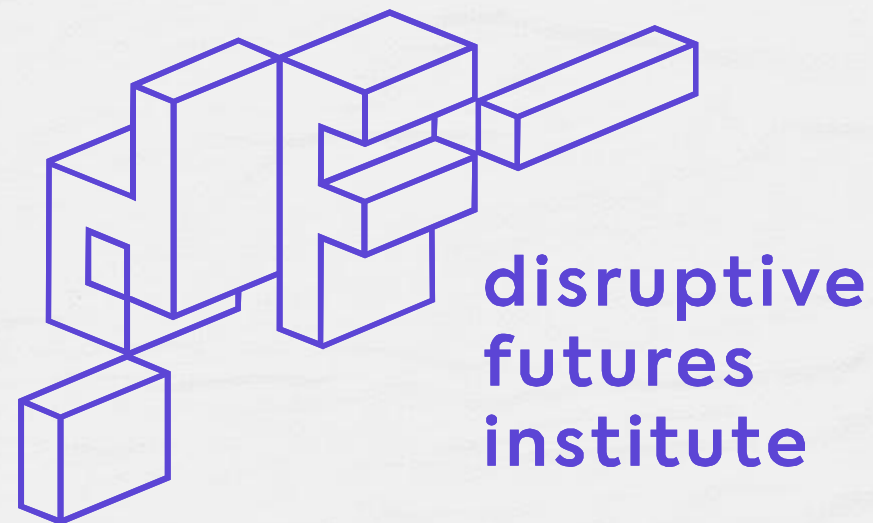
Significant but underestimated

Significant but often ignored prior



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Trends continue...
until they don't.



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