“What is the future of _____”
GENERAL ELECTRIC PROGRESSLAND
A WALT DISNEY PRESENTATION

238 GUESTS ADMITTED EACH 4 MIN
OVER 40,000 DAILY TO OUR 45 MIN SHOW
THE FUTURE IS HARD...
IDEO grew up in the future.
THE FUTURE IS LESS ABOUT THE TECHNOLOGY
It’s about disruption...
We are in a moment of intense “breaking” and the makers will be the one’s who build our future.
4 Future Hypothesis
1. THE FUTURE IS FREE.

(OR AT LEAST VERY VERY CHEAP.)
2. THE FUTURE IS SHARED.

(TECHNOLOGY CAN MAKE SMALL PLAYERS MASS.)
2. THE FUTURE IS SHARED.

(YOUR CONSUMER MAY BE YOUR COMPETITOR)
3. THE FUTURE IS BLURRY.

(NEW LINES BETWEEN MONEY AND MEDIA)
3. THE FUTURE IS BLURRY.

(EVERYONE IS A MEDIA COMPANY)
3. THE FUTURE IS BLURRY.

(JOURNALISTS ARE DESIGNERS)
4. THE FUTURE IS UNRELENTING.

(DISRUPTORS WILL BE DISRUPTED.)
So how might we design our own future?
4 Design Practices
DON’T ASK
SPEND TIME:
RE-LEARN
LISTEN:
PIGGY BACK:

SHOW, DON'T TELL

Trigger an emotional response with visual information.
02 Know Yourself
NEW TRANSPARENCY
LOOK FOR BLINDSPOTS:
Interpret, translate and steal.
BEWARE OF PRECEDENT:
DON’T ASSUME:
CHOOSE YOUR MOMENTS:
EMBRACE CONTEXT & CONSTRAINTS:

Please Do Not Touch

In order to maintain the integrity of the Berlin Wall, please do not touch.
04 Practice bravery.
WORK AROUND CONSTRAINTS:

I’m a doctor in Williamsburg, Brooklyn.

I’m a pediatrician and preventive medicine specialist with a masters in public health. I’ve been called the Doctor of the Future and one of the top 10 most creative people in health care by Fast Company. I’m also one of Esquire’s 2009 Rest and Brightest “Radicals and Rebels Who Are Changing the World.”

I started a practice in NYC on September 24, 2007:

- patients would visit my website
- see my Google calendar
- choose a time and input their symptoms
- my iphone would alert me
- I would make a house call
- they’d pay me via paypal
- we’d follow up by email, IM, or videochat
TEST WITH THE PUBLIC:
KNOW WHAT YOU ARE TESTING:
BE BRAVE:
One last thought...
We are all makers
Thank You