Scenarios 2018: Designing for New Expectations
Herman Miller Scenarios:
How will work change through 2018?
Scenarios 2018

Predictions

Popular Mechanics magazine covers from the 1950’s

See page 118

Ten Years From Now – COAST TO COAST IN 90 MINUTES

Ideas for Christmas

- GIFTS YOU CAN BUY
- GIFTS YOU CAN MAKE

Herman Miller
“Thinking through scenario stories, and talking in depth about their implications...brings each person’s unspoken assumptions about the future to the surface. Scenarios are thus the most powerful vehicles I know for challenging our ‘mental models’ about the world and lifting the ‘blinders’ that limit our creativity and resourcefulness.”

- Peter Schwartz, The Art of the Long View
Expert Participants

Grant McCracken
Anthropologist
Author of *Chief Culture Officer and Culturematic*
MIT

Steve Weber
Professor of Political Science and International Relations
Author of *Deviant Globalization: Black Market Economy in the 21st Century*
UC Berkeley

Scott Doorley
Creative Director, Hasso Plattner Institute of Design
Author of *Make Space: How to Set the Stage for Creative Collaboration*
Stanford University

Mimi Ito
Cultural Anthropologist and Research Director of the Digital Media and Learning Hub
Chair of the MacArthur Research Network on Connected Learning
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Amy Lau
Executive Director of Asia Pacific Employee Relations Group
Director of Asian Affairs for HR Policy
Hong Kong

Patrick van der Pijl
Founder and CEO Business Models Inc.
Producer of *Business Model Generation*
Amsterdam
Scenarios 2018

Scenario Stories - 2018

Data Sphere  
Polarised World  
New Normal
New Normal
“Scenarios are stories. They are works of art, rather than scientific analyses. The reliability of (their content) is less important than the types of conversations and decisions they spark.”

- Arie de Geus, *The Living Company*
Propositions

1. INFORMED CHOICE
2. DIGITALLY-MEDIATED RELATIONSHIPS
3. SWARM-FOCUSED WORK
4. INTERDEPENDENCE
5. HACKABLE AND KINETIC NODES
6. ALGORITHM-ASSISTED DECISION MAKING
7. UBIWARE
8. CULTURAL TECTONICS
PROPOSITIONS

3 SWARM-FOCUSED WORK

Ever more work is open platform and enabled by digital networks, disrupting organizational boundaries and traditional ways of accomplishing work.
PROPOSITIONS
2 DIGITALLY-MEDIATED RELATIONSHIPS

New ways of building relationships through the increasing sophistication, availability, and intuitive operation of virtual social networks are the default modality at work and central to most human interactions.
Louis Pasteur

“Chance favours the prepared mind”