

Aligning (Alberta) with the 21st Century

Contributing to a Humane Future

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“Changing Foresight Practices in Regional Development”
Turku
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My Role



The Story

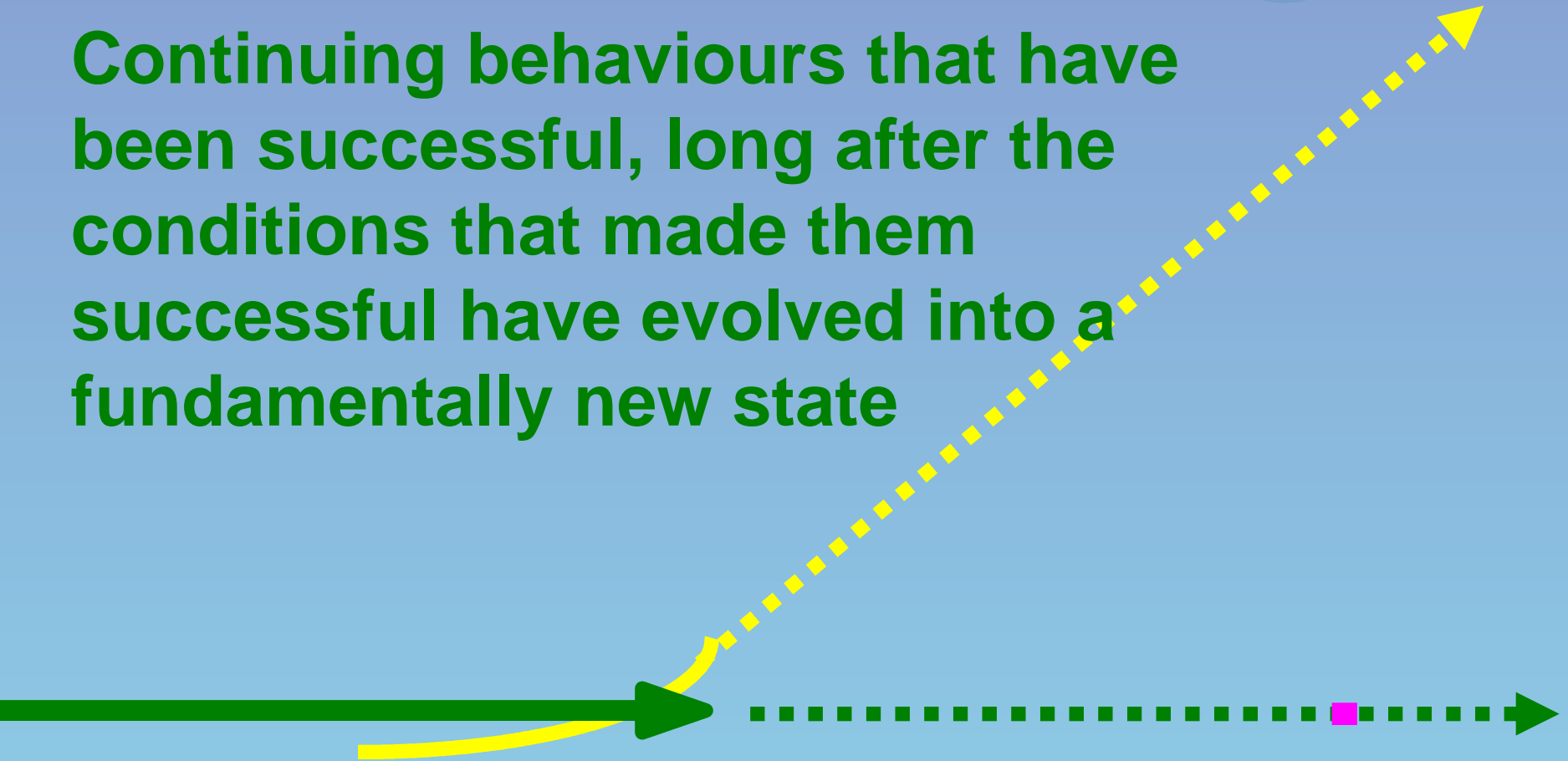
- **Why** we are committed to creating a society-wide capacity to practice strategic foresight – *one that includes the capacity to notice, explore, understand and respond to cultural-frame change.*
- **How** we have gone about it.
- **Where** we are.
- **What** happens next.

Why? A Summary

- Alberta has a great 20th Century culture
- We still have a 20th Century dream
- The 21st Century will not be a replay...
It will increasingly be off our inherited
mental maps & existing business models
- We need new maps for new times –
fresh and powerful visions of where we
are in history and what we can become in
the 21st Century

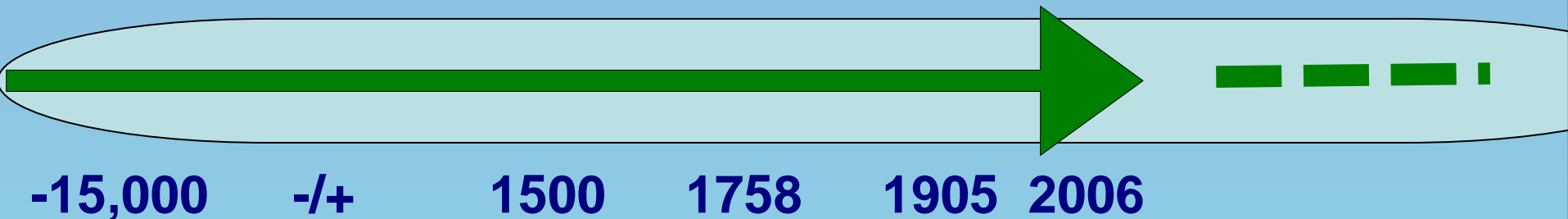
The *Nut* – Cultural Overshoot

Continuing behaviours that have been successful, long after the conditions that made them successful have evolved into a fundamentally new state

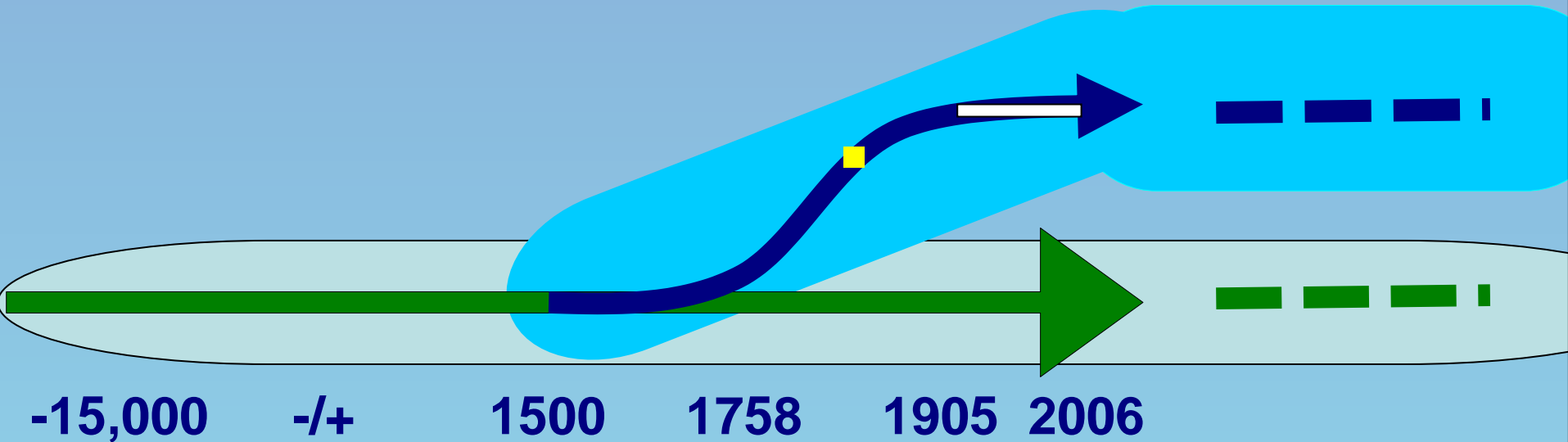


“Onward” or “Pioneering Again”

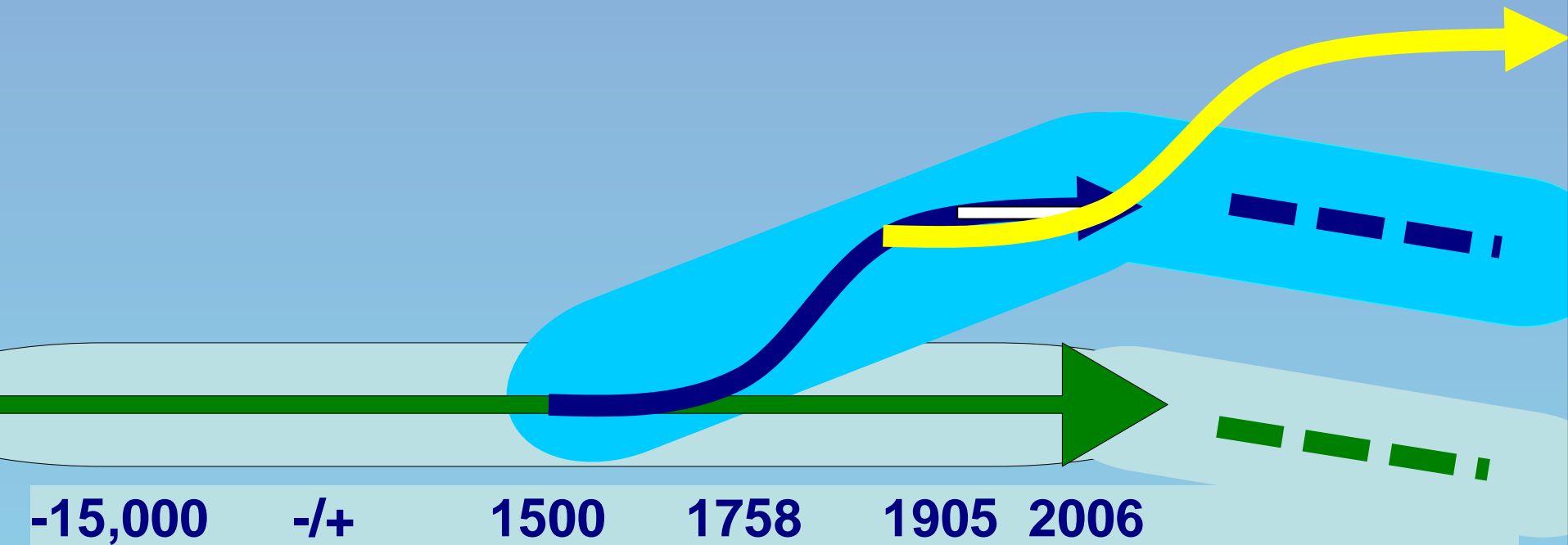
Trapped in Our Expectations



Trapped in Our Expectations



New Culture is Needed/Emerging





The Really **BIG** Insight

**“We cannot afford to continue to
strive to create a better version of
the late modern Industrial world
we already know!”**

Our Taken-for-granted World

Today's business executives have lived, matured, and succeeded in a world in which the business corporation has been essentially unchallenged – except by other business corporations.

**COMPETITIVENESS
has been the theme.**

The Enlightened Corporation

A “New” Normal?

What might happen if, in the coming decades, it's less about competitiveness and more about adaptive-ness – the ability to adapt to quite fundamental shifts in the social environment in which the corporations are working?

What challenges does that present?

The Enlightened Corporation

Our Assumptions

- Ours **is** a time of profound change, evolution and transformation of all cultural frames-of-reference.

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- Success requires understanding and **conscious** participation as co-creators.

Conditions for Unconscious Success

- **A generous earth**
- **Change paced slower than the unconscious change of human consciousness**
- **Localized living and dying**
- **Proximity creates community**
- **Inherited understandings still reveal reality**

Our Assumptions

- Ours is a time of profound change, evolution and transformation of all cultural frames-of-reference.
- Success requires understanding and conscious participation as co-creators.
- Success also requires a **critical mass of citizens** who understand and respond to cultural frame-change with courage and creativity.

Our Challenge

- **To nurture the critical mass of citizens we require in a world which:**
 - ❖ **Is unaware of the reality of long-term cultural change, evolution and transformation.**
 - ❖ **Is unconsciously and deeply committed to sustaining inherited ways of living.**
 - ❖ **Has no significant institutions dedicated to exploring and understanding the evolution of cultural frames of reference.**

Inspiration

**The biggest things are always
the easiest to do because
there is no competition.**

**William van Horne
Canadian Industrialist
1843-1915**

How? In Phases

- 1997-'99 Test our understanding
- 2000-'02 Try and succeed/fail
- 2002-'04 Continue & re-design
- 2005-'06 Lay a new foundation
- 2007-'10 Grow robust support systems
- 2011-'20 Nurture a critical mass of citizens

Cooperating with all who will play with us

1997-'99 Test Our Understanding

- **Capitalizing on Change Project**
 - **16 Table Groups – 3 Questions**
 - **Is our a time of profound change?**
 - **Is it like gravity or friendship?**
 - **What support system we need to succeed?**
 - **5 Province-wide Gatherings**
 - **What is it to explore/understand change?**
 - **What does “reliable knowing” require of us?**
 - **How do learning communities work?**
 - **What support systems do we require? (x2)**
 - **1,000 persons, all sectors, 500+ intensely**
 - **\$500,000**

2000-'02 Try Succeed & Fail

- **The Alliance for Capitalizing on Change**
 - **To be all things to all persons & organizations**
 - **Memberships**
 - **Participants**
 - **Luncheon Series**
 - **Partners – 45+**
 - **Dinners**
 - **Consulting**
 - **Gatherings**
 - **Research**

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 - **Gatherings**
 - **Research**
 - **But...**
 - **Not a viable business model**
 - **No professional staff – volunteers tire & drift away**
 - **Did have full-time administrator to 2003**
 - **No research**
 - **Few organizational members**

2002- '04 Continue & Re-design

- **The Alliance for Capitalizing on Change**
 - **Focus on personal capacity development -- explore, make sense of & respond to change**
 - **Memberships**
 - **Participants**
 - **Luncheon Series/Workshops**
 - **Partners – 45+**
 - **Dinners**
 - **Consulting**
 - **Gatherings**
 - **Research**
 - **And...**
 - **Gather a new group to explore the need for new institutions in the face of societal change**

2005- '06 Lay a New Foundation

- **Confirmed the work**
- **Identified three Core Roles**
 - **Public legitimacy and resources**
 - **Community for capacity development**
 - **Research & consulting**

2005- '06 Lay a New Foundation

■ Three Core Roles

■ Public legitimacy and resources

Appeal = sympathetic opinion leaders

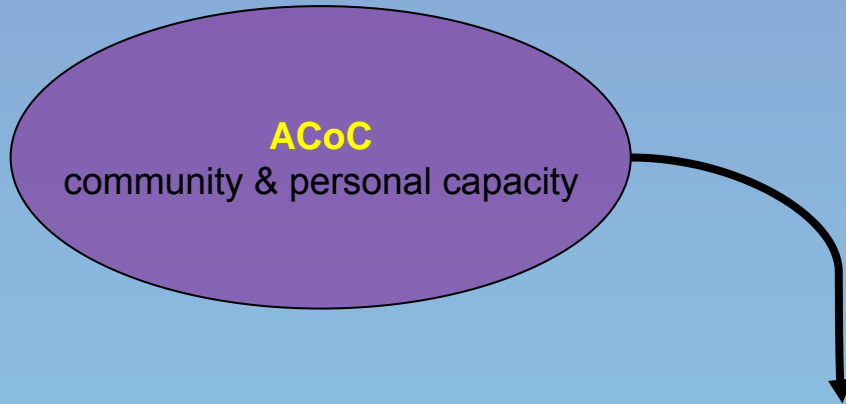
■ Community for capacity development

Appeal = interested & committed individuals

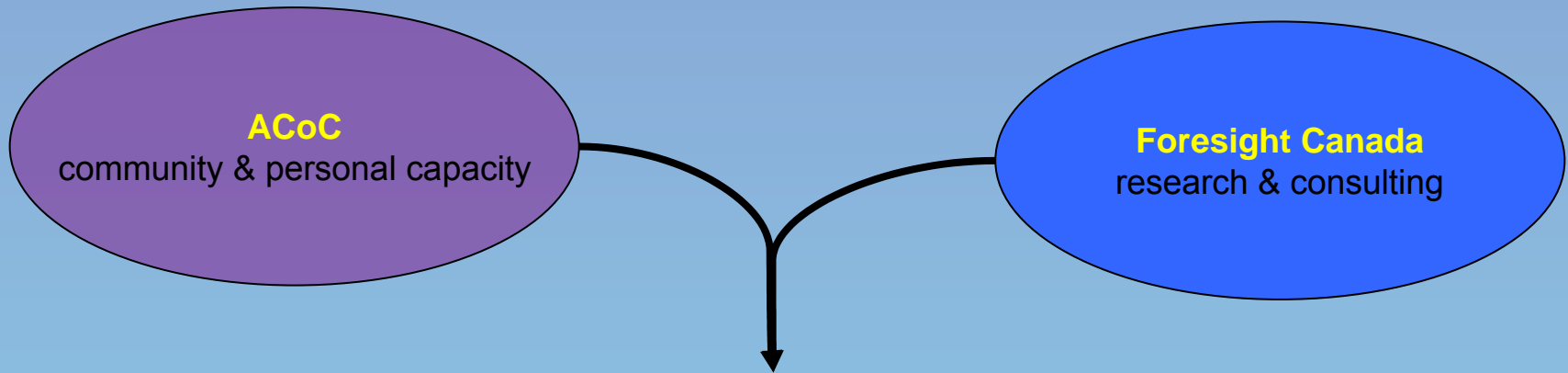
■ Research & consulting

Appeal = alert organizational leaders

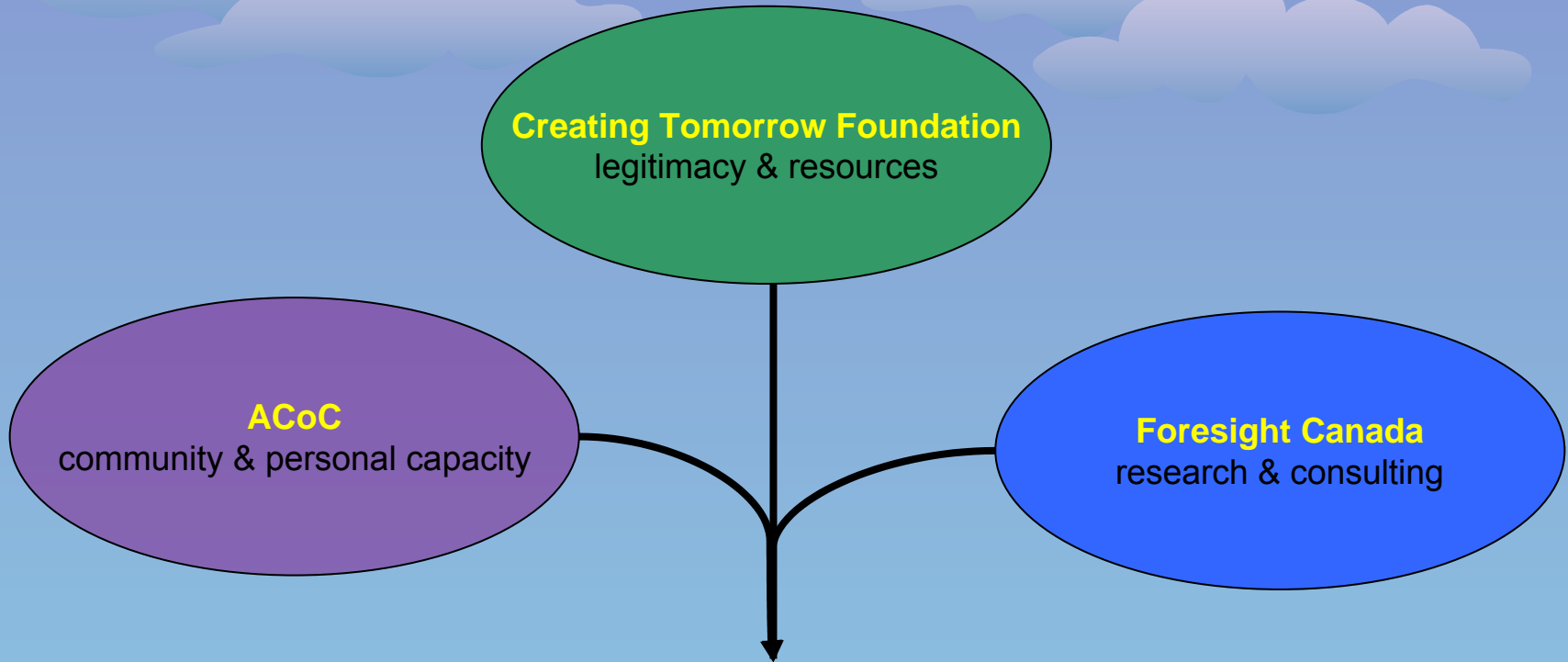
Three Synergistic Organizations



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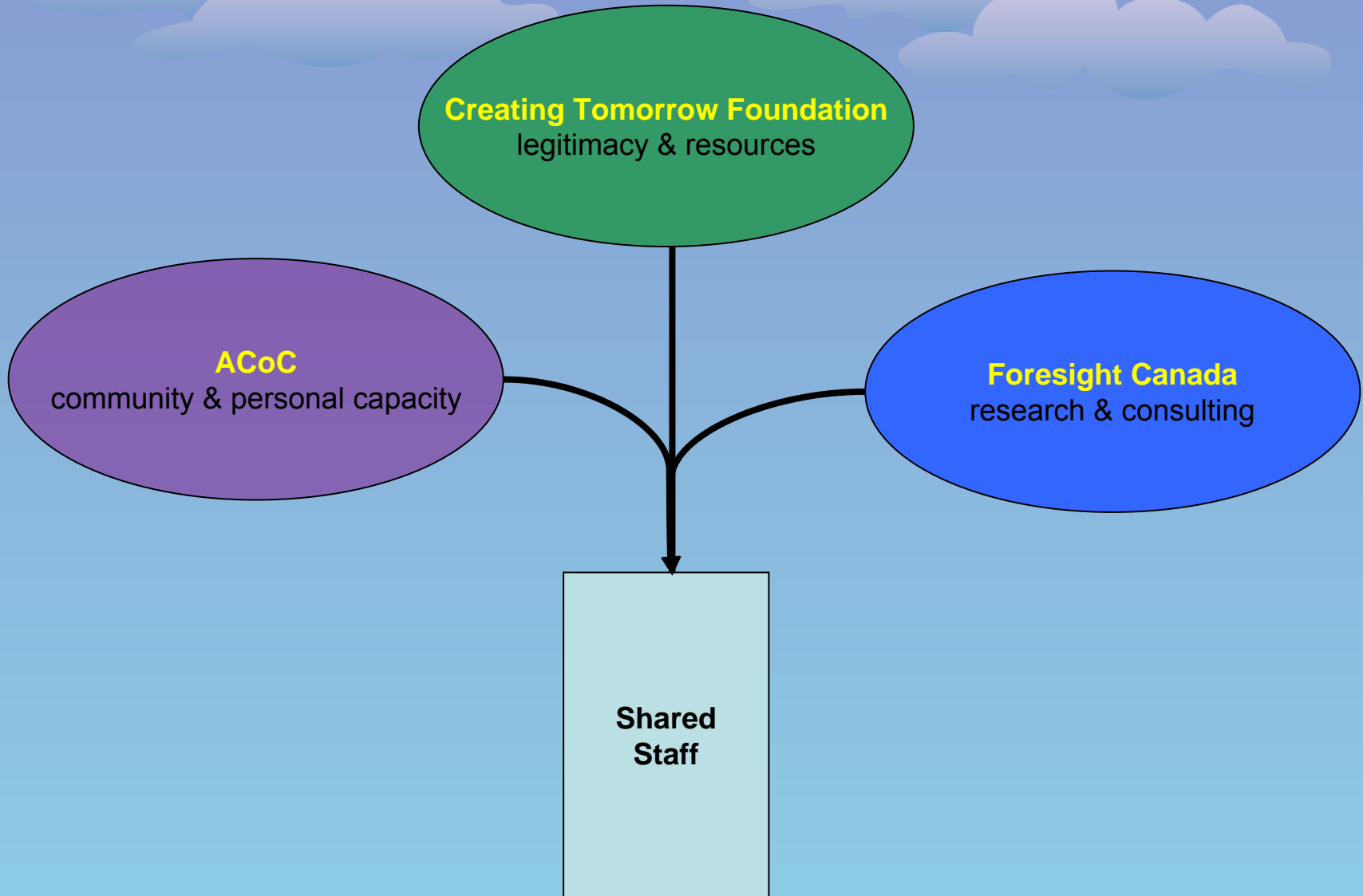
Three Synergistic Organizations



Where Are We?

- **200 Members**
- **2,500 Participants**
- **5,000 on e-mail list**
- **50 Partner organizations**
- **18 Client/Sponsor organizations**
- **\$350,000 Income**
- **10 professionals - key volunteers**

Three Synergistic Organizations



What Next? 2007-'10

- CTF – Facilitate a **BIG Hairy Audacious Project** to nudge humanity on to a truly post-Industrial path
- FC – Develop & nurture a **Canadian Network for Strategic Foresight**
- ACoC – Deepen its capacity to develop personal capacity

The Vision

By 2020, Alberta is acknowledged as the world's leading pioneer of 21st Century ways of living. We are admired around the world for our courageous and explicit commitment to this history-altering project...

We are a source of hope and encouragement...

We are partners of choice...

We are the most future-savvy and influential small jurisdiction in the world. The best of the world's best willingly come to live here in order to participate in pioneering a great 21st Century culture B a culture so exciting that our children and grandchildren have reasons to stay!

Imagination is the Key

We believe the 9/11 attacks revealed four kinds of failures: in **imagination**, policy, capabilities, and management.

Imagination is not a gift usually associated with bureaucracies. It is therefore crucial to find a way of routinizing, even bureaucratizing, the exercise of imagination.

Ways of doing business rooted in a different era are just not good enough. **Americans should not settle for incremental, ad hoc adjustments to a system designed generations ago for a world that no longer exists.**

9/11 Commission Report

The Price of ANY Worthwhile Future

**Both the corporate and social sectors
will need to adopt new mindsets.**

Michael E. Porter
Tomorrow's Markets

Integration is Required

**Learning to take
responsibility for the
whole!**

World Business Academy

Adaptability is the Key

**“It is not the strongest of the species
that survives, nor the most intelligent,
but the ones
most responsive to change.”**

Charles Darwin

The Core Work of the 21st Century

The most fundamental work in the 21st Century – for all persons, organizations and whole societies – is to become conscious architects and intentional co-creators of new ways of living that truly fit the unique conditions that are emerging in the 21st Century.

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**From Participation...
To Co-Creation**



Over to YOU!

Our Future **is** in Our Hands, Minds and Hearts

Thank You!

Contact Information

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Send me a note if you wish to be added to our project e-mail list.