Module 2 Video 2 Quick Sheet:

From Reactive to Proactive: How to Spot Early Signs of Change

Scanning is the practice of looking for clues or signs of changes before it occurs. It is NOT looking at what's right in front of you, because that information usually puts you in a reactive mode. Scanning involves looking out on the horizon, or to the fringes, to find the kind of information you can be proactive about, information that is still is full of opportunity to influence change and make a bigger impact.

Building on what you learned in the last module about moving from overwhelm to insight, scanning is a practice that changes your relationship to information from passive to active. You are no longer fed information, but you actively seek the kind of information that you can act on.

The Three Stages of Information:

Stage 1: Weak Signal - a trend or issue that is still on the fringes, only being discussed within a small segment of the population, e.g. a specific industry or field.

Stage 2: Potential Event - the issue begins to gain momentum and is showing potential to have an impact beyond its original niche; however, mainstream conversations are still rare or nonexistent.

Stage 3: Actual Event - the impact is being felt more broadly and its coverage in mainstream media has become widespread. This is the stage where most people get their information. At this point, your response is generally limited to reactive measures.

Our goal is to move our decision-making to Stage 1 or 2, when we can exercise greater influence and intention. Scanning is our tool to discover information in its early stages.

Jared's 3 Step Process for Scanning:

1) **Formulate your critical question:** "How might (a specific driver) impact the future of (fill in the blank)?" Use your chosen driver, but keep your area of impact broad, such as "the nature of work," "education," "natural resources," etc.*

2) **Identify the baseline answer to your critical question.** Determine what the general consensus is in this area based on your own understanding of what the experts and analysts are predicting.

3) **Confirm, contradict, and explore.** This is where you research the alternative narratives surrounding your topic and discover what else may be possible.

Put It into Practice:

Create a catalog or database of information on the critical questions surrounding your 3 drivers. Be sure to include a variety of sources in order to fully explore (confirm and contradict) the narratives surrounding this topic.

See the Scanning Tutorial segment of the video and the Scanning Assignment Worksheet for further details.

*Don't Forget: You are NOT ready to ask industry specific questions yet. These questions aren't worth asking until you have created a context in which to ask them.