



**FUTUREPROOFING  
FORUMS:  
PEER TO PEER  
EXECUTIVE  
INNOVATION++ EVENTS  
2022 OVERVIEW**



FUTUREPROOFING

**FORUMS**

A #NEXT30 EXECUTIVE ROUND TABLE

**2022 SCHEDULE:**

*81 Virtual  
Discussions on the  
Future Beyond  
Innovation*

**HOSTED BY**

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*rationale*

## FUTUREPROOFING FORUMS

Why are we doing this? Five reasons, innovation & change is:

- lonely
- hard
- interdisciplinary
- moving so fast
- needing to improve its craft

One of the best ways to improve our standing is go deeper, smaller & peer-to-peer, and bring in the practitioners already at the top of their game to share their best thoughts.

# 17TH

*rank of innovation as a function inside companies (out of 22)*

# 4.2X

*speed innovation is moving vs. a generation ago*

Let's be honest, cut the BS and carnival barking. Innovation & change can be really really tough. Everywhere you turn there is resistance, hostility, ambivalence, silos and status quo thinking.

- Innovation & change can be lonely.
- Innovation & change is happening at breakthrough speed.
- Innovation & change is an interdisciplinary & collaborative
- Innovation needs some smart shortcuts, and a peer network.

Here's the Format:

- 90 minutes, interactive discussion on general futureproofing and specific innovation+ topics
- 8-12 executive leaders working in spheres of innovation, change, futures and leadership
- we'll pose five questions to guide the discussion and we'll see where it goes
- Futureproofing Forum alumni get access to various Futureproofing : Next events, intelligence efforts and ventures

# FUTUREPROOFING FORUMS

*the year of  
futureproofing*

## 2022 SCHEDULE

### FUTUREPROOFING FORUMS- #NEXT30 SESSIONS

Forum #1	Business & Digital Transformation .....	Friday, January 14th
Forum #2	Customer Experience in Innovation .....	Friday, January 21st
Forum #3	Product Innovation & Design .....	Friday, January 28th
Forum #4	Business Model Innovation .....	Friday, February 11th
Forum #5	Culture Change & Innovation .....	Friday, February 19th
Forum #6	Megatrends .....	Friday, February 25th
Forum #7	Methods of Innovation .....	Friday, March 4th
Forum #8	Branding & Storytelling in Innovation .....	Friday, March 18th
Forum #9	Process Innovation .....	Friday, March 25th
Forum #10	Ecosystem Innovation .....	Friday, April 1st
Forum #11	Change Leadership, Direction & Governance .....	Friday, April 8th
Forum #12	Strategic Foresight & Horizon Scanning .....	Friday, April 29th
Forum #13	Corporate Innovation Routes & Ventures .....	Friday, May 6th
Forum #14	Service Innovation .....	Friday, May 13th
Forum #15	Research, Development & Engineering .....	Friday, May 20th



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**THE FUTURE BEYOND INNOVATION**  
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### FUTUREPROOFING FORUMS- #NEXT30 SESSIONS

Forum #16	Radical Innovation & Moonshots .....	Friday, June 3rd
Forum #17	Talent, Experience & Skills in Innovation .....	Friday, June 10th
Forum #18	Emerging Technologies .....	Friday, June 17th
Forum #19	Best Practices of Innovation Management .....	Friday, June 24th
Forum #20	Channel Innovation .....	Friday, July 8th
Forum #21	Platform Innovation .....	Friday, July 22nd
Forum #22	Change Management & Organization-Wide Readiness .....	Friday, August 12th
Forum #23	Industry Disruption & White Swan Threats .....	Friday, September 9th
Forum #24	Commercialization of Innovation .....	Friday, September 16th
Forum #25	Market Innovation .....	Friday, September 30th
Forum #26	Portfolio Innovation .....	Friday, October 7th
Forum #27	Customer & Workplace Shifts .....	Friday, October 14th
Forum #28	Supply Chain Innovation .....	Friday, October 28th
Forum #29	Scaling Innovation .....	Friday, November 4th
Forum #30	Measurement and Intelligence in Innovation .....	Friday, November 18th
Showcase	Futureproofing 60° End of the Year Finale .....	Friday, December 2nd



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# THE EIGHT RULES OF THE FUTUREPROOFING FORUM

Based on what I have seen other similar-styled masterclasses and round tables, I've come up with Eight Rules about the Futureproofing Forums:

- **The 1st rule is the "velvet rope"** - these are invite-only events of 8-12 people, with a high bar for amazing change agents and practitioners, we know you are great already, so keep your intro bio to three things we need to know about you.
- **The 2nd rule is the "confidentiality" rule** - Chatham House rules apply, nobody else from your company or industry gets invited.
- **The 3rd rule is the "commitment" rule** - these are 90 minutes long, plan to stay for the whole thing (it will be fun and educational I promise)
- **The 4th rule is the "X factor" rule** - myself & a colleague will send a pre-read of fresh stimulus on the subject and will ask you 5 questions, let the conversation start there
- **The 5th rule is the "diaspora" rule** - nobody from the same city will be in the same session, let's get out of our cliques.
- **The 6th rule is the "cowbell" rule** - even if it's poetic gold, if you are talking for over 90 seconds at one time, you are likely going too long (you may hear a cowbell).
- **The 7th rule is the "value for time" rule** - this is a no BS, share & add your crisp, valuable and pithy wisdom - aim to be on our quotable highlight reel after our forum (there will be time enough for gabbing when the dealings done).
- **The 8th & final rule is the "cloakroom" rule** - check your ego at the door, we are trying to improve our craft and learn together, not score intellectual points, humble brag or name drop.

Get involved if you are interested in doing innovation better, bolder, bigger & simpler.

