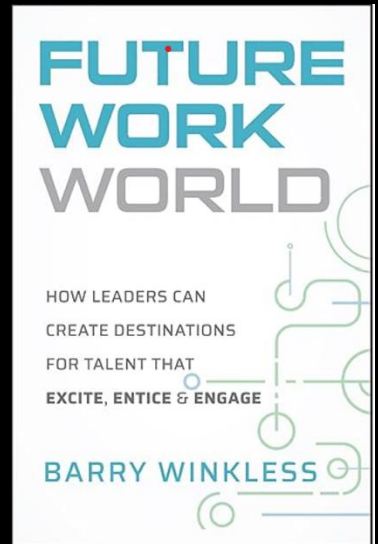




BARRY WINKLESS

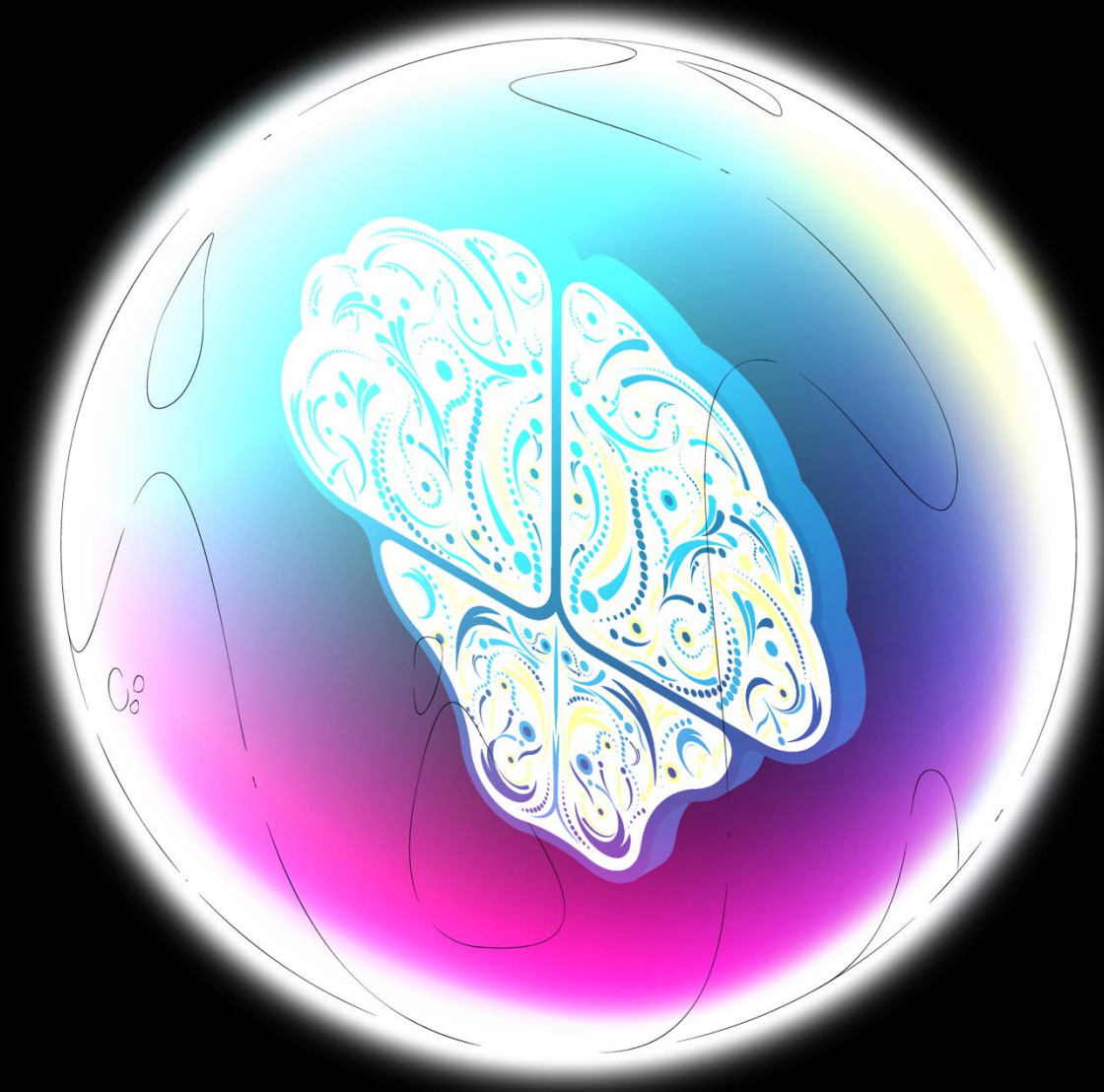
HEAD OF CPL FUTURE OF WORK INSTITUTE

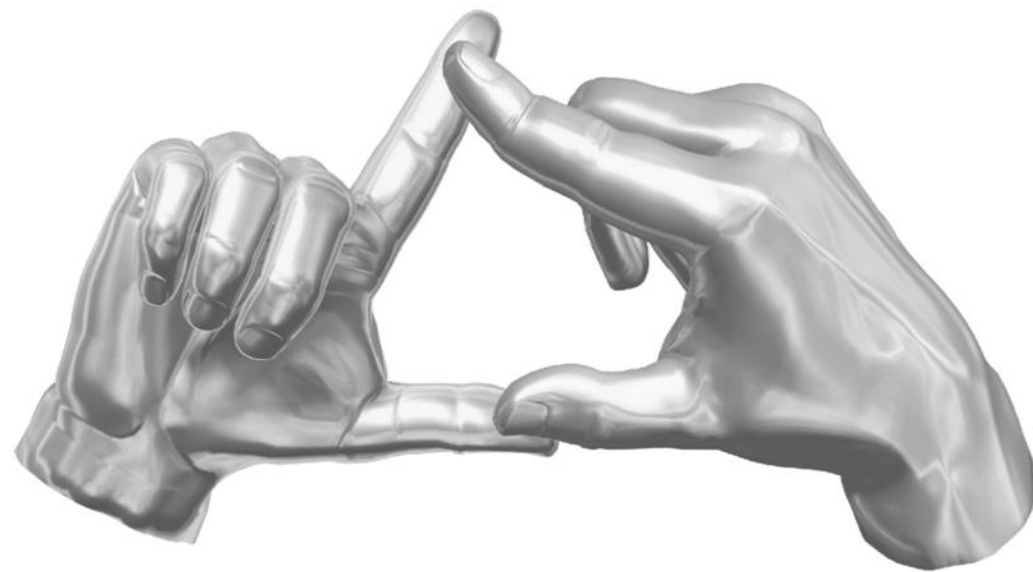


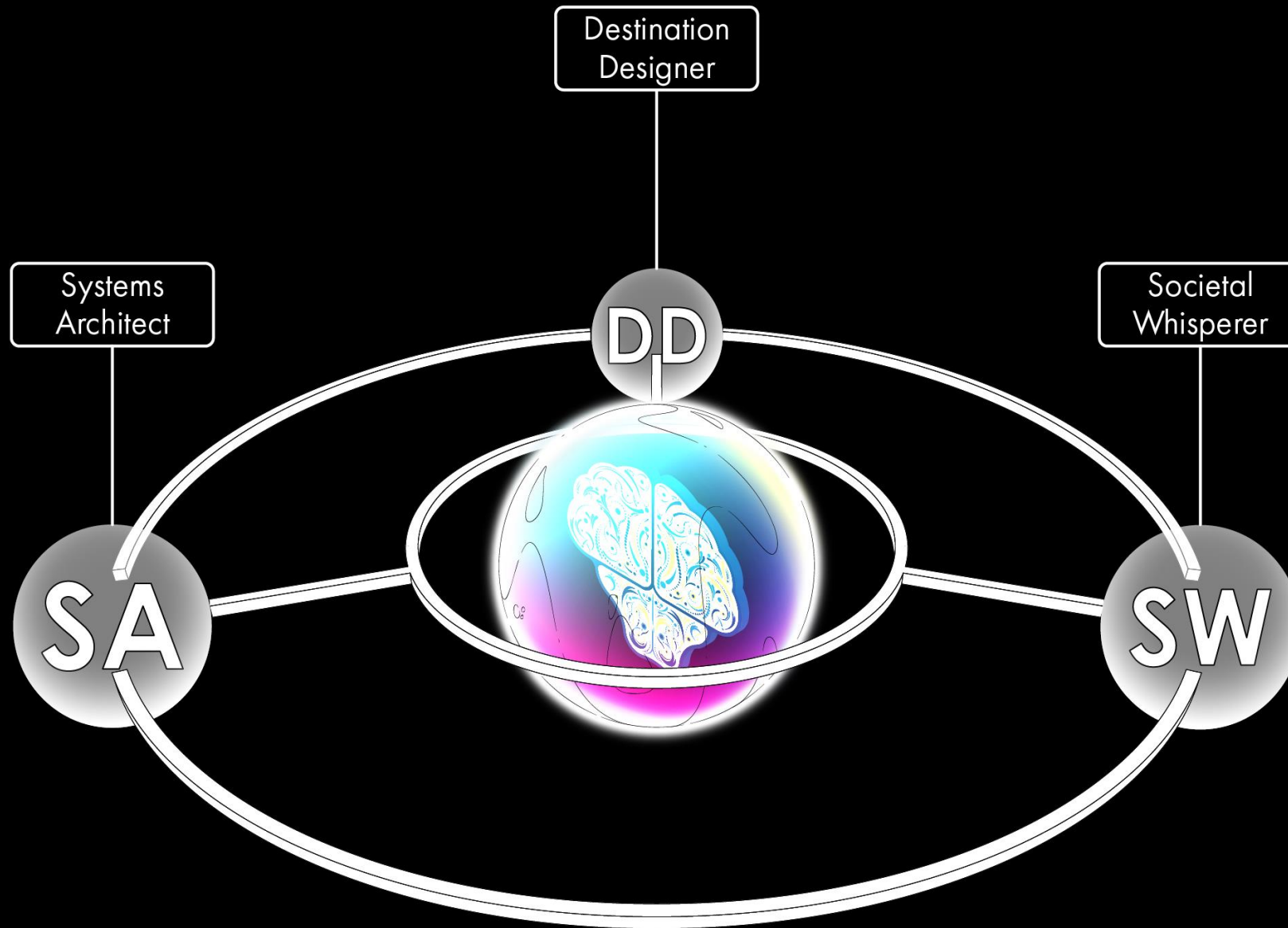
HOW TO THINK LIKE A USEFUL FUTURIST



Mindset



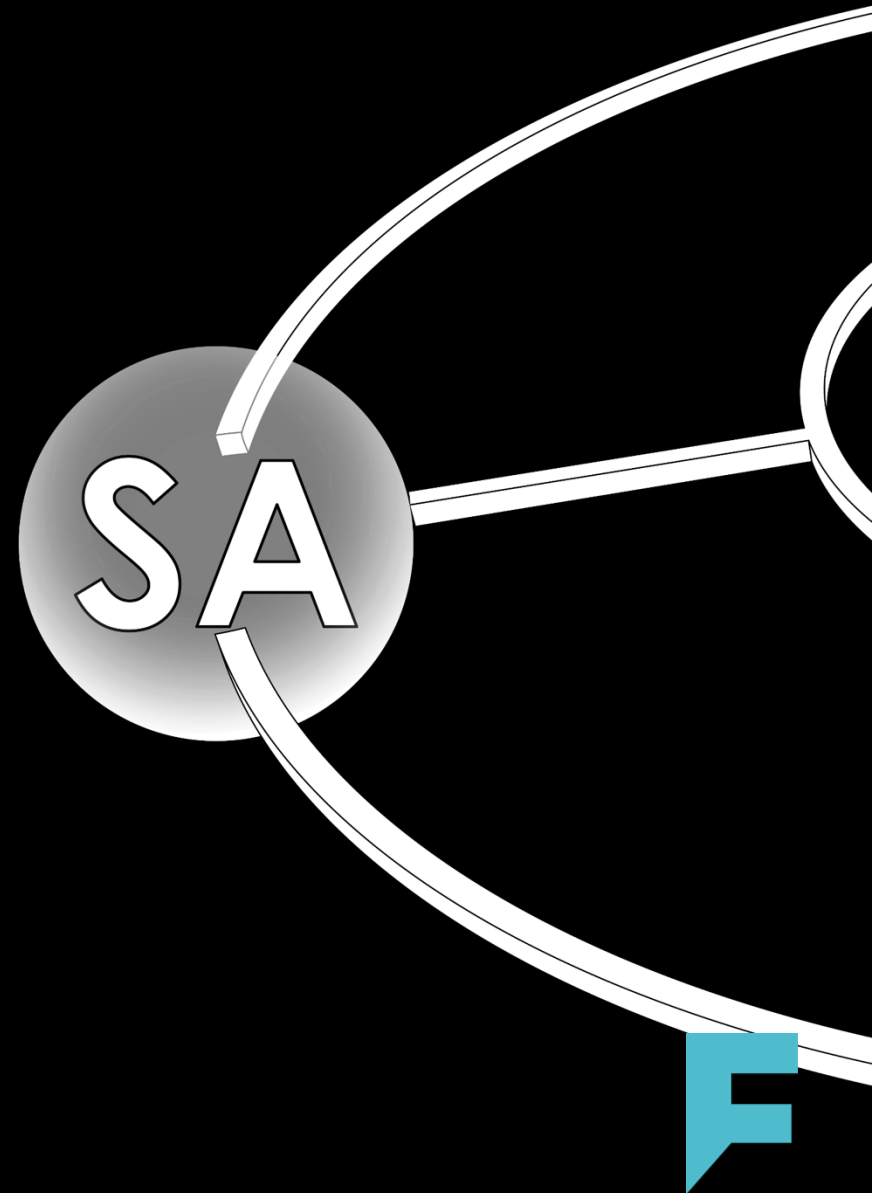




Mindset One	Minset Two	Mindset Three
Thinking Like A Systems Architect	Thinking Like A Destination Designer	Thinking Like A Societal Whisperer
Seeing your future world as a broad set of interconnected systems and sub systems that can be harnessed	Seeing your future world as a destination that can be more purposefully designed	Seeing your future world as a social system with underlying dynamics that can be mapped & understood



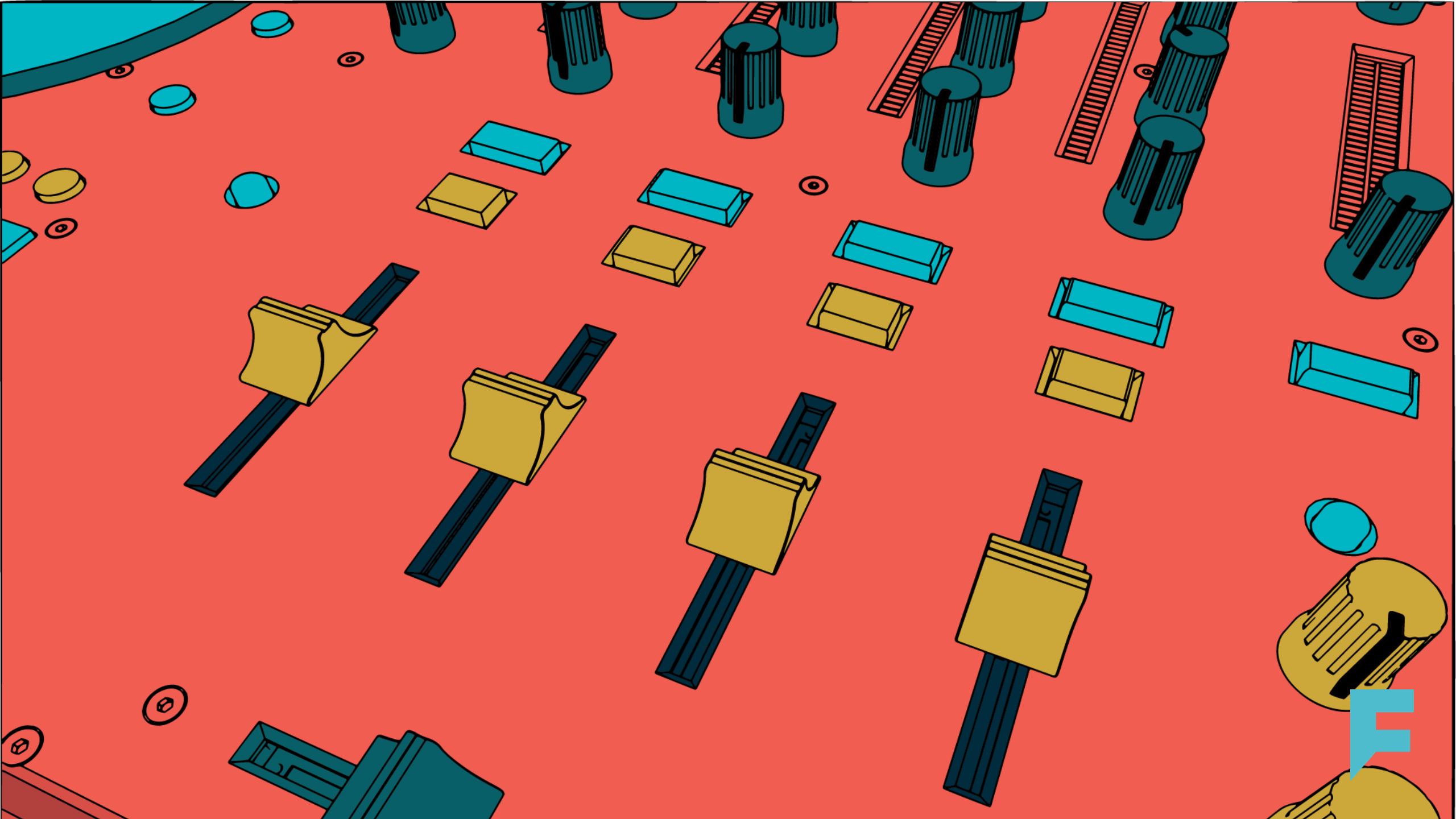
SYSTEMS ARCHITECT



THINK IN SUPERSYSTEMS





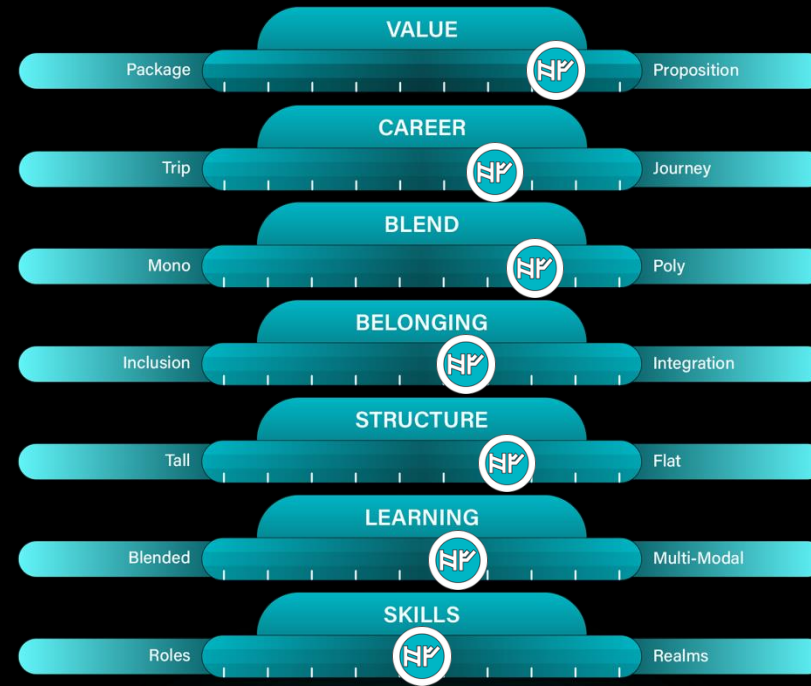
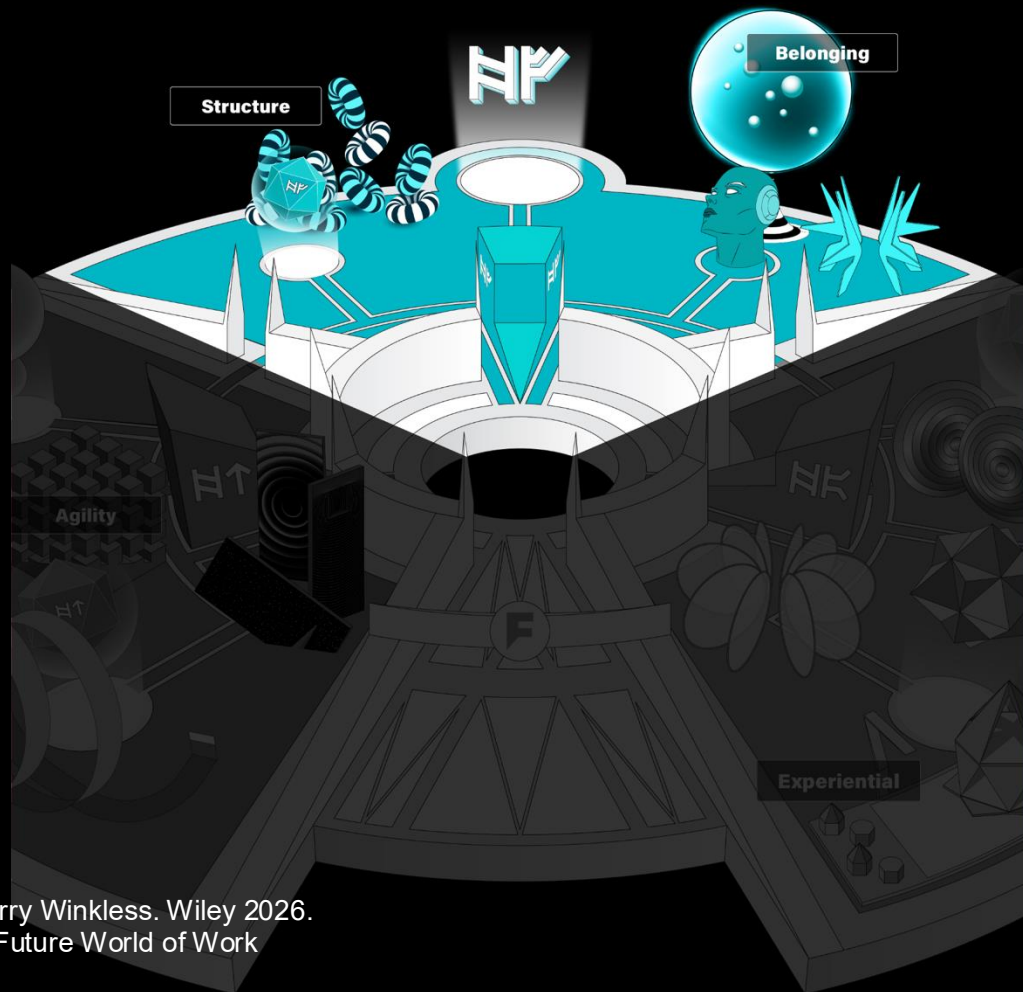


Workplace





Workforce



Outsourced	Braintrust	Gig
Permanent	Temporary	Contractor
Consultants	Fractional	Automaton

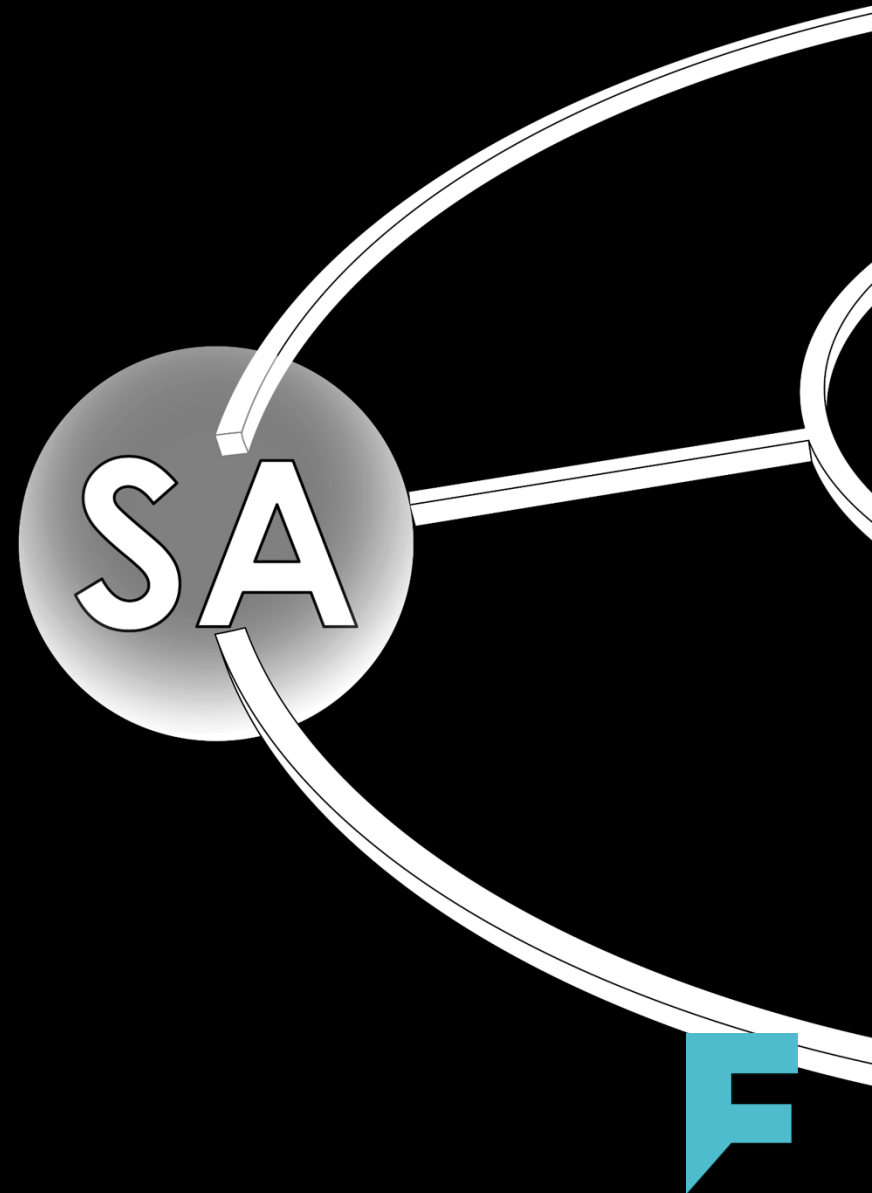


Worktask





SYSTEMS ARCHITECT



THINK IN IDEALS
NOT IN BETTERS





ZERO



ALL



SELF

Stage	Current State (Typical)	Associated Consumer Insight Activities (Current)	Ideality
Awareness	Fragmented channels; consumers bombarded with ads; low trust in brand messages.	Brand tracking, awareness surveys, ad effectiveness studies.	Brand awareness generated through organic, trusted networks; consumers discover relevant products naturally; insights collected passively in real-time via AI from authentic engagement rather than recall surveys.
Consideration	Consumers compare across multiple platforms; information overload; reliance on reviews (mixed quality).	Qualitative research, focus groups, social listening, review mining.	Instant, transparent comparison tools backed by verified data; AI maps consumer needs effortlessly; insight systems capture consideration drivers seamlessly without bias.
Purchase	Friction at checkout; concerns about security, delivery, and value; inconsistent experiences across online/offline.	Shopper journey mapping, conversion funnel analytics, mystery shopping.	One-click, universally trusted, frictionless purchase across all channels; personalized offers dynamically optimized; insights captured automatically from behaviour (no separate tracking needed).
Usage / Consumption	Product usage varies; limited visibility for brands; issues or dissatisfaction often invisible unless complaints made.	Usage diaries, ethnographic studies, product reviews, customer support logs.	Products self-report anonymized usage data (with consent); real-time feedback flows to brand; issues predicted and resolved before the consumer experiences them.
Post-Purchase Service	Reactive service models; long wait times; inconsistent resolution.	Customer satisfaction surveys, NPS, call centre transcripts analysis.	Predictive, proactive support resolves issues before consumer notices; seamless omni-channel assistance; continuous feedback loop integrated into product lifecycle.
Loyalty & Advocacy	Loyalty schemes often generic; advocacy limited to a minority; consumers sceptical of rewards.	Loyalty program analytics, brand community monitoring, referral tracking.	Hyper-personalized loyalty experiences aligned with consumer values; advocacy rewarded authentically through community recognition; insight data gathered unobtrusively via community ecosystems.
Exit / Defection	Often invisible until churn occurs; companies slow to react; high cost to reacquire lost customers.	Churn analysis, exit surveys, predictive modelling.	Zero-defection system: early warning signals predict dissatisfaction before exit; AI-driven retention actions aligned to consumer's needs; insight systems integrate emotional signals as well as behavioural data.



Employees Use Their Chat Platforms Like Teams & Slack as normal creating lots of text chat data. The model takes the raw data and redacts any sensitive company or personal data



The AI platform looks for linguistic signals that can signify stress or mental health challenges. This information can be aggregated for team insights



Chatbot linked to the AI platform discreetly engages with the individual employee and suggests appropriate EAP or other mental health supports

AWARENESS

CONSIDERATION

PURCHASE

Λ Artificial Societies

rwazi



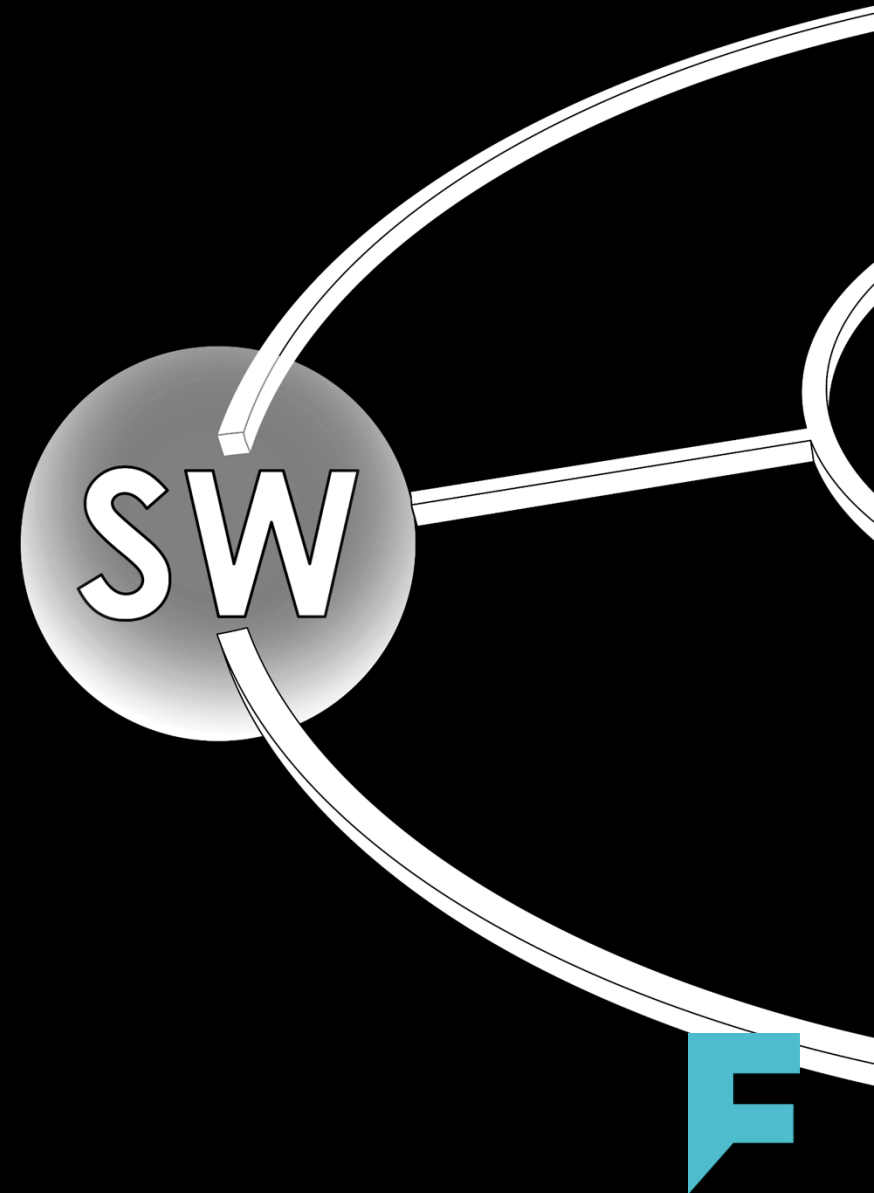
USE

POST

LOYALTY



SOCIETAL WHISPERER



THINK THROUGH THE UNDERLYING CODES







Beige
Survival



Purple
Tribal



Red
Dominative



Blue
Absolutistic



Orange
Achievistic



Green
Socio-
centric



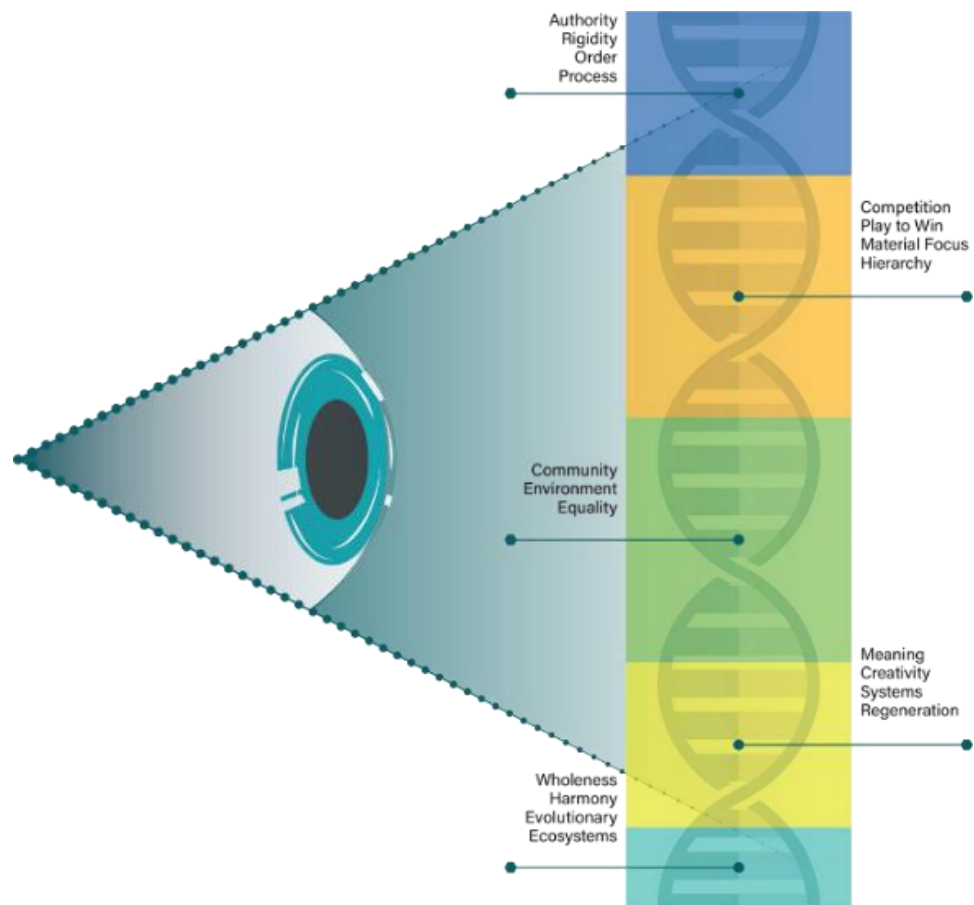
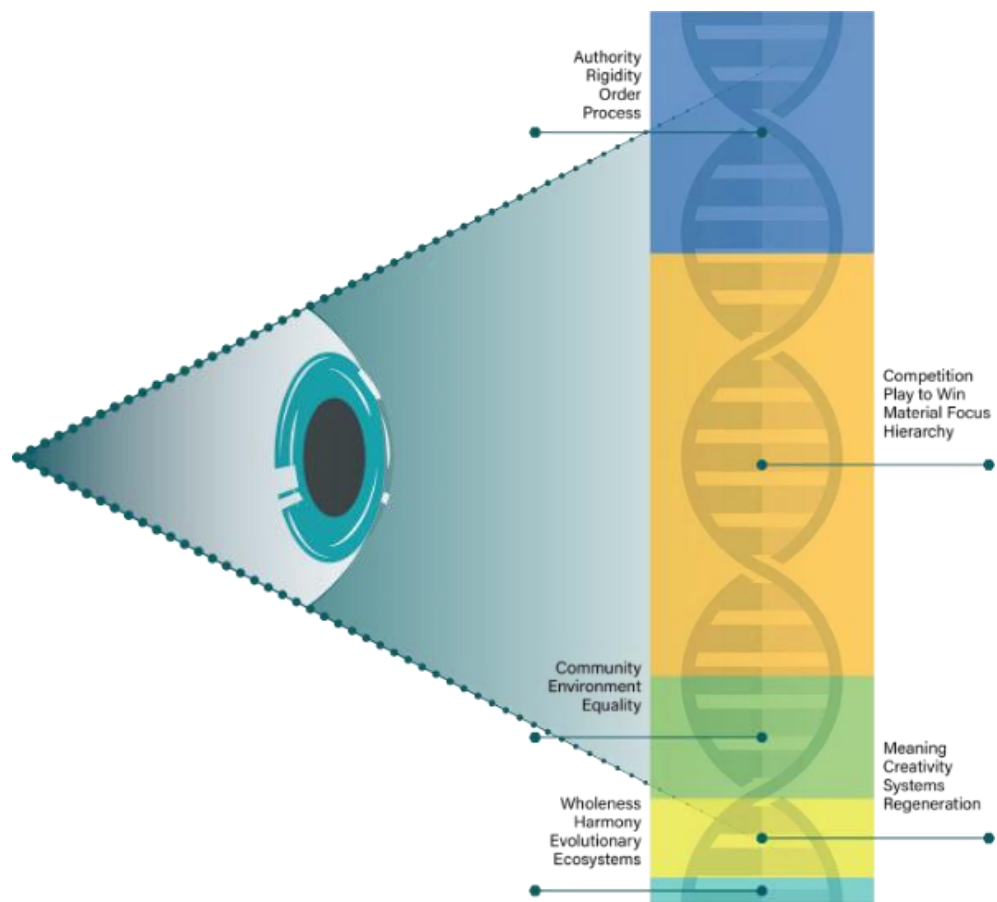
Yellow
Empowering

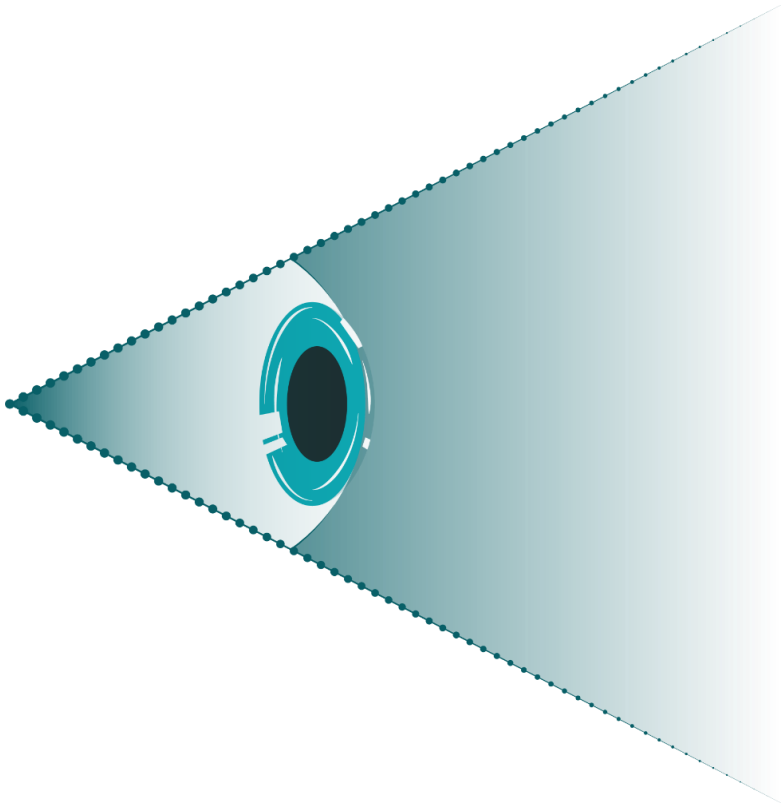


Turquoise
Interconnected









Ireland



UK



Denmark



Switzerland



THINK IN CODE CONTRADICTIONS



CONVENIENCE VS VALUES ALIGNMENT
PERSONAL IDENTITY VS SOCIAL
BELONGING
TRADITION VS CHANGE
ABUNDANCE VERSUS MINIMALISM
IMAGE VS AUTHENTICITY



**VALUES
ALIGNMENT VS
CONVENIENCE**

**IDENTITY VS
SOCIAL
BELONGING**

**TRADITION
VERSUS
CHANGE**

velove

 collective

NiceVisions 

**ABUNDANCE VS
MINIMALISM**

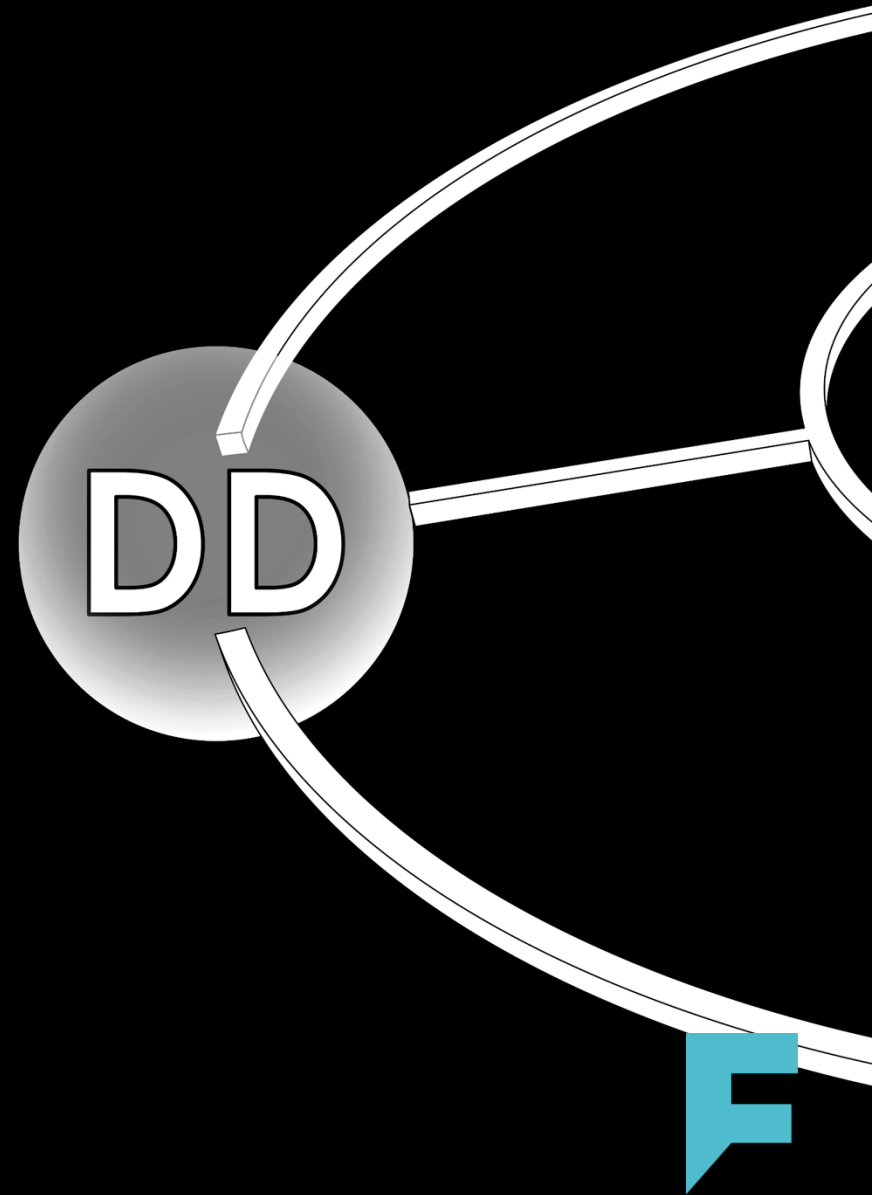
**IMAGE VS
AUTHENTICITY**


foodsì

ADAPTISTA^o
INCLUSIVITY IN DESIGN



DESTINATION DESIGNER



THINK IN **WORLDS &** **TRANSFORMATIONS**



STORYWORLDS

GATEWAYS

RIDELIKE

EPIODIC

UNCOVER

ROLEPLAY

SHOW MOMENTS

PATHWAYS

MULTI-SENSE

EXIT CONTINUED

EGGS

COMMUNITAS



WELLNESS

WISDOM

GRATITUDE

CONNECTION



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