

Rules & Human Behavior

How
PERVASIVE HYPERCONNECTIVITY
is reshaping both in
analytical decision systems.

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MY FAVORITE QUOTE OF ALL TIME, THROUGH TODAY

**"Prediction is very hard to do. Especially about the future."
~ Physicist Niels Bohr**

THESE ARE LEGOS – THEY HAVE THEIR OWN RULES



THIS IS MY 9 YEAR OLD SON



THIS IS HOW HE APPLIED THE RULES



THIS IS MY 3 YEAR OLD, KYLER – HE KNOWS CRABS, NOT RULES



THIS IS NOT WHAT KYLER BUILT (TOO MANY RULES)



HE CREATED HIS OWN RULES

HE CONNECTED LEGOS WITH TAPE.



HE LEARNED THIS FROM HIS OLDER BROTHER (AND A BROKEN REMOTE CONTROL).
BUT WHAT IF HE HAD 2 BROTHERS? OR 10? OR 100?

WHY DO LEGOS MATTER? THE *2020Foundation* PROJECT

SECTORS:

- Are global “topics” that transcend traditional “market” classifications.
- Consist of data points that cycle & fluctuate over time, offering insight into both ongoing evolution and future trends.

DISCONTINUITIES:

- Are events or trend changes that cause disruption to one or more sectors
- May or may not be obvious (a minor trend change or event may have an extreme significance or non-intuitive impact in other sectors)
- May be trends in and of themselves, often linked through complex cause:effect cycles.
- Multiple linked discontinuities are known as Temporal/Spatial Analytical Relationship (TSAR)

DISCONTINUITIES = DISRUPTIVE INFLUENCE = CHANGE = OPPORTUNITY



**COMMERCE & TRADE
ENERGY
ENVIRONMENT
AGRICULTURE & FOOD
HEALTH & MEDICINE
GOVERNMENT & LAW
SOCIETY
SCIENCE & TECHNOLOGY
TRANSPORTATION**

EVENT-DRIVEN ANALYSIS

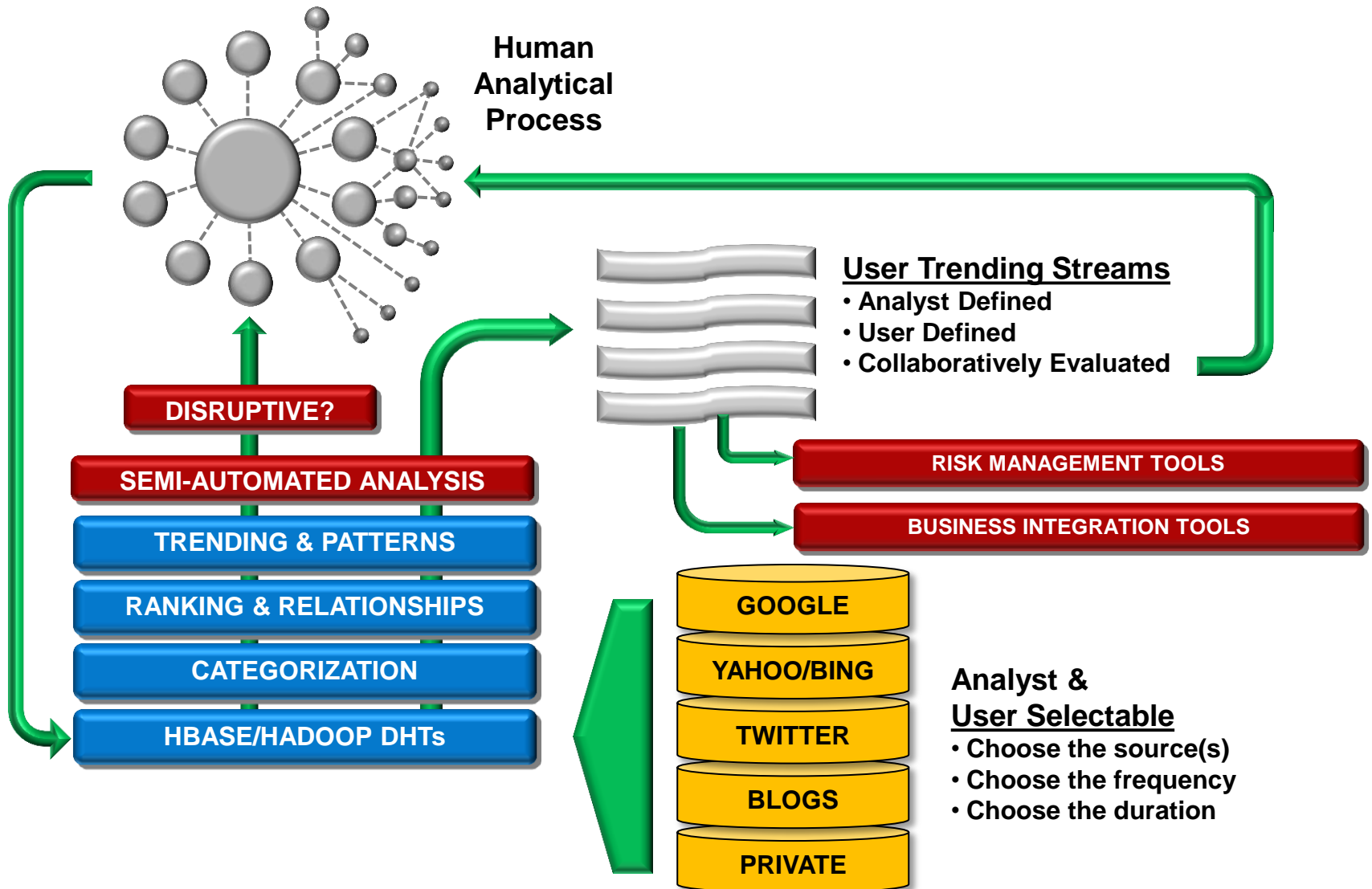
IDENTIFY AND RANK: sector data points, trends & discontinuities (including known or user-created “potential” futures)

ESTABLISH PROBABILITIES: that events & trends may occur as the result of discontinuities (known as Temporal/Spatial Analytical Relationships (TSARs))

TRACK TRENDS AND SECTOR EVENTS: that increase the probability of a future TSAR occurring.

PRODUCE COLLABORATIVE ANALYSIS: that identifies the best means to prepare for (leverage/prevent) a TSAR

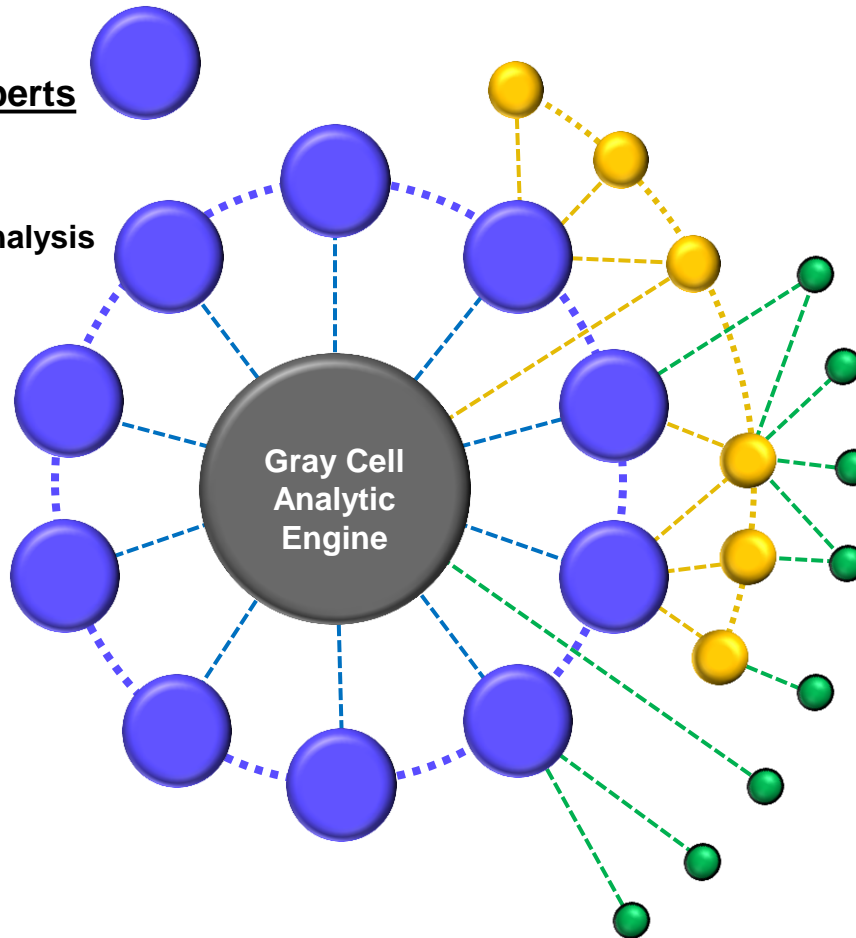
NIKOLAI: OUR INHUMAN ANALYTICAL MODEL. HE'S EVOLVING.



OUR HUMAN ANALYTICAL MODEL. IT WORKS, BUT HAS AN ISSUE.

Sector Experts

- Moderate
- Curate
- Oversee Analysis
- Dozens



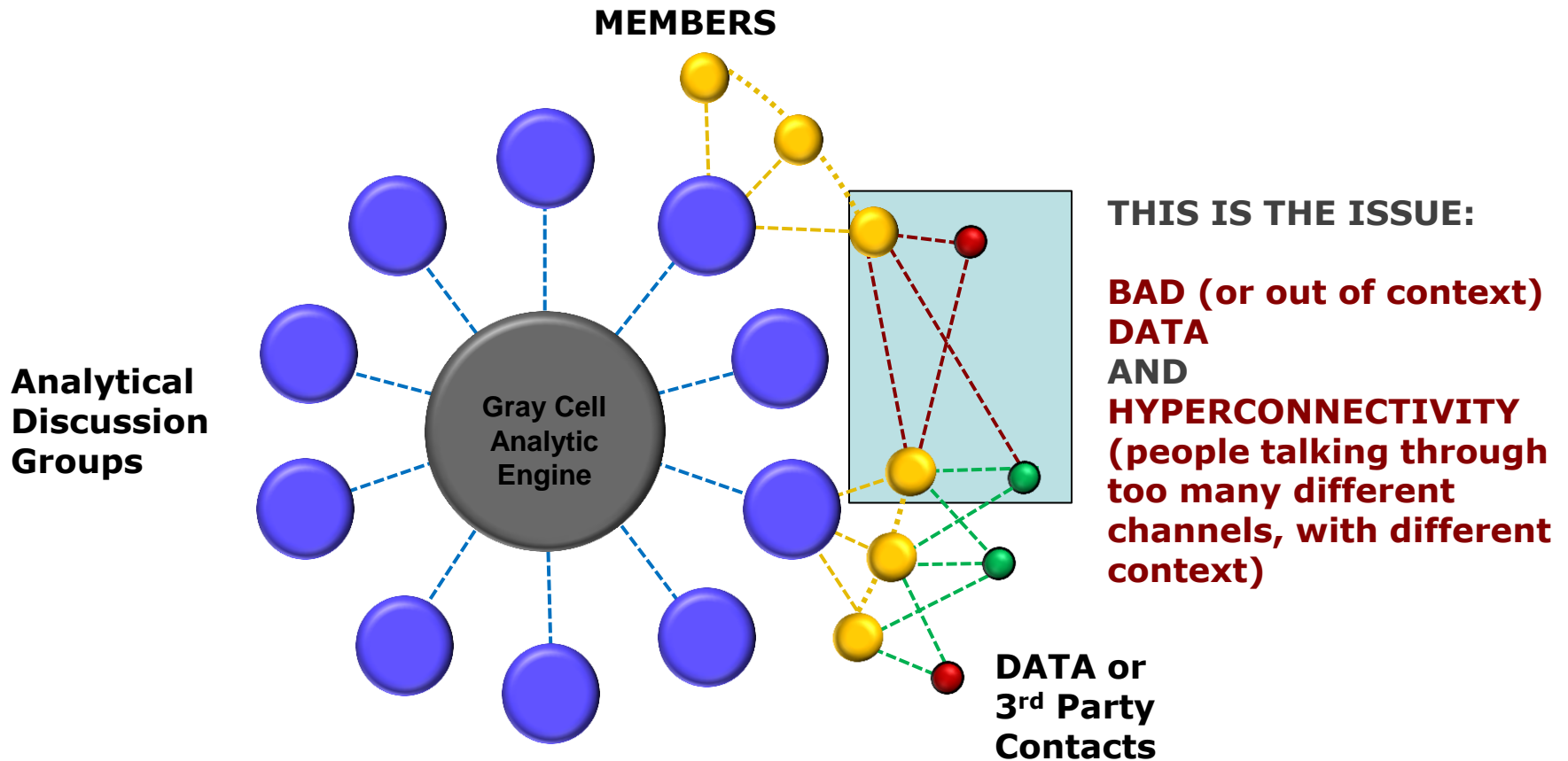
Research Staff ●

- Sector or Geographically Specific
- Provide information & research to Global Sector Experts
- Hundreds

COMMUNITY-BASED Contributors ●

- Subject Matter Experts
- Ranked & weighted by accuracy, impact, value, etc.
- Thousands

HERE IS THE ISSUE (YES, I REUSE SLIDES)



HERE ARE 2 EXAMPLES OF THE ISSUE:

READ

and



HERE ARE SOME CAUSES OF THE PROBLEM

twitter 



Google+



foursquare

LinkedIn

How do we fix Mickey?



WE REWRITE OUR RULES TO SPOT DISRUPTIVE ELEMENTS

CONTINUE CURRENT FOCUS: WHAT CONSTITUTES A RELEVANT EVENT?

- Frequency
- Perspective
- Disagreement
- Dissent
- Discussion
- IS THE EVENT POSSIBLE? IS IT WORTHY OF DISCUSSION?

ADD NEW FOCUS: HOW DO WE SPOT INVASIVE-PERVASIVE HYPERCONNECTIVITY?

- Similarity of Conversations, including across languages
- Commonality of Ideas, including across cultures
- We look for
 - FOLLOWERS
 - INFLUENCERS
 - DISRUPTORS
 - FACILITATORS
- And we watch what they do
- We weight their input & value
- We focus their attention in the right direction
- We oversee control of discussions (and leadership)
- We curate and moderate

THEN WE REWRITE OUR RULES, AND REWRITE THEM AGAIN <repeat often>

OUR CHALLENGE? LEARN FROM HUMAN BEHAVIOR SO...

Mickey



**can READ and tell us
what he READ.**