

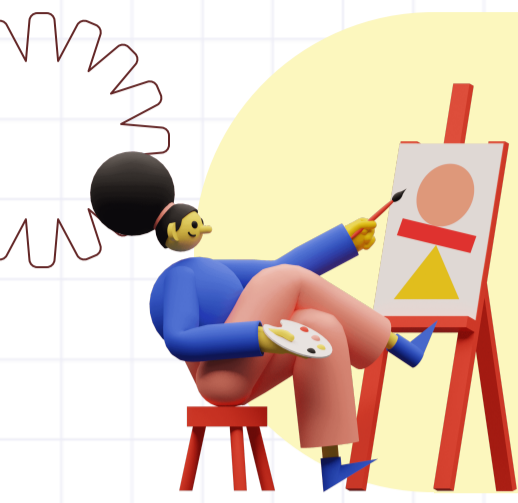
DESIGN A SIGNALS CLUB

Are you ready to offer a Signals Club? Simply stated, offer it to everyone and ask for feedback. Adjust to the feedback. Consider the following items of advice to improve success.

Culture of Future Thinkers

Offer to all levels of the organization.

- The culture of your organization includes everyone, so include everyone when you're building a better culture.
- Talking about the implications of a signal will naturally help employees think differently about the future. You won't realize immediate results, but over time employees will start to tell you they are thinking differently.



Bring the Signals Yourself

To get the ball rolling, bring the signals yourself.

- Understanding what a signal is can be intimidating. Do the legwork at first, to get people interested and invested.
- Each meeting, explain the goal is to get everyone to eventually bring a signal. Encourage but don't require.
- Eventually, you can incentivize people to bring signals.



Ask For & Hear Feedback

Your Signals Club should fit your organization. Adapt!

- We capped discussion time to ten minutes.
- Our employees struggled with a tangible takeaway, so we added a "Now What," or everyday application, to each signal. The "Now What" describes how to take this new perspective to a department/team meeting, project meeting, when designing processes or products, etc.



Be Inclusive, Not Exclusive

A club like this will take off if it's open to everyone.

- Should you offer both in-person and virtual? How will the meeting designs differ? Consider how you'll display signals.*
- Design the meeting to be welcoming to new people on the first, tenth and and fiftieth meeting.
- Consider participants' schedules when choosing when to meet.

*We use an agenda. See separate examples.



Three-Minute Intro

Catch up newcomers, refresh returning participants.

- Find a non-controversial, relatable example.
- Explain what a signal is. They are often dismissed as, "That's dumb." This is a bias, a shortcut our brain takes. Slow down and challenge biases.
- If you must, suspend reality* and ask, "but, what if?"
- Contradictions exist now and will in the future. Embrace them.
- Be bold, creative, provocative, and open to contradictions. Interesting and nuanced ideas come from differing opinions

*In our club, the only ruse is we can't say, "That will never happen." Suspend reality or wait for the next signal.



Reinforce Skills & Grow

Consider the long-term health of your club. Build in opportunities to grow skills and engagement.

- Offer door prizes for attending to widen skill set. We give away one Fast Futures training (IFTF) each meeting.
- Incentivize participation. I buy something from the vending machine for anyone who brings a signal.
- I'm also offering a Build a Future World workshop to give more context to how signals are used.

