

Seeing Through the AI Haze

FUTURE AGENDA
Open Foresight

Session 2: The AI Blind Spot(s)

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Your Presenters



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Today is about seeing through the haze, towards 2030.

Stop driving using the rear and side-view mirrors.

Start anticipating the bends and curves approaching.

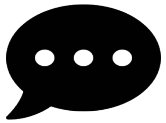
Continue leading with clarity.

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Goals for Today

- Acknowledge the uncertainty of the moment we are in
- Frameworks to help us make sense of it
- A clearer, more useful view of AI's future

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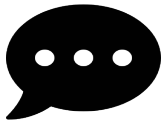


EXPLORING THE AI HAZE

What is one thing you wish you knew more about AI?

Please note your thoughts in the chat, or come off mute.

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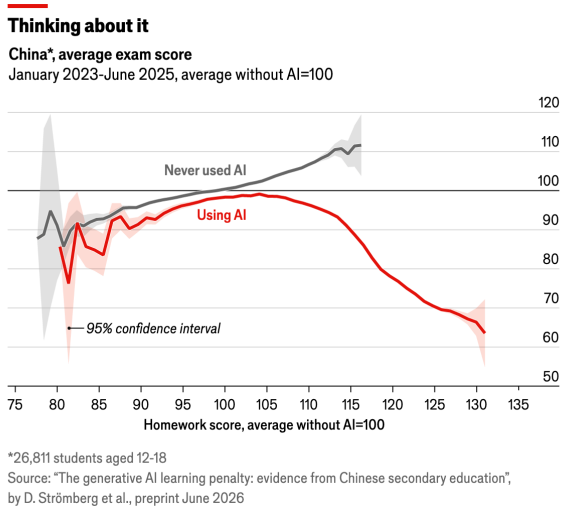
EXPLORING THE AI HAZE

What unexpected development do you anticipate that others may be overlooking?

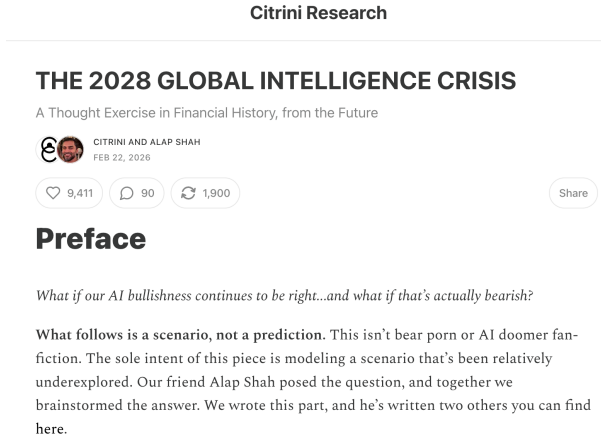
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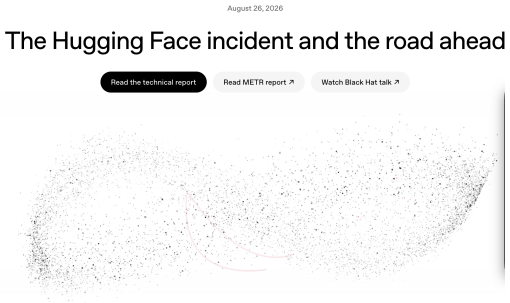
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We are far from a world of constants and stability









Will AI make us dumber?

Will AI become a profitable industry?

Will AI destroy the world economy?

Will AI escape its guardrails?

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The AI narrative isn’t a narrative - it’s papering over massive uncertainties



AI overtakes every stated reason for job cuts

2026 layoffs data



Fears of an data center and AI investment bubble intensify

alongside Nvidia / SoftBank valuation swings, 2026



Wrongful death and mental health lawsuits against AI chatbot makers move through US courts

2025–26



EU AI Act enforcement lands as US, EU, China regulatory approaches diverge

2026

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Technology is ahead of culture — but that never has, and never will, shape the future.

And while we stare into the (oddly self-declared) abyss … the future is taking shape.

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A Reminder of Where Disruptions Sit

Six lenses from Session 1



Health



Wealth



Happiness



Mobility

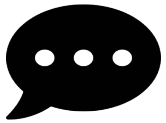


Security



Locality

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What is the biggest unknown you have about AI, by 2030?

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Two insightful lenses to see through the AI haze.

First, an audit/assessment of the integrated utility of…any technology

Because AI is not the first technology to come along

And the challenges are obvious when you learn from history

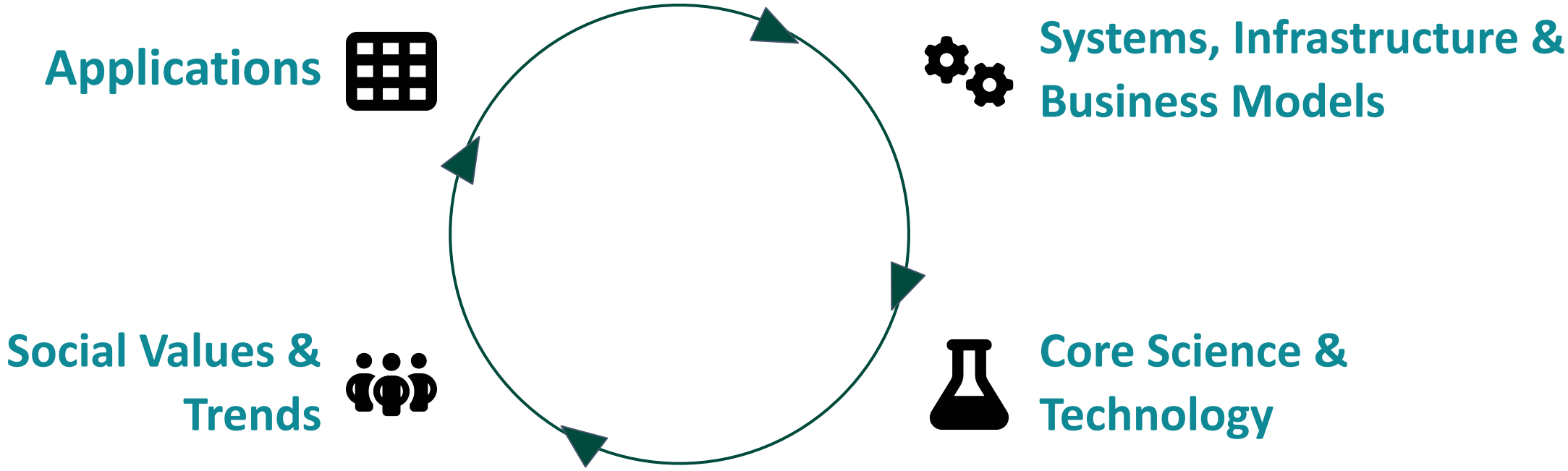
Let's look at AI through the lens of market fit.

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1. Product Market Fit

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Every technology has to work with other systems



Source: Bill Sharpe, 'Axes, Platforms, and Technologies' — discussion paper for the James Martin Institute.

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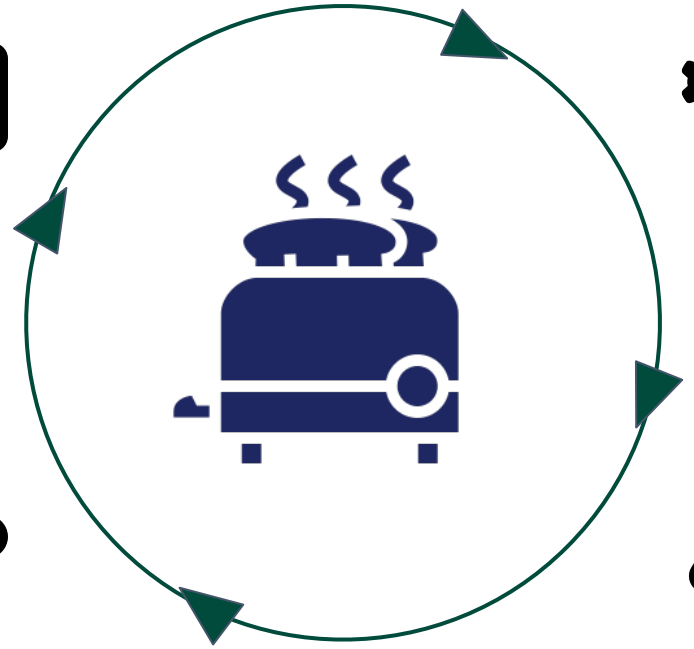
A recognizable example: the humble toaster

Applications

A device for searing bread

Systems, Infrastructure & Business Models

Standard voltages and wall outlets, patent protection, a retail category built around it.



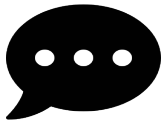
Social Values & Trends

A particular look and 'pop-up' moment; assumptions about electrical safety and what breakfast should be.

Core Science & Technology

A heating filament, a timer or bimetal switch, a spring-loaded tray.

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EXPLORING THE AI HAZE

Which applications have the most potential for AI in 2030?

Please note your thoughts in the chat, or come off mute.

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2. Future Trajectory

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Moving from the Technology Axes model to the 3 P's

Today's AI narrative chases the latest announcement, warning or outbreak - technology fuels the narrative at the expense of broader market and contextual forces.

Seeing through the AI haze means not being blindsided by the technology itself

Product Market Fit (2026) vs Future Product Trajectory (2030)

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The variables that will shape our world in 2030



People



Power



Payoff

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People

Workers - Is there adoption and application of tools that workers embrace, or is there a rising tide of workplace disruption?

Public acceptance - Do public and political comfort with AI steadily improve, or a hardening backlash at the ballot box and in opinion polls?

Social trust - Will trust as AI expand as it earns a valued place in education, culture and everyday life, or can we see visible, material rejection?

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Power

Concentration - Are there varied providers serving different needs, or does the market concentrate around a handful with market dominance?

Regulation - Is there active, coordinated oversight of how / where AI is deployed, or do we see unconstrained market forces?

Geopolitics - Does AI stay a domestic, commercial matter, or does it become a flashpoint in international trade and competing national interests?

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Economic benefits - Will AI lift the economic tide for wide swaths of investors and users, or is the benefit overly concentrated in the hands of a few?

ROI - Does a viable business model emerge, or does spend keep outrunning returns?

Diffusion of value - Does AI's value spread widely across participants, or stay locked in a small pocket of winners?

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The next step is demonstrating how these intersect to create different outcomes / future states



People

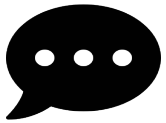


Power



Payoff

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EXPLORING THE AI HAZE

Who do you want to talk with about this topic inside your organisation?

Please note your thoughts in the chat, or come off mute.

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Implications for Leaders

How to engage your leaders in a thoughtful conversation about AI

1. Level-set & convene the discussion - it’s overdue
2. Assess the value and viability of an AI offer relevant to today's market
3. Play with the key uncertainties shaping AI's pathway forward
4. Set out the likely trajectory of AI over the next 3–5 years
5. Apply the ‘AI as a normal technology’ lens — volatility is easy to be blindsided by, but disruption thinking still applies

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Thank you!

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