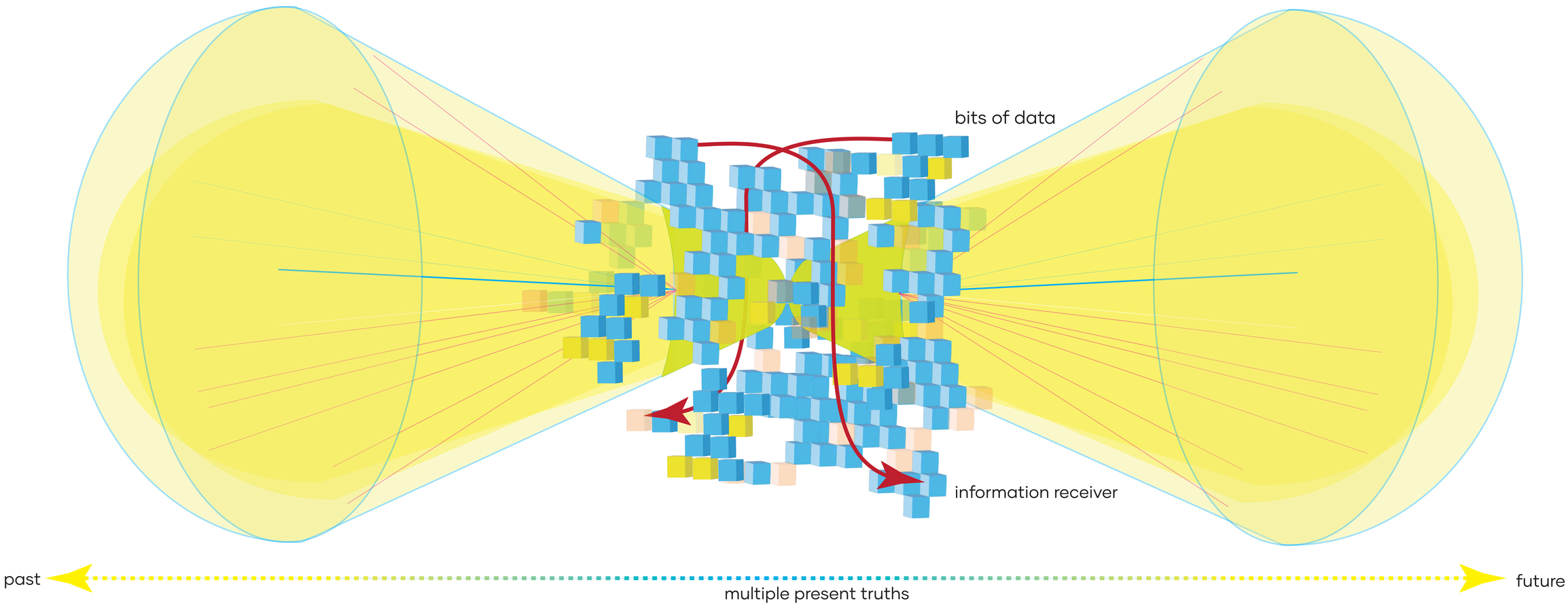
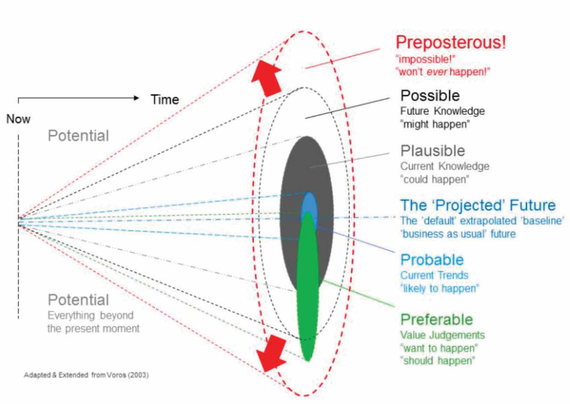
THE CONES OF MULTIPLE TRUTHS (GREYSON, 2022)

Adapted from The Expanded Futures Cone (Voros, 2017) The Cones of Everything (Christophilopoulos, 2021) and Becker's Mosaic Model of Communication (Becker, 1968).



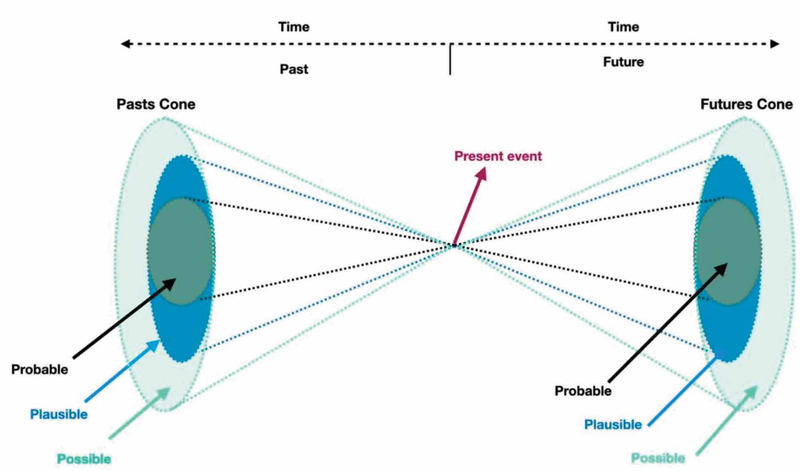
The Cones of Multiple Truths adds nuance to the Futures Cone (Voros, 2017), which presumes that there is only one "Now". The future expands from this moment, hence. However, who decides what the present moment has an advantage on the frame of the future. The Cones of Everything seem to follow the same mental model. Becker's Mosaic Model of Communication (Becker, 1968) assumes that multiple pieces of information are available from numerous sources at once. Think of the internet, which holds many sides to one story simultaneously. For instance, a series of tweets from one social media account on Twitter can be posted back to back (sequentially), or there can be years between them. The topic may be the same both times, but in the second instance, a story may have evolved over the years. One tweet after another may look the same, but millions of layers of events may change the context dramatically between the first and second tweet. An excellent example is an evolution of what is acceptable in society. Artistic works from hundreds of years ago that celebrated colonial conquests are now seen as repulsive propaganda. The work itself does not change (in theory), but the receivers change and will continue to do so. The Cones of Multiple Truths attempts to blend the concepts of "a singular truth" and proposes that we assume a plurality of futures coexist "Now".



The expanded futures cone
(Voros, 2017)

Voros, J. (2017, February 24). The Futures Cone, use and history. The Voroscope.

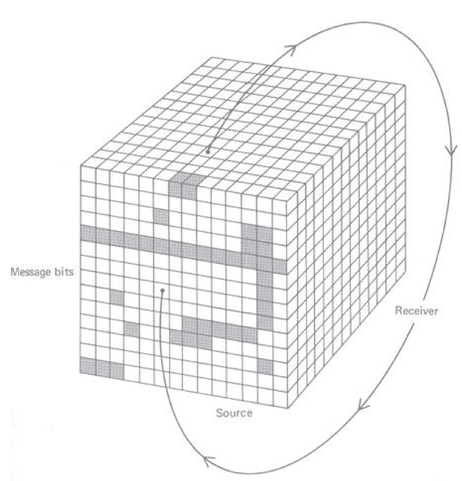
https://thevoroscope.com/2017/02/24/the-futures-cone-use-and-history/



The Cones of Everything (Christophilopoulos, 2021)

This model is building upon the concepts of the relativity theory in order (1) to expand our mental capacity imaging the futures and (2) to empower by realizing that according to physics, even the smallest action can have an effect on future events.

Christophilopoulos, E. (2021). Special Relativity Theory Expands the Futures Cone's Conceptualisation of the Futures and The Pasts. Journal of Futures Studies, 26(1), 83-90. https://www.researchgate.net/publication/349213799_Special_Relativity_Theory_Expands_the_Futures_Cone's_Conceptualisation_of_the_Futures_and_The_Pasts



Becker's Mosaic Model of Communication
(Becker, 1968)

The model explains the complexity of human communication. It also describes the randomness of the origin of messages and communication as a dynamic process. The model is believed to reduce the limitations of the linear models. The model stresses the meaning of messages. The model was inspired by Marshall McLuhan's views and metaphors of television as a collection of light and dark spots.

"Becker's Mosaic Model of Communication," in Businesstopia, January 6, 2018. https://www.businesstopia.net/communication/becker-mosaic-model-communication

MAGGIE GREYSON
CHIEF FUTURIST AND DESIGNER

Maggie is recognized be the Association of Professional Futurists for the Most Significant Contribution to the Field of Futures Work. She is also a Fellow of the School of International Futures. Her mandate is to help people use ambiguous nature of our times to play a meaningful part in the future. Robust research and creative risk-taking define her career as a designer, futurist and writer. Her work garners international attention for strategic communication and innovative storytelling methods. She has designed interactive online experiences for Fortune 100 companies such as Nissan, GE and Shell. She also has a ten year career as a designer for the stage with companies such as the International Shakespeare's Globe, in the London and the Stratford Theatre Festival. Maggie has a Master of Design in Strategic Foresight and Innovation from the Ontario College of Art and Design University.

Maggie Greyson is currently writting a book for future-thinking maverick decision makers in organizations that are buried in uncertainty and need to make a change now.

She'd love to hear from mavericks about how you make decisions for the future! Please get in touch via email/ LinkedIn.

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www.futurespresent.com
mg@futurespresent.com