
Agenda Item 30: ICANN Strategic Outlook

NOTE: This briefing has been prepared by ICANN GAC support and MSSSI staff.

Background

This is a joint effort between the organization, the community and the Board to engage in a discussion on what it sees as emerging trends in three broad areas: trends affecting the broader ICANN ecosystem (including stakeholders, the industry, other issues); ICANN organization/operations; and the broader geo-political environment.

The Strategic Outlook program is an annual process, which ensures ICANN has a consistent way to:

- Identify and track trends.
- Prepare for opportunities.
- Mitigate or avoid challenges.
- Inform strategic and operational planning and prioritization.

The organization has found the exercise to be beneficial to help surface opportunities and challenges that lay ahead, inform planning and help with prioritization considerations. Coordination also occurs with risk management and short-term opportunities.

The 2017 assessment conducted by the organization resulted in 19 trend themes, which were further narrowed down to 12 trends for Board consideration. Analysis also found a high correlation among the trend topics identified by the Board in 2016, reinforcing the relevance of the trends identified.

At ICANN60, ICANN Org proposed to SO/AC leaders to run strategic outlook (trend) sessions with their SO/AC councils and/or stakeholders/constituency groups during the next ICANN meeting in March in Puerto Rico. This is a great way for the community to start putting some thought-processing into our next iteration of the Strategic Planning process.

As other SO/ACs and stakeholders engage in the exercise, the organization will work with the community to provide an overall consolidated list for discussion that will serve as important input into prioritization discussions and the longer term next iteration of ICANN's operational and strategic planning process.

Structure of the Session

The group will be presented with the twelve trends identified by the organization in 2017 as a basis for discussion.

In this highly interactive session, the group will be divided into subgroups who will engage in discussions to amend, add or remove trends from the proposed list, and will weigh in on what they consider top priorities. Results will be shared with the whole group, and will serve as the basis for further discussion among the group on priorities, key focus areas, etc.

By the end of the session, the group shall seek to reach consensus on five top priority trends to inform strategic and operational planning and work prioritization.

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