ICANN Strategic Outlook

Trends Identification Exercise

MSSI

June 2018
An Annual Process

To ensure ICANN has a consistent way to:

• Identify and track trends
• Prepare for opportunities
• Mitigate or avoid challenges
• Inform strategic & operational planning and prioritization
ICANN’s strategic outlook will reflect thoughtful consideration and consolidation of so called ‘trends’ to keep an eye on that are specifically defined and may have an effect on ICANN, its mission, or operations, in the long run. Such trends may be externally or internally driven.
The results of the Strategic Outlook effort will serve as input for the revision of ICANN’s five-year strategic plan, which then provides a framework for our operational planning work.
## Preliminary timetable and approach for Strategic Planning

<table>
<thead>
<tr>
<th></th>
<th>Board / Board Caucus Group (BCG)</th>
<th>Community Engagement</th>
<th>Org</th>
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</thead>
<tbody>
<tr>
<td><strong>Jan-June 2018</strong></td>
<td>Trends Identification (Board session)</td>
<td>Trends identification (Community sessions)</td>
<td>Trends Identification (Departmental sessions)</td>
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<tr>
<td></td>
<td></td>
<td>Informed of results (mailed to each group)</td>
<td>Consolidate results</td>
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<tr>
<td><strong>Apr-Sep 2018</strong></td>
<td>Analysis (Trends and vision)</td>
<td>Engagement on findings</td>
<td>Consulted (Board sessions)</td>
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<td></td>
<td></td>
<td>Consulted on prioritization and directions</td>
<td>Work on prioritization and directions, leading to new objectives and goals</td>
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<tr>
<td><strong>Jul-Sep 2018</strong></td>
<td>Work on prioritization and directions, leading to new objectives and goals</td>
<td>Consulted on prioritization and directions</td>
<td>Work on prioritization and directions, leading to new objectives and goals</td>
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<tr>
<td><strong>Oct 18-Mar 19</strong></td>
<td>Develop Draft Strategy Concept Paper (from Org’s proposal), including vision statement, objectives and goals</td>
<td>Public consultation</td>
<td>Drafting of Strategic Plan</td>
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<tr>
<td><strong>Jan-Jun 2019</strong></td>
<td>Consulted (Board sessions)</td>
<td>Public consultation</td>
<td>Drafting of 5-Yr Operating Plan, and annual OP&amp;B</td>
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</table>
## Top-12 Trends

### Community-wide trends
- Internet evolution and external technology advancement increasing pressure on DNS relevance and ICANN's legitimacy.
- Scalability of the community, ability to effectively address increasing demand and capacity.
- Increasing changes in the domain name industry, and emerging Internet business and funding models.*
- Increasing discussion and debate about ICANN's mission, and increasing pressure to broaden ICANN's role and operational scope.
- Increasing demands for transparency, openness, and accountability creating additional complexity and hampering execution.*
- Evolving dynamics relating to power balance of the ICANN community, Board, and organization.

### Organizational / operational trends
- Increasing demand on ICANN organization, staff, and resources.*
- Increasing risks on security – both physical and cyber.

### Geo-political or economic trends
- Increasing concerns about effectiveness and scalability of ICANN's multistakeholder model.*
- Increasing geopolitical and technical risks of fragmentation.
- Increasing pressure to integrate human rights, privacy, and law enforcement into governance mechanism.
- Increased government interventions via legislations into the Internet Ecosystem, and hence affecting ICANN.

(*) These trends were the five trends initially identified by the Board when the program was kicked off last year.
Trend Identification Exercise

- **Step 1:**
  - Form subgroups

- **Step 2: (15-20’)**
  - Brainstorm: add, edit and/or delete, and prioritize trends from the initial list
  - Designate a speaker to present your subgroup’s results

- **Step 3: (30-40’)**
  - Each subgroup presents its results to all participants
  - Discussion follows

- **Step 4:**
  - Vote for top-priorities
Strategic Outlook

Thank You and Questions
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