




# FUTURE

**THINK FURTHER:  
BRINGING THE FUTURE FORWARD**



**FUTURE  
PROOFING IS  
PREPARING  
FOR THE  
FUTURE BY  
PREDICTING IT.**





**WHY IS FUTURE  
PROOFING  
IMPORTANT?  
HELPS AVOID  
BUSINESS  
DISRUPTIONS  
+  
CAPITALIZES  
ON UNMET  
NEEDS.**




A photograph of police officers in riot gear, including helmets with visors and shields, standing in a line. A large cloud of yellow tear gas is being deployed from the right side of the frame. The scene is outdoors, with a building and a potted plant visible in the background. A water bottle and a can are on the ground in the foreground.

AVOID...

# IMPACT OF SOCIAL UNREST





OVERCOME...

# INTERNATIONAL INTERRUPTIONS



AVOID...

# START-UP DISRUPTION







MANAGE...

# GEO-POLITICAL SHIFTS





CAPITALIZE...

# EMERGING TRENDS





ULTIMATELY...

**REMAINING RELEVANT**



# SEEING TOMORROW'S CHALLENGES





# LEVERAGING THE STEEP MODEL:

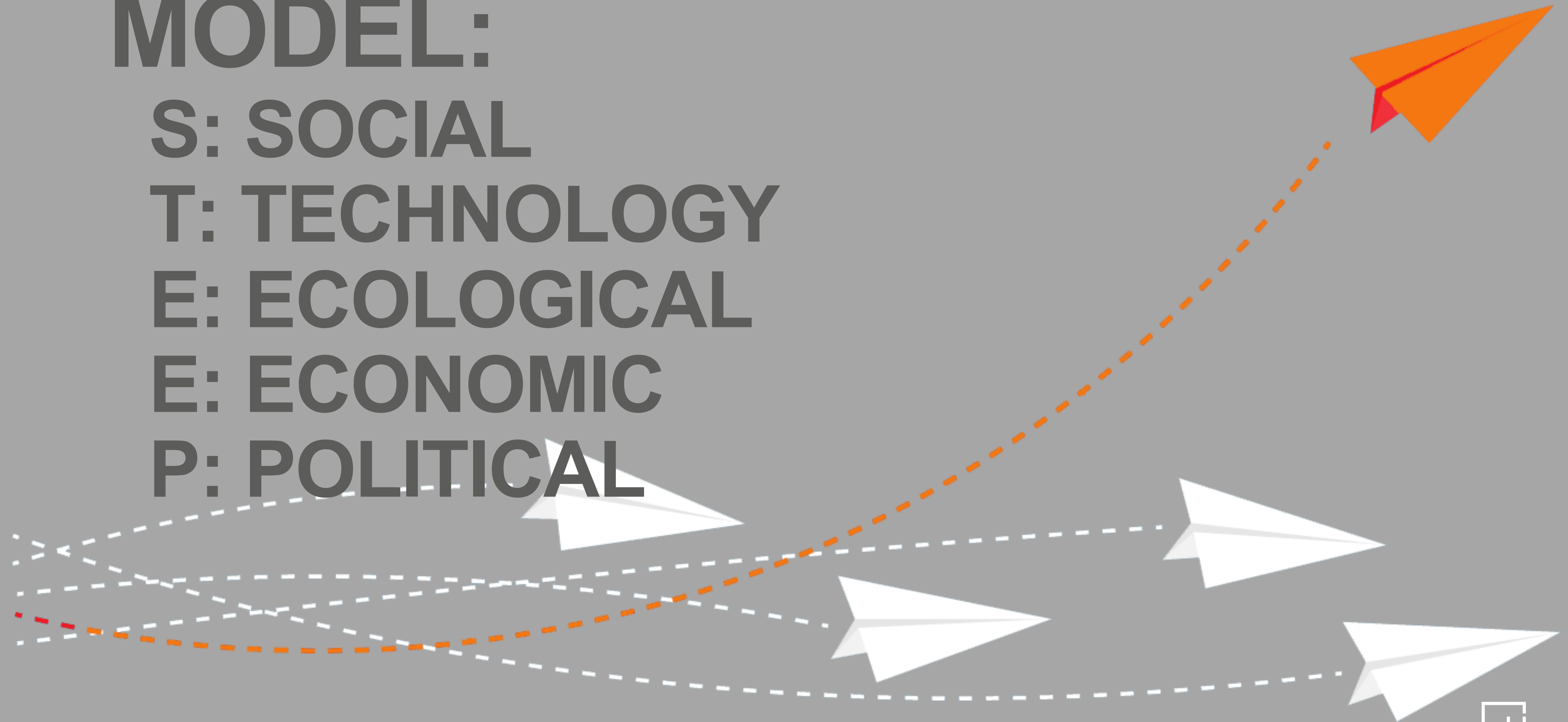
S: SOCIAL

T: TECHNOLOGY

E: ECOLOGICAL

E: ECONOMIC

P: POLITICAL





# STEEP RIPPLE EFFECT



# SOCIAL



## Like

Connect with your friends..



### Team Up!

New team board and work flo..



### Flight

- 10 AM



### 1 New Inbox

See what update from your ..



# TECHNOLOGY





# ECOLOGICAL





# ECONOMIC







# POLITICAL

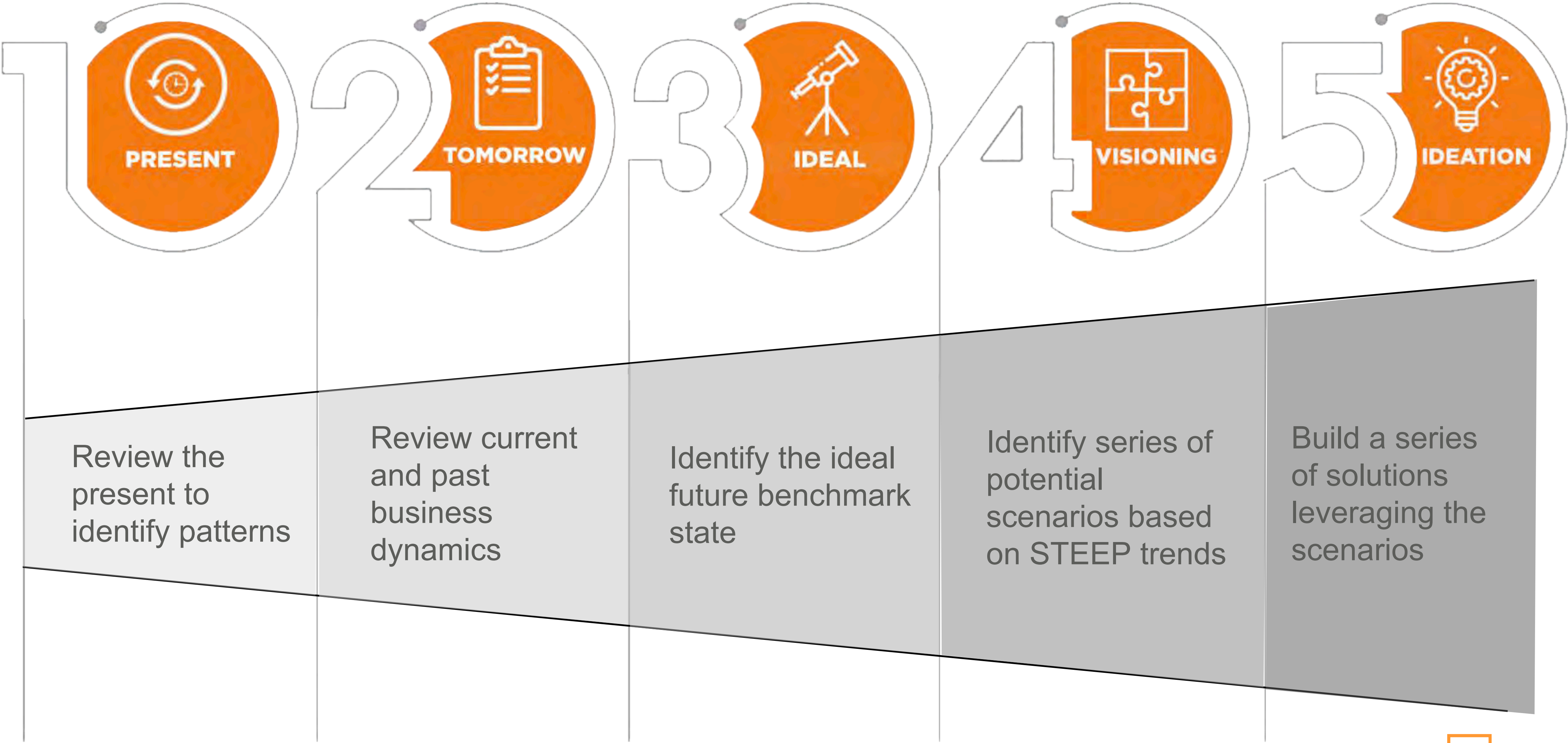


# HELPING SHAPE THE FUTURE

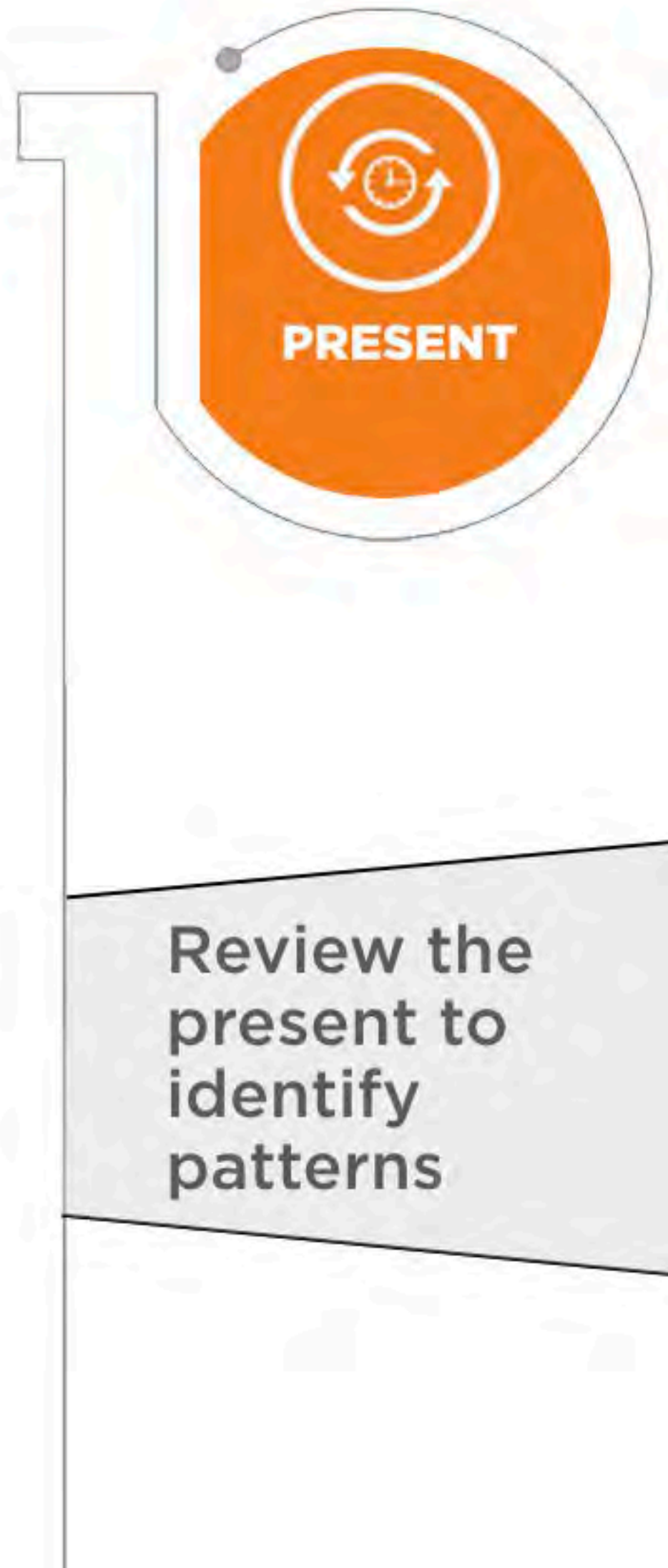




# THE FUTURE PROOFING JOURNEY MAP







## STEP ONE: HOW DID WE GET HERE? LEARNING FROM CURRENT CHALLENGES

- Gain alignment.
- Establish a project charter.
- Create a cross departmental team.
- Delve into the current situation.



## STEP TWO: WHAT IS OUR CURRENT SCENARIO? EVALUATING TOMORROW

- Explore STEEP trends driving the current situation.
- Review the 5Cs analysis (Context, Category, Customers, Competition and Company).
- Defining the decision bias factors.
- Identify the focus area(s) of challenge.



Review  
current and  
past business  
dynamics





Identify the  
ideal future  
benchmark  
state

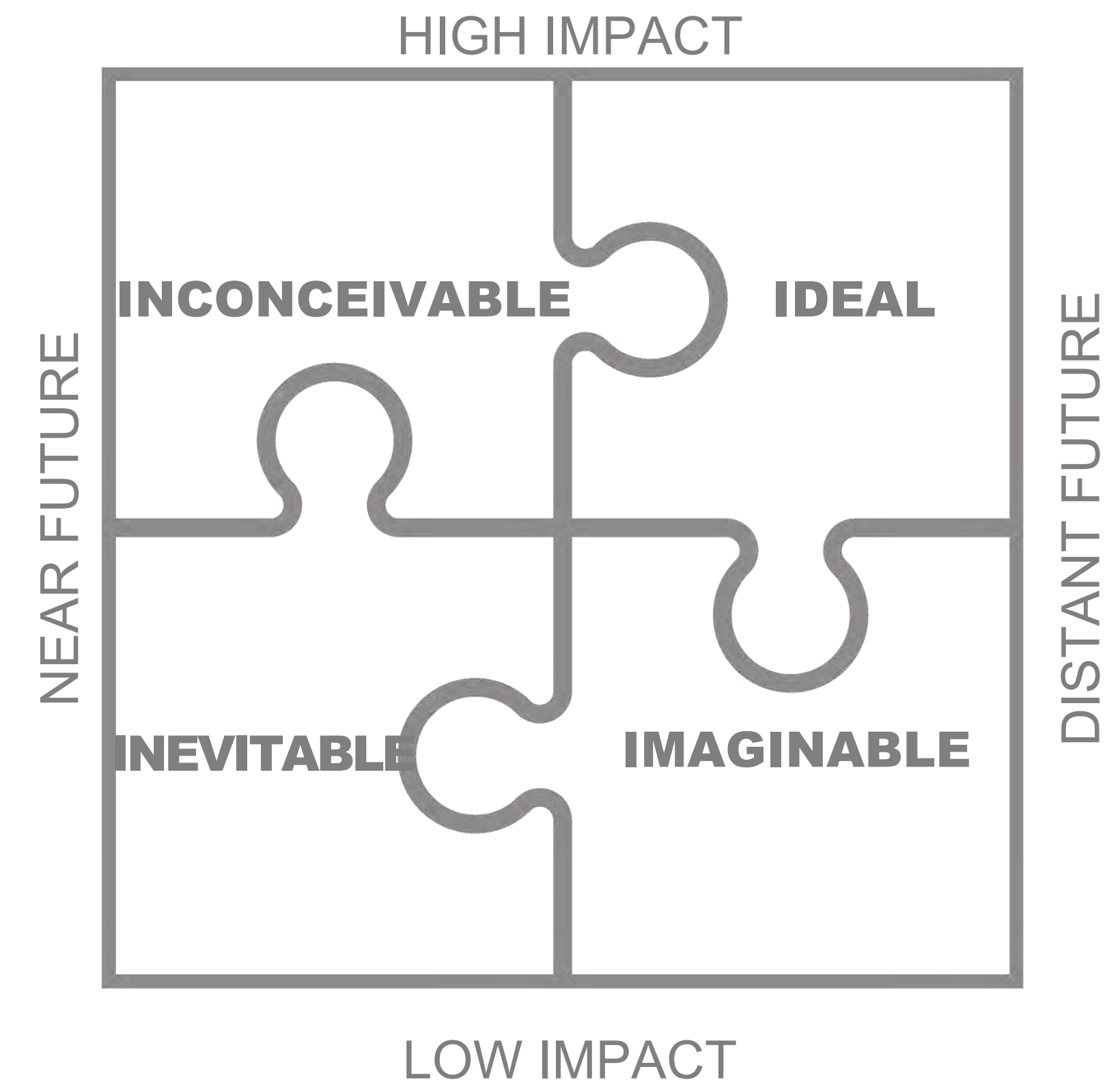
## STEP THREE: WHAT IS OUR PREFERRED SCENARIO? DEFINING THE IDEAL FUTURE

- Identify the future-state horizon (how far in the future are scenarios being identified).
- Consider both historical and new drivers of change.
- Explore potential emerging issues to overcome.
- Review current on-going STEEP trends and events.
- Identify the organization's preferred future-state.
- Identify potential internal and external barriers.



## STEP FOUR: WHAT COULD HAPPEN? VISIONING DIFFERENT FUTURE SCENARIOS

- Develop a range of scenarios based on combining various STEEP trends.
- Evaluate each of the scenarios leveraging the following 4i grid.
- Establish different futures as the foundation for strategies.



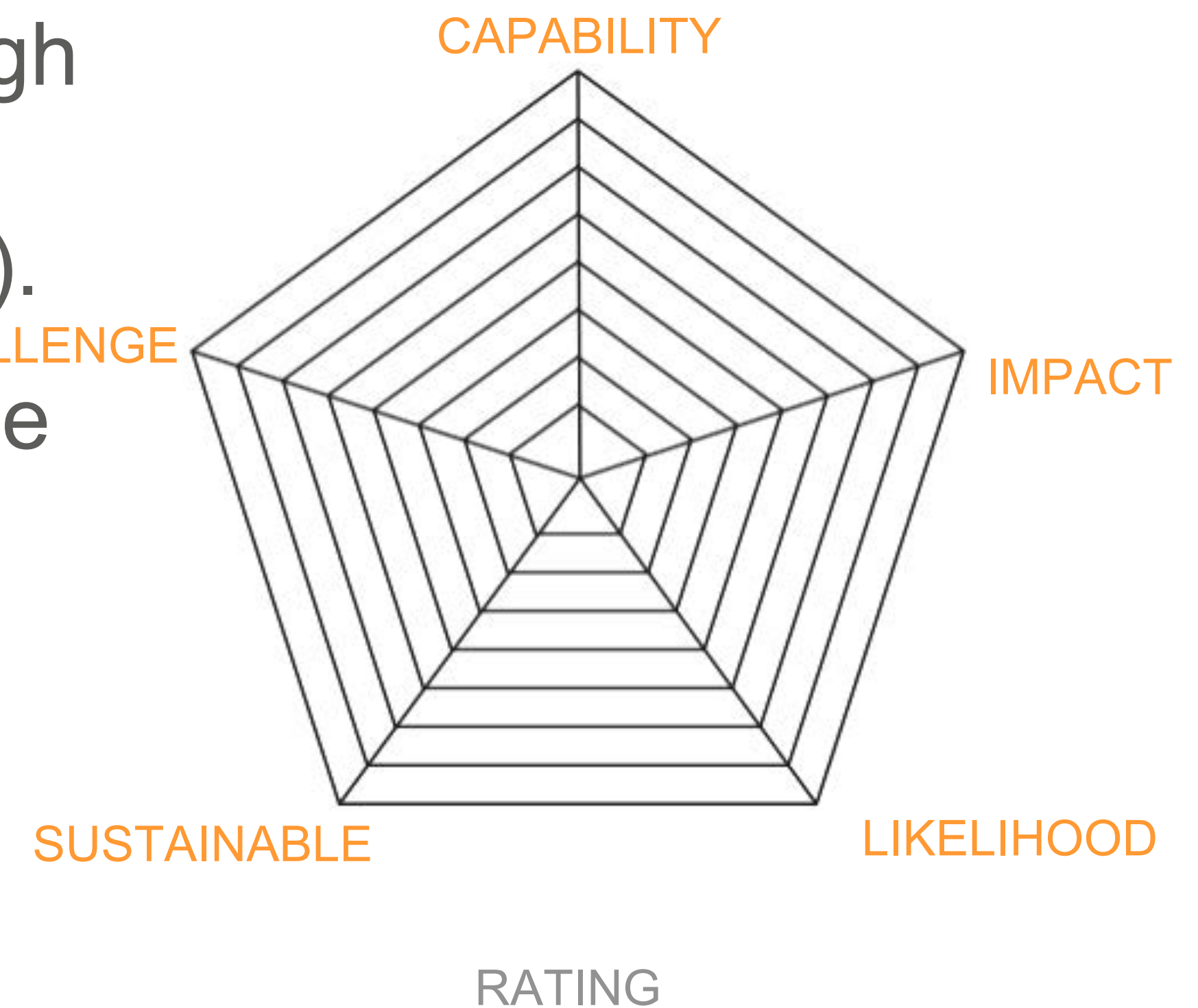
Identify series  
of potential  
scenarios based  
on STEEP  
trends

VISIONING



## STEP FIVE: IDEATING ON FUTURE-PROOFING STRATEGIES

- Filter the various scenarios through the three levers of change (message, process and structure).
- Identify opportunities based on the level of complexity to current organization capacity while identifying gaps.
- Prioritize, through stakeholder validation.



Build a series of solutions leveraging the scenarios



# TAKE THE FUTURE READINESS ASSESSMENT

Enter: <https://bit.ly/2mjwQkz>

Receive a free Future  
Readiness Guide /  
Workbook and enter to win  
an iWatch

