Futuring

Understanding the Futures that are Critical to your Growth

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Why explore the future?

Those who rely exclusively on strategic planning processes will miss non-obvious threats and opportunities.

Traditional Competitors		Surprise Disruptors
Kodak	Classic Example	Nikon, SONY
Kellogg's, Campbell's	Happening Today	GRUBHUB, Blue Apron, soylent
Ford, chicago transit authority, Delta	Potential Future	Google, UBER, HYPERLOOP

Crux of the Problem

» Strategic planning is not sufficient to prepare for potential disruption

» Mega-forces and trends analysis tells us little that others don't also see

» Cognitive biases make us poor predictors

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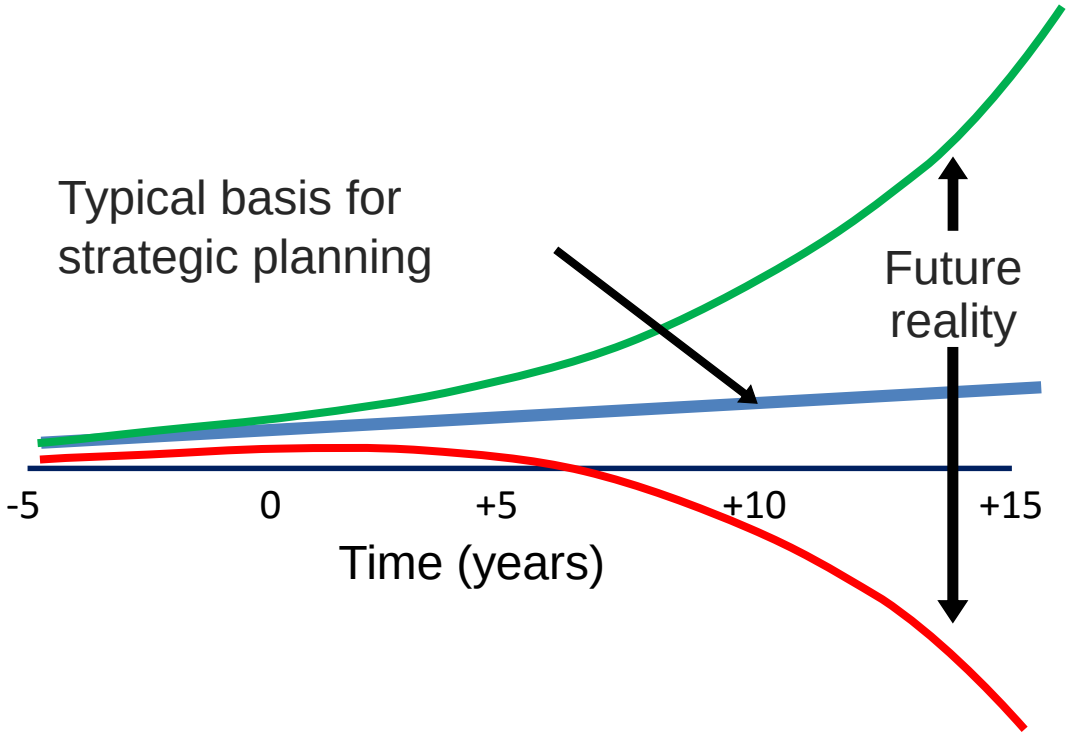
Futuring is Emerging as a Strategic Necessity

- Typical strategic plans: 2-3 year horizon and based on linear trends
- In increasingly VUCA world, the linear future never happens

Volatile | Uncertain | Complex | Ambiguous

- A 2-3 year window for disruptive opportunities/attacks isn't enough
- In response, the future cannot be predicted, but it can be thought about systematically



Futuring is about what to do today.

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Imagine: A Collaborative Futuring Project

Create a shared understanding of plausible futures, collaboratively

Discover proprietary futures specific to your company

Identify potential disruptions

Establish a direct connection to today

Duration: 1-6 months
Team Size: 2-8 core team members
Key Events: 1-4 group sessions

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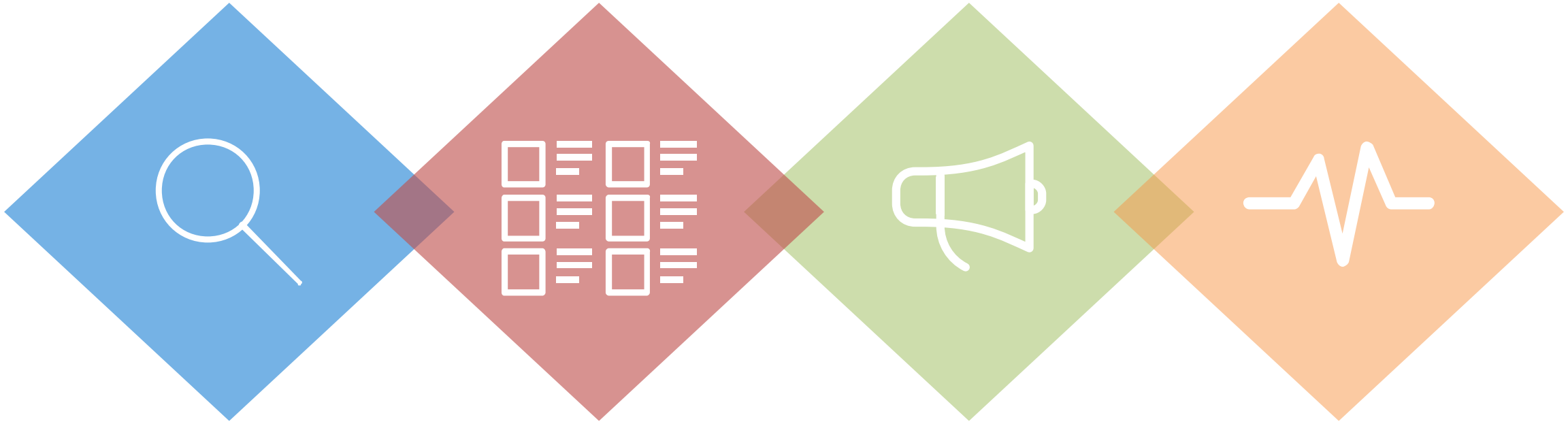
Using A Proven Futuring Methodology

Gathering & Learning

Scenario Building

Storytelling

Activation & Monitoring



Turning research into action.

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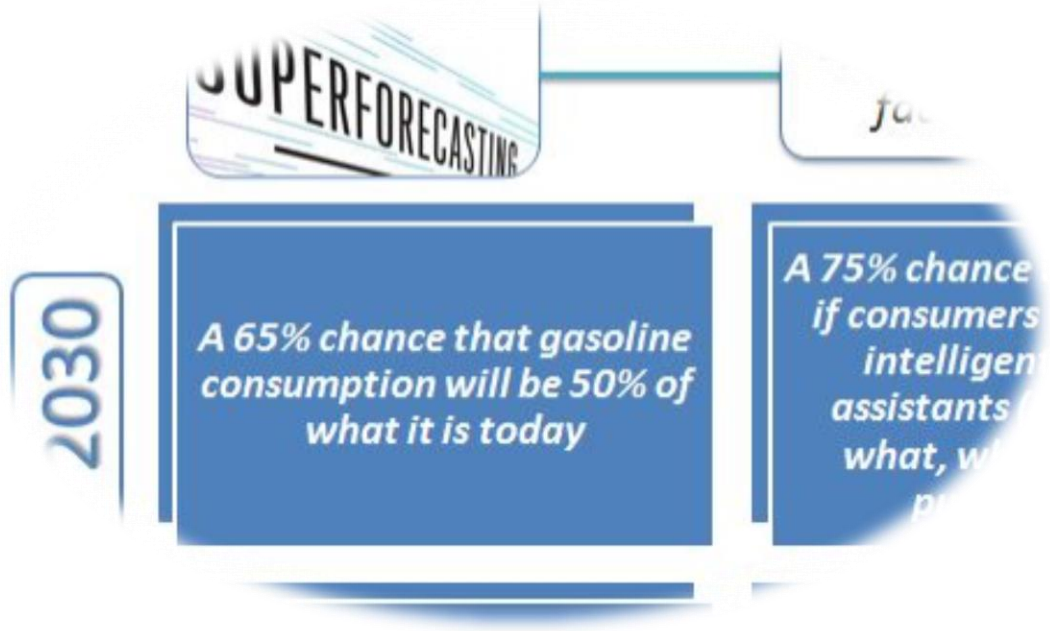
Collaboratively Producing These Sorts of Deliverables

Future scenarios and stories:

a set of articulated futures that convey the situations and experiences of people 10 – 15 years from now



Super-forecasts:

forecasts of specific outcomes provides a basis for discussion and metrics for monitoring what is happening

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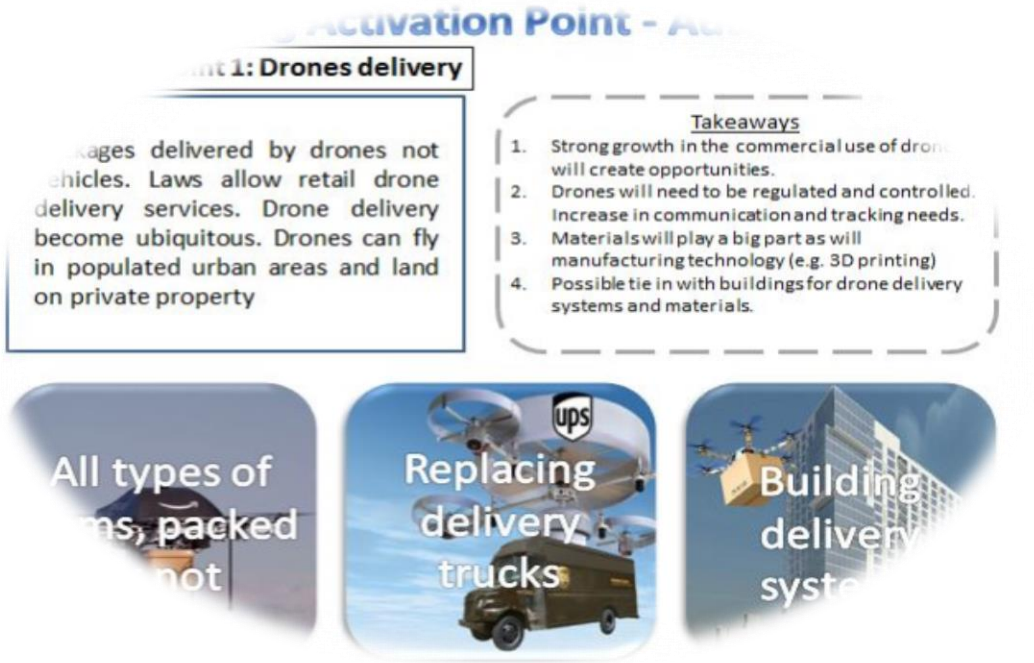
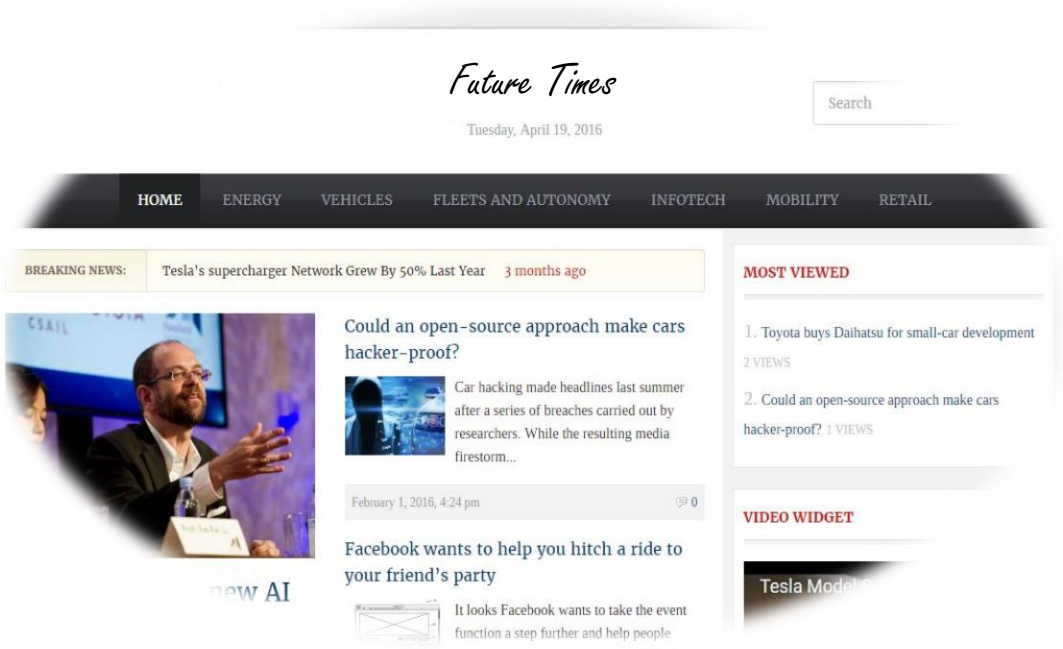
Ending with a Structured Way to Monitor the Future





Action plans:

what to look for, where to look, who to engage with and what projects to initiate as the future unfolds

Sensing-Action Monitor:

a system for on-going, continuously updated tracking of the items listed in the action plans

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A Case Study in Agriculture

- A $100M business division making precision food processing equipment with an 80% market share in their segment was seeing indications that due to AI and robotics, their main product line would eventually become extinct
- In a 3 month project, they developed insights into alternative futures that indicated a new strategic direction
- Combining several key insights, the company established a completely new, non-adjacent business and they're very excited about the prospects for its future

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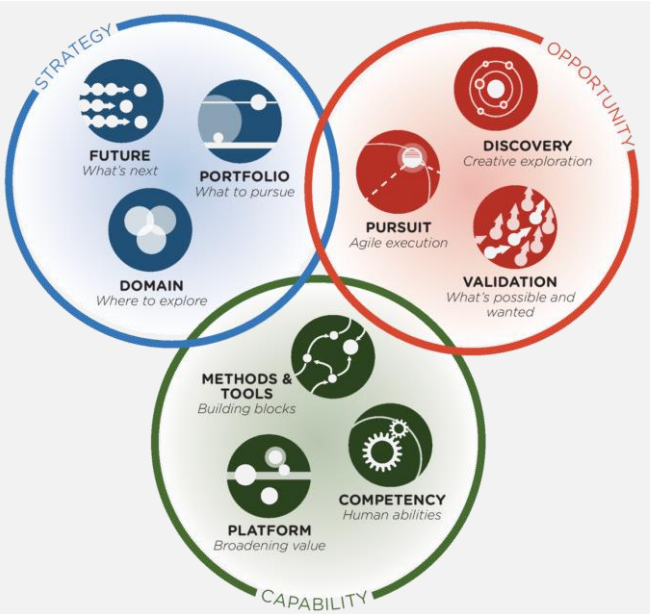
With Inovo as collaboration partner and guide, clients transform their offerings, cultures and innovation capabilities.



For more information, check out the futuring resources on our website, or drop Larry a line.

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