

Year

Theme

Playground

What is the playground like? Who or what are the ideas, products or companies we are competing with?

Next big things

Promising ideas gaining momentum

Hot right now

Fast and agile experiments, just a few will stick

Established

The already recognized ideas and players

Incumbents

The one's that “have always been there”.

Speed

Impact

System Actors

Who are the actors in our playground? Who gets to decide, and who drives change?

Decisionmakers

Changemakers

Stakeholders

Quantity over quality: Write down as many versions as you'd like.

Motivations

What are the trends and forces driving the change?
For example, what is the political climate like and what are the incentives driving technology? What about ethics?

P

Political

E

Economic

S

Socio-cultural

T

Technological

L

Legal

E

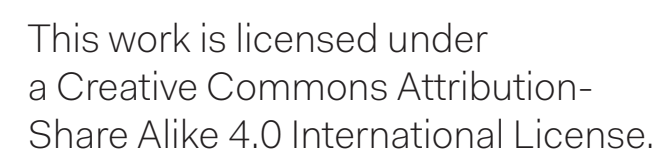
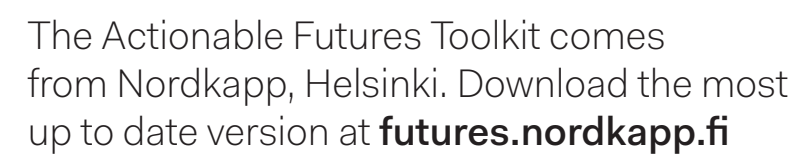
Ethical



In your future, explore and verbalise the aspirations and intent. What is the root cause, why and ultimate legacy to leave behind? Who do we impact, and what do our actions change?

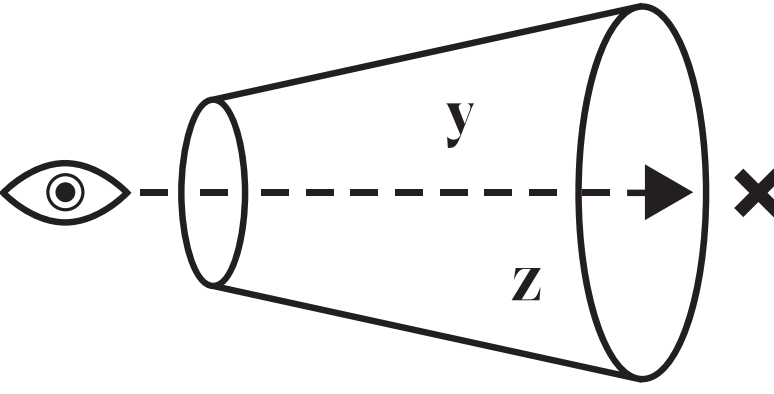
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WHERE WE STARTED

THE FUTURE



Year

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Vision of the Future

Based on previous, write down the ideas for the futures we want to arrive in. These act as seeds for concepts and can be as wild as you'd like.

In _____, we will

for _____

, because

Five-star Futures

What does the optimal future look like? How about a one star version of it? What's a middle ground that would qualifuy as an MVP? What does success look like at each stage?

	★☆☆☆☆	★★☆☆☆	★★★☆☆	★★★★☆	★★★★★
What					
Why					
For Whom?					
What does success look like?					

Urgency Matrix

Map your five-star futures on this chart. Which ones are important to the future of your organization and industry? Which are high value and low cost?

