

A

Playground

What is the future playground like? Who or what are the products, service, companies, initiatives or ideas dominant at the market of our future?

Next big things

Promising ideas gaining momentum

Hot right now

Fast and agile experiments, just a few will stick

Established

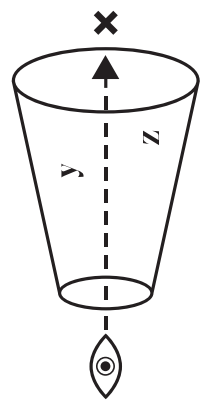
The already recognized ideas and players

Incumbents

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

Speed

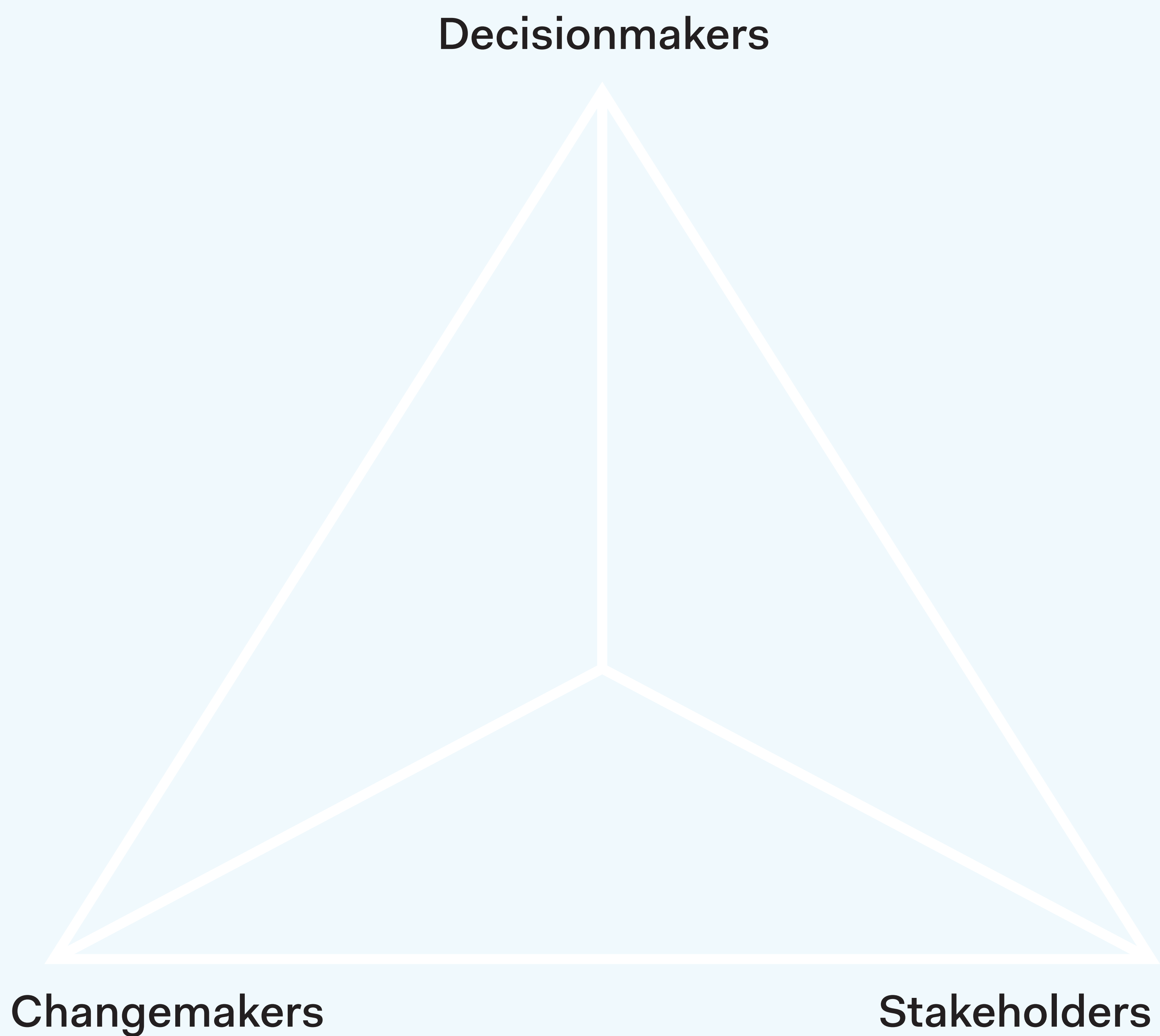
Impact



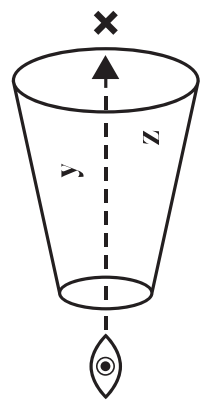
1

System Actors

Who are the actors in our future? Who gets to decide, who drives the change and who are the ones being affected by all this?



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



1

Motivations

Identify the external forces affecting the future world we are building. What are the trends and forces driving the change in for example the politics and what are the incentives driving technology? What about ethics?

P

Political

E

Economic

S

Socio-cultural

T

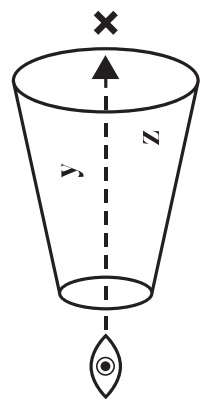
Technological

L

Legal

E

Ethical

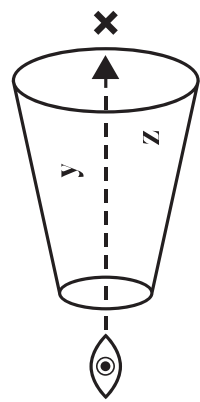


2

Pre-mortem

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?

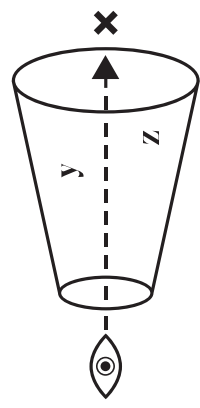
Think big, imagine possibilities.



Anti-Futures

When in the future, reflect back on how did we get there? What were the key events along the way that lead us there, both positive and negative. Where did things nearly go wrong and why?



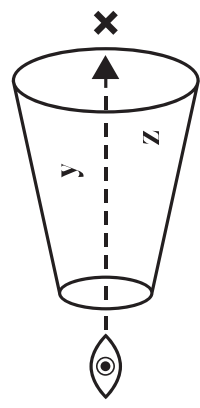


Problem → Solution

Pick maximum five anti-futures, and turn them into positive solutions through stories / mini-scenarios. This will help you plan ahead later — be as visual as possible.

2





3

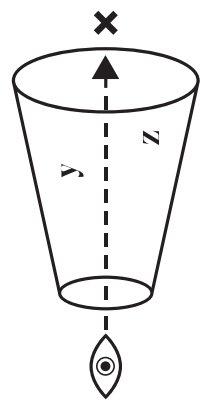
Vision of the Future

*Write down the vision statement of the future
we want to strive for. What is the impact we want to
achieve, for whom and why?*

In _____, we will

for _____

, because



Five-star Futures

*How could you make your vision concrete?
Explore future ideas over fidelity and time. What
is the perfect idea, and how to scale it over fidelity?
Where to settle your MVP and how?*

3

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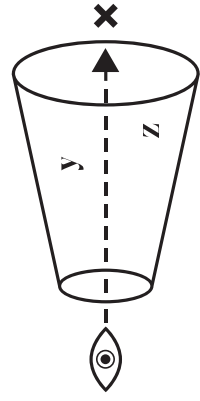
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What

Why

For Whom?

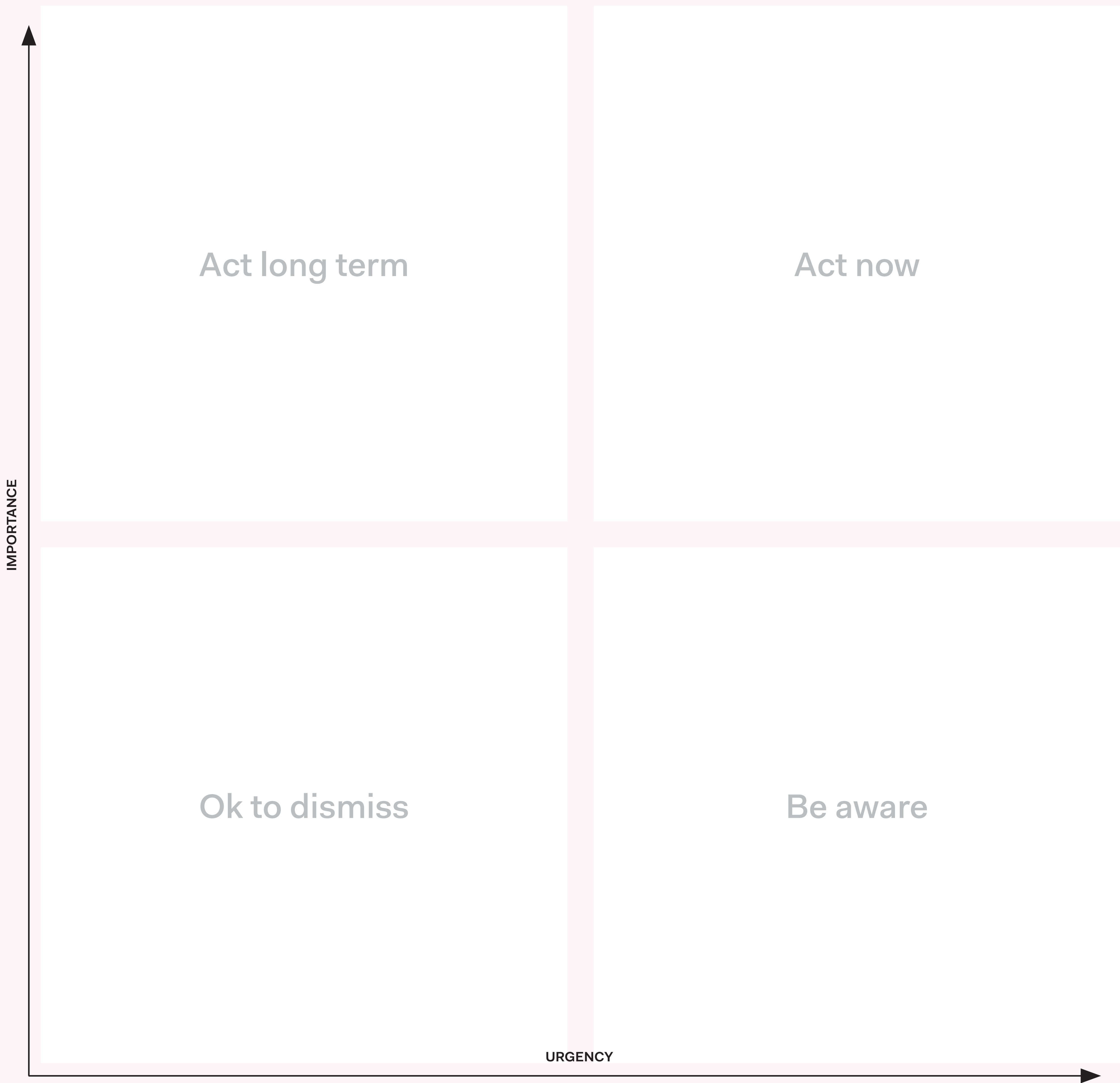
What does
success look
like?

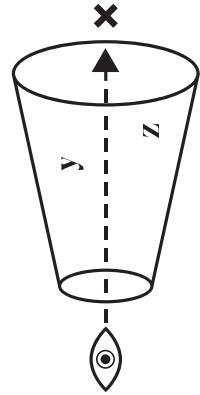


3

Urgency Matrix

Map your five-star futures on this chart. Which ones are the most urgent to start acting upon, and which ones are major long term strategic bets?





3

North star

What is it?

3 MONTHS

1 YEAR

3 YEARS

5 YEARS

Who is it for?

What job does
it do?

What does
success look
like?

When is it?

How do we
prove it?

3 MONTHS

1 YEAR

3 YEARS

5 YEARS

