

**What if your
un-thinkable Future
happens tomorrow?
Are you ready?**

HOW TO PREPARE FOR YOUR UN-THINKABLE FUTURES?

Strategy is all about making choices for the Future. We often assume that the world remains the same, but in reality, that is never the case. Changes that happen around us today continuously influence and shape our lives tomorrow. Therefore, we want to bring you a tool and a mind-set to act on your Futures. Scenarios that are in a constant flux and thus cannot be seen as singular.

To support you - as an organisation, team or individual - to see past the present into your Futures, we created the Future Thinking Canvas. The Canvas that takes a playful approach to positively imagine your Future scenarios.

WHY THE FUTURE THINKING CANVAS?

Changes can be obvious and predictable, but there are also Futures that are unexpected or subtle. In order to create a mind-set that prepares you for all possible Future scenarios, we developed the Future Thinking Canvas.

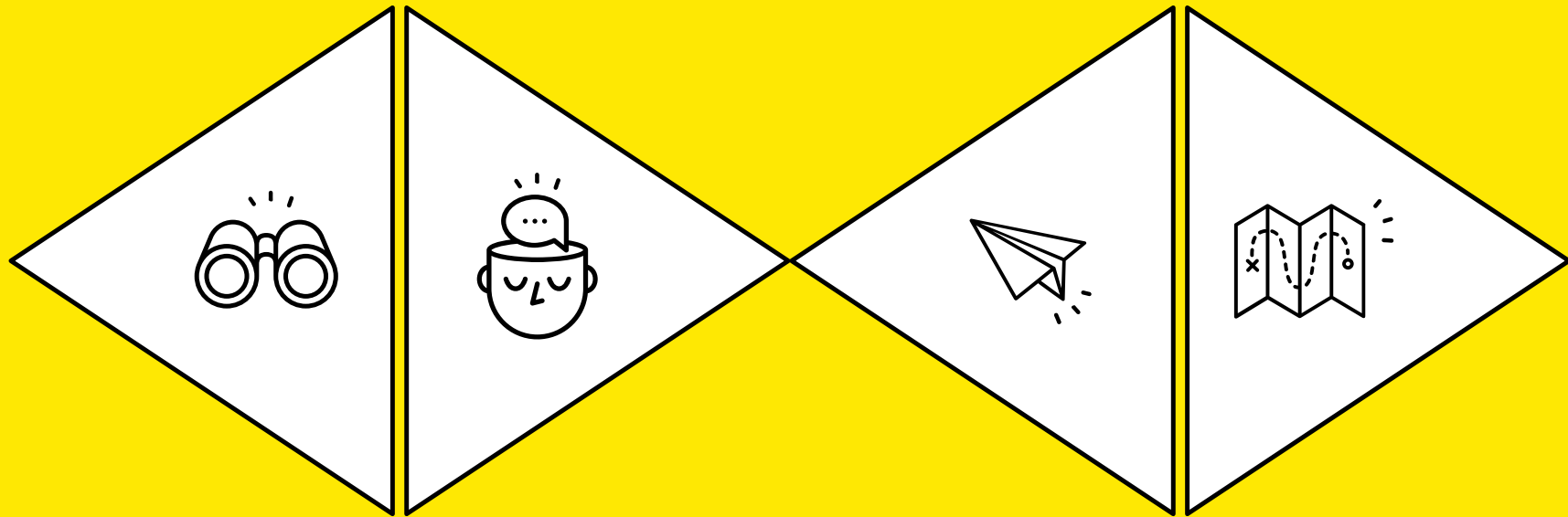
The Canvas will stimulate you to think differently and explore your possible Futures in a structured way. It provides a way to prepare you for the un-thinkable challenges of your tomorrow and act with a positive attitude towards them.

Watch, Think, Imagine, and Act.



**Futures
Thinking
is both
creative and
strategic.**

We see Futures Thinking as a mind-set similar to Design Thinking, however acting independently from each other. To be able to diverge, converge, diverge and converge again, we therefore approach Futures as a verb, not a noun. As Futures describe both the places in time at which you arrive, and the process of proactively and positively imagining change.



Watch & reflect

Watch around and scan your environment for unexpected changes that are currently ongoing [and uncertain].

Think

Think about the uncertainties related to these ongoing changes and how you can turn them into opportunities.

Imagine

Imagine your Futures by combining extreme scenarios with your opportunities for change.

Act

Act upon your Futures by changing what is necessary in your organisation or team.

FUTURE THINKING CANVAS PRINCIPLES

In our daily work we live up to the principles of empathy, collaboration and agility. With the belief that imagination is the foundation for a creative mind, we added the principal of Imagination to guide you through the Future Thinking Canvas.



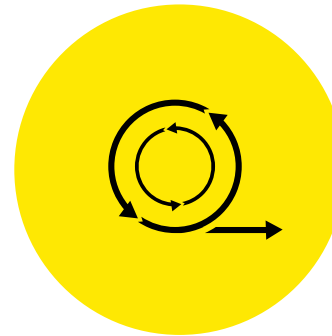
Empathy

Deeply understand the people and innovate solutions that are rooted in actual needs.



Collaboration

Innovation and change do not happen in isolation.



Agility

Challenge your usual way of thinking, fail early and often, and take action.



Imagination

















Have the ability to look beyond today's reality and be creative.

Future Thinking Canvas

We are here to re-imagine the Futures of _____

Watch



Select 4 main topics that are currently undergoing change or have an impact on your organisation or team*. If necessary, create new topics specified to your field of business.

 Team dynamics	 Skills
 Industry	 Resources
 Business model	 Networks
 Culture	 Routines
 Spaces	 Infrastructure
 Organisational structure	 Government regulations
 _____	 _____
 _____	 _____



Reflect

For each selected topic, reflect on the current changes with the biggest impact or uncertainty on your organisation or team. Then, rate how positive or negative the impact has been perceived.



Topic:
Change:

 |-----| 



Topic:
Change:

 |-----| 

Topic:
Change:

 |-----| 

Topic:
Change:

 |-----| 

Think

Think of how these changes can become Future opportunities for your organisation or team.

Imagine

Select two extreme scenarios**, link them with an opportunity and imagine an un-thinkable Future scenario for that situation. [**See examples of extreme scenarios on page 11 of the booklet]

In a Future in which _____
(add extreme scenario)

+ _____
(add opportunity)

I imagine that..

In a Future in which _____
(add extreme scenario)

+ _____
(add opportunity)

I imagine that..

Act

What would you need to change in your organisation or team to act on these Future scenarios?

People:

Places:

Processes:

Environment:

* By organisation we are referring to any industry, company, or position.

WHAT ARE YOUR NEXT STEPS TOWARDS THE FUTURE?

By filling in the Futures Thinking Canvas you have envisioned and embraced possible Futures. You have moved beyond your current changes. As a result, you have pushed your imaginative thinking towards Futures and changed your mind-set into an explorative one. This approach will allow you to think about new ideas and future landscapes, and guides your organisation and team towards new possibilities and opportunities.



DID THE CANVAS TRIGGER YOUR FUTURE THINKING MINDSET?

Want to make your Futures concrete? Would you like to sit with us to challenge your Future visions and go beyond what you see as probable?

Book a free Future session!

Send an email to hello@sparkworks.com with the subject **Future Talk** and let us schedule a session together to talk about your Futures based on the Future Thinking Canvas.

**Let's
talk
about
your
Futures.**

WE ARE HERE FOR YOU

No two projects are alike at Spark Works. Everything we do is tailored to your resources, team and objectives. We help your organisation bring bold ideas to life through scenarios, products, services and practices grounded in Human-Centered Design.

Watch & reflect

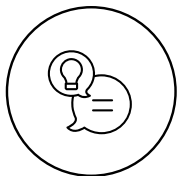
Discovering your underlying needs and drivers



End-to-end customer insight research



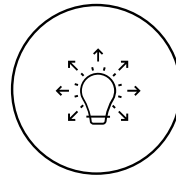
Segmentation & personas development



Insights analysis and unpacking

Think

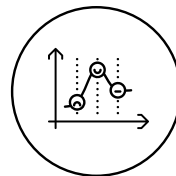
Turning challenges into human-centered opportunities



Innovation strategy



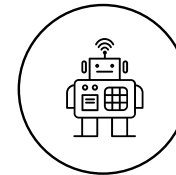
Facilitated ideation



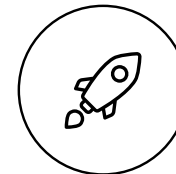
Service design innovation

Imagine

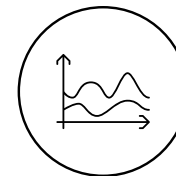
Co-foresight a Future and end-to-end journeys



Future Thinking scenarios



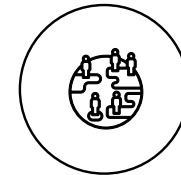
Future of Work Assessment



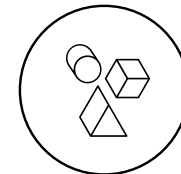
End-to-end journeys transformation

Act

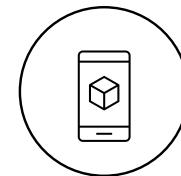
Bring ideas to life through products, services and practices



Culture & skill development



Prototyping & testing



Digitization of services

WHAT IF YOU COULD IMAGINE MORE EXTREME FUTURE SCENARIOS?

Did you know that applying specific constraints and/or different filters to your Future Thinking canvas could help boost your creativity?

These trigger questions and possible scenarios will help you and your team to step out of your usual way of thinking and see opportunities from a different angle. They will help you to generate crazy and unconventional Future scenarios. Just give it a try!

What if your customer is on a digital detox cure?

What if the physical office becomes obsolete?

What if you were 100% transparent?

What if sustainability is established as the dominant driver of innovation?

ABOUT US

We help large organisations become self-sustaining innovators.

An increasingly complex world demands radical perspectives, new practices and a flexible culture of innovation that evolves with your needs. Spark Works provides you with the human-centered solutions your organisation needs to embrace change and maintain a competitive advantage.

When it comes to innovation - it is not just business, it is personal. And when we think about the Futures, it is not the prediction but the mind-set that counts.





Get in touch!

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