

## Foreseeing Futures

*This step of the workshop helps the group to build a shared future context. By using the trend cards provided, the group holds a discussion around the desired (utopian) and undesired (dystopian) future scenarios.*

### Instructions

- 1) Define the year in the horizon and write it on the sheet.
- 2) Take one trend card and read.
- 3) Discuss what can be the utopic and dystopic results of this trend.
- 4) Write them on the post-its and stick them on the sheet.
- 5) Take another trend card.

### Suggested time

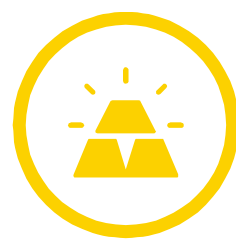
5 mins per trend  
20-25 mins

### Type of exercise

Collaborative

### Materials

- 1) Foreseeing Futures sheet
- 2) Trend cards
- 3) Post-its
- 4) Pens/markers



## Value Proposition

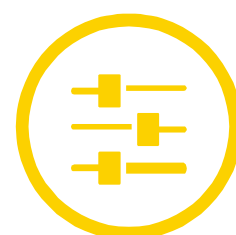
*How to transform the value created and delivered? Are there new business models in the horizon?*



## Customer Experience

*How to improve the customer experience?  
How to transform the customer touch-points?*

Write the purpose  
here.



## Processes

*How to transform the internal processes to foster innovative culture?*



## Data Capability

*What kind of data is needed? How to collect, analyze, manage and use the data?*



## Partnerships

*Are there any partnerships in the horizon for us to deliver the promise?*

## Departing from the core

*This step of the workshop is dedicated to create ideas for the future context defined. The purpose forms the departing point of ideation and five domains are defined to guide the group and ideas.*

### Instructions

- 1) Formulate the purpose of the brand into a 'How to' question
- 2) Write it in the middle.
- 3) Take the purpose as a departure point and ideate for domains.
- 4) Create the ideas for the future context that was defined earlier.
- 5) Use post-its to write down / draw the ideas.

### Suggested time

15 mins per domain  
Max: 75 mins

### Type of exercise

Collaborative

### Materials

- 1) Departing from the core sheet
- 2) Post-its
- 3) Pens/markers

Fill in the date of the newspaper.



Stick the trend cards that were used for inspiration here.

## Worldview

Write down your shared worldview for the given year, based on the **'Foreseeing Futures'** sheet.

## Ambition

What is the ambition of the client? Write it as it is already achieved and formulate it as a quote from the client. You can **refer to the purpose** to strengthen the storyline.



## Proof

How did the client achieved the ambition? Use the favorite ideas from **'Departing from the core' ideation sheet** as a proof of the achieved ambition. Write it as the ideas are realized and use the **value postcards** to strengthen the storyline.

### Press Release

Last step of the workshop in which the participants writes a press release for their ideas in a manner that it is already achieved. This encourages to make the ideas more concrete and finalized.

### Instructions

- 1) Write the date of the newspaper. (If the horizon year is 2025, write the newspaper date as 2026)

2) Stick the trend cards that were particularly used in the ideation.

3) Write a shared worldview in a concised manner based on the 'Foreseeing Futures' sheet.

4) Describe the future ambition of the client.

5) Write the proof of acievement based on the chosen ideas from 'Departing from the core' sheet.

### Suggested time

30 mins

### Type of exercise

Collaborative

### Materials

- 1) Press Release Sheet

2) Post-its

3) Pens/markers

4) Trend cards used for inspiration

5) Tape



## Well-being

Paid attention to the health and well-being of all generations keeps increasing in the upcoming year.

*Source: Deloitte Digital 2019*



## Digital Reality

Digital reality (DR) is the umbrella term for augmented reality, virtual reality, mixed reality, 360-degree, and immersive technologies. "Immersive" describes the deeply engaging, multi-sensory, digital experiences that can be delivered using DR.

*Source: Deloitte 2018*



## consumer trends

## Legislative Brands

In 2019, frustrated consumers will welcome LEGISLATIVE BRANDS: corporate interests using their significant power to call for, promote, and even impose laws that drive constructive change and make the world a better place.

*Source: Trendwatching 2019*



## technology trends

## Forgiving by Design

Post-purchase forgiveness is an important trend that businesses should keep an eye on. July 2017 saw UK-based financial tool Curve partner with Mastercard to allow customers to switch the credit or debit card used for transactions up to two weeks after the event.

*Source: Trendwatching 2018*

# Consumer Trends

Trend Cards



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Digital

# Technology Trends

Trend Cards



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# Business Trends

Trend Cards



**Deloitte.**  
Digital

# Financial Trends

Trend Cards



**Deloitte.**  
Digital



Place an inspiring image behind  
the overlay that explains  
the trend

**Name of the trend**

Short explanation

*Source*

Place an inspiring image behind  
the overlay that explains  
the trend

**Name of the trend**

Short explanation

*Source*

consumer trends

Place an inspiring image behind  
the overlay that explains  
the trend

**Name of the trend**

Short explanation

*Source*

technology trends

Place an inspiring image behind  
the overlay that explains  
the trend

**Name of the trend**

Short explanation

*Source*

business trends

financial industry trends

[Type of the trend]

Trend Cards



**Deloitte.**  
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[Type of the trend]

Trend Cards



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Digital

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Trend Cards



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Digital

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Trend Cards



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Digital

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Write the value here.

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Write the value here.

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## Value Postcard

*How does the future that you created affect the values? Unearth their meaning by what do they mean today and in the future context that you created.*

*Write down a couple of sentences as statements to send it to the future.*



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