Dystopian
What are the worst scenarios/events that we can expect from the future?

Utopian
What are the most desirable scenarios/events that we can expect from the future?

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 utopian 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
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

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**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 touchpoints?*

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

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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.

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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.

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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 concise manner based on the 'Foreseeing Futures' sheet.
4) Describe the future ambition of the client.
5) Write the proof of achievement 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

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

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
[Type of the trend]
Trend Cards

Deloitte Digital

[Type of the trend]
Trend Cards

Deloitte Digital

[Type of the trend]
Trend Cards

Deloitte Digital

[Type of the trend]
Trend Cards

Deloitte Digital
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.