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Expertise

- Strategy development and management
- Corporate Foresight
- Corporate Sustainability
- Market and Competitor Intelligence Analysis

Industry Expertise

-  Health & Lifesciences
-  Energy & Utilities
-  Food & Beverages

Cross-industry themes

-  Digitalization
-  Sustainability

Selected Projects



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Systematic trend management

Develop a nervous system in the organization to detect and understand change

Scanning
(Collecting & managing input)

Interpretation
(Rating, analysis, interpretation)

Usage
(Exploiting & transferring knowledge)

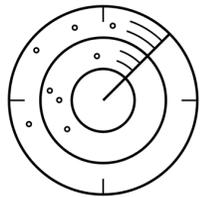
The collage displays several key components of the iTonics system:

- Scanning Dashboard:** A grid of news cards with titles like "GAFA vs Government", "China's Rising Global Influence", "Growth Of The Far Right", and "Transatlantic Divide".
- Interpretation Panel:** A detailed view for "Wireless Energy Transfer" with sliders for Rating (Scope, Potential Impact, Technology Attractiveness, Complexity) and Internal Know-How.
- Strategic Matrix:** A 2x2 matrix with quadrants: "Grow the Core", "Pivot Wisely", "Transform the Core", and "Scale the New".
- Market Impact Chart:** A circular chart showing market segments: TRANSFORMATIONAL (10%), ADJACENT (20%), and TO PLAY (MARKETS + CUSTOMERS) (70%).
- Network Graphs:** A large circular hub-and-spoke network and a smaller network graph showing relationships between various elements.
- Impact vs Complexity Matrix:** A 2x2 matrix with axes "POTENTIAL IMPACT" (None to Very High) and "COMPLEXITY" (None to Very High). It includes data points for "DevSecOps" and "Quantum Computing".
- Timeline and Skills:** A "Time Horizon" arc and a "Skills" section with various categories like "Information Models" and "Self-Driving Task".
- Current Elements:** A list of items such as "3D Camera Systems", "3D Holographic Data Storage", "3D Memory Chip", and "Air and Water Fuel".

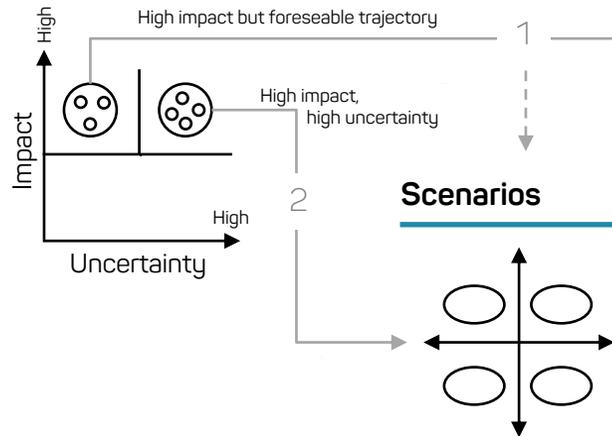
Foresight-Driven Innovation (FDI)

The FDI approach builds on systematic trend scanning to detect and assess search fields, opportunity spaces and specific innovation opportunities in a collaborative approach.

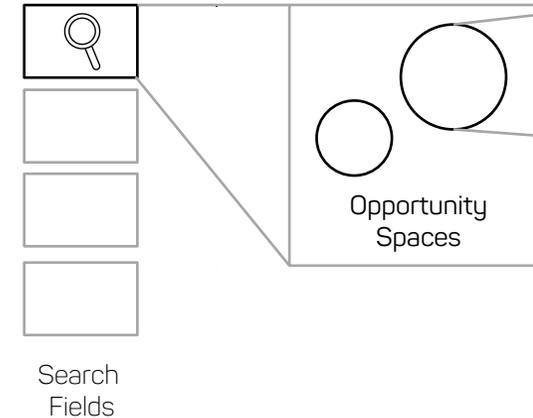
1. Trend Scan & Radar



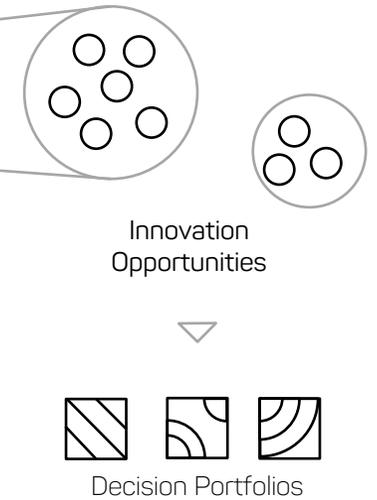
2. Trend Assessment & Analysis



3. Innovation Strategy / Search Fields



4. Ideation & Innovation Management



Objectives Identify relevant change factors (trends, technologies, societal, ecological, political change factors)

Assess change factors in the context of the firm and focal field

Create different futures by understanding systemic effects of high-impact/high-uncertainty factors

Identify relevant search fields and opportunity spaces, e.g. with Future Experience Groups

- Identify and assess emerging opportunities
- Re-assess ongoing activities
- Optimize innovation portfolio

Continuous alignment of innovation portfolio and foresight insights.

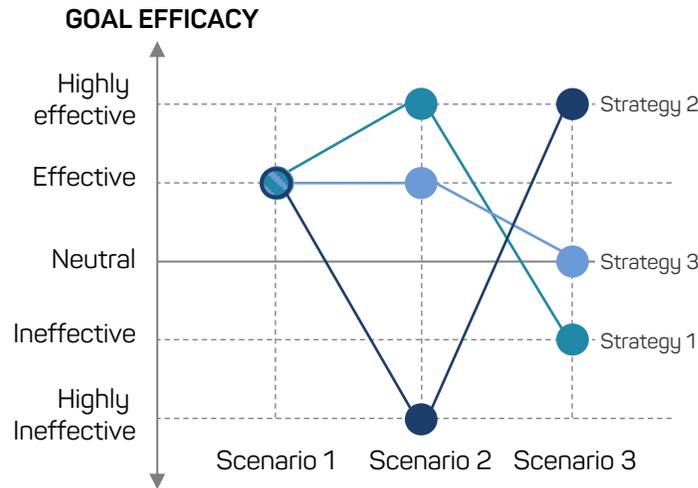
Scenario-based Strategizing

Prepares different strategies for alternative futures to enhance adaptiveness and enable agile strategic maneuvering.

EXTERNAL VIEW: SCENARIO DEVELOPMENT

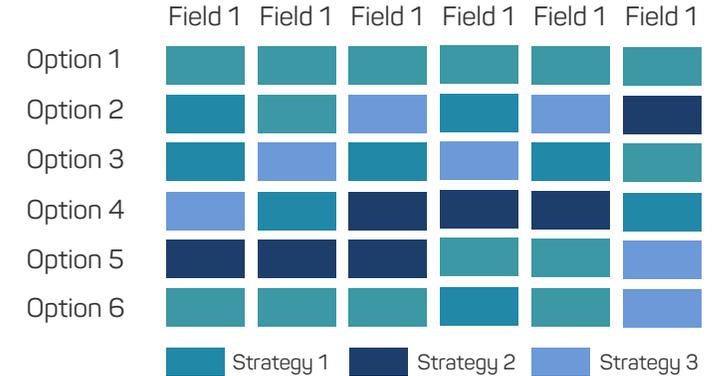


SCENARIO-BASED STRATEGIZING



INTERNAL VIEW: STRATEGY DEVELOPMENT

STRATEGIC ACTION FIELDS OPTIONS



SCENARIOS

- are **alternative, self-consistent pictures of the future**
- each of which entails **different strategic implications**.

SCENARIO-BASED STRATEGIZING

- evaluates the **performance of different strategies in alternative futures** and
- enables **early warning** and adequate **strategic responses**.

STRATEGY

- is a **consistent combination of decisions** which
- performs differently** in different environments.

Let's continue the conversation



1.5 hour Trend-to-Impact workshop
Get in touch for a free 1,5h session that we run for you and up to 10 colleagues from your organization.

Future Fitness Assessment

The Future Fitness assessment helps you understand the capacity of your organisation to detect, sense and act in a way that is aligned to your strategic ambition.

The Future FITness profile will provide you with actionable insights on the areas that your organisation can improve to develop foresight, innovation and transformation advantages.

The assessment consists of 20 statements. Most people take about 15 minutes to complete it (excl. watching videos).

What type of organization are you?

Organizations differ significantly in how they approach innovation and future-preparedness. We distinguish between two strategic postures, further explained [in this video](#) (4').

Which of the following best represents the strategic posture of your organization? (Choose 1 of the following)

- ANALYSER**
You are like Haier, the world's largest home appliances maker, who has quickly borrowed ideas and given them its own fresh and distinctive spin. You are able to detect innovations early and act rapidly on opportunities.
- DEFENDER**
You are like...

Capability (self-)assessment
Future FITness assessment helps you understand the capacity of your organisation to detect, sense and act in a way that is aligned to your strategic ambition.

35h Strategic Foresight Certificate
Reserve your seat for the EDHEC Business School (Top 14 in Europe) 100% online Strategic Foresight Certificate program in Oct 2021.

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