



FUTURE VISION

The Future Vision tool helps business owners develop and structure their plans for a desirable future for the company.

Suggested time
90 minutes or more

Materials
Future vision poster,
Post Its, Pens, Flip
Chart.

Digitally: Draw or drag
the template into Miro.

Participants
2-5

GROWTH JOURNEY



Onboarding

Sparring

Innovation

PERSONAL JOURNEY



Future Vision is a framework to structure the complex task of planning for the future of a company. The tool combines strategic design thinking with concrete action, as it guides the business owner towards describing her/his big vision and identifying the next best steps to take.

When you are making plans for the future, you engage in a delicate balancing act, where a number of different parameters and perspectives must be considered. Future Vision aims to support this process by using both knowledge and intuition, assessing the needs of the company and the needs of clients and society, while considering both the professional ambitions for the company and the personal dreams for the business owner.

STEPS

You can print this tool on A2 or A3 if you want to use it in a face-to-face setting, or place the template in a digital platform such as Miro.

- 01** | Start in the upper right corner by examining the trends that are expected to have an impact on the future of your company. You can use the trend cards to spark your imagination. Try to draw on both what you know for a fact, and what your intuition tells you.
- 02** | When you have identified the most important trends, try to distill these into the major gamechanger. What is likely to cause the biggest change in your area of business?
- 03** | Now you look at three connected dimensions of your company: Who are your primary users/clients, in which context does your company operate, and what is your core purpose for doing business?
- 04** | Based on the previous step, you can phrase the “challenge question” as a guide towards innovative thinking. This question starts with “How might we...” and it should always include purpose, users and context.
- 05** | The challenge question encapsulates your big challenge, and lays the groundwork for describing the vision and mission for the company. What is the big dream (vision) when you look five or ten years into the future?
- 06** | Finally, you can start taking action, as you describe how this is attained by transforming it into your mission. What should you should do less of and what should you should do more of in order to fulfil the vision. This should



point towards specific steps that you can take in the near future.

Often the process of developing your vision, mission and the allocated task to do or stop doing will be an iterative process. Here you go back and forth between the different levels of your future strategy and the actions you need to take.

FACILITATION TIPS



SUPPORTING TOOLS

The Past and Future Ruler: To identify the future trends in relation to your learnings and successes from the past, before elaborating on them with this tool.

Business Model Canvas: To evaluate the impact of your unique idea in relation to the value chain.

Why/Golden Circle tool: To explore how the ideas fit with the purpose of the company. Or you can find some users and pitch the ideas to collect their early feedback.



REVISIT

Values and surrounding conditions change over time, which makes it important to revisit this tool from time to time.

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