

# The power of foresight

How I harnessed curiosity to imagine a post-pandemic future.

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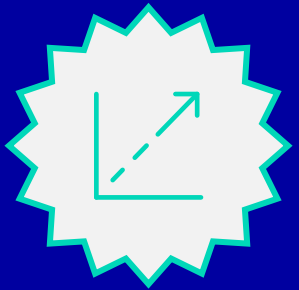


**NEXT M**

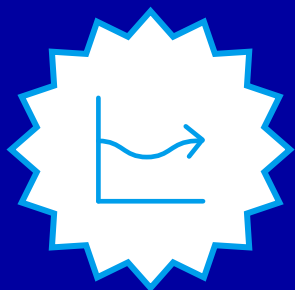
Why does everyone want to talk about foresight now?



1. Navigate unpredictability.
2. Map the pathway.
3. Move at pace.



GROWING/  
SAME  
TRAJECTORY



STAGNANT /  
CONTINUED  
EVOLUTION



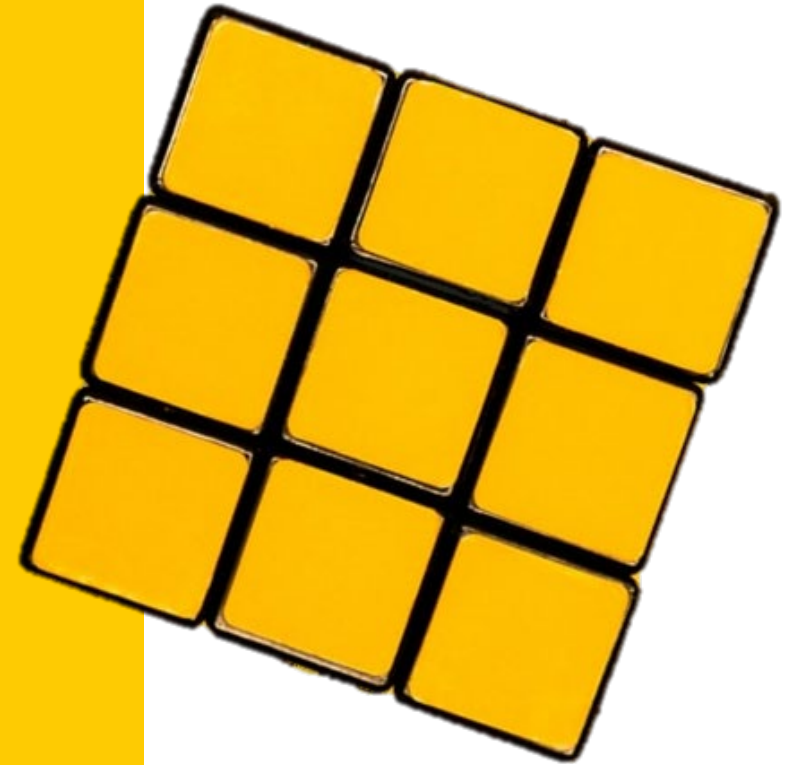
Show the further out future  
that we can influence, not just  
prepare for.



**We made it  
simple.**



They guided the scenarios  
and thinking balancing  
**what could be** , with **what**  
**happened before** and why  
it may come to be .



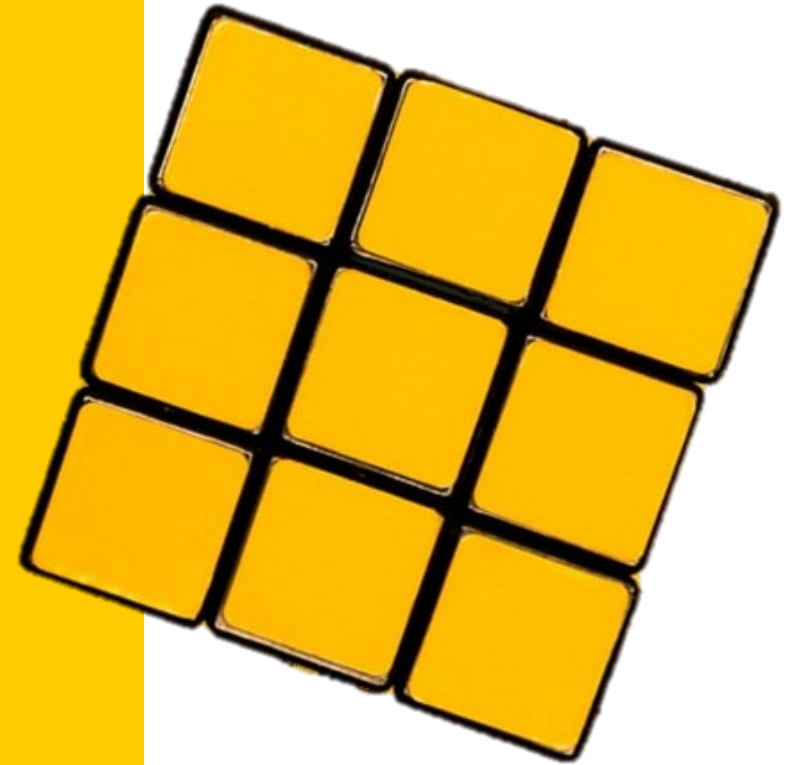
# Macro and historical influences



# Why: the human motivation



# Signals for us to watch

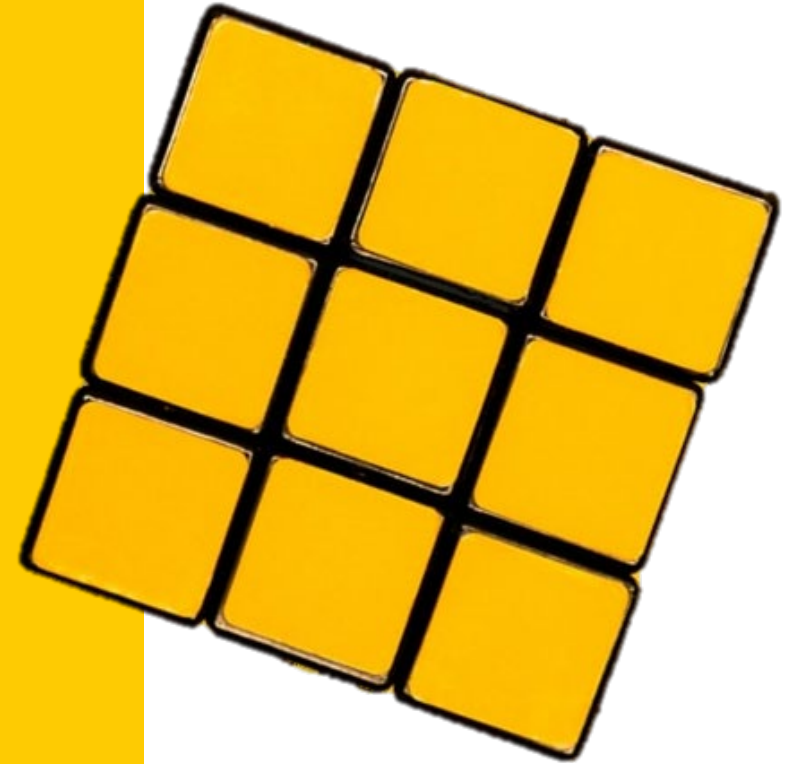


# And we made it human.

MORE OF

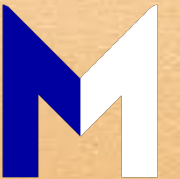


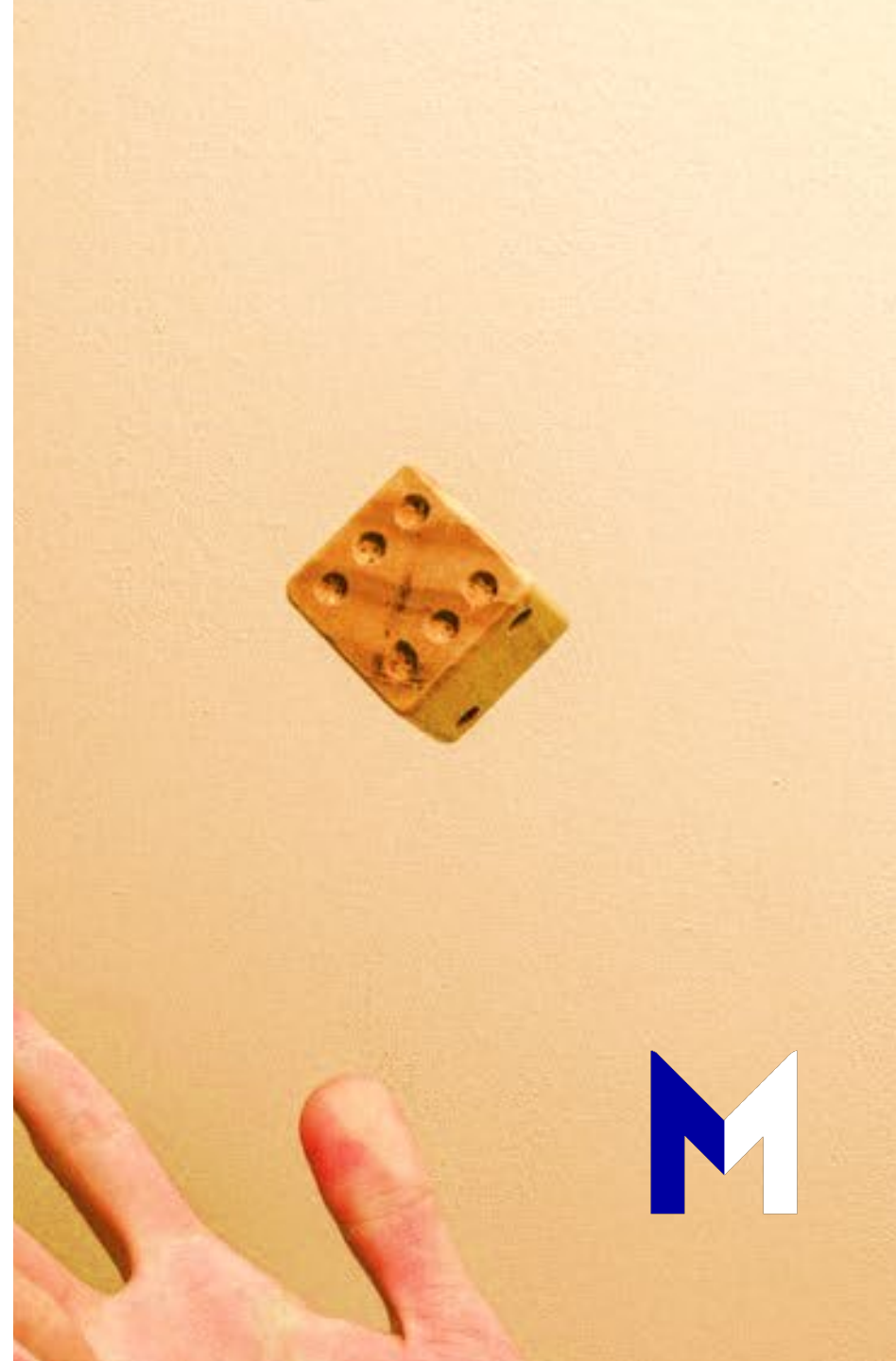
LESS OF



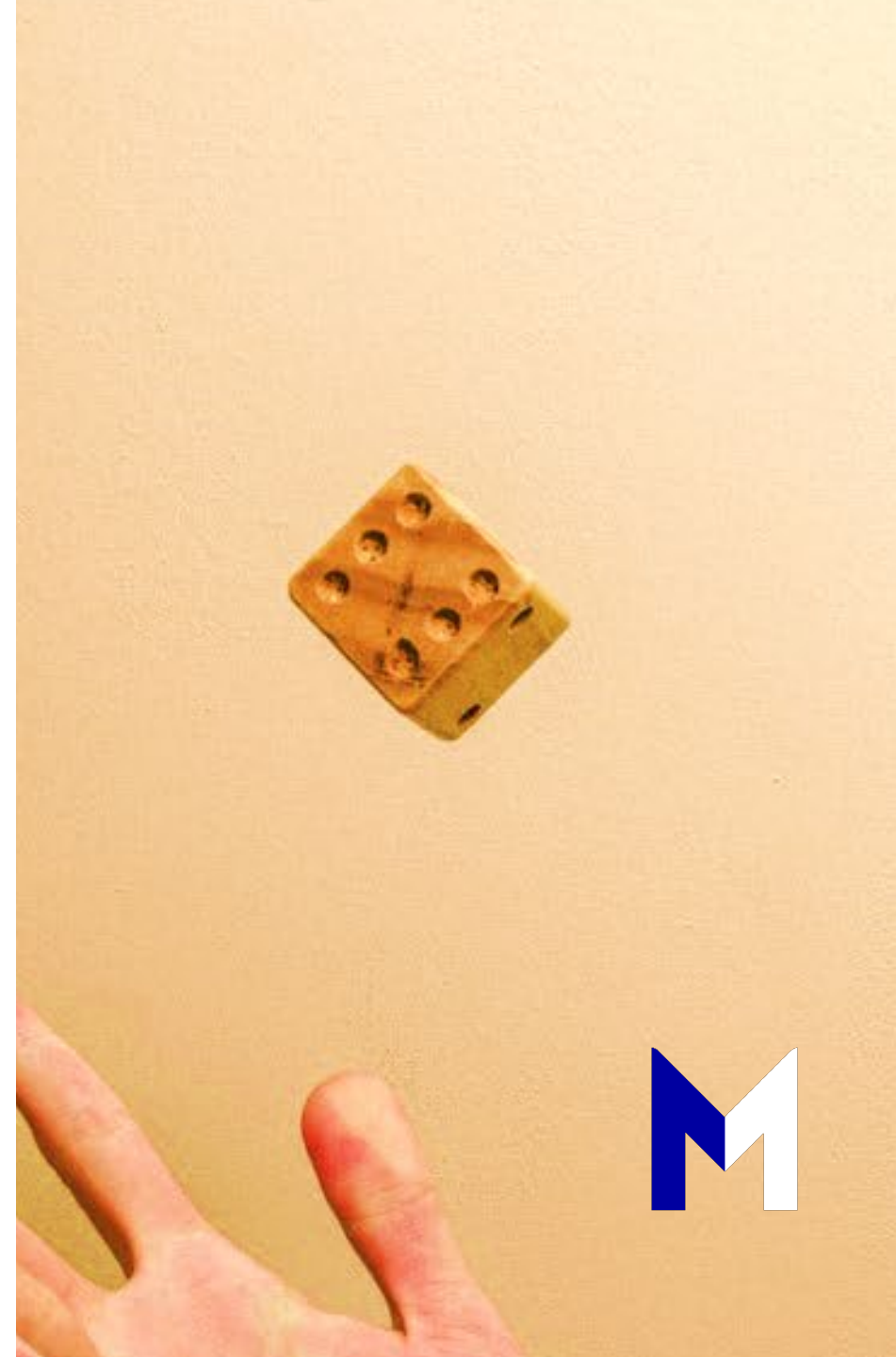
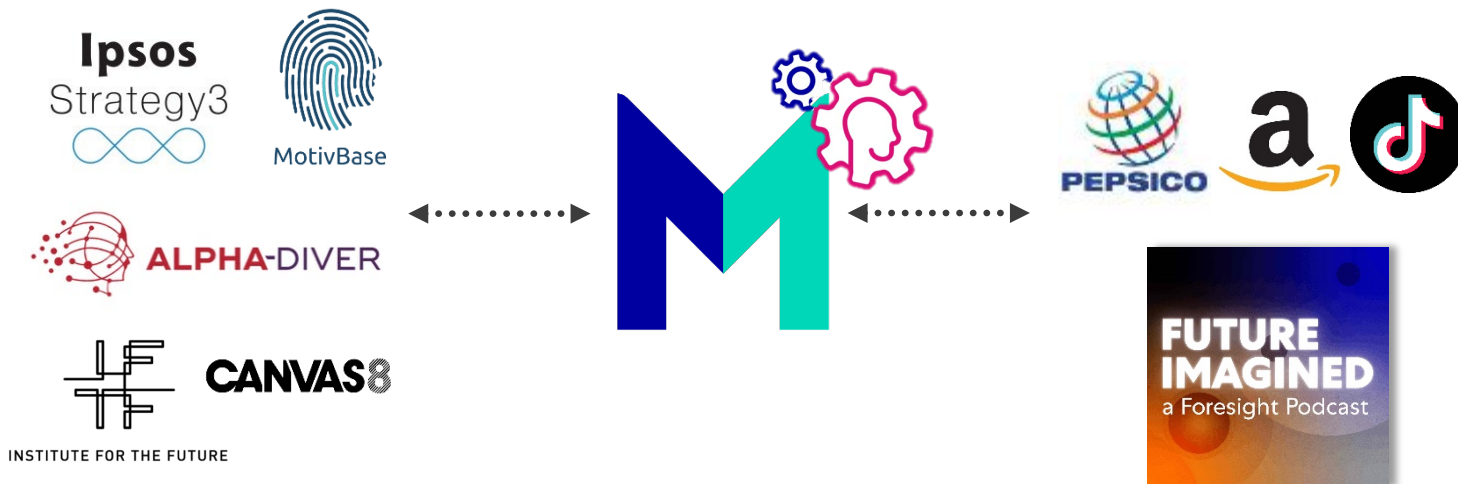


So ...  
what happened?





“The question isn’t when will this end, but how will we continue.”



How can **you** influence the company vision to be more **future focused** ?



**NEXT M**

# How can you influence the company vision to be more future focused ?



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