

INFLUENCING FACTORS

Horizon scanning of relevant drivers of change in the market/environment



FUTURE PROJECTIONS

Derivation of concrete trends with different probabilities and consequences



FUTURE SCENARIOS

Combination of selected future projections

DESK RESEARCH

(discourse analysis/ megatrend monitoring)

FUTURE LOUNGES

(workshops with young professionals/creatives)

DELPHI-SURVEYS

(expert review)

FUTURE THINKING LABS

(internal/external workshops on consequences for industries and lifestyles)

QUANTITATIVE EMPIRICAL VALIDATION

(population representative/target group specific)

QUALITATIVE EMPIRICAL VALIDATION

(target group specific)

GIM VALUE MAPS

(matrix of probabilities/desires)

SCENARIO TECHNIQUE

(combination of future projections into narrative images of the future)

FUTURE PERSONAS

(segmentation of value types)

SCENARIO SIMULATOR

(Calculation of share shifts in specific scenarios)

