

# THE futurevision PROGRAM

The Future Vision Program grew out of a specific demand in the marketplace for a shorter, less expensive, early direction program that could help clients to identify potential future opportunities for their businesses without having to undertake a more robust, in-depth futures study, for which we are widely recognized.

To date, we have successfully completed this shortform program for the likes of Nissan, Renuzit, Cadbury Schweppes, Planet U - Nautilus, Varsity International, Intercontinental Hotels and Liverpool Victoria.

The Future Vision Program includes a Frontline Panel, a forum-style workshop involving an eclectic group of 8 – 10 leading future-thinkers from a variety of industries and disciplines. Frontline Panels are very effective in yielding innovative, unconventional start points for future direction and category shifting concepts.

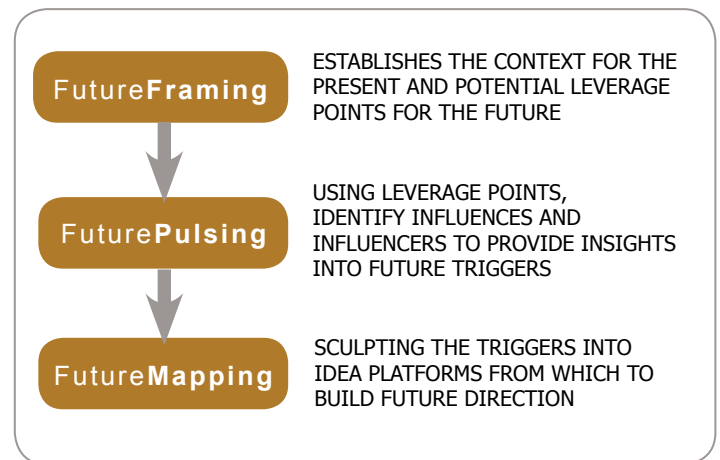
The Future Vision Program includes a Frontline Panel which provides a stimulating forum to explore ideas about the future



The output from the panel is future-mapped with a wide range of futures insights. These include trends and emerging issues embracing industry, category, consumer mindset, demography, economy, environment, technology, politics, legislature, and relevant future social trends and influencers. To this mix, we also add the important ingredients of potential wildcards and disruptors.



From this, we are able to create a future landscape which provides us with a solid foundation upon which we can determine critical future leverage points and potential future opportunities.



The Future Vision Program primarily utilizes the first three stages of The Futures Lab's renowned six stage futures process

## How can you benefit?

The Future Vision Program is particularly suitable when set against a future time horizon of 5 – 10 years. The visions generated by the program provide businesses, venture capitalists and investors with a solid startpoint from which to leverage future potential, futureproof their business and impact category change and leadership.

**To learn more about The Future Vision Program and the other services provided by The Futures Lab, please feel free to contact us:**



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