

# Vision-Led™



## Identify your future big bets and design your long term innovation roadmap accordingly

**First formulate a sharp future innovation vision (the “dot on the horizon”), then work out how to get there.**

Using strategic foresight tools you will overlay evolving consumer, societal and tech trends with your business objectives to identify and visualise your “dot on the horizon”.

Then, reverse road-mapping techniques will help provide a feasible yet inspiring pathway to change.



### Go boldly

Studying trends can be confusing and overwhelming. Be bold and decide which ones are likely to have the most and least impact on your business. This will allow you to pick your battles and know which future scenarios and themes you want to excel at.



### Create a vision of the future

Develop a clear articulation of what the “new normal” of your category will look like by identifying what the key shifts are in consumers’ needs, perceptions and behavior. Then, define what your role within that future will be – your innovation vision.



### Experience first, solution later

It’s tempting to start by trying to come up with a solution or product concept for the future. But this should really be the final step, not the first. Instead, try to formulate a distinctive and ownable experience within the vision that allows you to prosper in the future.



### Work backwards from future to present

Instead of working forwards from now, start with your dot on the horizon and work backwards to today. Create a “reverse roadmap” against different time horizons and define the “minimal viable proposition” that will be required to succeed at different points in the future.



### Reinvent your business

When organisations struggle to adapt to a “new normal”, it’s often because they didn’t develop the right capabilities, partnerships, business model or culture – rather than because they didn’t have the right technology or product. Be prepared to challenge all assumptions around your existing organisation, business model and proposition to succeed in the future.

## Ideal for: companies looking for long-term transformation

To learn how you can transform your business for the future, visit [happen.com](https://happen.com) or get in touch: [hello@happen.com](mailto:hello@happen.com)