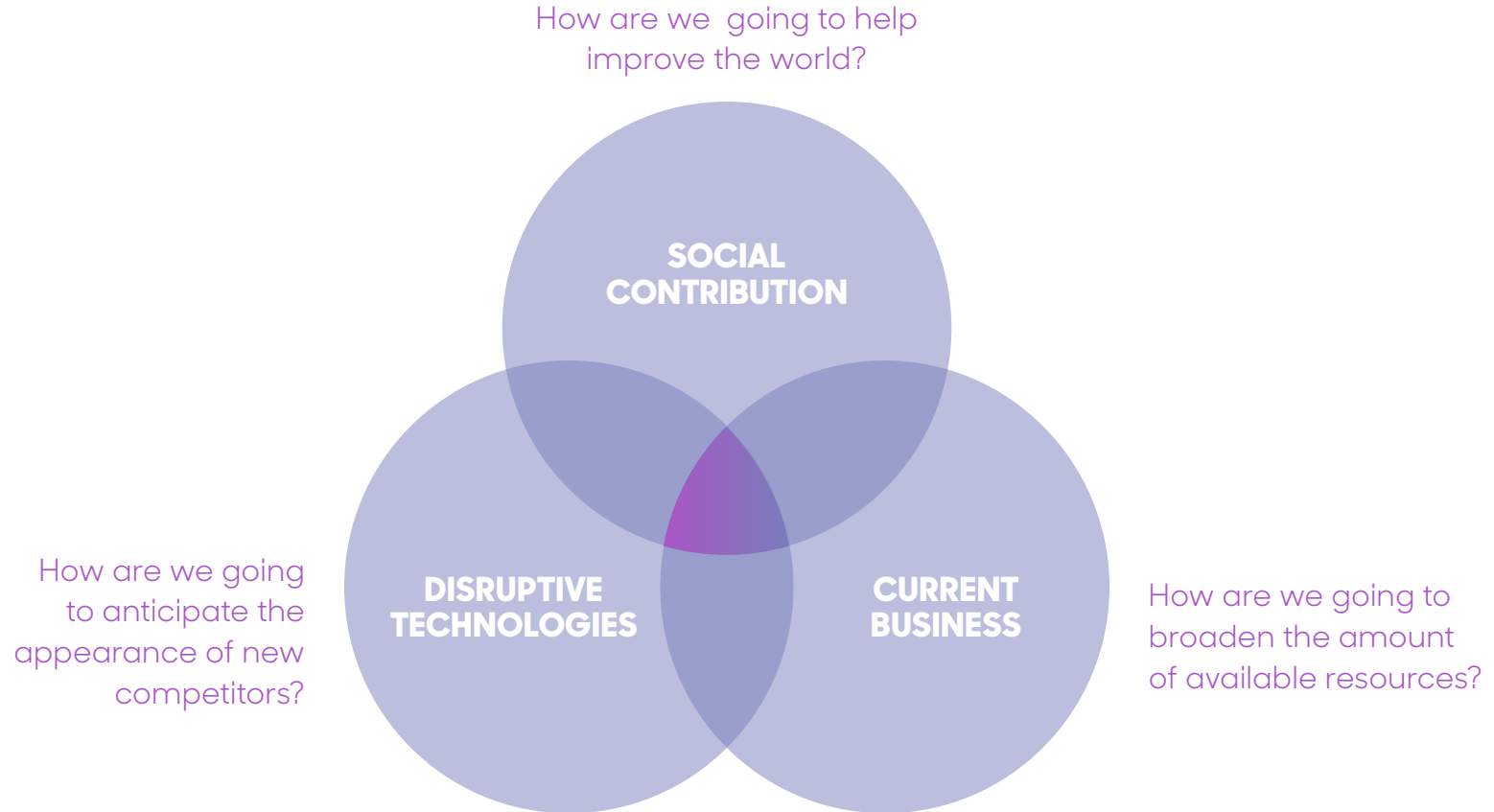


FUTURE PROOF LAB

REINVENTION & CONTRIBUTION

**Ideas
for
Change**

Process of co-creation with a reduced group of relevant agents within the organization with the aim of generating a future vision of the organization that converges the following key elements:



On the basis of complementing

1. The vision of current markets, with the human challenges that need to be satisfied.
2. The provision of current capabilities with technologies with high disruption or substitution potential.
3. The customer service focus, with the contribution to the business development.

With the aim to identify and explore

1. Corporate projects.
2. Intrapreneurship & incubation opportunities.
3. Opening knowledge and open courses.
4. Collaborations, partnerships and inversions.

Methodology

PHASE 1: **Preparation**

Research about the business area to be explored, interviews with relevant players in the field, definition of the challenge and selection of the participants.

PHASE 2: **Elements to combine and relationships to explore**

Identification of the internal assets and capabilities with a high contribution potential. Development of a collective map that summarizes the relationships and elements to be combined.

PHASE 3: **Definition of the opportunity areas**

Projection of the vision generated and ideation and design of the first steps. Organization of the lines of action identified (priority, time, capacities and strategy).

PHASE 4: **First steps**

Support during the first-steps, iteration and evaluation of the results achieved.

Ideas for Change

Ideas for Change is a consultancy firm working on innovation, strategy, and design research. We observe cultural, social and technological trends with a special focus on openness and collaboration.

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