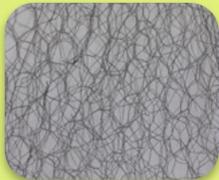


Future Probing™



Sensing signals of the futures and
converting them in today's opportunities

Future Probing™: Probing the futures to benefit today

Future Probing™ is an innovative training program that helps companies to become more anticipatory, to better sense the signals of the coming futures, and to convert them into tangible benefits now.

During the **Future Probing™** session the participants will learn how to:

- scan different domains relevant for their business and detect the 'signals the future';
- make sense of these signals and identify the emerging 'future portals', areas where the most impactful futures could emerge;
- develop and launch 'future probes', creative concepts that validate the 'future portals' and convert them into business and marketing opportunities already today.

Development and launch of these 'future probes' can trigger new cycles of innovation in a company that may result in a new products and services, but also in new communication/PR activities.

A very important result of these sessions is a new level of collaboration and co-creation experienced by the participants who develop a common language and shared vision. That itself often becomes a catalyst of the next waves of cultural changes in the companies.

The session is designed for one day (can be split into two half-days), with 12-15 people, ideally from different departments of a company.

Summ()n provides a full set of tools and templates for all stages of the **Future Probing™** session, to stimulate group discussions, develop new insights and ideas, and to capture and translate them into viable propositions (real 'future probes' or their prototypes).

The **Future Probing™** workshop consist of the three main parts:

Presentation of the methods and cases

- What is Future Probing ?
- When to use this method (and when not) ?
- How other companies applied it in their work ?

Sensing the 'future signals'

- Where and how to sense the 'signals of the future' ?
- How to make sense of them?

We provide a few sets of the examples from such areas as business models, design, new media and lifestyle

Developing 'future probes'

- How to develop the sets of creative concepts to test our ideas about the future ?
- How to launch these 'future probes', and then translate into various benefits for business already today?

