



summon



# HOW TO EXPLORE THE NEAR FUTURES

(AND BENEFIT FROM IT ALREADY TODAY)

**FUTURE PROBING METHOD**

We summon the futures.  
For you to play with them now.

# How to probe the near futures?

**Future Probing** is a very versatile method to explore the possible futures and to convert the results in strategic innovations already today. During Future Probing our clients learn how to sense the 'incoming' futures earlier and to react to these emerging possibilities creatively and productively.

Summ()n has developed the Future Probing method to support strategic innovation projects of its clients. This method has been successfully used in dozens of innovation projects, in a wide variety of industries, both with large global brands and young startups.

Systematic exercises in Future Probing make organizations more anticipatory and future-ready, changing collective cultures and individual habits alike.

During the Future Probing we:

Detect and analyze the 'signals of the future'. These are not only the latest developments in a particular area, but also the unusual, strange, even deviant ones. Marginal today, they may become the mainstream of tomorrow.

**DETECT AND ANALYZE  
'SIGNALS OF THE FUTURES'**

A unique feature of the Future Probing is that we look beyond your industry and gather the 'future signals' from multiple domains that impact or influence your business. We also show how to interpret these signals in a broader social and cultural contexts.

**GO BEYOND THE INDUSTRY,  
INCLUDE BROAD SOCIAL CONTEXT**

Based on the cross-analysis of these 'future signals' we identify a set of possible 'future themes', potential shaping forces in the near future.

**MAKE SENSE OF THE 'SIGNALS',  
IDENTIFY POSSIBLE 'FUTURE THEMES'**

We then help teams to develop a set of 'future probes', simple concepts of future products, services or communications.

**DEVELOP A RANGE OF  
'FUTURE PROBES'**

The probes help us to validate if these future themes have the potential to become the new reality of tomorrow.

**VALIDATE  
'FUTURE PROBES'**

In real life the process of Future Probing triggers new cycles of innovation, boosts the development of new ideas, and eventually generates new products, services, or business models. What is even more important, Future Probing can also shape a very different organizational culture already today, more exploratory and entrepreneurial but also more mindful and integral.

Read more about Summ()n and its Future Probing method at [www.summn.com](http://www.summn.com)

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for specific details about  
the **Future Probing Method**