

SEE THE FUTURE PLAYBOOK



All it takes is one big idea

This guide to seeing your future will enable you to supercharge the day, the month and the year, straight out of the gate. Walk through each step to inspire your vision, imagine what's next, and lead the change in the direction you want.

(HUMAN) + EXPERIENCE + STORY + VISUAL + STRATEGY

THIS TIME IS YOURS! WHAT WILL YOU DO WITH IT?

See the Future

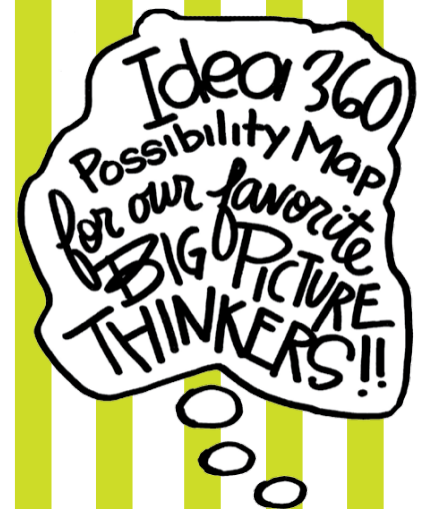
STORIES STICK

All stories have a beginning, a middle and an end.
All GOOD stories have a little bit more.

Through this guided process, you'll be given the tools to tell your story in a truly great way. The tools may inspire you to get curious, ask better questions, and even imagine a better future. Start by getting messy, playing more, and breaking the rules. Co-create your world in ways yet to be imagined!

Your people are the experts, and you will know best how to use these guidelines for your organization. Channel the energy and collective experience that is bounding and rebounding among your teammates.

It's one thing to tell the story, but another to experience the magic that sparked it in the first place. Tell your story and spark the magic to launch great things.



Inspire to conspire. Share your story. Tell it everywhere.

Do it again and again. This makes your story stronger each time you share it. Mapping your story out is important. And, ideas are more powerful when they're visual. Anyone (not just "creatives") can map their story, when given the right tools.

Get your entire team to feel invested in the process.

We want your people to say, "I get it now!" We want them to feel ownership and have the agency to imagine their future, and the tools to push what's possible.

Ownership, courage, and conviction.

Imagine what you can all accomplish as a team with each member showing up with a founder's mindset!

THE BEST TIME FOR BEGINNINGS IS NOW. LET'S GET STARTED!

SEE THE FUTURE

HOW-TO TIPS

Identify a facilitator to use this guide with general instructions for moving your team through the possibility map. Please add any additional instructions, methods, or techniques that you feel would be relevant to your group. The facilitator is leading, not directing people through the process.



IDEAS FOR ENHANCEMENT

1

Download and print the template (on pages 6 & 7) the bigger the better! Use a large format. Put it up on the wall. You will use this map as your roadmap for discovery!

2

Set the environment for success.

3

Make it fun, creative and open.

4

Have your tools in place (markers and sticky notes are must-haves; party hats and snacks are encouraged).

Incorporating play brings down people's defenses, relaxes them, and can spark some really juicy thinking.

**WHAT THIS WON'T DO IS
CREATE SOMETHING
THAT'S NOT THERE.
YOU WILL GET OUT OF IT,
OBVIOUSLY,
WHAT YOU PUT INTO IT.**

THE STORY FORMULA

Once upon a time, _____ (the hero) felt (the big problem). "There must be a better way," he/she thought. After _____ (searching process), he/she discovered _____ (breakthrough) that made _____ (solution) possible. Unlike _____ (competitors), _____ (your company) would finally _____ (differentiate)!

STEP 1

Celebrate: Our Year in Review

It's really important to understand with how far you've come – to look back before looking forward.

What are you celebrating as an individual, as a team, and within projects?

Of what are you most proud? See if collectively as a group, the answers are similar. Talk about the challenges you overcame, describe the successes meaningfully, and describe why it matters.

STEP 2

Four Questions

These questions will guide you through a process of reflecting and looking in the mirror. Look deeper and become clearer on the past by uncovering your experiences, needs and insights.

After walking through these questions asking “What...” (such as “What we thought...”), then try riffing on the laddering process, which means changing the first word of each question to “why...” and then “how...”. The questions allow us to drill down further. This will help to discover actionable data, to re-experience the past year collectively.

1. “We thought...”
2. “We did...”
3. “We learned...”
4. “Next time...”

STEP 3

Our Moonshots

The term “Moonshot” comes from the Apollo 11 spaceflight project, which was the first to land a human on the moon in 1969. President Kennedy said that we don't know how to do it yet, but we are going to do it anyway. That sent chills up everyone's spine. Because if that happened, what couldn't we do?

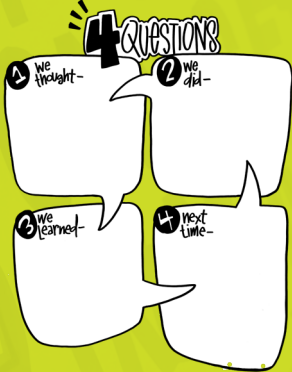
What might be ambitious, exploratory, and groundbreaking for the year?

What would address a huge problem, propose a radical solution, and use technology in a new way?

Set your minds to magical/seemingly impossible ideas that are wonderful, inspirational, and poetic, and that bring the world together. Through science and technology, bring these ideas to reality. Set your people on fire. How might we think differently about this? What if your team can deliver x? Its possibility in action!

When you find your passion, you are unstoppable. We cannot become afraid to take these risks; we must keep inspiring people, achieving things, or we won't have what it takes to solve the big challenges.
For reference, see video: www.solveforx.com

Celebrate
OUR YEAR
IN REVIEW



Our MOONSHOTS



STEP 4

Our curious question:

How might we ____ for ____ in order to ____ ?

Every idea starts with a meaningful and actionable problem statement. Start with a real question. “How might we...” questions are a way to frame our ideation, and are used to launch the discovery journey. The goal is to create a question that provokes meaningful and relevant ideas, do so by keeping the question insightful and nuanced.

Some fun ways to get there are:

- amp up the good,
- focus on emotions,
- take it to an extreme, and then explore the opposite, and
- flip assumptions and focus in.

This turns perspective into actionable provocation – which you will own and rally around and expand upon throughout the year.

STEP 5

What if ...

Ask big rather than small questions. There’s an art in asking questions. It all comes down to making sure that we keep it open, so that we don’t stop the conversation. Open-ended questions create just the opposite scenario: they invite us to get curious, to understand the QBQ (question behind the question). This is about curiosity before judgment.

STEP 6

I wonder ...

These questions harness the power of inquiry and learning. There is magic in wondering out loud. Connections that happen in our heads as we learn are stated out loud. Then let’s channel the wonder back up to the Moonshots, to see if any specific ones are beginning to crystalize.

STEP 7

Goals

Next, step back and look at your map. Consider if our existing frameworks and structures will support your Moonshot. What will you keep and what will you shift? What are your needs? What are the gaps? Create your goals based on the picture you see in front of you.

STEP 8

Bold Steps

What are the bold steps we will need to take? List what comes to mind. Then, answer these questions that will take this even further by creating a bold mindset. What do we need to know, do, and feel. What will need to be done differently?



Celebrate
OUR YEAR
IN REVIEW—

Idea 360
Possibility Map
for our favorite
BIG PICTURE
THINKERS!!

2023
HOW MIGHT I
FOR—
? Our Curious Question

what if...

4 QUESTIONS

1 we thought—

2 we did—

3 we learned—

4 next time—

BOLD STEPS

HUMAN+EXPERIENCE
POSSIBILITY

the future

WE
in order to

Our
MOONSHOTS=



+STORY+VISUAL+STRATEGY

Y in ACTION

Embrace
Curiosity
idea
THE ART OF POSSIBILITY

WORK WITH US



You can plan another meeting that reflects the business of today or you can choose an experience that is designed for the business of tomorrow.

WHAT WE DO



IDEA360 provides consulting, immersive experiences and artifacts that enable people with big ideas to be innovative and strategic about the work they do and see the future in ways they haven't imagined.

For 20 years our services have helped our clients reimagine their business models and creatively lead or respond to disruption.

- Our services include strategic visualization, innovative meeting facilitation and interactive human experiences.
- We partner with companies from start-ups to global industry leaders, seeking new ways to problem-solve, build something innovative, better understand their organization or their clients, and ask questions in new and creative ways.
- We design big-idea events that link business strategy, create an interactive experience, and build a highly visual company story.



VISIT US AT
idea-360.com

EMAIL US AT
hello@idea-360.com

FOLLOW JANINE ON LINKEDIN
[linkedin.com/janineunderhill](https://www.linkedin.com/janineunderhill)

AREAS OF EXPERTISE:

GUIDING FORTUNE 500 COMPANIES
WITH STRATEGIC PLANNING

HEURISTIC FUTURIST

EXPERT GRAPHIC FACILITATOR

VISUAL STORYTELLER

TEDTALK