Bridging Vision to Action

Pioneering Strategic Narratives

Intersection Conference - September, 18th 2024

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Support the development of more **robust models** that foster companies' **adaptability** when it comes to **future**.

01

Training & Workshops

02

Strategic and Forward-looking Content

03

Systemic Mappings & Future Scenarios

04

Adaptive Products & Services

1 - Rethinking Future Strategy: Designing New Approaches

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A gap between possible futures and companies' current vision and actions.

How might we **invent** when our reflexes are to think of the future as a simple **continuation of the present**?

What kind of **approaches** to **prepare** for a **possible future?**

How to evolve, becoming **resilient enough** to be **part of the future**?

Future can no longer be approached using conventional tools
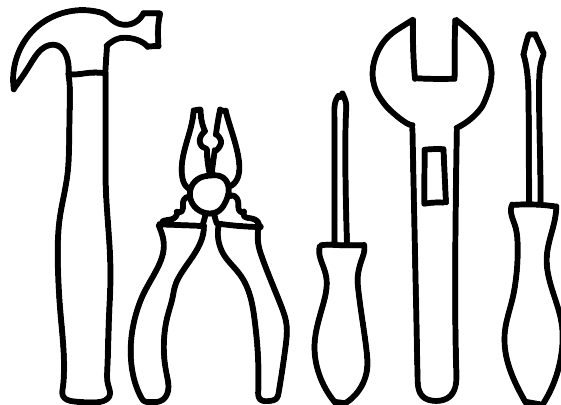
They generate : | Bland | Unoriginal | Predictable | **visions**

in very **uninviting** formats

→ which go straight into the pile of expensive documents gathering dust.

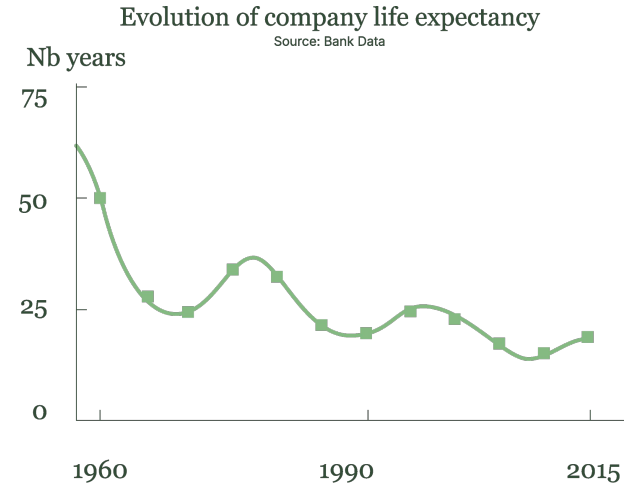# Future thinking is calling for a shift, still it's humanly hard to acknowledge

How businesses can balance **short-term imperatives** with **long-term resilience**?

Why it's time to **challenge** outdated economic **assumptions**?

Why spend time and resources optimizing outdated models?

Do we continue improving systems that are becoming **obsolete**, or do we **prepare for real transition?**

24 Nov
Ecuador

11 Feb
Quatar

14 March
United States

NOV DEC JAN FEB MARCH

OCT

SEPT

APRIL

AUG JULY JUNE MAY

7 May
France

29 Aug
Mexico

31 July
Costa Rica

1 June
China

Evolution of company life expectancy
Source: Bank Data

Nb years

75

50

25

0

1960   1990   2015

2 - Strategic Narratives® as a Navigation Framework

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The future is not a roadmap

*"Preparing for the future is only founding the present.
There is never anything but the present to put in order.
What's the point of discussing this heritage?
The future is not for you to foresee, but to allow".*

Antoine de Saint-Exupéry
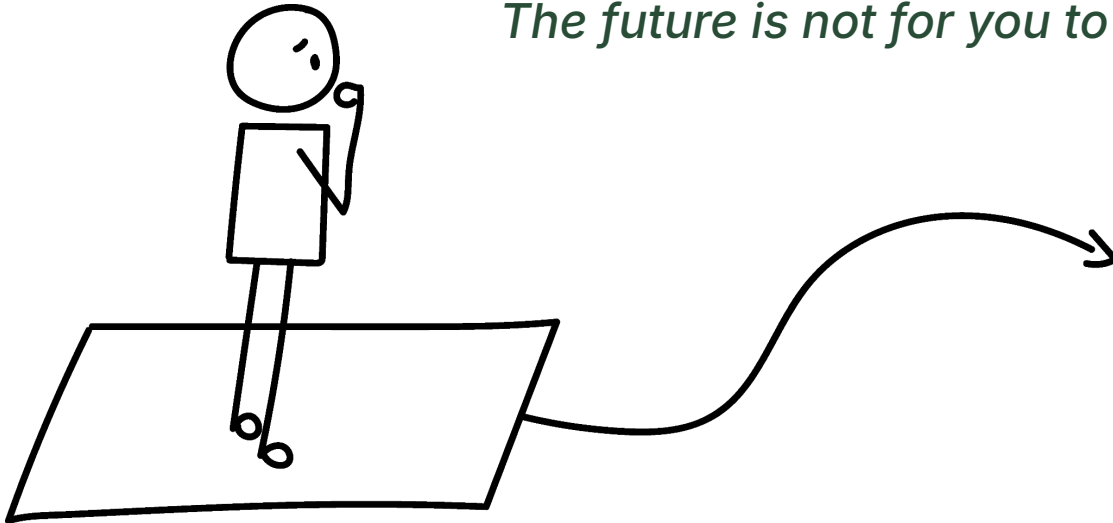
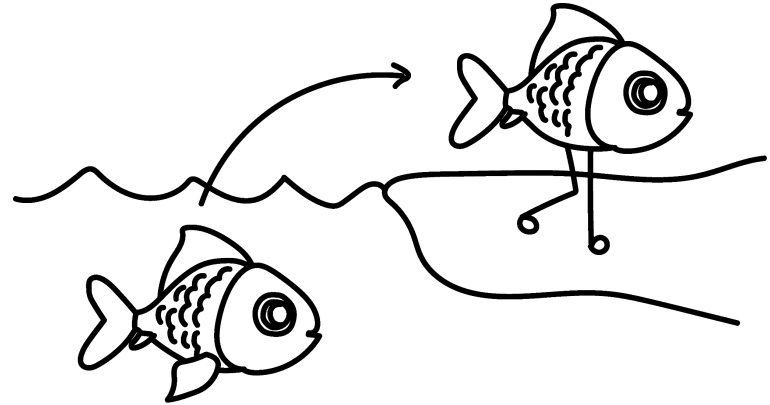# Strategic Narratives as a Blueprint for Business Adaptability

- Focuses on **strategic decisions** to prepare for permanent conditions and challenges.

- The goal :

Robust	Adaptable
Ecological	Social

- It is grounded on **Considered Future Scenarios** and the **paths** to adapt to them.

Our Approach (1/2)

How do we do it?

- We build [**Considered Future Scenarios**]

  What will tomorrow's constraints be, what will be the invariables and variants in these futures?

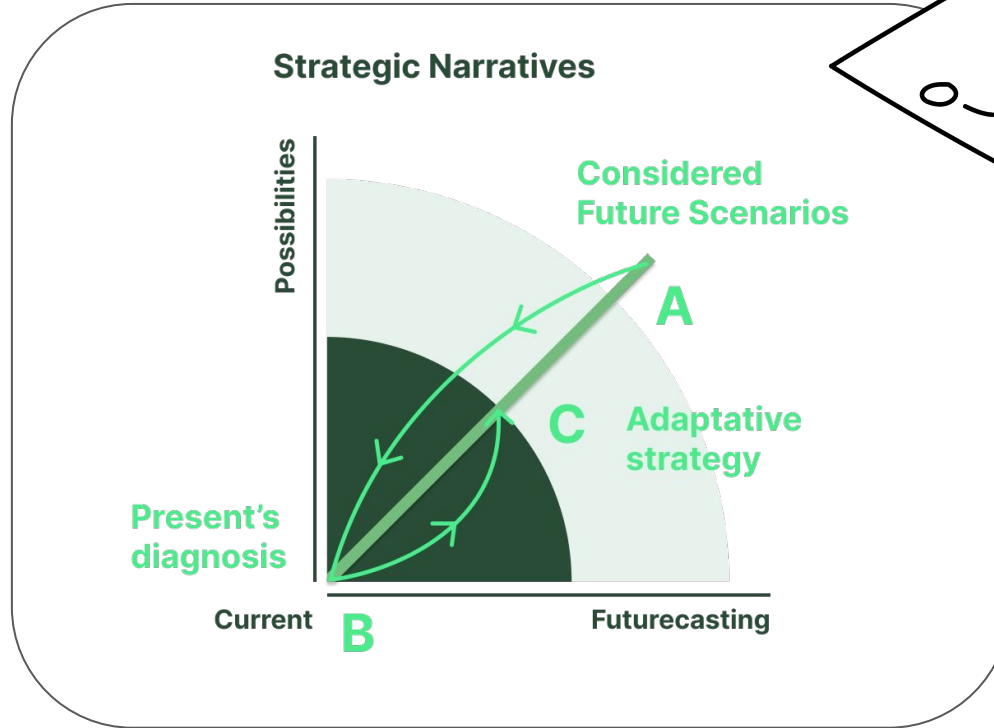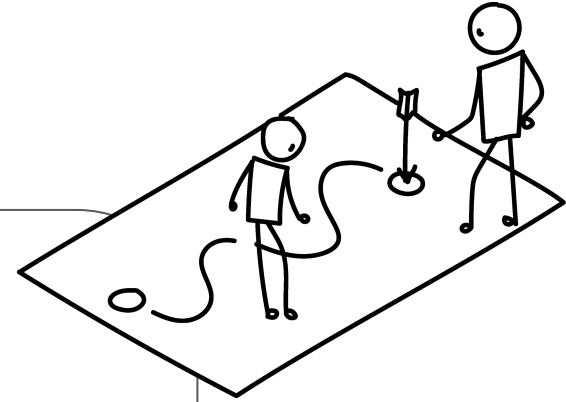- What **path** must the organization take **to adapt to the new paradigms** of these contexts?
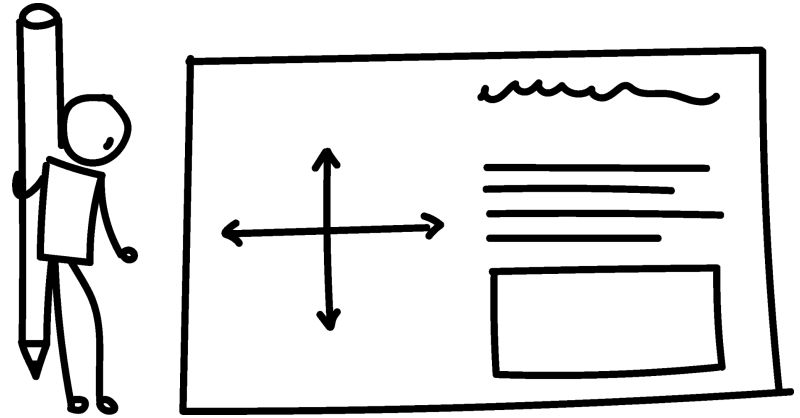
Our Approach (2/2)

What's new?

- **Strategic**, **forward-looking content** to inspire organizations and enable them to **anticipate** their future

- **Business models** for a **changing and uncertain** environment

- Products and services **adapted to** today's and tomorrow's **contexts**

An Evolution Path

Strategic Narratives

Possibilities

Considered Future Scenarios

A

C **Adaptative strategy**

Present's diagnosis

Current B Futurecasting
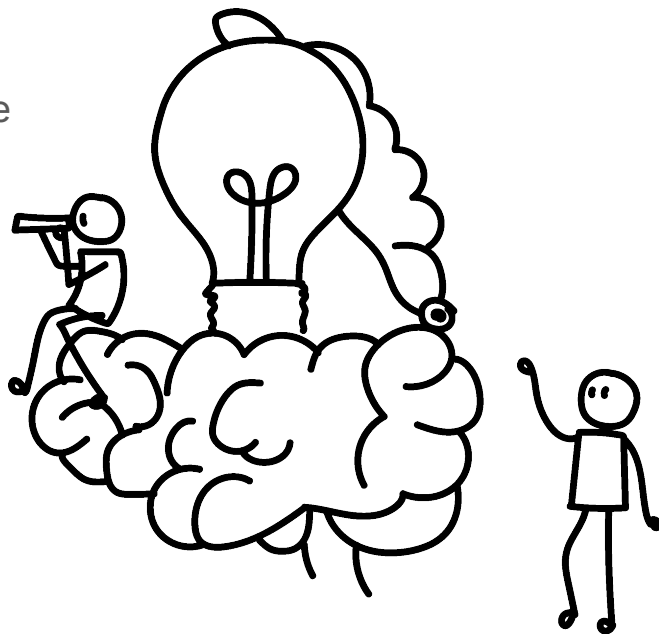
Considered
Future Scenarios

Mountains in
2050

Eating in
2050

Working
Tomorrow

Business &
Biodiversity

Business & Biodiversity

Here, our project is mapping the potential evolutionary trajectories of organizations based on their integration of the principle of biodiversity into their operational models.

4 scenarios for rethinking our organizations with biodiversity

Manage

Landowners time | Bioequity time

Control | Cooperate

Datalchimist time | Greenpreneurs time

Business
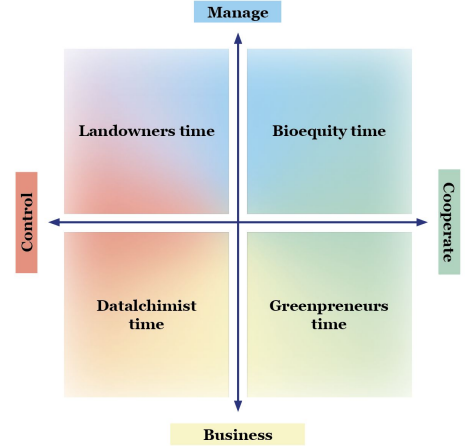
Landowners time

What if, tomorrow, life were nothing more than a deposit for the benefit of big corp ?

Bioequity time

What if, tomorrow, living beings were the majority shareholders of big corp ?
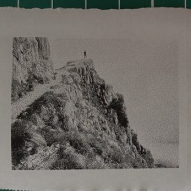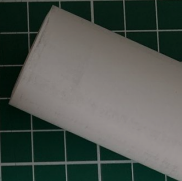
Datalchimist time

What if, tomorrow, big corporations decided to do without living beings?

Greenpreneurs time

What if, tomorrow, protecting life were part of the big corp ?

Business & Biodiversity
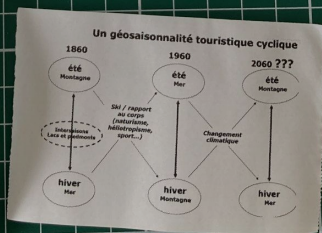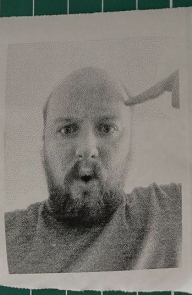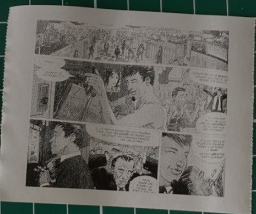
Explore, plan and design
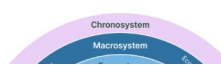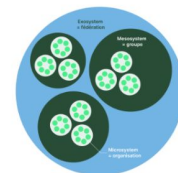
Talk

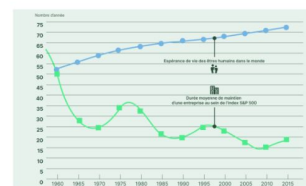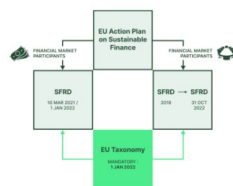Inspire your teams at a conference

Workshop

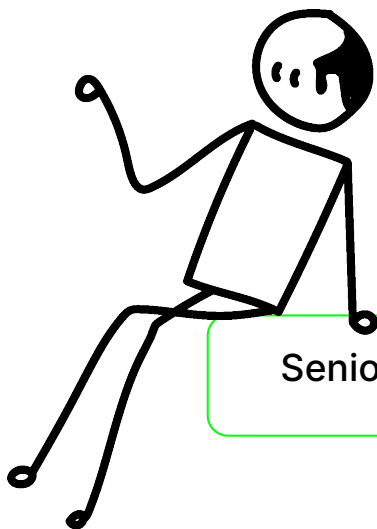Design your own scenarios to develop your strategies

Projet

Adopt a new approach to innovation

Discover our tools and scenarios in different formats

Case Study: Narratives Driving Transformation on Key Topics

Seniors 2040

Meet Hui Na...

AGE: 67 years old
ADDRESS: Lives alone in a flat, moved from the country side (Qiqhar) to the city (suburban Shanghai)
EXODUS JOB: Shop keeper and Brotherhood member
FAMILY SITUATION: Widowed, One daughter who lives in Munich

"The air she breathed as she got off the bus seemed so pure that she wondered if she was still in her dream."

Urban older people
78%
were willing to help other older adults

STATUS

PROBLEMS

She starts to loose a bit of mobility, but remains active through the Brotherhood

She lives with people at the Exodus but misses her Shanghai friends and her husband.

She is quite poor and was afraid she would become a burden to her daughter.

HER STORY

Finally, each family in a community is offered specific vacations to visit their family. The return trips are paid for by the China government, and it is possible to keep the children during their school vacations to take the pressure off the parents.

«Older adults do not prefer ageing in place in suburban area»

Thanks to the Garden exodus, the family unit is preserved: Children and grandchildren can visit their parents/grandparents easily and for free. It will help to keep the family social link and remove the mental load from parents.
New villages aim to protect and take away from the pollution of its Chinese citizens: The seniors move to these villages and return to a more harmonious life in contact with nature: to work the land, and restore the bread basket of China. A new future for megacities: With the urban exodus, the megacities is becoming less congested and their quality of life is increasing.
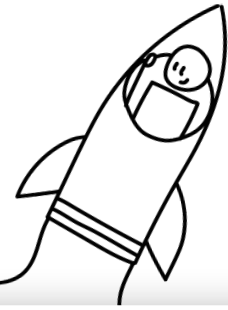More and more criticized by the European media, the Garden Exodus project is accused of being liberticide with too strict rules.

Design Fiction 2040

受限制的 自前状况
禁止在电柱的发行下进行复制 - 第34名
母体数量

名称	出生日期
张乐海	1978.04.22
姓氏	出生地点
辉纳美味利	齐克哈尔

N°56439872
2045.07.23
#786bn#1HY

花园的启示

辉纳美味利 (女生/甜眼睛/1.50) 张乐海

07.23 2K45   扬子江社区   0568 入境

Create tailored narratives that resonate and inspire action
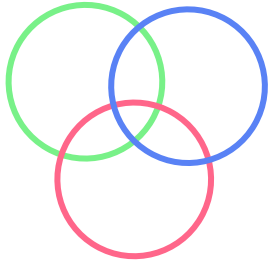

How will we work tomorrow?

How will we consume media tomorrow, and what are the areas of opportunity that TV could use to adapt?

What are the challenges of the world's ageing population that we will have to adapt to tomorrow?

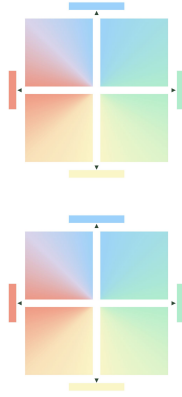# IV. Leveraging EDGY

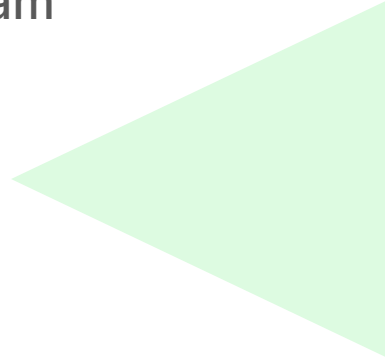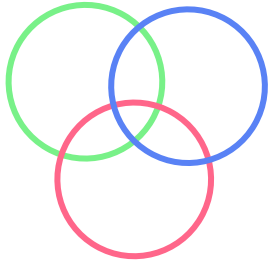Existing diagram

Where are we?
Present

1

*Understanding and integrating
EDGY's external context*

IV. Leveraging EDGY

Existing diagram

Where are we?
Present

1

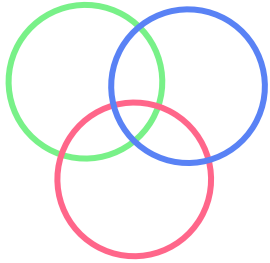*Understanding and integrating EDGY's external context*

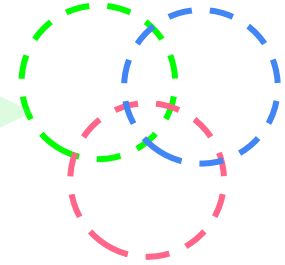**Hypotheses with constraints**

2

Projecting possible futures and understand constraints and opportunities

IV. Leveraging EDGY

Existing diagram

New model design

Where are we? Present	**Hypotheses with constraints**	**How do we get there?** Adaptability path
1	**2**	**3**

Understanding and integrating EDGY's external context

Projecting possible futures and understand constraints and opportunities

Defining an adaptability path

IV. Leveraging EDGY

Existing diagram

New model design

Where are we?
Present

1

Understanding and integrating EDGY's external context

**Hypotheses
with constraints**

2

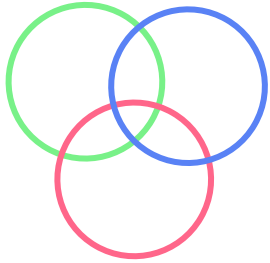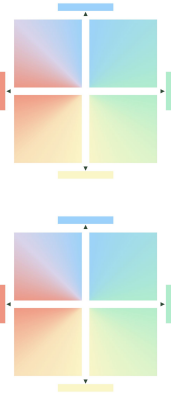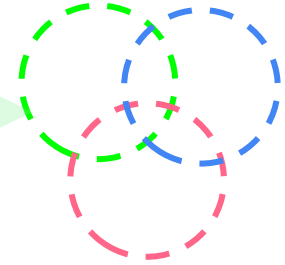*Projecting possible futures and understand constraints and opportunities*

How do we get there?
Adaptability path

3

Defining an adaptability path

Thank you

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