

Shape the Future Normal Worksheet

Your path to making the impossible a reality

Worksheet

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1. Fill out the context of where you're coming from.
2. Practice filling in each quadrant to seek new breakthrough opportunity areas. Think as wildly as possible, as if there were no rules!
3. Roll up 3-5 ideas with an action you can take to move forward.

Company:	Industry:	Customer You Serve:
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IMAGINED KNOWN: What can you leverage, streamline, or create an improvement from what already exists to meet consumer demand and edge out competition?	UNIMAGINED KNOWN: What recent breakthroughs, or fresh innovations can you think of, where the future is here but it's not utilized or leveraged fully?
IMAGINED UNKNOWN: What are your wishes, ideas and desires for the future, <i>without proof, evidence or data</i> , and perhaps uncommon in your industry?	UNIMAGINED UNKNOWN: What questions and ideas do you have about the future to stimulate your exploration here?

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3. Roll up 3-5 ideas with an action you can take to move forward.

List 3-5 themes, ideas, opportunities or places to explore to action on

1.

2.

3.

4.

5.

