

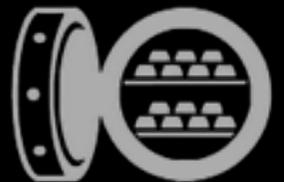
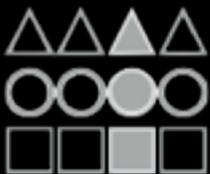
BOOK
PRECIS



FUTUREPROOFING NEXT

the future beyond innovation

SEAN MOFFITT - ANDREA KATES



THE FUTURE CAN BE FRIENDLY

IF YOU NEED CHANGE, GROWTH OR INNOVATION...



Can Your Company Grow Bigger?

Can Your Company Aspire to Be Bolder?

YES

YES

Only 27% of CEOs are assured of their future revenue growth prospects, the lowest confidence since 2009.

Business model and transformation innovation++ generate 4.5X the value of traditional product-based innovation.

YES

NO

NO

YES

Can Your Company Change Faster?

Can Your Company Act Simpler?

Change ventures & initiatives need to punch harder.

Innovative companies are operating 110% faster than they did 5 years ago.

80% of companies have a problem scaling innovation talent, resources, funding, alignment and ability to scale are biggest challenges.

Companies need to look at configuring growth ventures vs. launching incremental innovation.

Corporations need to change at startup speed and become more agile

Firms need to adopt an end-to-end change process flexible to mesh w/ needs & culture

FUTUREPROOFING : NEXT
PURPOSE & HOPE FOR THE FUTURE



FUTUREPROOFING: NEXT (F:N) - THE BOOK

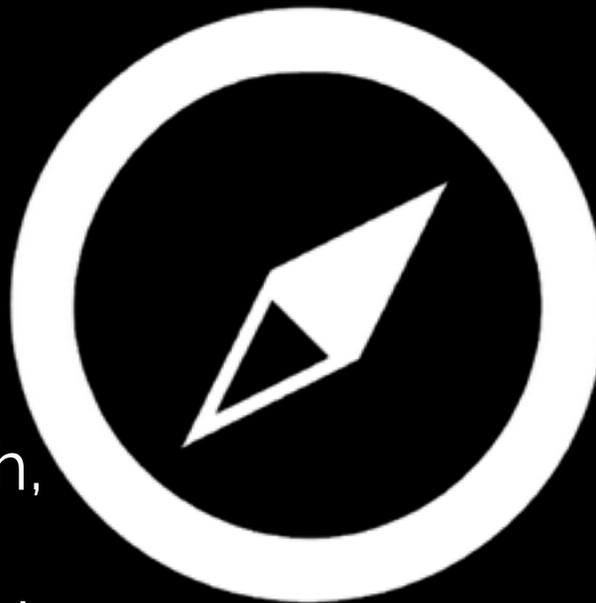
Thousand of hours, hundreds of interviews, tens of tools ... F:N is our North Star compass for change, growth, innovation and transformation embodying four things:

A MANIFESTO

for a future and world beyond Innovation

A FIELD GUIDE

for what actually works in the marketplace, with research to prove it



An overall approach, canvases, tools and landscapes that get leaders to next

A PLAYBOOK

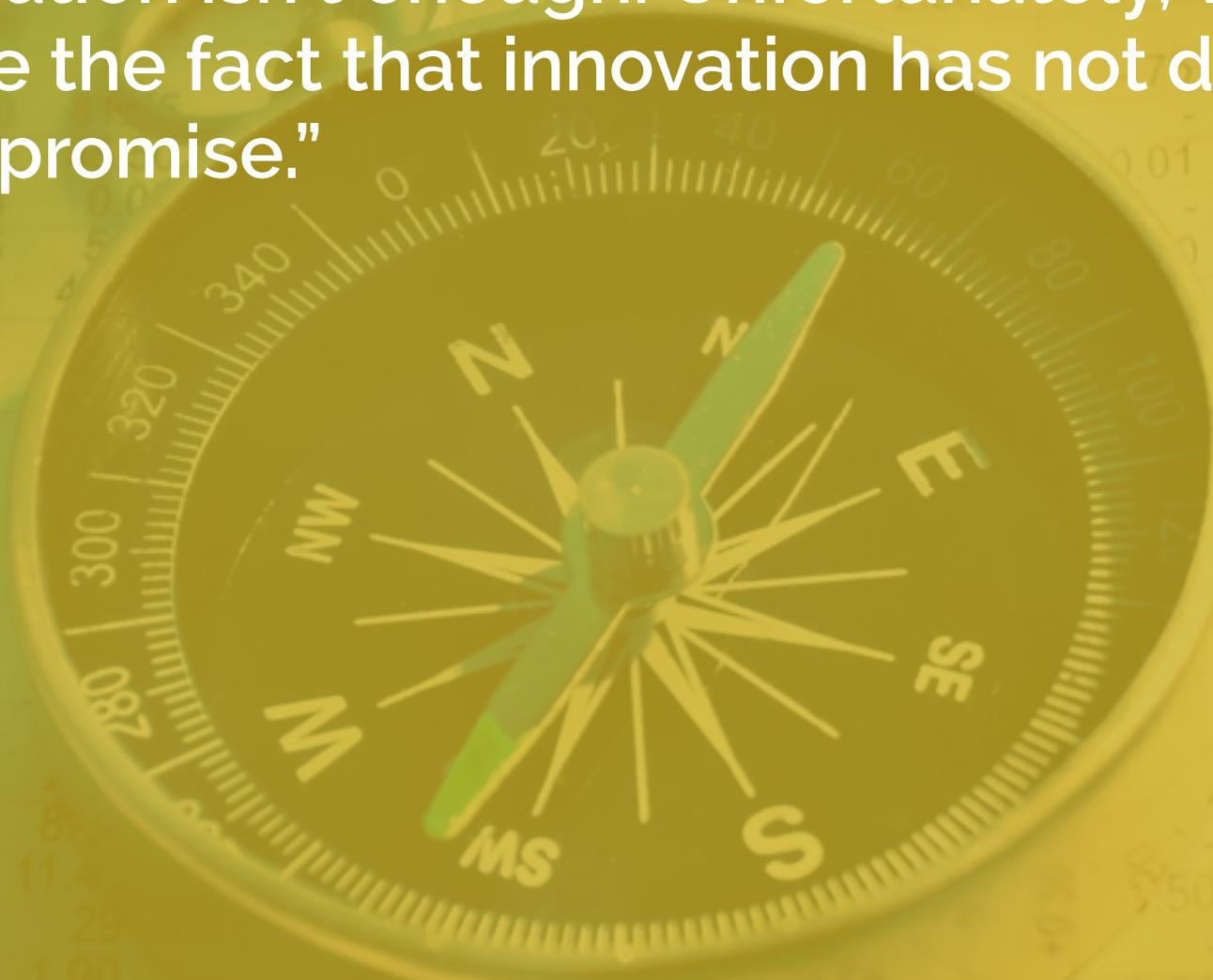
Role models, profiles, case studies, further resources & collaborations that help change agents

A RESOURCE BANK



THE FUTURE BEYOND INNOVATION

“Innovation isn’t enough. Unfortunately, we have to face the fact that innovation has not delivered on its promise.”





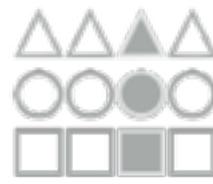
**The Future
Beyond Innovation**



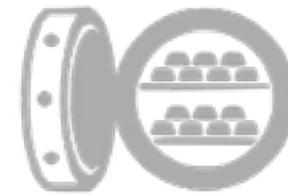
**The Change World
Has Changed**



**See, Learn,
Decide, Commit**



**Different Mindset,
Spectrum & Challenge**



**Innovation++ You
Can Take To The Bank**



**F:N - Not Just
Another Book**

It was perhaps overly-ambitious to expect innovation to fulfill all of the expectations placed on it. But, it was also understandable that corporate leaders would look to **innovation as the panacea to address slowing growth** over the last two decades. Most companies have been looking for change in a bottle - using this quixotic word “innovation” to combat a sense of powerlessness in the face of an accelerating market, cross-industry forces and threats from technologies developed by nimble startups.

We've worked with leaders and teams for years to figure out what's been missing and concluded that **it's time for an innovation overhaul.**

That's the premise of **Futureproofing : Next—to eliminate the chaos of a point-solution approach to innovation**, where we're playing whack-a-mole with disparate parts of the puzzle.

We've created a **bigger, more holistic innovation roadmap**, that cherry picks the future-ready practices that have

proven to work best, removes the fluff, and gives leaders a starting point to bring successful new technologies, products, experiences, transformations & business models across the finish line.

ELEMENTS:

THE BEST TECHNIQUES TO FUEL CORPORATE GROWTH. Taking the best and reducing the handicaps of: future mapping, ideation challenges, open innovation, design thinking, lean development, agile processes, culture, scale and commercialization practices.

AN INTEGRATED PROCESS TO SMOOTH OUT THE CHAOS. A system for nurturing initiatives at the team level + a framework for decision making as a company at scale.

BALANCE BETWEEN HIGH AMBITION WITH HONEST EXPECTATIONS. The right blend between understanding future potential and having the confidence and pragmatism to act today.

MIND THE INNOVATION GAP

60% of companies have adopted separate innovation units over the last 5 years; 77% of these teams have failed to deliver +10% revenue to their overall businesses.



Source: Oliver Wyman



THE CORPORATE INNOVATION PECKING ORDER

Find
What Works

Imitate
the Startup

Boundless
Ideas

Innovation
Theatre

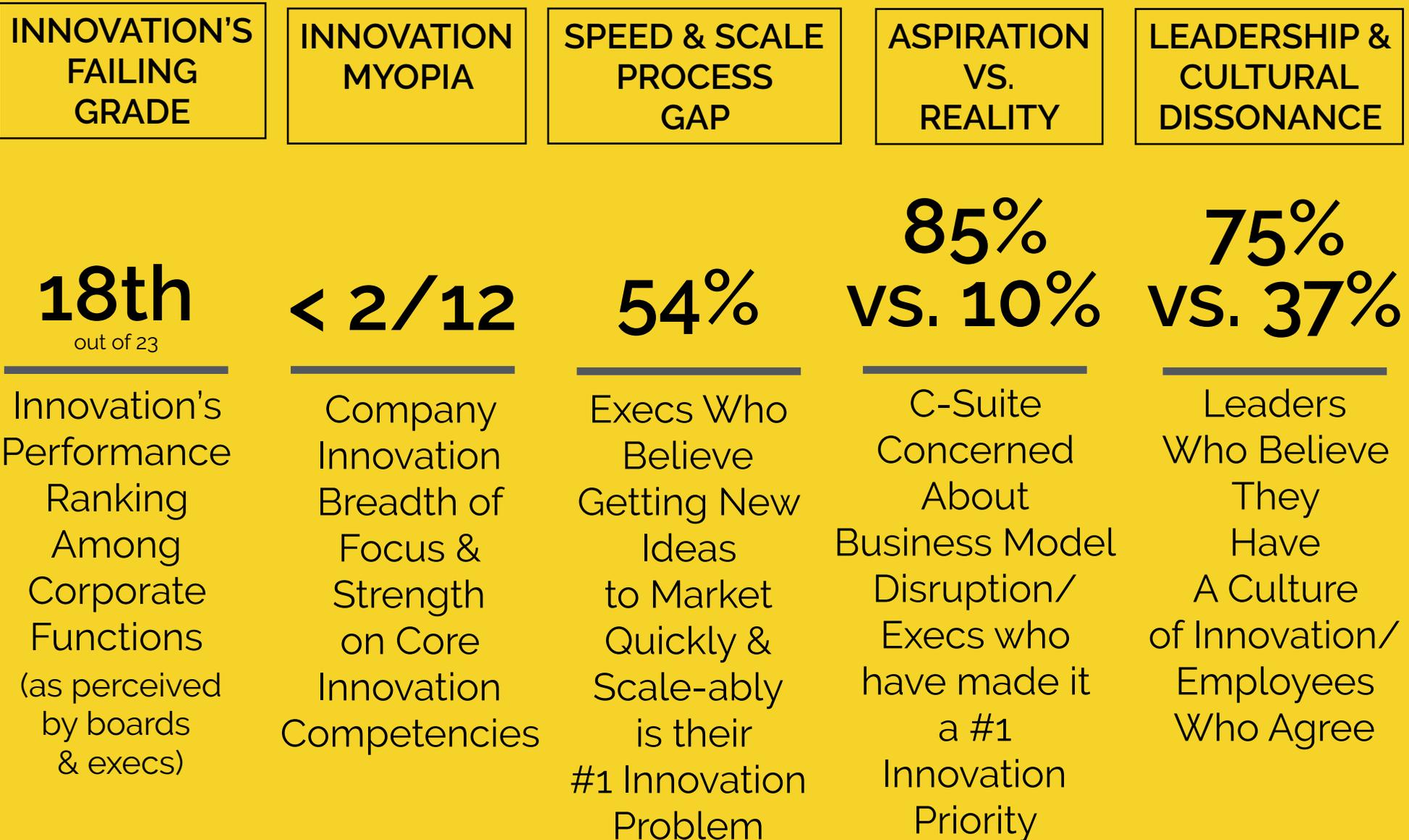
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Quo



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A NEW POINT OF DEPARTURE...

For more than 15 years, we've worked with large companies and tracked the results to land on a unified approach for integrating the future while still running a company for today. Our F:N approach is designed to address five currently huge gaps in how corporations and scale ups change, grow & innovate:



Source: HBR, Wikibrands, PwC, Criticaleye, Oliver Wyman,

DISSATISFACTION WITH THE STATUS QUO ...

Until now, corporate leaders in virtually every field have applied processes for strategic growth that were engineered to address yesterday's and today's market forces versus addressing burning questions about the fast-approaching future. Times change, so should your thinking.



Swot Analysis
1969



Five Forces
1979



Six Sigma
Early 80s



Benchmarking
1989



Design Thinking
1999



Agile
Early 2000s



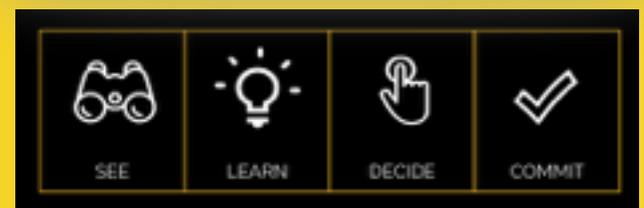
Blue Ocean
Late 2000s



Lean Start Up
Early 2010s



Blitzscaling
Late 2010s



Futureproofing : Next
The 2020s



The Future Beyond Innovation



SHORTCOMINGS OF CURRENT APPROACHES

Many popular schools of innovation process have merit and can be effectively used in the right settings. However, within many companies' change agendas, each innovation school is afflicted with some handicaps. Differing levels of poor anchoring bias, lack of integratability/scalability, spotty commercialization, heightened sense of self-worth and poor recognition of scaled businesses' need for planning, focus and portfolio-wide management exist in six of the lead schools below.



SWOT ANALYSIS



SIX SIGMA



DESIGN THINKING



AGILE



BLUE OCEAN



LEAN START UP

SHORT-COMINGS

Command & Control	Bureaucracy & Rigidity	Can Be Slow / Consuming	Lack of Cultural Integration	Explanatory, not Predictive	Dispersed Ownership/ Dedication
Promotes Current Thinking	Continuous, Incremental / Not Big Bang	Tough to Integrate/ Lacks Constraints	Increment-Focused, not Business Model Change	Variables of Timing and which Blue Ocean Not Treated	No Risk Mgmt. & Commitments
Insular/ Subjective	Efficiency > Discovery, Creativity & Innovation	Customers Have Tough Time Imagining the Future	Tough to Scale	Resilience/ Influencing others	Scalability & Resistance
Shortcut to Real Planning	Expense & Training	Not Optimized for Commercialization	Accepts Few Criticisms	Marketing & Execution an After Thought	Never Seems Finished/ Avoids Killing Darlings

THE WORLD DOESN'T NEED ANOTHER INNOVATION BOOK



... BUT IT DOES NEED A PLAYBOOK TO GROW, SUCCEED AND WIN.

The Future Beyond Innovation

FUTUREPROOFING
:NEXT

FUTUREPROOFING : NEXT CHANGE BENEFITS FROM A-TO-Y

CORPORATE CHANGE HAS MANY DEMANDS ... WHICH IS YOURS?

A gility	B usiness Model Change	C ustomer - Centricity	D etecting Opportunity /Threats Early	E fficiency & Effectiveness of Innovation
F uture-Savviness & Planning	G rowth Mindset & Engineering	H abit Formation & Norming	I dea Pipeline Improvement	J ob/ Talent Transforming
K nowledge > Bias	L earning Organization Wide	M anagement & Leadership Aligned	N exting - Overcoming Barriers-to-Market	O utside-In Perspectives & Partners
P roducts, Process, Platforms, Problems	Q ualified Best Practices	R evue Growth	S calable Success & Application	T echnology-Adeptness
U ser, Customer, Employee Experience	V alue Identification Creation & Delivery	W idened Portfolio Focus & Ambition	X perimentation & Decision Rigor	Y ear-over-Year Capacity

A RALLYING CRY TO GET BEYOND THE DISRUPTION

THE CHANGE WORLD HAS CHANGED

“The half-life of a career, of a company and even of an industry is so much shorter than even a decade ago, Staying ahead and integrating these tectonic business shifts inside your firm will be leadership's key challenge over the next decade.”



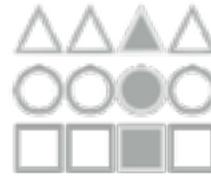
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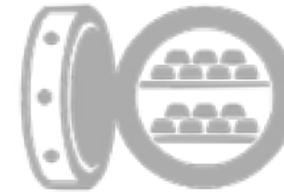
The Change World
Has Changed



See, Learn,
Decide, Commit



Different Mindset,
Spectrum & Challenge



Innovation++ You
Can Take To The Bank



F:N - Not Just
Another Book

Across a basket of factors, **the world is over 4X faster** than it was a generation ago. We were praising A.I. just two decades ago for winning at chess and checkers; now it is driving our cars, diagnosing patient conditions better than physicians & taking the most routinized jobs off human hands completely.

Business is 3X more precarious. Humans, are 825X more connected than we were in the early 2000s. Trains are 7.7X faster. The costs of DNA sequencing, efficiency of solar power and pricing of a drone - all are exponentially down. **Citius. Altius, Fortius. Quae potest in futuro.**

In a world that has become so unpredictable, volatile and fast, the way we deploy our resources, invent our "next" and apply our technologies must certainly change too.

This shouldn't be shocking nor seen as accusatory to any of the formative thinking that came before us. People should stop digging their heels in, spending all their energy protecting the past versus embracing the future that's on a much different trajectory.

Whereas previous change approaches and tools were driven by: military optimization, mass production, international competition or Silicon Valley startup frenzy, the apparatus for change in the 2020s **needs to respond to the six key new tailwinds and headwinds** listed below.

Welcome to a world where change is a constant. The electric lightbulb did not come from the continuous improvement of candles. Innovation and transformation will not come in predictable steps either. Get ready for jagged big leaps. Strap in. **Enjoy the journey, because the future has no finish line.**

ELEMENTS:

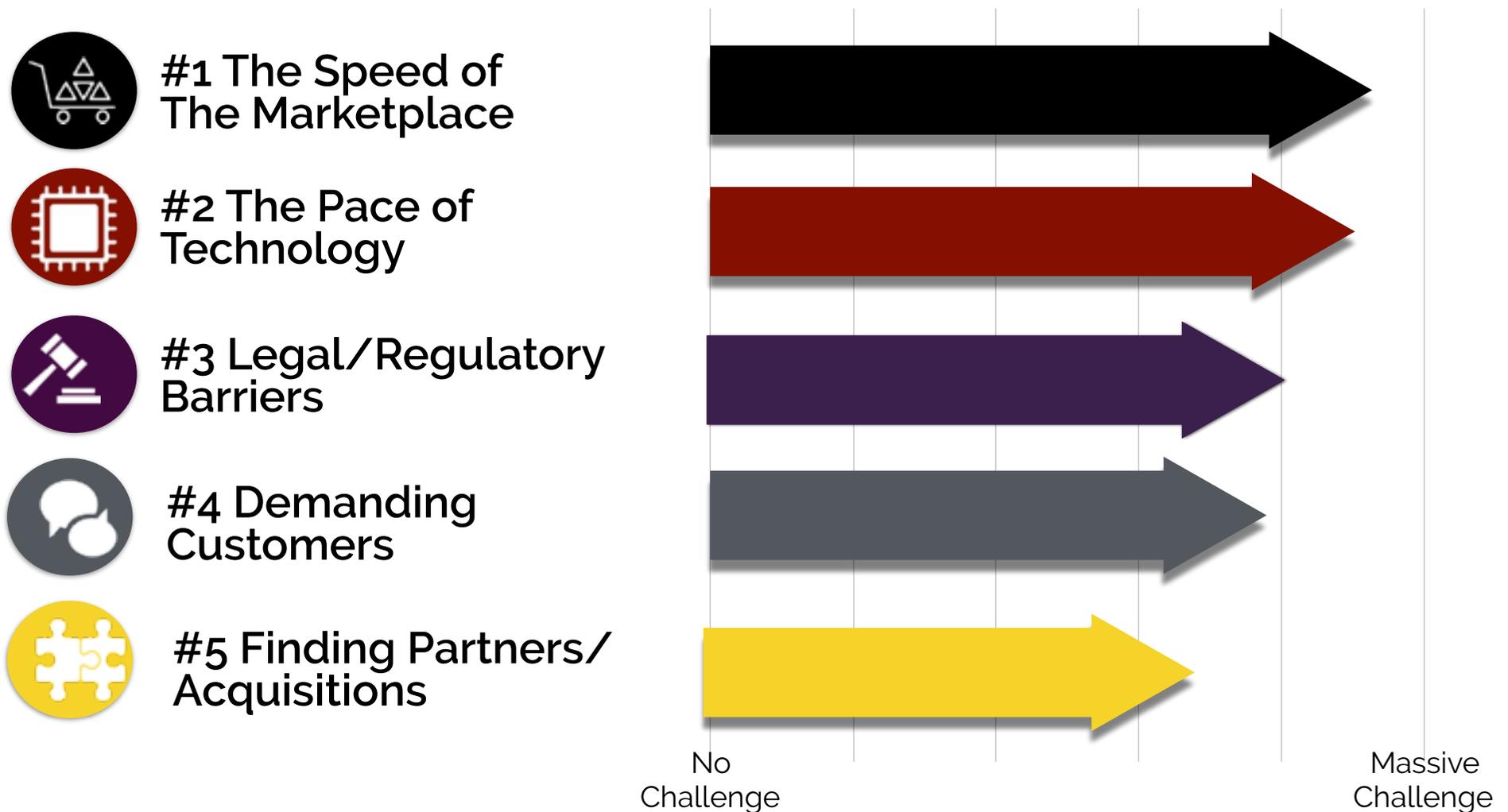
The six key factors: driving acceleration & complexity of our current era of change:

- Pace and Agility of The Marketplace
- Rapid Technology Advancement
- Unrelenting Customer Need
- Cultural Expectation
- Cross-Industry Barriers Eroding
- Societal Needs & Top Challenges

CRUSHING MARKETPLACE DEMANDS

BIGGEST EXTERNAL INNOVATION CHALLENGES

One of the toughest balancing acts every corporate executive now confronts is “how do we build a company for the future, when we are still trying to make our quarterly targets?” And these decisions & compromises are happening in a world that relentlessly demands more, bigger & faster. As seen by the top external challenges organizations face, a race against time, uncertainty and blindsides looms large.



FUTUREPROOFING : NEXT PROVIDES ESSENTIAL TOOLS & HACKS TO STAY AHEAD OF THE GAME.

FUTUREPROOFING : NEXT WHY NOW - THE IMPACT OF 6 KEY CHANGES

PACE & AGILITY OF THE MARKETPLACE



The marketplace is operating 4X faster than it was a generation ago.

RAPID TECHNOLOGY ADVANCEMENT



Time needed to download a 3.5GB film:
2000 - 1 day
2010 - 50 minutes
2020 - 3.6 seconds

UNRELENTING CUSTOMER NEED



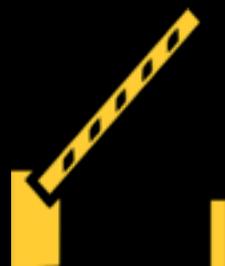
Customer expectations have increased 28% year over year, but company delivery has only gone up 6%.

SOCIETAL NEEDS & TOP CHALLENGES



Execs who believe environmental/social/governance programs drive value:
Long term: **94%** (vs. 84% in 2009)
Short term **65%** (vs. 47% in 2009).

CROSS-INDUSTRY BARRIERS ERODING



55% of execs now believe their top competitive threat over the next 5 years is outside their current industry.

CULTURAL EXPECTATION



64% of customers currently reward/consider rewarding companies on socially responsible behaviour (46% in 2000).

CATCH UP, DON'T GIVE UP.



75% of executives feel like they are being
out-innovated



There's an ongoing debate about whether corporations can change fast enough to keep up with the pace of opportunities around us. I say, **yes, we can.** But the dynamics required to instill that sense of urgency inside a 25+ year old company are not easy. That means we have to focus even harder on how to do it.

Navin Kunde, Clorox

NEW CHANGE LEXICON : FRONT-END

fu·ture-proof-ing

/'fyʊ̄ōCHər,pr̄ōf/iNG 

Noun

1. The practice of embracing trends and generating faster, bolder, simpler & friendlier futures than the rest of the world.
2. The future beyond innovation.
3. Generating future-ready growth, value or impact.

Synonyms:

Innovation++, Deep change, Marketplace/workplace/culture transformation, Step change growth

OTHER NEW TERMS:

Future Intersection Disorder, Ostrich Change Syndrome, Quadrantplenus

NEW CHANGE LEXICON : Middle End

” . ”
.



Noun:

- 1) The barriers that exist between change aspirations and reality.
- 2) The process, tools and practices that create momentum for change without major compromise inside companies.
- 3) The forces in support of innovation minus the forces resisting innovation.

Synonyms:

The Messy Middle, The Change Wall, Shift Quotient

OTHER TERMS:

Multi-dextrous Innovation, Dogma Distortion, Transformation Teslas

NEW CHANGE LEXICON - BACK END

next-ing

/ˈnekst-ɪŋ 

Verb:

- 1) The state of having ideas and ventures cross into marketplace implementation and impact.
- 2) The appreciation of real marketplace application, speed, growth and success as essential change criteria.
- 3) Transitioning from change & development to marketplace & workplace incubation and scale.

Synonyms:

Commercialization, Corporate Scalability, Cacheing In

OTHER TERMS:

Perpetual Refresh, Future-ready Culture, After-Market Proofing

A RALLYING CRY TO GET BEYOND THE DISRUPTION



SEE

FUTUREPROOFING
:NEXT



LEARN

FUTUREPROOFING
:NEXT



DECIDE

FUTUREPROOFING
:NEXT



COMMIT

FUTUREPROOFING
:NEXT

A SIMPLE CHANGE & GROWTH ARCHITECTURE - SEE, LEARN, DECIDE, COMMIT

"We've created an end-to-end process based on years of results from people who have figured it out. If you remember anything, remember these four simple words (see above)."

FUTUREPROOFING
:NEXT



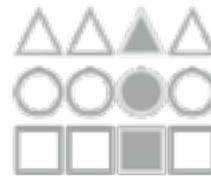
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Beyond Innovation



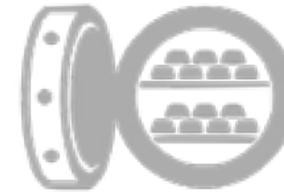
The Change World
Has Changed



See, Learn,
Decide, Commit



Different Mindset,
Spectrum & Challenge



Innovation++ You
Can Take To The Bank



F:N - Not Just
Another Book

Futureproofing : Next is a simple architecture and process that codifies the steps that **make innovation work at corporate scale.**

We've studied the impact of what's worked and where leaders struggle with innovation inside companies between 50 & 5 million employees.

The result?, We've created **32 tools, 18 canvases** and numerous watchouts & callouts that work tongue-in-groove with each other to address the most vexing aspects of the innovation challenge:

- How to scan the horizon
- How to master the right skills
- Where to place the right bets
- How to lead with confidence

ELEMENTS:

1. Don't Know Where to Start. **SEE.**

The first step guides the discussion about the forces on the horizon with the purpose of formulating a clear view of the best direction to take the company forward.

a) **Inside Now:** Articulation of the company's top ambitions and strengths.

b) **Integrated Forces:** Outside perspective on technology, customers, cross-industry shifts, and global forces.

2. **Don't Know How to Catch Up. LEARN.** Step two focuses on mastery..

c) **Imagine Next:** Equips leaders on which ideas are valuable & which information is mission-critical for future success.

d) **Inform Next:** Guides teams through the rigors of discovery, experimentation, and validation..

3. Don't Know What to Pick. **DECIDE.**

Step three focuses on setting priorities and assigning metrics.

e) **Inspiration:** Expansion of ideas to achieve 10x impact.

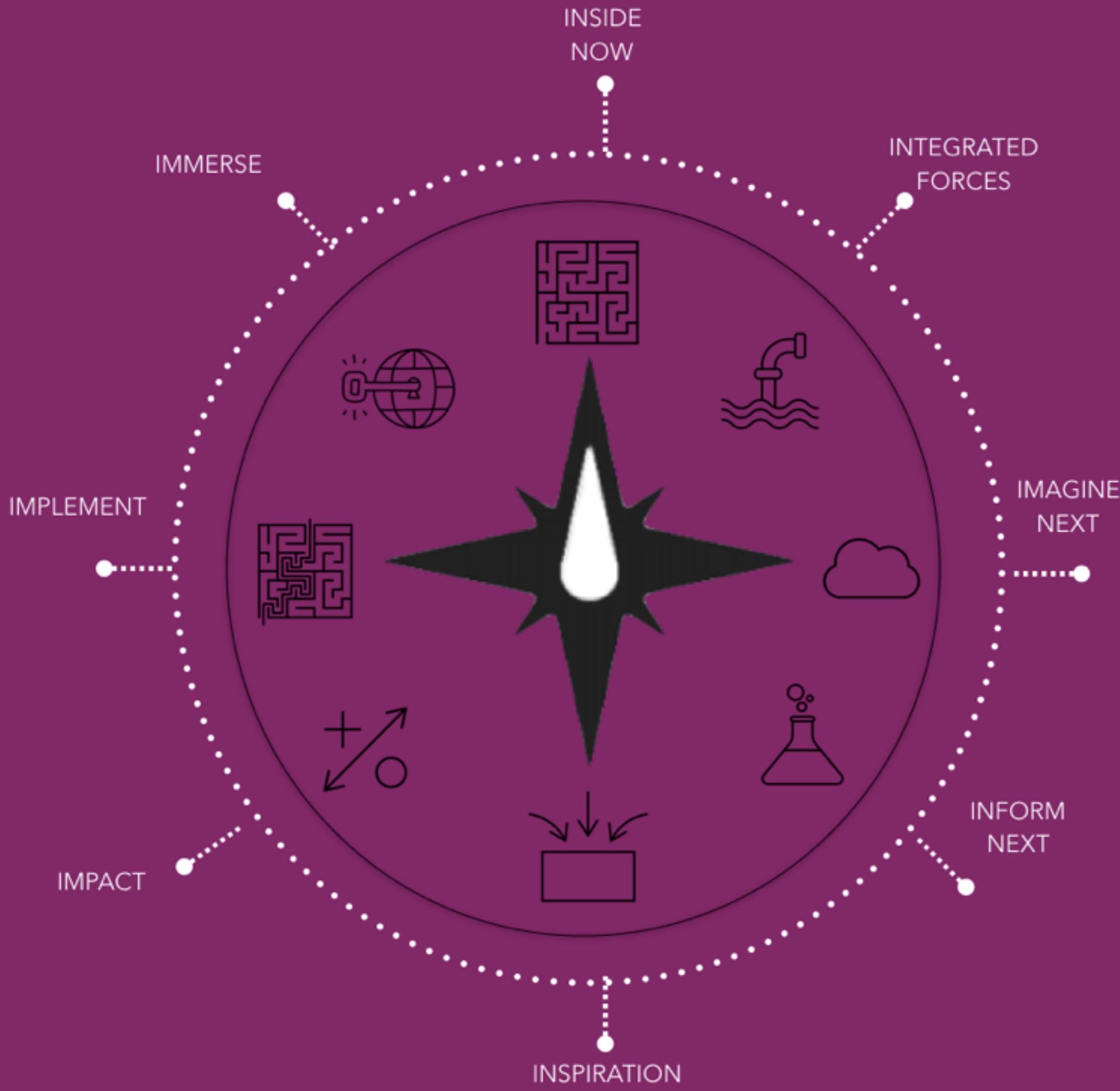
f) **Impact:** Powering corporate initiatives to move toward corporate scale.

4. Don't Know How to Lead. **COMMIT.**

Step four integrates the best ongoing practices for making innovation work.

Implement: Developing launch commitment and support.

Immerse: Establishing a culture of repeatable success, incubating in-market growth + company-wide skillsets.



INSIDE
NOW

INTEGRATED
FORCES

IMAGINE
NEXT

INFORM
NEXT

INSPIRATION

IMPACT

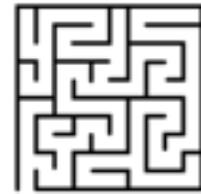
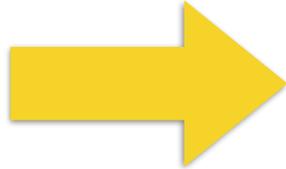
IMPLEMENT

IMMERSE

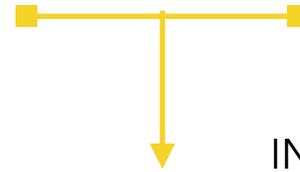
SEE, LEARN, DECIDE, COMMIT OUR 4 X 2 ROADMAP



SEE



INSIDE NOW



INTEGRATED FORCES



LEARN



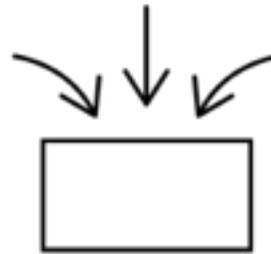
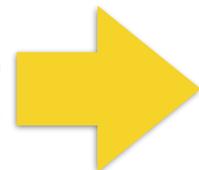
IMAGINE NEXT



INFORM NEXT



DECIDE



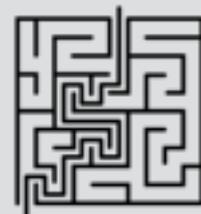
INSPIRATION



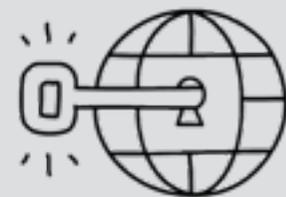
IMPACT



COMMIT

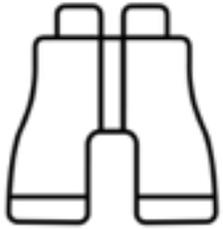


IMPLEMENT



IMMERSE

SEE, LEARN, DECIDE, COMMIT. PLOTTING OUT REAL COMPANY CHANGE.



See

Determine where you and your market are:

- Capacity
- Culture
- Talent
- Products
- Socioeconomic Trends
- Emerging Technologies
- Industry Shifts
- Customer Needs & Wants



Learn

Explore, test and validate new possibilities:

- Product & Offerings
- Services & Experiences
- Markets
- Platforms & Networks
- Smart Hunches
- Credible Experiments
- Open, Expert & Co-Creation
- Test Markets & Iterations



Decide

Pinpoint new areas of opportunity and value capture:

- Cross-industry Insights
- Business Models
- Routes-to-Market
- Branding & Proposition
- Channels & Distribution
- Customer Journey & Experience
- Talent Engagement & Experience
- Partnerships & Alliances



Commit

Map out a path to next and stick to it:

- Leadership & Alignment
- Culture & Mindset
- Milestones & Pace
- Incentives & Design
- Balanced Innovation Portfolio
- Commercialization Acceptance
- Learning & Analytics
- Ongoing Transformation

FUTUREPROOFING: NEXT - THE BOOKEND CHAPTERS

Let's Get...

MOTIVATED

(Chapter 1 - Pgs. 1-29)

STARTED

(Chapter 2 - Pgs. 30-49)

LEARNED

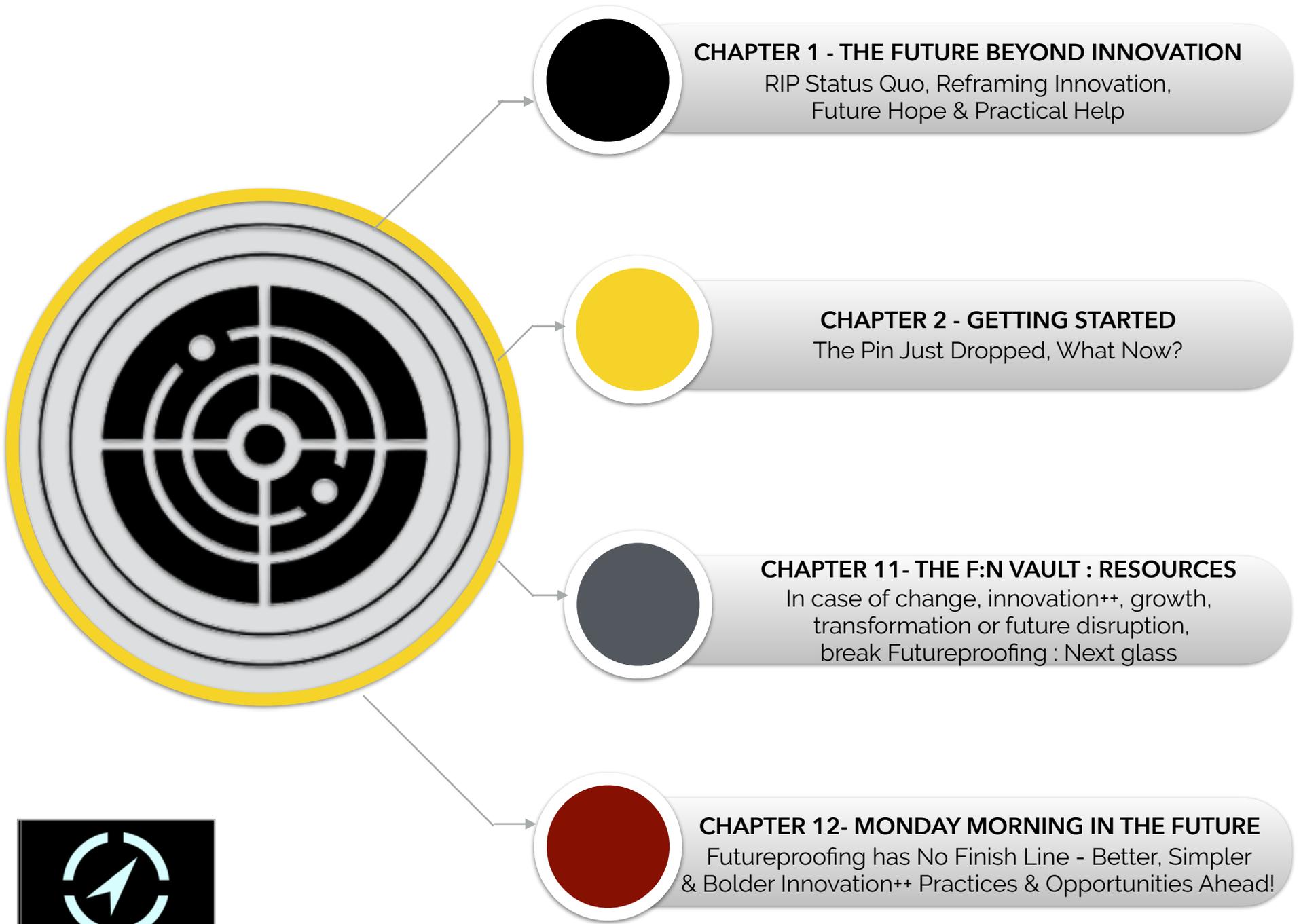
(Chapter 11 - Pgs. 210-223)

INVOLVED

(Chapter 12 - Pgs. 224-242)

START WELL ... FINISH WELL

CHAPTERS 1 & 2 , 11 & 12



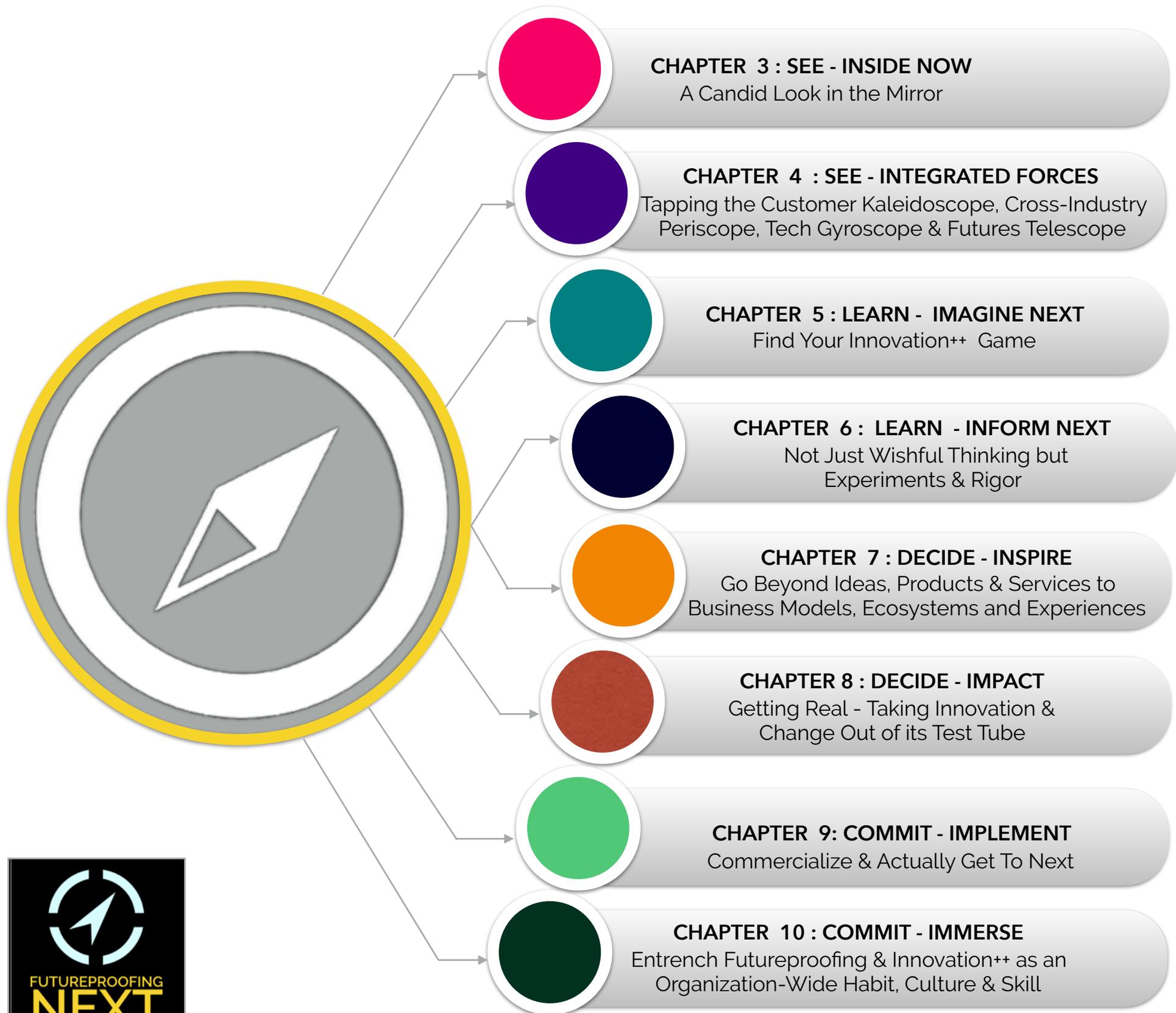
FUTUREPROOFING: NEXT - THE GUTS OF THE BOOK

Go through the chapters sequentially or
dive in and fix a specific problem...

PURPOSE & FUTURE READINESS (Chapter 3 - Pgs.50-69)	OUTSIDE-IN & FOCUS (Chapter 4 - Pgs. 70-89)	IDEATE & EXPLORE (Chapter 5 - Pgs. 90-109)	EXPERIMENT & VALIDATE (Chapter 6 - Pgs. 110-129)
ROUTES & EXPANSION (Chapter 7- Pgs. 130-149)	RANKING & PLANNING (Chapter 8- Pgs. 150-169)	ACTIONS & SCALE (Chapter 9 - Pgs. 170-189)	CULTURE & HABIT (Chapter 10 - Pgs. 190-209)

THE F:N ENGINE ROOM

CHAPTERS #3-10



FUTUREPROOFING : NEXT - THREE DEFINING DIFFERENCES MINDSET, SPECTRUM, CHALLENGE

“Type in “Innovation Book” onto Amazon and it returns 60,000 entries. What possible new thinking could be added to the change agent's arsenal? We think we have one - with a new mindset, spectrum of interest and corporate-focused challenge that goes beyond the confines of the small little box we now call innovation.”



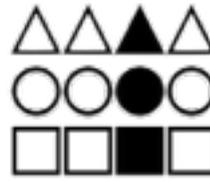
The Future
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F:N - Not Just
Another Book

Our mission is quite different. We believe the innovation industry is asking the wrong questions about how companies succeed in a fast-moving marketplace.

We don't need more ideas. We don't need more wishful thinking. And we certainly don't need any more elegant explanations about how chaotic our world has become. We get it.

To be truly helpful & hopeful, we needed to deliver a practical recipe book on how the best companies deliver change, transformation & growth, not because we want it to be, but because **we've seen the early signals for what really works.**

With Futureproofing ; Next, we aim to be the go-to resource that curates the best foresights and practices. We have managed to fuse a number of practitioner worlds that don't talk to each other very well and blend them into a core approach.

Too many books on change & innovation are tribalized – biased by their tech-driven, talent-oriented, innovation school,

customer-led, futurism-based or strategy-adhering pedigrees. Enough we say, We have managed to bridge these isolated islands of effective practice into a “change Pangaea” with supporting activities that bring it all together.

Catch up, don't give up. If you are tasked with change, transformation or growth inside companies, this book is for you. You are not a garage entrepreneur or side hustler. You have a much higher order challenge. Corporate innovation is the major leagues of change ... and we're here to help.

ELEMENTS:

A DIFFERENT MINDSET - Pragmatically optimistic, Future-based. Practitioner-Friendly.

A DIFFERENT CHANGE SPECTRUM - All six parts & twelve change functions.

A DIFFERENT CHALLENGE - Leading, championing & supporting change inside companies from 50-5,000,000 employees.

THE F:N DIFFERENCE #1 PRAGMATIC OPTIMISM, NOT BLISSFUL FANTASY OR BLIND AVOIDANCE

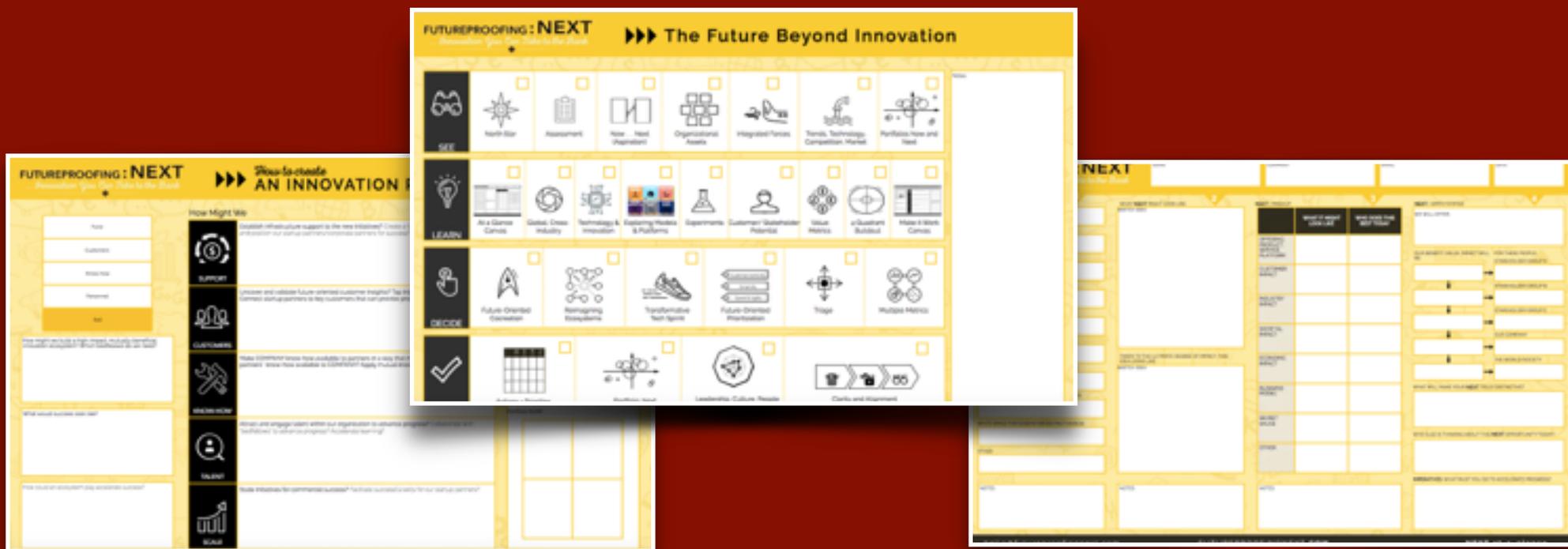
Business as
Usual/
Avoidance

Process
&
Incrementalism

Pragmatic
Optimism

Ideas &
Creativity

Boundless
Utopia &
10+ Year Futures



A CHANGE ARCHITECTURE FOR ALL WEATHER; A CANVAS FOR ALL SEASONS.

A customizable process, 4 pragmatic steps, 18 solution & consensus-finding canvases and 32+ helpful tools.

FUTUREPROOFING PROCESS

FUTUREPROOFING: NEXT

... Innovation You Can Take to the Bank

INSIDE NOW



INTEGRATED FORCES



IMAGINE NEXT



INFORM NEXT



INSPIRATION



IMPACT



IMPLEMENT



IMMERSE



futureproofingnext.com/processcanvas



F:N'S ROSTER OF END-TO-END CANVASES

	CANVAS	STEP	PURPOSE
A	Innovation++ Venture Charter	Getting Started	Team
B	Future State Compass	See - Inside Now	Guidance
C	Headwinds & Tailwinds	See - Inside Now	Forces
D	Portfolio Next	See - Integrated Forces	Universe
E	Exploration Challenge Statements	See - Integrated Forces	Opportunity
F	Triple-Proofed Directions	Learn - Imagine Next	Discovery
G	Experiments Tracking Grid	Learn - Inform Next	Validation
H	Refined & Modelled Prototypes	Learn- Inform Next	Development
I	Expanded Project Outlooks	Decide - Inspire	Expansion
J	Go-To-Market Action Plans	Decide - Impact	Action
K	Future Integrations & Interventions	Commit - Implement	Commercialization
L	Commitment Narrative	Commit - Implement	Communication
M	Future Sensors Dashboard	Commit - Implement	Tracking
N	Leadership Perpetual Refresh	Commit - Immerse	Direction
O	Culture Reinforcement	Commit - Immerse	Habit
P	Scale Monitor	Commit - Immerse	Growth
Q	F:N Master Process Canvas	Overall	Roadmap

F:N'S SUITE OF SOLUTION-DRIVEN TOOLS

	GETTING STARTED TOOLS	PURPOSE
1	Change Ambitions	Genesis
2	Alpha Team DNA	People
3	Mise en Place	Elements
4	Personal Change Readiness Audit	Mindset

	INSIDE NOW TOOLS	PURPOSE
1	North Star Focus	Purpose
2	Future Readiness Assessment	Audit
3	Now-Next Aspirations	Gaps
4	Organizational Asset Drivers	Equities

	INTEGRATED FORCES TOOLS	PURPOSE
1	Tech Gyroscope	Digital
2	Customer Kaleidoscope	Needs & Wants
3	Cross-Industry Periscope	Markets
4	Futures Telescope	Society

	IMAGINE NEXT TOOLS	PURPOSE
1	Futureproofing Ideaboard	Concept
2	Global, Cross-Industry Aperture	Reapplications
3	Tech Innovation Exploration	Applications
4	Business Model Applications	Configurations

	INFORM NEXT TOOLS	PURPOSE
1	Experiment Design	Leaps of Faith
2	Customer/Stakeholder Potential	Validation
3	Value Metrics	Valuation
4	Four Quadrant Buildout	Proofing

	INSPIRATION TOOLS	PURPOSE
1	Future-Oriented Co-creation	Crowd Ideas
2	Reimagining Ecosystems	Partners
3	Transformative Tech Applications	Tech Source
4	Reimagined Routes to Market	Structure

	IMPACT TOOLS	PURPOSE
1	Future-Oriented Prioritization	Evaluation
2	Sorting & Ranking Triage	Assignment
3	Milestone Guideposts	Thresholds
4	Market-ready Pilots	Market Launch

	IMPLEMENT TOOLS	PURPOSE
1	Commercialization Actions & Obligations	Ownership
2	Storytelling for The Marketplace	Influence
3	Scaling Success by Phase	Demand
4	Refined Sustaining Portfolio	Recalibration

	IMMERSE TOOLS	PURPOSE
1	Leadership Skill Focus	Renewal
2	Change-ready Culture Focus	Institutionalize
3	Growth & Change Tracker	Dashboard
4	Futureproofing Guild & Bank	Repeatability

FUTUREPROOFING : NEXT

A BALANCED, CURATED APPROACH

CHANGE YIN

Embraces the experimentation, continuous learning & iterative aspects of agile & lean schools of innovation.

Reapplies design thinking's need to prove out an initiative's desirability, feasibility and viability.

Values the creativity, design and conceptual smarts and ideation of many front-end leaning innovation schools.

Borrows heavily from applied innovation and R&D's product & service-based continuous improvements and new launches.

Fosters the powers of external collaboration, open innovation and co-creation to build new-to-the-world solutions from the outside-in.

CHANGE YANG

Incorporates the alignment, portfolio management and resource planning aspects of larger companies.

Layers in the dynamic need to also evaluate futurability (shifts & trends), suitability (purpose & values) and differentiation (novelty).

Places an equal premium on back-end innovation's agility, data rigour, sorting & ranking to actually get ventures launched,

Expands the lens of innovation to incorporate more ambitious business models, ecosystems, experiences and transformations.

Invests in high performance change via internal culture; bridging gaps between leadership, change & operations.

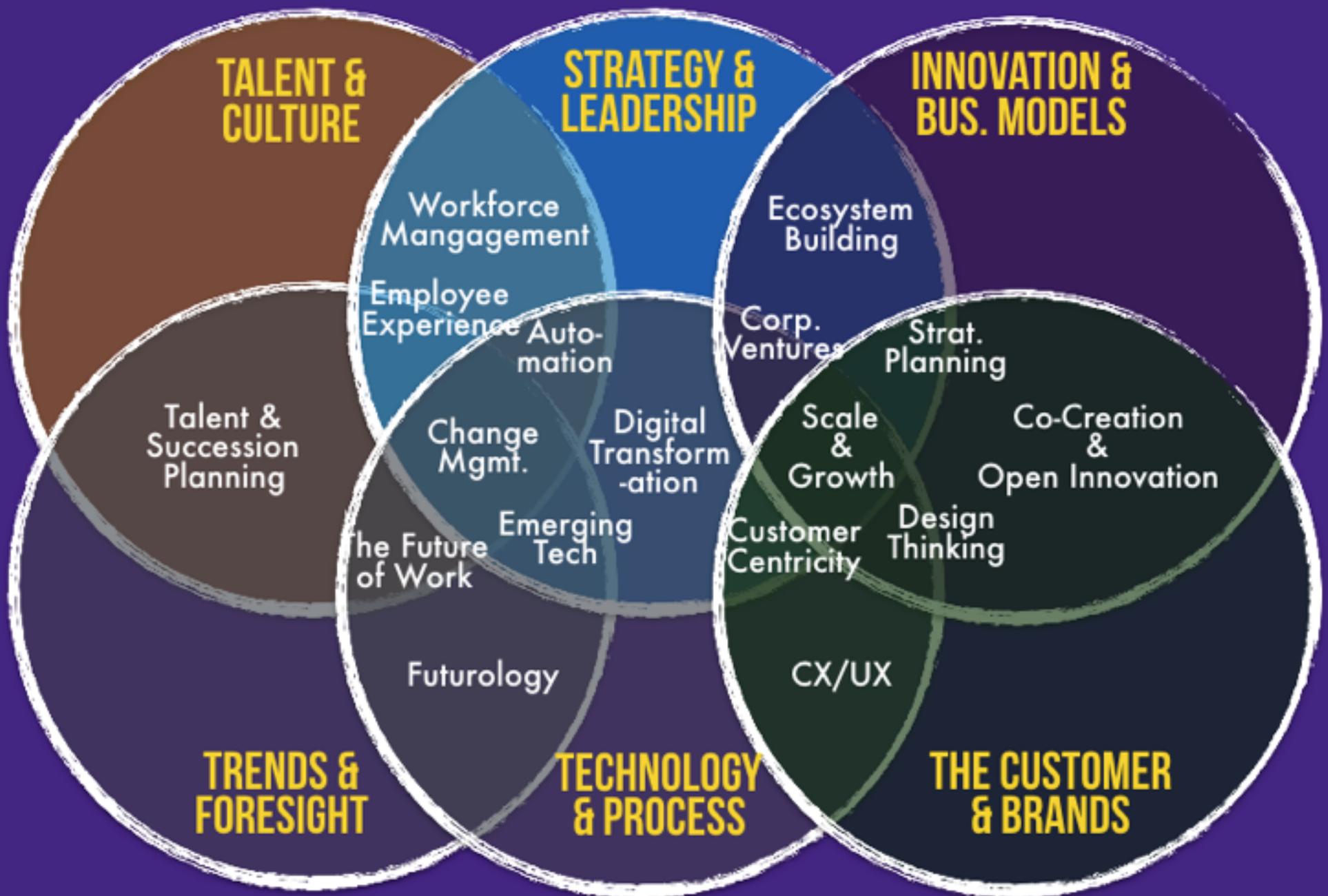


If you don't change, you may well become the fastest snail in a snail race. The problem is the competition has changed, forever.

Kevin Johnson, Euroclear

F:N DIFFERENCE #2

A DIFFERENT SPECTRUM: THE FUTUREPROOFER'S UNIVERSE- MULTI-DISCIPLINARY COLLISIONS



SIX DIFFERENT TYPES OF FUTURE INTELLIGENCE

Great ideas rarely come from the mainstream; the future reveals itself on the periphery of six foresight-rich continents.

FUTUREPROOFERS

Stethoscope
Intelligence
& Skills



Talent
&
Cultural

Microscope
Intelligence
& Skills



Company
&
Strategy

Gyroscope
Intelligence
& Skills



Technology
&
Operations

Kaleidoscope
Intelligence
& Skills



Customer
&
Marketplace

Periscope
Intelligence
& Skills



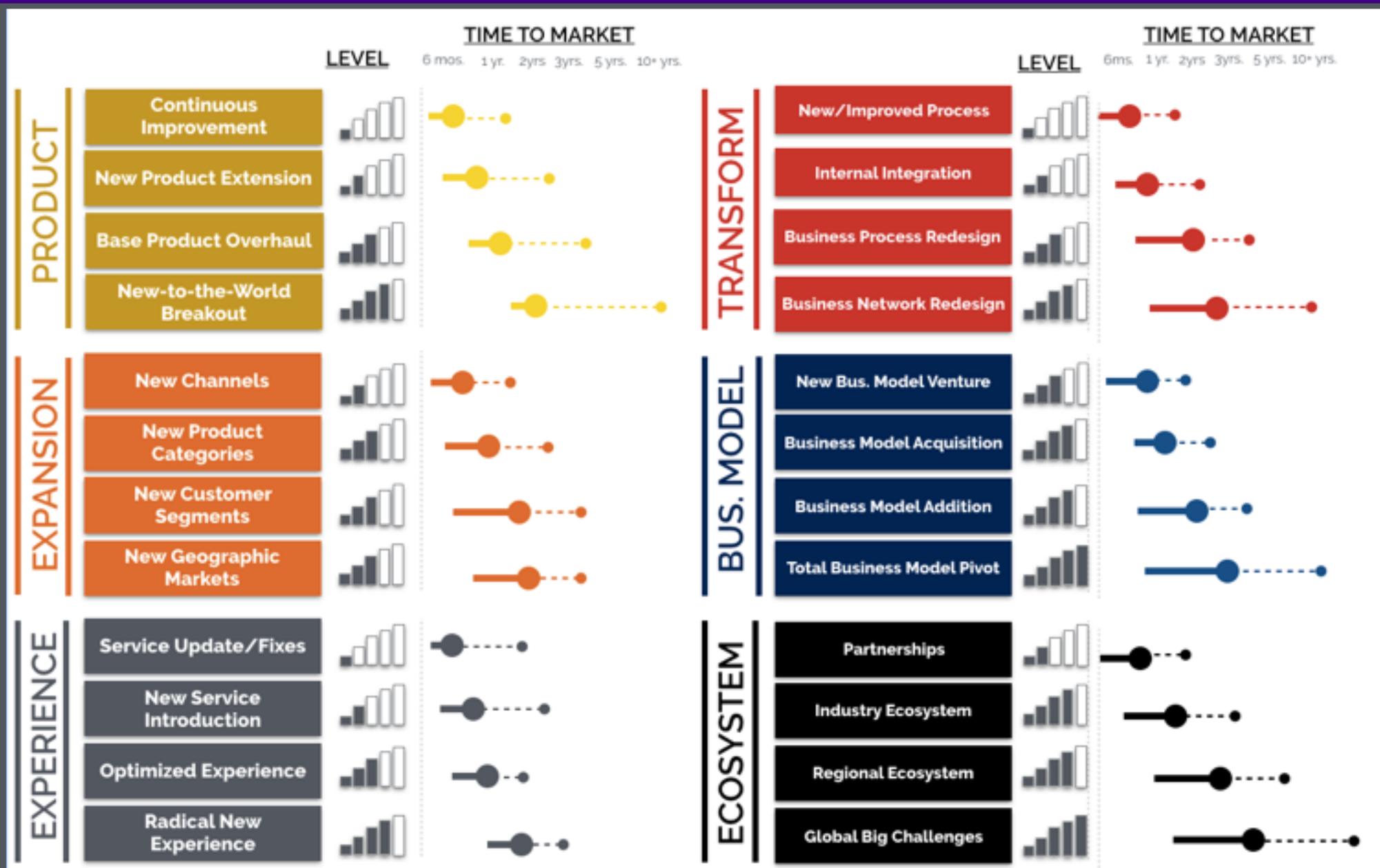
Cross Industry
&
Innovation

Telescope
Intelligence
& Skills



Futures
&
Trends

NOT ALL INNOVATION IS THE SAME LEVEL ... AND ALL NEED TO BE CONSIDERED



LEVELS OF INNOVATION:



Continuous/
Optimization



Adjacent/
Expansion



Holistic Change/
Business Model



Incremental/
Differentiation



Breakthrough/
Next Generation

THE F:N DIFFERENCE #3 CORPORATE INNOVATION IS THE MAJOR LEAGUES OF CHANGE

As much as we glamorize and praise the men & women who lead startup change and innovation, **the tougher, oftentimes underrated, job** is really in changing, pivoting and growing established companies.

What's the magnitude of difference between the two? With corporate change, the challenges are taller, the sweat equity involved larger, the tradeoffs & risk assessments more sophisticated, the potential economic & societal impact greater and the forces to manage wider. With F:N, we genuinely celebrate the brilliant and tireless intrapreneurial champions and the mantra "**Bigger can be Beautiful**".

CORPORATE INNOVATION



STARTUP INNOVATION



CORPORATE AND STARTUP INNOVATION TWO VERY DIFFERENT CHALLENGES.



vs.



CORPORATE INNOVATION

STARTUP INNOVATION

Decision-Making & Options

Portfolio-wide perspective, short & long term views, alignment of organization, partners, channels & supply chain.

A host of different value drivers and strategic/tactical considerations.

Narrow focus - build a solution, get market fit and find customers, often a very short term view.

Driving valuation & cash flow are often the dominant #1 and #2 motivations.

Leadership & Influence

Adaptive, strategic & collaborative, many projects, balancing planning w/ experiments, edge w/ know-how.

Influencing 100s of partners, 1,000s of employees and MMs of customers.

Energetic risk taking, full dedication & single venture focus, "make it up as you go" planning.

Influencing a few investors, tens of employees & hundreds of customers.

Mindset & Pace

Breakthrough, but needs to account for reputational risks, contingencies & resource efficiencies.

Quick and first-to-scale, but not at all costs.

Maximum flexibility in decision-making and if failing - pivot.

Damn the torpedoes, full speed ahead, "we only have x months of capital".

Target & Potential Impact

Wide set of inside and outside stakeholders, often global in reach.

Potentially limitless impact, can deal with big societal and \$B challenges.

Narrow set of stakeholders, biggest are funders and first customers.

Impact usually limited by funding and narrowness of market coverage.

F:N CREDIBILITY. WE'VE WORKED WITH & STUDIED 250 OF THE CORPORATE BEST. HERE'S 100 OF THEM BELOW.



FUTUREPROOFED. BULLETPROOFED. CORPORATE-PROOFED.

INNOVATION YOU CAN TAKE TO THE BANK : A PRACTITIONER'S MINDSET

"In conceiving Futureproofing : Next, we ran across many works of literature that gave an interesting academic viewpoint, a diagnostic understanding or a provocative argument; very few provided an end-to-end guidance system on what to actually do."



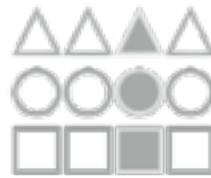
The Future
Beyond Innovation



The Change World
Has Changed



See, Learn,
Decide, Commit



Different Mindset,
Spectrum & Challenge



Innovation++ You
Can Take To The Bank



F:N - Not Just
Another Book

Futureproofing : Next bridges the gap between the whiteboard and the trenches.

Some business books feel theoretical. You know there's good research behind their ideas, but it's hard to get to the heart of what you need to do inside your company today.

Futureproofing : Next takes the opposite approach. We've translated insights from a large community of 250+ companies, our own proprietary research, 99+ books and white papers, conversations and interviews representing virtually every industry and analysis of what's worked.

We make it **simple for a practitioner to get organized** and succeed at commercializing new ideas.

We've written **a practical guide—optimized for practitioners**. The tools are synthesized hard-won lessons from change agents, innovators, P&L leaders and technology disruptors. The result is a road-tested process, designed to plug-and-play.

ELEMENTS:

THE CORPORATE INNOVATION

PLAYBOOK - Quantitative and qualitative insights from our most recent foresight intelligence study about how leaders innovate.

CANVASES - 18 different templates, roadmaps and worksheets, that help change leaders direct, align, generate, see, learn, decide & commit.

TOOLS - 32+ à la carte tools, eight within each one of our core steps, that tackles key steps and impasses change leaders oftentimes face.

CASE STUDIES & PROFILES - Wisdom & inspiration from business leaders & thought leaders on how change gets done in real life.

LANDSCAPES - The top trends, most disrupted industries, most promising business models and plenty more.

“



It's not about ideas.
It's about making ideas happen.

Scott Branson



WHO IS THIS BOOK FUTUREPROOFING: NEXT FOR?

FUTUREPROOFING
: NEXT

		Category of Need			
		Manifesto - Future Beyond Innovation	Rigorous Proof & Evidence	A Process & Vault of Tools	Landscape of Examples & People
Type of Reader	Change Teams & Groups	Building Broader Change Perspectives	Separating Change Fact from Opinion	An Approach to Actually Get Ventures to Next	In-Market Blueprints to Shoot For
	Leadership & The C-Suite	Championing More Ambitious Mindset Shifts	Amplifying Change Agenda & Removing Barriers	Competency in Assessing the Future Marketplace	Expectations of Change Leadership
	Change Agents & Intrapreneur	Applying A Fuller Set of Skills & Talents	Boosting Confidence that You Are Not Alone	Out of the Box, New-to-the-World, Change Assets	Potential Role Models & Colleagues
	Stakeholders & Supporters	Acquiring Knowledge of Change Levers & Blindspots	Understanding Why Company Change is So Difficult	A Change Toolset to Search & Reapply	Fluency on The Best Performers

A GALLERY OF WELL DESIGNED CHANGE

Many innovation books lose the scent on where we are in the overall process. We've built coordinated modules to plug & play with your organization's change and innovation needs.

INSIDE NOW 34

FINAL DELIVERABLES

Canvas #B - Future State Compass / Canvas #C - Headwinds & Tailwinds

FUTURE STATE COMPASS - *Charting Our Course*

Integration
clear, focus
business n

Key Benefits
Manager
Focus Re
Project C

Deliverables

32 INSIDE NOW

KEY TOOLS

Guiding Purpose - Change Audit - Index Ambition - Pinpoint Advantages

NORTH STAR FOCUS

The company's leadership team gathers information about the company's current strategic direction and synthesizes their perspectives on the North Star—the organization's core focus.

FUTURE READINESS ASSESSMENT

The lead administrator looks back on that company resource related initiative

Tools

Key Benefits
Objectivity
Team Co
Summary

HEADWINDS & TAILWINDS
High level
advantage
define futu

Key Benefits
Objectivity
Team Co
Summary

To see the fu

SEE - INSIDE NOW ...

A Candid Look in the Mirror

PERSPECTIVE: Businesses suffer disruption, irrelevant somewhere else, companies are going right in the mirror in the sand?

QUESTIONS

Tools

PURPOSE & GUIDANCE

FUTURE - READINESS AUDIT

Chapter 3

SEE - INSIDE NOW ...

A Candid Look in the Mirror

ASPIRATIONS & CHANGE AMBITIOUS

Visit www.futureproofingnext.com for a complete exploration of Futureproofing Next

FUTUREPROOFING NEXT



FUTUREPROOFING : NEXT - BY THE NUMBERS

13,000

Approach used by this many teams

25

Insights culled from
this many marketplace studies

300+

Practiced with this many clients

50+

Valuable futureproofing canvases
and tools included

350+

Community of colleagues, change
agents & champions who contributed

250+

Number of top performing
innovators that we studied on how
they make real marketplace change

F:N A BREED APART

Futureproofers talk about & act on future ideas

ENTREPRENEURS ACT ON FUTURE IDEAS

Visionaries talk about future ideas

CREATIVES TALK ABOUT CURRENT IDEAS

Historians talk about past ideas

Scenesters talk about events

Gossips talk about people



Are you one of us?

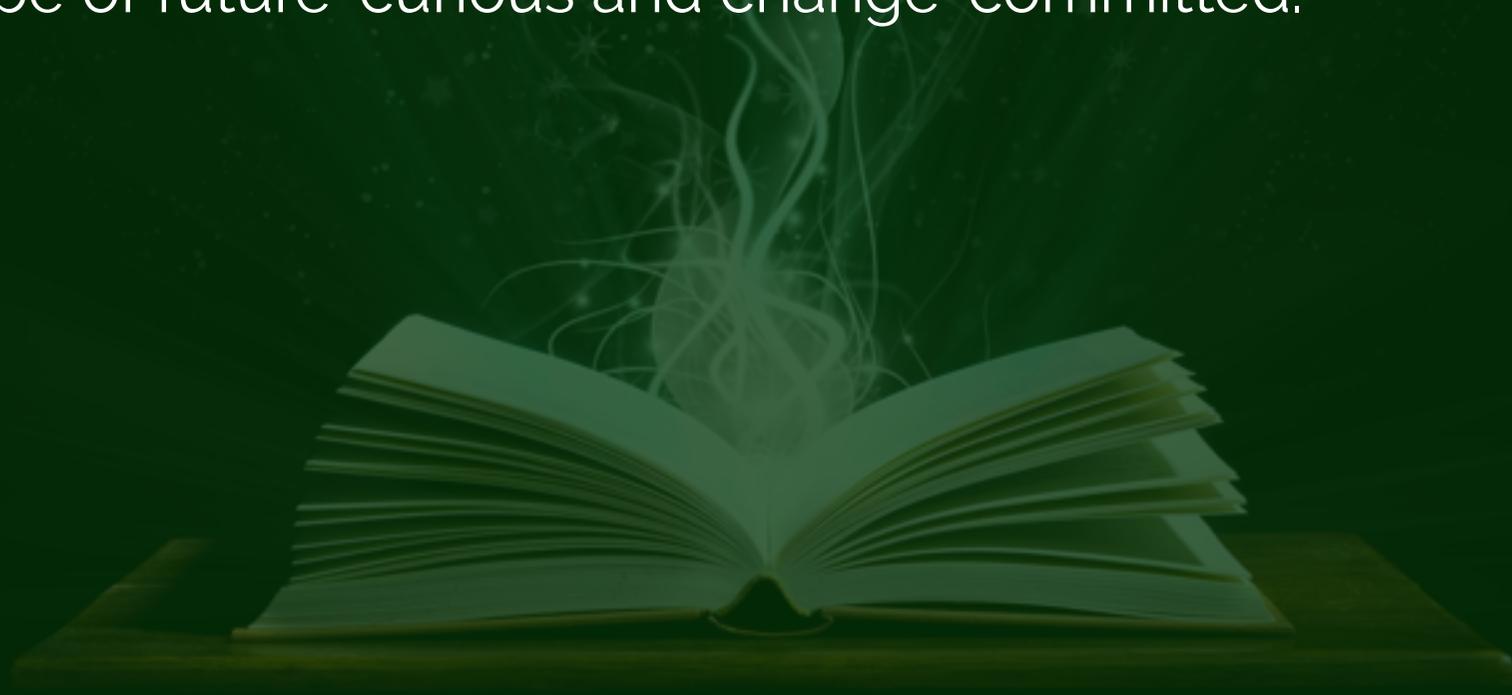
FUTUREPROOFING
F:N NEXT

EXPANSION. COLLABORATION. CONNECTION.

FUTUREPROOFING: NEXT NOT JUST ANOTHER BOOK

“We’ll be honest, we don’t like many business books. They are anachronisms in a digital age: too one-way, too prosy, too preachy, too sequential and outdated fast.

Futureproofing: Next goes off the page to provide an ongoing set of content & resources as a lifeline to change agents, Join our tribe of future-curious and change-committed.”





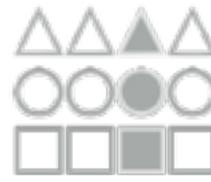
The Future
Beyond Innovation



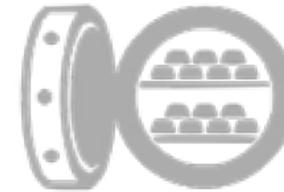
The Change World
Has Changed



See, Learn,
Decide, Commit



Different Mindset,
Spectrum & Challenge



Innovation++ You
Can Take To The Bank



F:N - Not Just
Another Book

Not a Book “Book” - with Futureproofing : Next (F:N), we set out to create a different type of book ; a practical guide, not limited to the pages it is written on, and designed for change agents, executives, leaders, futurists and experts in real life.

The Book Itself - is intended to help trailblazers plan, guide and align their innovation & transformation efforts :for a barely recognizable marketplace, culture & society of tomorrow:

- **design-friendly** – a colourful array of tools, templates, callouts, exercises & canvases
- **fresh** – original content & information intended to be republished every year to stay current
- **form factor** – a hand-holdable book that deserves to be on bookshelves but small enough to bring to meetings/travel with
- **gestalt & simplicity** – showing a bit of the chaotic universe, and a lot of the let's focus on what's important
- **expanded & collaborative web experience** – providing a wealth of extended options and forums to go deeper on any of our book content online
- **gravitas** – substantive cues as a corporate-ready book, not a comic book or puff piece

What's Not In The Book - in the same spirit of collaboration and collective input that created this book, we wanted to continue Futureproofing ; Next, not as a static book creation, but as a continuing multi-faceted movement.

Don't be the lone wolf. 1+1 truly does equal three. Please add to the discussion and creation by connecting, contributing and participating in 15+ different areas (see below and future pages).

ELEMENTS:

- Design & practitioner friendly playbook
- F:N33 - Monthly Change Headlines
- F:N66 - Global Guild of Champions
- F:N99 - The Changemaker's Bookshelf
- The Futureproofing Awards
- F:N52 - Business Models of the Future
- F:N44 - The Top Quotes About Change
- F:N88 - The Top Stats About Change
- F:N77 - Gallery of Change Case Studies
- F:N22 - FN Audit & Key Factors
- Four Foresight Ventures Annually
- F:N55 - What if ... Triggers

WHAT'S INSIDE

FUTUREPROOFING : NEXT

Fresh Perspectives &
New Frameworks

Case Studies,
Benchmarks & Profiles

Research and Trends
from the Wilds
of the Marketplace

Best Practices.
Expert Tips
& How To Apply Them

Tools & Canvases
You Can Use Now

Supporting
Online Content &
Worksheets

FUTUREPROOFING : NEXT - "BEYOND THE BOOK" BENEFITS



futureproofingnext.com

Exclusive web content, links and forums for further collaboration, connection & explanation.



F:N Extended

Expanded worksheets, templates, case studies, coverage, commentary and interactive polls related to the book.



F:N66 Global Champions

Our worldwide expert guild of change agents, thought leaders, scouts, experts and practitioners.



Futureproofing Awards

Awarding the finest 40 futureproofing companies in 14 categories for operating well ahead of our time.



Futureproofing Now

The interactive webcast & podcast series that hosts conversations about what's next and signals to watch for now.



F:N99 Changemaker's Bookshelf

Summaries and commentary from 99 other books that changed us.



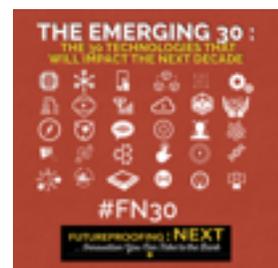
F:N Radar

Research & intelligence from our roster of foresight ventures and curated views of the marketplace, workplace & culture.



F:N Solutions

Bringing F:N success to your company, from keynotes to futureguiding.



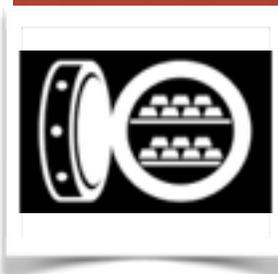
F:N Trend Bank

Outlining the top 100 Trends defining our universe and implications for you.



F:N 52 Business Models of The Future

Interactive activity cards designed for you to model new business.



The F:N Vault

A twice-monthly newsletter of foresights, Intelligence, solutions and opportunity.



F:N33 Future Foresights

The top 33 new monthly contributions, smart headlines & provocations about the future now.

THE FUTURE STARTS NOW

FUTUREPROOFING : NEXT – THE BOOK

THE FUTURE BEYOND INNOVATION

Get beyond the handcuffs of “innovation” and discover a future-ready approach & mindset for change. Transform into a top-functioning, 365-day per year company growth engine designed for real impact. Yes, it’s possible! Get *the essential playbook, field guide, manifesto and source of inspiration & resources for getting to your NEXT boldly, simply and better than you could imagine.*

Designed for leadership, teams, change agents and pragmatic optimists working inside companies sized 50 to 500,000 people.

Launch Date: September 17th, 2020

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MEET THE AUTHORS.

FUTUREPROOFED. CORPORATE PROOFED.

ANDREA KATES *The Cross-Industry Revenue Accelerator*



Andrea Kates is a global corporate transformation specialist, tech startup CEO, and expert in “business innovation you can take to the bank”. She has worked on more than 200 corporate growth initiatives that have moved companies beyond innovation toward Futureproofing.

Andrea drives commercialization of innovation with a focus on Mobility, Fintech, transformative AI, Future of Work and Business Model reinvention. Based in San Francisco and working with teams around the world, Andrea uncovers scalable directions for growth.

Andrea was CEO of the San Francisco SaaS technology company that pioneered the application of lean startup methods for large companies. She’s worked with fast-scaling clients including SuMi Trust (Japan), Ford (US/China), Stitch Fix, Fujitsu, JLL, Allstate and Cisco and delivered keynotes at CxO Forum (Tokyo), Dubai 2020, OpenBanking (Mexico), Aspen Ideas Forum.

Global Innovation Strategy & Cross Sector Expertise



Technology Commercialization



Silicon Valley-based Agile & Lean Startup Methods and Tools



Team & Leadership Development and Change Management



Business Model Generation



Experimentation, Rapid Prototyping & Project Validation



Author of “Find Your Next –Using the Business Genome Approach to Find Your Company’s Next Competitive Edge” (McGraw-Hill).

The Five-Tool Innovation Champion SEAN MOFFITT



Sean Moffitt is on a mission to quicken the cycle time and increase the success rates of emerging opportunities for corporate-sized impact. As a former Fortune 500 executive, CMO and four time startup founder, Sean bridges large, scaling and entrepreneurial culture & company gaps.

As co-founder of **Futureproofing : Next**, Sean is a well-recognized thought leader in business innovation, brand & growth leadership, digital transformation, and market foresights. Before founding Futureproofing : Next, Sean had a strong pedigree of marketplace impact & change, leading the direction of iconic brands at Molson, Guinness, Interbrew, Procter & Gamble, MarsDD and others as a client and agency partner.

Sean lives in Toronto, and also leads Wikibrands, a global on-demand consultant collective made up of practitioners representing Fortune 500s and executive teams. His deep expertise is customer and employee engagement, with an educated eye toward the future. To stay ahead of market shifts, Sean authors 4+ annual foresight studies including the Corporate Innovation Playbook™, the Digital Periscope™, Customer Zeitgeist™, The Future of Work 2020+™ and Metatrends™.

Business Reinvention and Digital Transformation



Brand, Customer & Employee Experience



Marketplace Trends & Cultural Foresight



Emerging Technologies & Digital Media



Corporate Innovation & Commercialization



Business Models & Applied Innovation Practices



Author of :”Wikibrands – Reinventing Your Company in a Customer-Driven Marketplace” (McGraw-Hill).

FUTUREPROOFING : NEXT - THE BOOK DETAILS

Launch Date: September 17th, 2020 (ebook)
September 28th, 2020 (soft cover)

Format: 242 full colour pages, 8.5" x 8.5"

Authored By: Andrea Kates & Sean Moffitt

Published By: Ingram Spark

Target Introductory pricing: \$34.99 hard copy, \$14.99 digital copy

Eight Key Interested Audiences

Prospective Readers/Change Agents

Corporate Engagement/Sales

Universities, Learning & Training Organizations

Retailers & Licensors

Journalists, Media, Content Pros & Podcasters

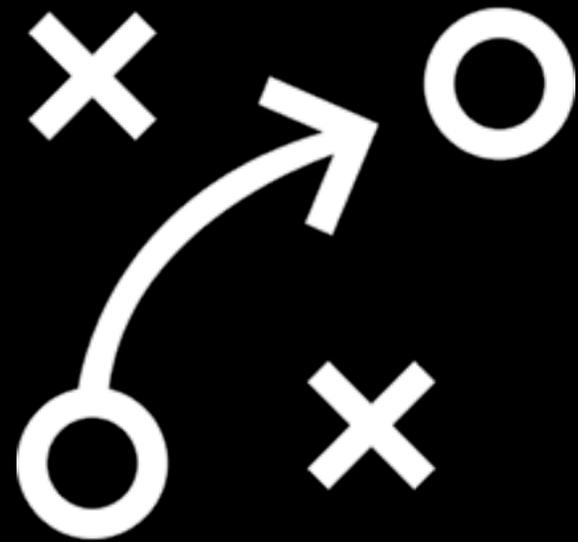
Associations & Conferences

Keynotes & Solution Engagements:

Fellow Thought Leaders, Champions & Collaborators



I Think!?



I KNOW

... THERE'S A DIFFERENCE.

CONFIDENCE & COMPETENCE FOR YOUR FUTURE.



The Future Beyond Innovation



OUR CALL TO ACTION

THE FUTUREPROOFING : NEXT APPROACH

SEE, LEARN, DECIDE, COMMIT

Clairvoyance, Clarity and Confidence in Four Simple Steps.

Pragmatic, no B.S., non-academic innovation in half the time.

GO DEEPER ON OUR 4 SIMPLE STEPS

EXPLORE F:N'S SUITE OF 50+ COMPREHENSIVE TOOLS

DON'T MISS THE FUTURE:

[FUTUREPROOFINGNEXT.COM](https://futureproofingnext.com)

hello@futureproofingnext.com



NEXT THREE WEBCASTS

Special Episode - 9/29
Futureproofing : Next
The Book Launch
-North America
#FutureproofingNext



Presented by FUTUREPROOFING @NEXT



September 29th
North America

<https://bit.ly/fnNAbooklaunch>

Special Episode - 10/20
Futureproofing : Next
The Book Launch
-Europe
#FutureproofingNext



Presented by FUTUREPROOFING @NEXT



October 20th
Europe

<https://bit.ly/fneurobooklaunch>

Special Episode - 11/17
Futureproofing : Next
The Book Launch
-Asia
#FutureproofingNext



Presented by FUTUREPROOFING @NEXT



November 17th
Asia

<https://bit.ly/fnasiabooklaunch>

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