

## Decision Matrix

### Taking Strategic Actions on Trends

Many organizations prefer to take a “wait and see” approach after seeing new research, and that’s a mistake. We recognize how difficult it is to take risks during a time of political, technological and economic uncertainty. Your team must take some action, even if it’s small, to build momentum so that you may confront the future on your own terms.

For that reason, the Future Today Institute created a simple framework for our clients. We have a singular goal: think exponentially, act incrementally.

	NEED ACTIONS	NEED INSIGHTS
MORE ↑ CERTAINTY ABOUT TRENDS	<p><b>BUILD CAPABILITIES</b></p> <p>How will we develop expertise to act? How do our stakeholders understand these trends, and what are their expectations of us?</p> <p><b>Sample Action</b></p> <p>Develop an assessment to learn how well positioned your current team is to address this trend. Determine what changes are necessary.</p>	<p><b>DEVELOP STRATEGY</b></p> <p>How do these trends support or challenge our current strategic direction?</p> <p><b>Sample Action</b></p> <p>Ask your teams to look at your current strategy through the lenses of these trends. Have each develop a list of questions and recommendations.</p>
LESS ↓	<p><b>FIND DISRUPTION</b></p> <p>Where can we find emerging threats and risks as these trends evolve? In what new and novel ways could our operations be jeopardized in the future?</p> <p><b>Sample Action</b></p> <p>Host a disaster scenario writing workshop. Identify plausible pessimistic and catastrophic outcomes.</p>	<p><b>BRAINSTORM IDEAS</b></p> <p>How can we develop a new product or service that leverages these trends as they evolve? Where opportunities are on the horizon?</p> <p><b>Sample Action</b></p> <p>Host a design thinking workshop. Challenge teams to invent new concepts, ideas and solutions to society's future problems.</p>