



Seven-Step Forecasting Funnel

**Foresight Process
& Methodology**



**Future Today
Institute**

Seven-Step Forecasting Funnel

SIGNALS & LONG-TERM TRENDS

What is
INFLUENCING
the future?



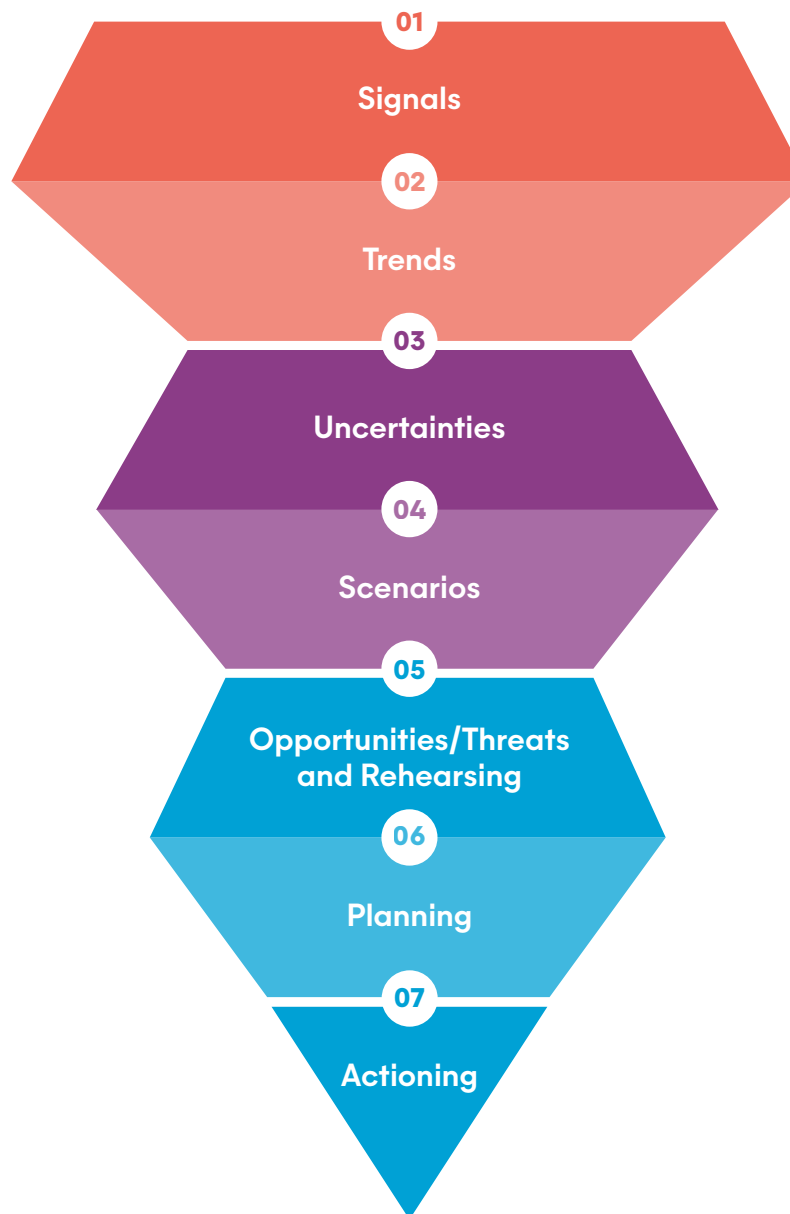
GLOBAL MACRO SCENARIOS

What is
THE future?



STRATEGIC

What is
YOUR ORG'S
future?



01 Diverge: Find emerging signals by exploring a broad array of sources and topics.

02 Converge: Use FTI's CIPHER framework to extract trends from the signals.

03 Diverge: Map the plausible and possible outcomes of various uncertainties.

04 Converge: Write scenarios that describe impacts and outcomes in the future.

05 Diverge: Rehearse the future using the scenarios to identify opportunities and threats.

06 Converge: Identify capability gaps you will need to address to be prepared for the future.

07 Converge: Define specific action steps to begin preparing for the future.



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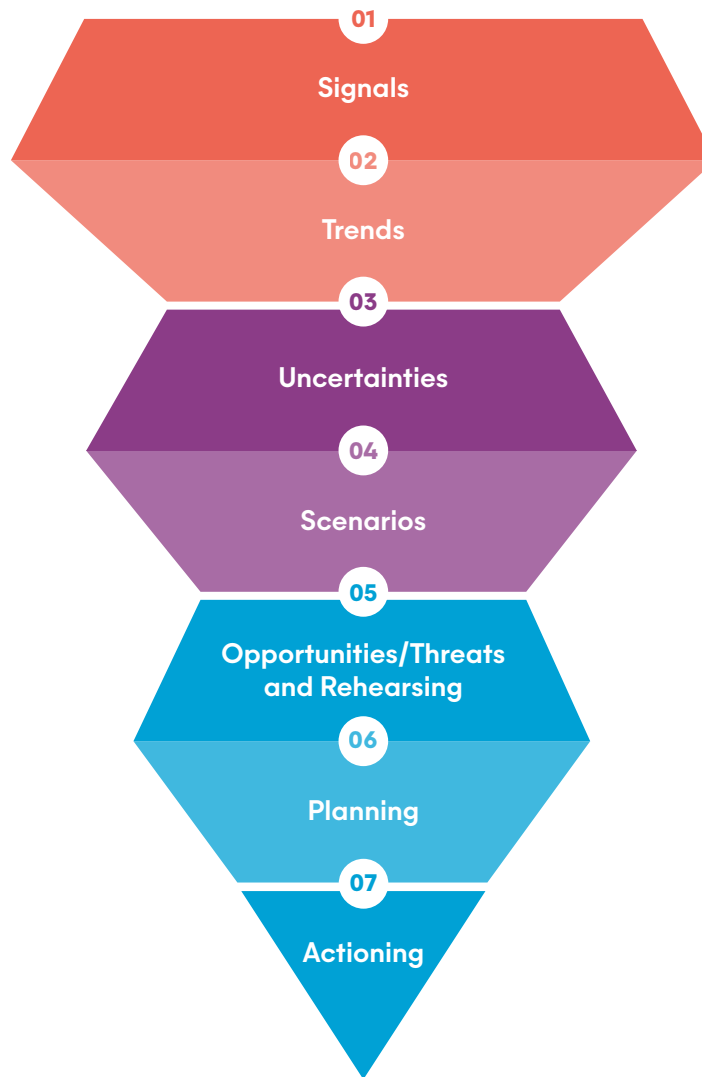
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Inputs

Qualitative
and quantitative
research

Sources of
change, signals

Trends,
outstanding
questions

Rapid prototype
scenarios

Scenarios

Key components
and gaps

Action steps,
assignments
and KPIs

Frameworks & Tools

Fringe Sketch

CIPHER,
MOVE,
Prioritization
Model

Axes of
Uncertainty

Scenario
archetypes,
FUTURE

ADM,
Gap Analysis

Backcasting

Backcasting

Outputs

Sources of
change, Signals

Trends,
outstanding
questions

Rapid Scenario
Prototypes

Scenarios of
possible and
plausible futures

Key components
and gaps to reach
preferred future

Action steps,
assignments
and KPIs

Preparedness
for the future





**Future Today
Institute**

For an introductory conversation to learn how Future Today Institute can assist your organization with its long-term strategic planning and foresight needs, please contact inquiries@futuretodayinstitute.com