



Futurecasting

Build up your competitive advantage based on future opportunities, not on predictions from the past.

You hear it all the time: the future is uncertain. In a rapidly changing world, making strategic decisions would be easier if you could know what comes next. While we cannot predict the course of innovation, it is possible to prepare yourself for the likeliest scenarios.

Organizations wanting to remain competitive need to make sense of the changes taking place around them, identify new opportunities and act fast to create the future they want to see.

This is Futurecasting.

Change your position from reactive to proactive

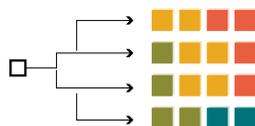
Futurecasting is a reliable method to envision future-fit concepts and establish long-term strategies. It consists of 3 main steps:

- Identify and understand key trends that could affect your industry and business.
- Create multiple “what if” scenarios of plausible futures you may face.
- Decide on the most relevant scenarios and develop strategies to act on them.

The future has a tendency to turn out differently than expected. But with a well-crafted game plan, you will be aware of the likeliest scenarios, have the flexibility to quickly adapt and gain the confidence to proactively make strategic decisions.

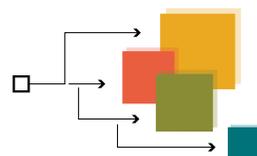
Service Overview

Trend Research & Analysis



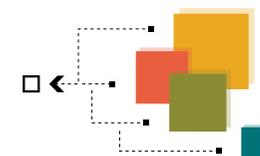
We begin by defining the purpose and boundaries of your project. Based on the outcome, a set of relevant key trends and factors are identified and analyzed — fuel for future scenario building.

Scenario Building



Future scenarios serve as plausible and logical narratives that inspire and offer new perspectives. They reflect world trends and how certain factors and events may influence your industry.

Backcasting



Once you have a picture of what the future may hold, the most likely scenarios become a base for strategy-making. We assess the robustness of your current strategy and use the scenarios to enhance it, defining the necessary steps to reach your desired future.

1-Day Workshop | 1-2 Week Research

1-Day Workshop

1-Day Workshop

Outcomes

Trend Collection

We put together a collection of relevant trends and factors that you can look back to as changes take place within your industry and organization. These will help strengthen your situational awareness.

2-4 Future Scenarios

Rich and visual descriptions of potential futures will help align and inspire your organization to not only be prepared for the future, but take an active role in creating it.

Scenario Application – Roadmap

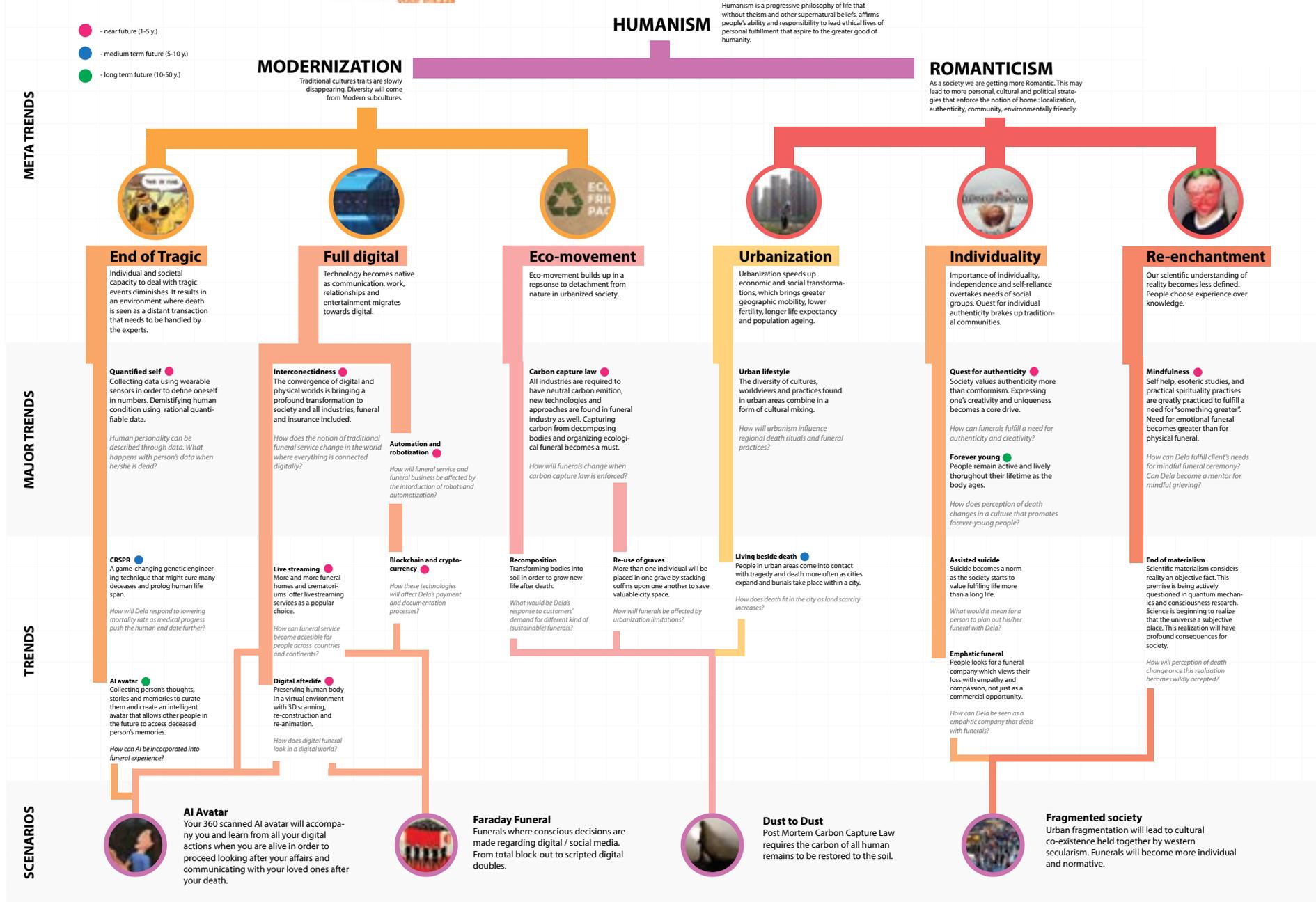
A tangible vision, defined goals and a future roadmap will give you the confidence to act and launch the development of new products and services, and even initiate large-scale strategic moves.

Trend Analysis Example

The Future of Funeral Insurance, created for



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Co-creation partners



Business & domain knowledge

You possess knowledge of your own business that no other expert can bring to the table, making you an essential participant in the co-creative process. By taking an active role, you will own the outcome, develop the right tools, and build the right mindset to implement and carry out learnings.



Process & facilitation

Remember to Play (RtP) is a Strategic Design consultancy that helps organizations discover new market opportunities and develop product-service systems that solve real customer problems. RtP does not follow the usual consultancy model—they choose to co-create with their clients to deliver long lasting change within organizations.

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Futurists (www.monnik.org)

Monnik is a studio for futures and fiction that envisions future scenarios and builds fictional worlds. Their expertise is systems thinking, storytelling and world building. They help organizations to strategize with insight to expand and deepen their understanding of the modern world.



External experts

Depending on the specific situation and requirements, we will invite external experts who will not only enrich the scenarios, but make sure they are rooted in reality.

Remember to
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