

Future-Driven Innovation & Strategy

Using signals from tomorrow to make better decisions today.

The Sound September 2022

In a Nutshell

Uncover new strategic opportunities, and avoid potential risks, by bringing future context into your strategy and innovation process.

What The Sound Will Do

Unlock actionable future-oriented innovation & strategy opportunities.



Identify the signals that matter, and explore the future of today's trends

Scan the horizon, engage with experts, and meet people at the forefront of emerging change.

Explore provocative futures, opening up new innovation and strategy contexts

Data-driven future scenarios provide new frames in which to ideate and evaluate the potential of today's innovation and strategy decisions.

Surface and pressure test future-driven innovation opportunities and strategies

Arrive at opportunities that you can immediately action, by working back to today and identifying the roadmap toward your preferred future.



So That You Can

Identify opportunities before others do, and move toward more desirable futures.

The Sound Will Deliver:

Materials that immerse your team in emerging signals

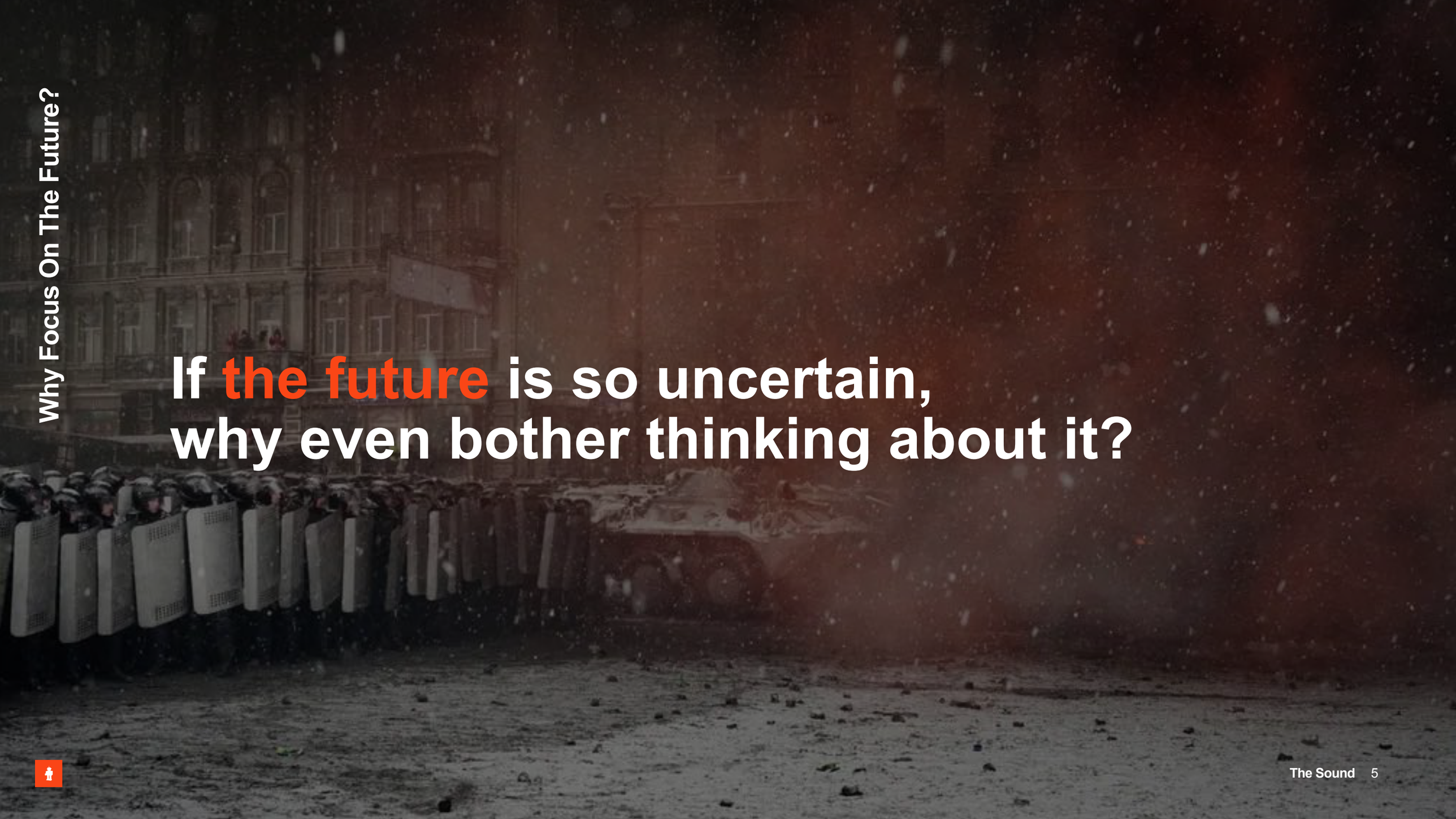
Reports and workshops immerse your team in emerging signals and re-frame opportunity spaces, helping them to see new innovation and strategy contexts.

New innovation opportunities and strategies

Concrete ideas that standard approaches wouldn't uncover. Even if you've explored an opportunity space in the past, our future-driven approach will identify things you would have otherwise overlooked.

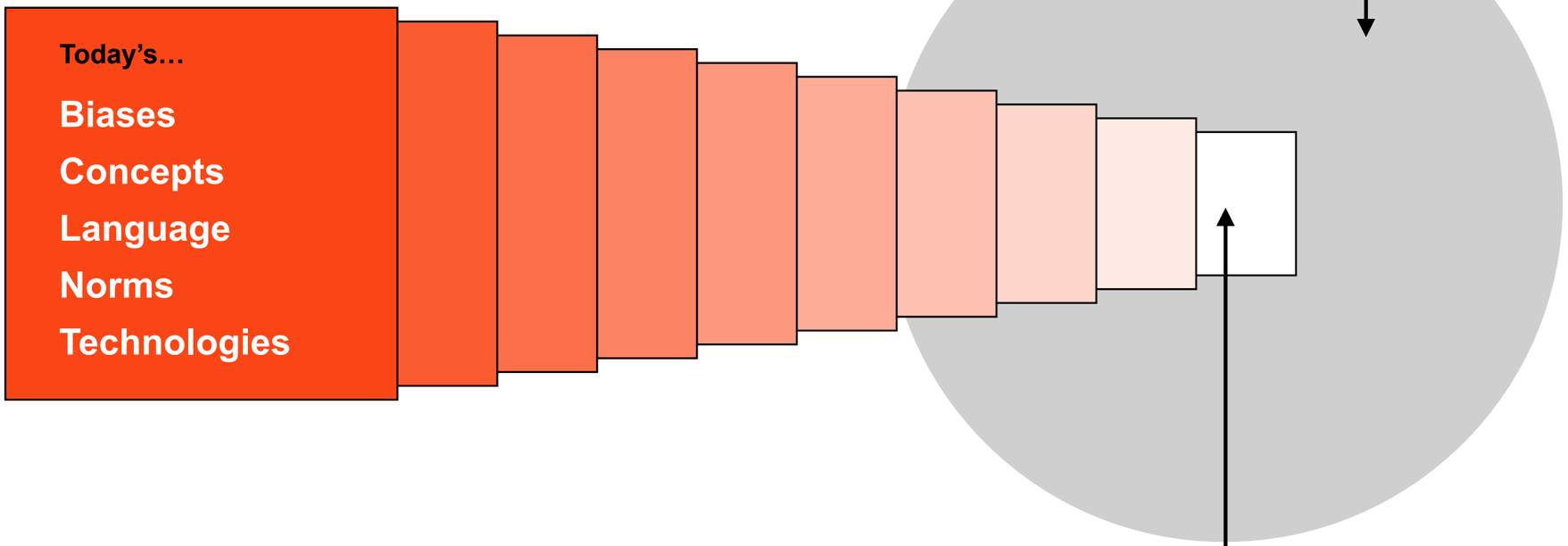
An immediately actionable roadmap toward your preferred future

We'll develop strategy roadmaps and innovation pipelines, with actionable guidance that helps you move toward preferable futures.



If the future is so uncertain, why even bother thinking about it?

What exists today frames what we can imagine tomorrow.



A future-driven approach leaves room for new standards, technology and ideas that are sure to develop over time.

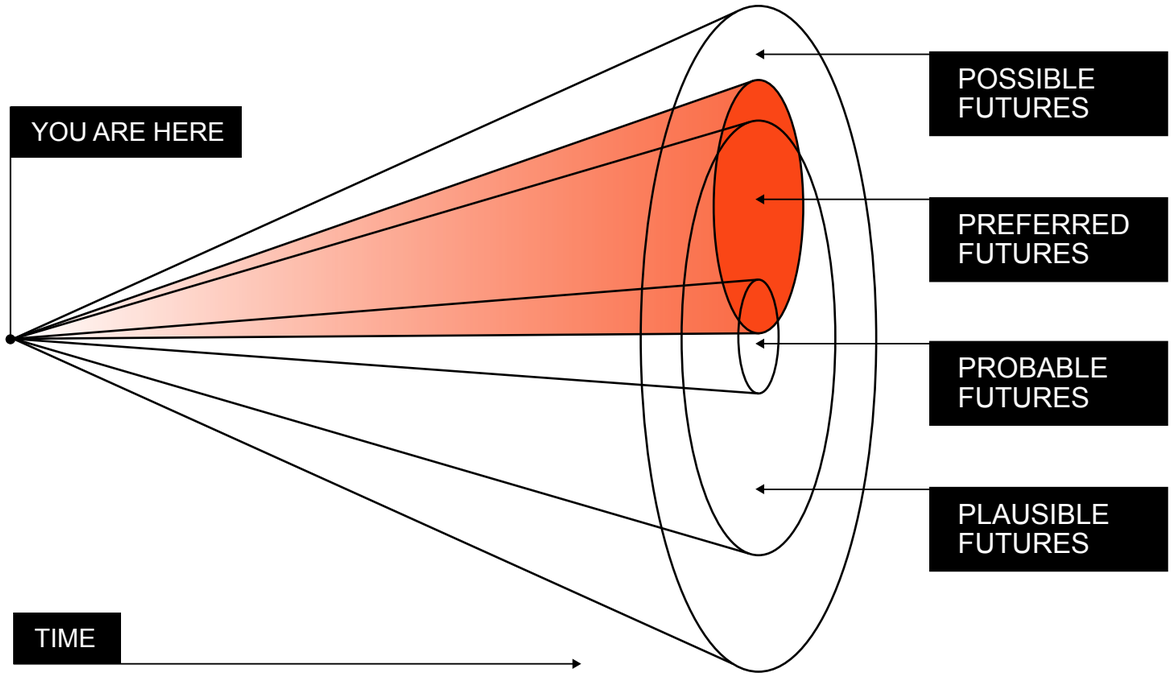
Without thinking about the future, you're only able to imagine a narrow slice of what is possible.

But, what *could* exist tomorrow provides valuable frames for today's decisions.

When we leave room for the new standards, technologies and ideas that are sure to develop over time, we're allow ourselves to see more of what's possible in the years to come.

Future-driven approaches lead to smarter decision-making in the here and now, allowing you to:

- **Identify untapped opportunities**
- **Find competitive advantage**
- **More intelligently evaluate innovation ideas**
- **Better anticipate risk**



Future contexts are immediately actionable will help you better make the case for big ideas.

Thinking about the future **prevents big ideas from being killed**, by giving you what you need to challenge internal hurdles, and providing a roadmap toward the future.



1 Explore **what is**, and what has been.



2 Use data to imagine **what could be**.

Ideate and evaluate potential within these new contexts



3 Identify potential futures and associated opportunities

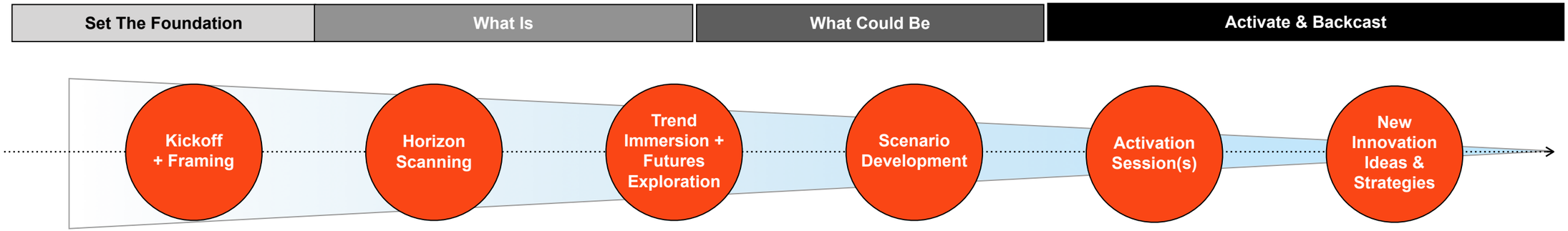


4 Work back to the present context

Build your roadmap and activate

Approach on a Page

Go on a journey with The Sound. A typical project looks like:



	Kickoff + Framing	Horizon Scanning	Trend Immersion + Futures Exploration	Scenario Development	Activation Session(s)	New Innovation Ideas & Strategies
What It Is	A meeting of the minds, to align on **expectations and definitions of success for the project**. We'll use this opportunity to frame our inquiry, sharpen research questions, and agree on key parameters like time horizon, stakeholders of relevance, and idea pressure-testing criteria.	Deep immersion in existing literature, tends and emerging signals, through a combination of **literature review, expert interviews, and spending time with people who are on the forefront of change** in your category or domains of interest.	Trend reports and workshops designed to i**mmerse your team in the trends and signals that matter**, followed by an exploration of future contexts and scenarios. We'll discuss today's assumptions, emerging changes, and explore the implications for your business.	Detailed exploration of plausible future scenarios to frame-up risk and opportunities, setting **new contexts for innovation and strategy.** Each scenario has rich narrative texture to bring it to life and detailed implications, providing new stimulus for ideation and decision-making.	**Bespoke workshops and working sessions** designed to translate insight into action, pressure-test future-driven areas of opportunity, and identify the pathway to desirable futures. These can be innovation sprints, backcasting and strategy sessions.	We'll deliver **Immediately actionable innovation ideas and strategies** in beautifully-designed deliverables. These are bespoke to your needs and the nature of our future-oriented exploration, documenting the journey from end-to-end.
Key Output	A sharp problem focus that frames up the work that follows. Good framing leads to actionable trends, futures exploration that provides useful provocative context, and the right sorts of innovation opportunities.	Broad immersion into what is happening today, gathered from a variety of sources, incl. academic research, cultural intelligence, experts, and emerging signals that are at the fringes.	An in-depth interrogation of today's assumptions, Exploration of emerging changes, and identification of potential futures that are worthy of deeper exploration.	Rich narrative and provocative stimulus that helps people break out of today's context and ideate meaningfully within future innovation and strategy contexts.	Immediately actionable idea concepts, strategy options, and other outputs, based-on the focus of our exploration.	Engaging materials designed to enrol and educate stakeholders in the trends that matter, and emerging future context; The building blocks to kick-start innovation and strategy implementation.

Pricing between $175K - $225K. We look forward to finalizing a project quote for you soon!



Fintech

Future-Driven GTM Strategy

A social media conglomerate came us to help them define the long-term vision and optimal go-to-market strategy for a full service wallet concept. We started by doing a detailed competitive assessment of the trajectory of digital wallets and fintechs, before speaking with fintech futures experts to provide greater granularity on potential futures. We then developed a series of brand vision concepts and outlined scenarios for the potential use cases of each, to understand how they could develop in the future. Our project culminated in a executional playbook for a full service wallet concept with core brand attributes and their connection to use cases, change and trajectory over time.

Apparel

Provoking radical innovation

As a leading apparel company's innovation lab gathered steam, the team identified a gap in the foresight as they looked to develop the brand's future 10+ years out. We combed through insights, predictions, trends and shifts, spoke to a series of experts and spent a day with the team analyzing future themes and factors to inspire ideas, provoke change and imagine the evolved place the brand could occupy in years to come. The result was a robust innovation roadmap that laid out how the brand could set itself up for success in a world that had not yet been determined.





Real Estate

Imagining a neighbourhood for tomorrow

A UK property developer needed help imagining the future of a London neighbourhood, and developing it in a way that would be distinctive both now and in years to come. Through a combination of ethnographic fieldwork, immersions and expert interviews with urban planners, sociologists and anthropologists we identified a series of territories that envisioned a new kind of neighbourhood; one grounded upon the future of the housing industry and people's evolving needs. The resulting strategic vision is now literally being built - a unique new London neighbourhood that embraces the surrounding area and is future-proofed for the progressing needs of the community.

We really want to work with you.

What can we do to make this happen?

Let’s chat.



THE SOUND

Exploration. Strategy. Innovation.

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