

# THE FUTURE FISHING TRAINING PROGRAM

## DESIGN

FUELED BY FICTION

FOR

INNOVATIVE COMPANIES

## GIVE 'CHANGE' AND 'INNOVATION' POST-IT NOTES A FACE



Today's most successful and progressive companies use *fiction*. They *project into the future*, and share their vision with us by carefully crafting an *imagery*.

This *imagery*, scattered across the web and reported by news outlets, is what makes us aware of:

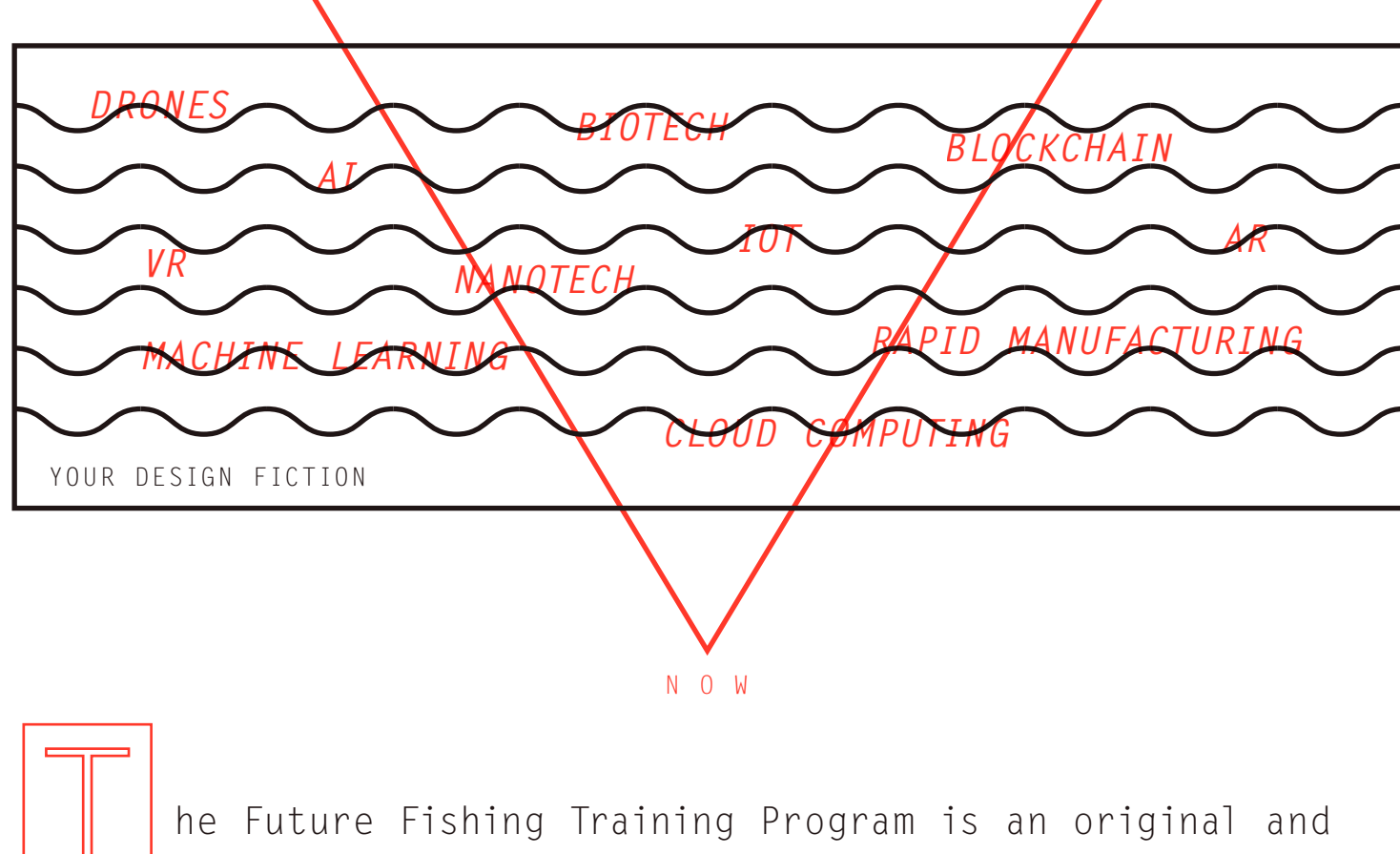


How Spielberg's *Minority Report* made us want touch interfaces so bad, you're probably holding one in your hand now

How Google's self-driving car prototypes have changed the automotive industry forever

How Elon Musk pushes to colonize Mars within the next decade (besides making us travel through tubes at 1000km/h)

## THERE IS NO FUTURE EXPECTING YOU, YOU ARE CREATING IT



The Future Fishing Training Program is an original and uncompromising mix of futuring and design techniques to help you *create your own thought-provoking vision*.

It is part coaching, part co-creation, and offers you to design glimpses of a desirable future *through detailed stories and artefacts*.



## PRICING AND PROGRAM OVERVIEW

STAGE		INITIAL MEETING	FREE
8h PREP	8h	16h CUSTOMIZATION OF MODULES	24h
STAGE		1 ANALYSIS	2 PROJECTION
<ul style="list-style-type: none"> <li>+ Assessment of company's innovation efforts.</li> <li>+ Reflection on industry's vision of the future.</li> <li>+ Trend scouting and weak signals analysis.</li> <li>+ Future-oriented creative thinking exercises.</li> </ul>		<ul style="list-style-type: none"> <li>+ Design exercises (role-play card game, blindfolded discussions, 'Fictionary' game...)</li> <li>+ Mapping of plausible and preferred futures</li> <li>+ Reverse archeology and utopia anchoring</li> <li>+ Backcasting of speculative design projects</li> </ul>	
<ul style="list-style-type: none"> <li>→ <i>Company Future ID card</i></li> <li>→ <i>Vision test report</i></li> <li>→ <i>Mission statement</i></li> </ul>		<ul style="list-style-type: none"> <li>→ <i>Map of the futures</i></li> <li>→ <i>Speculative designs</i></li> <li>→ <i>Workshop documentation</i></li> </ul>	
DELIVERABLES		€3600	€8800
1h MEETING			≥35h
STAGE		3 DESIGN FICTION	
<ul style="list-style-type: none"> <li>+ Specify fictional product or service that best carries the company's future vision.</li> <li>+ Document product through visuals, prototyping, video, experience (TBD)</li> </ul>		<ul style="list-style-type: none"> <li>→ <i>Visual or physical product prototype</i></li> <li>→ <i>Documentation of designed services</i></li> <li>→ <i>Materials for internal communication</i></li> </ul>	
DELIVERABLES		From €5760	
MEETING		FINAL DELIVERABLES PRESENTATION	

## LET'S GRAB LUNCH



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