

# UNCOVERING THE FRINGES OF DISRUPTION

Foresight is a process for discovering what's changing in the world around us. It helps individuals and businesses navigate the rapidly shifting technology landscape, equipping them with insight to make confident and strategic decisions regarding the future of their businesses. The purpose is not to predict the future, but to better understand the elements and changes that might contribute to how the future develops.

### Immerse yourself in the fringes of tomorrow

At Imperial Tech Foresight, we allow business leaders to immerse themselves in the fringes of disruption, using the rigour of breakthrough academic technology research and the intelligence of world-class institution to create perspectives of the future that are relevant for their business.

### Navigate uncertainty and avoid strategic surprises

At Imperial Tech Foresight, we help executives navigate the rapidly shifting technology landscape, enabling them to make informed and strategic decisions on the future of their organisation. Our bespoke insights help businesses challenge, validate, and future-proof their existing strategies, and adapt strategically to a changing landscape.

**PATHFINDER OFFERING**

### HORIZON SCANNING REPORT

Horizon scanning is an essential strategic tool that can help organisations understand potential ways the future could unfold in the next 5, 10, or 15 years. These reports are developed through desk-based research, interviews with academics, and review of scientific literature to define key areas of opportunity for the client.

Timeline: 2-3 months

### COLLABORATIVE WORKSHOP

A bespoke, collaborative workshop, bringing together our corporate partner, Imperial academics and the Tech Foresight team. We work together to co-create future opportunities for the business, identify strategic decisions and define future research gaps, and uncertainties for the next 5, 10 and 15 years.

Timeline: 2-3 months

### FORESIGHT MAPS

A foresight map is a visualisation of demographic, business environment and technology shifts. Maps can be used as reference tools for discussion and workshop activities, as records of outputs arising from consensus-building activities, and as marketing collateral.

Timeline: 2-3 months

*\* We have special rates for our IBP members.*