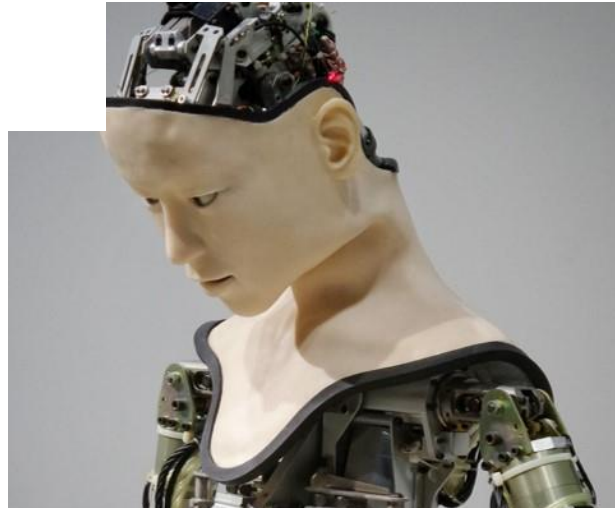
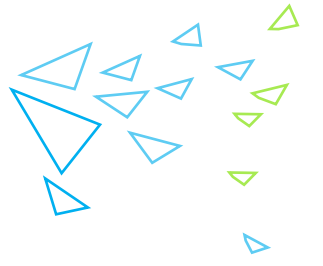


2021



Lateral **Future** Focus[©] Workshops





Why « lateral » future?

Get a **360° view** of the potential disruptions impacting directly or indirectly your industry

The most critical changes to your business might not come from within your own industry

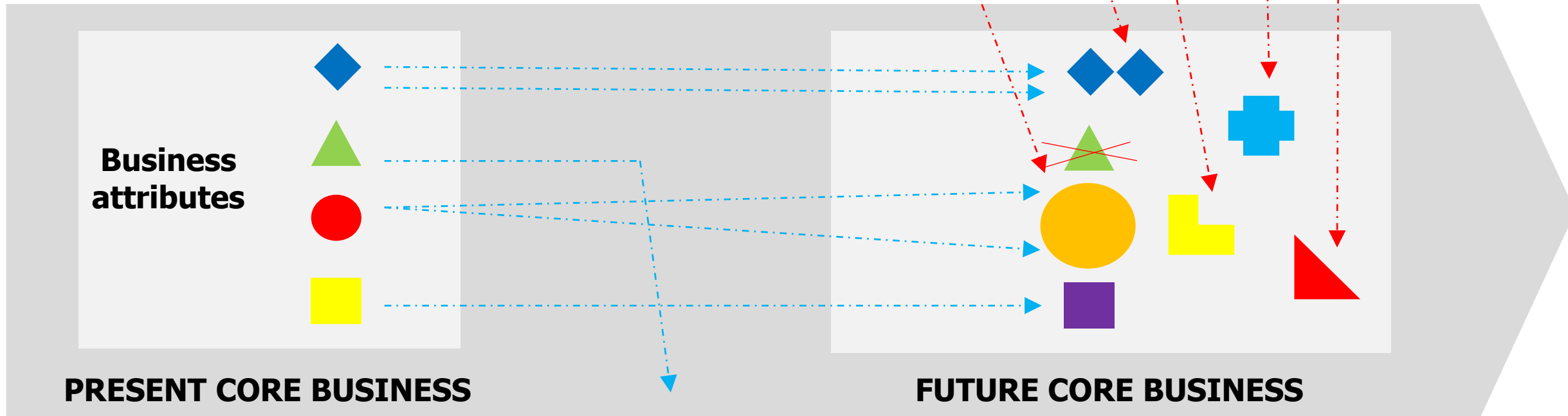
Therefore, we will work with you on what lateral, **indirect** disruptions, coming from **outside** your industry, could massively **impact** your business.

It's critical to take into account
the « **lateral future** »

UNIVERSAL FUTURE TRENDS
OUT OF YOUR CORE BUSINESS

**LATERAL
THINKING**

INNOVATION IN YOUR INDUSTRY



The future can wait... heard that before?

Avoid a Kodak-type story...

Corporate history is full of companies who did not challenge their own future enough... Kodak, Nokia, Blackberry, Pan Am, ToysRus, Blockbuster, Yahoo, Myspace, Borders, HMV, Radio Shack, Xerox, Tie Rack, AOL...

Long term future sounds really interesting but we're too **busy** now...

Let's get out of this **crisis** first...

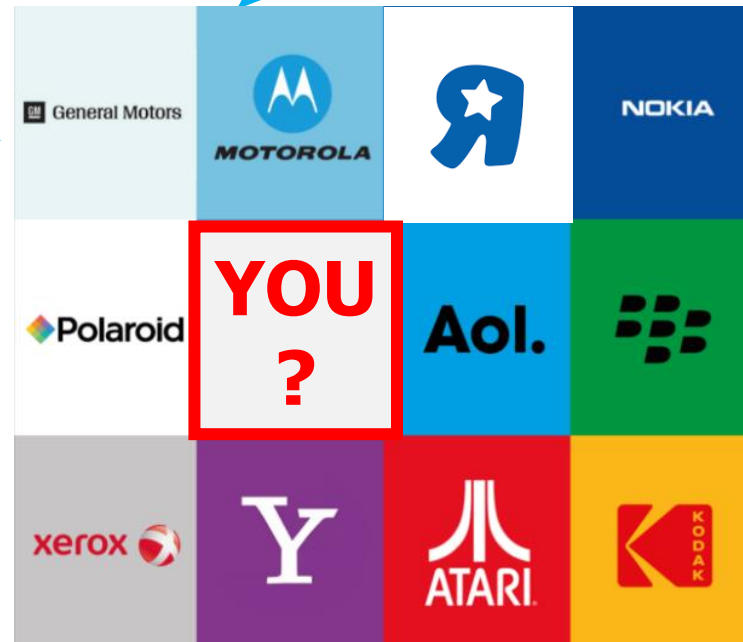
Maybe **next year**, we'll have more time to strategize...

My shareholders want results now, they won't give me a **bonus** in 2050

We need to work first on the innovations we'll bring to the market in **2 years**

I'm under pressure for our **recovery** plan, not the best time to think about the future...

We are pragmatic, we can't afford spending too much time dreaming of **science fiction**





Examples of “lateral” medium term disruptions:

- the impact of the GAFA / BATX and large tech in general **entering new industries** (healthcare, finance, fashion, mobility...)
- 5G and the rise of new **VR/AR/MR applications**
- the new **technologies of the green transition** and sustainability
- the **transformation of cities** into smart cities
- the use of **biometrics** everywhere and seamless “just walk out” payments
- the increased pressure for **data privacy** protection on data oriented business models



Lateral Future Focus[©] Medium term disruptions

Have you thoroughly estimated the impact of medium term disruptions on your business?



THIS PRECISE
MOMENT IN TIME
AS SEEN FROM
THE FUTURE

Lateral Future Focus[©] Long term disruptions

Do you regularly perform a **long term check** when renewing your strategic plan and your innovation roadmap? Do you take the opportunity to **involve** more than a few people in this exciting process?

Examples of potential “lateral” long term disruptions:



- the **demographic shock** in Europe and the rise of African mega cities
- the **connected minds** and their impact on communication, gaming and education
- the **sustainability enforcement**, the practical end to fossil fuel, the rise of nuclear fusion, green **optimism** vs. green pessimism
- the **longevity** big-bang shaking finance, work, urbanism and society
- the increased role of **space** in business
- the **dismantling** of some tech monopolies and its impact on advertising and commerce
- new **materials** and programmable matter
- **DNA** being used in many areas (health, food, well being, insurance...)
- The **quantum** revolution for fast complex applications

Our 4 tracks to approach the future

Future ignition



- **Goal:** future awareness
- Get exposure to **16 disruptions** coming up
- **Deep dives** on specific topics of interest for your business
- Workshops to **interact** with the group

Lateral future scan



- **Goal:** business review with a futuristic angle
- **Screening** of all **lateral** disruptions that could indirectly, but substantially, affect your business
- In-depth analysis to adjust your **strategy**

Future challenges



- **Goal:** teambuilding and futuristic idea generation
- Build a vision of the **future** for business **verticals** and imagine disruptive startup ideas
- **Team building** mode and/or challenge (pitch)
- Contribution to **strategy** and **client relationships**

Future jobs design



- **Goal:** think about future jobs in your business
- Design the **new jobs** that the organisation needs to develop in the future
- Figure out the **job evolution** paths for the evolution of the current workforce

Which track for what purpose?



Motivation,
inspiration &
projection

Future ignition



Team building,
integration,
business simulation

Future challenges
Future ignition



Strategic planning
& future
studies

Lateral future scan



Human
resources

Future jobs



Long term view
during an innovation
programme

Future challenges
Lateral future scan
Future jobs

Some of the team activities that can be used during the workshops



Black mirror
my
company

To choose the
right directions for
the future and
avoid pitfalls



Let's create a
startup & disrupt
the market

To disrupt your
company from the
inside rather than
being disrupted



Supreme Court
fictional
trials

To open your
horizon and develop
arguments on new
ethical debates



Back
to
the future

To retro plan your
path to the future,
from your vision to
now



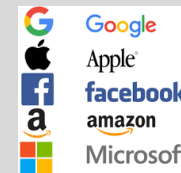
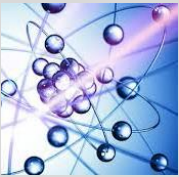
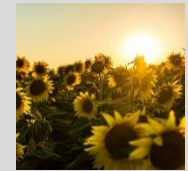
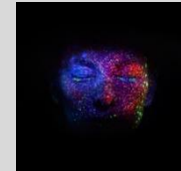
A day
in the life
in 2050

To visualise and
realize possible
futures

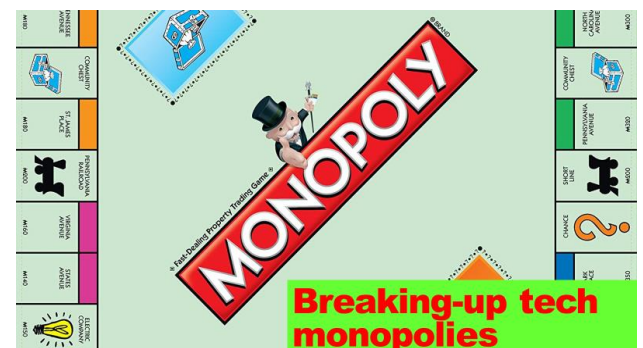
Think strategically: disruptions / new trends

16 Disruptions ►

Which ones are relevant to your business?



Exemple of deep dives to be chosen from



The value of a Lateral Future Programme ©

- 
- 
- Reinforce lateral future active **watch** / strategic intelligence on selected topics



Build a Lateral Future Programme

- 
- Foster **cultural** change and share **awareness** within the company

- 
- 
- Enrich **vision**, values, strategic plan

- 
- Setup task forces to develop **initiatives portfolios** and future **value propositions**

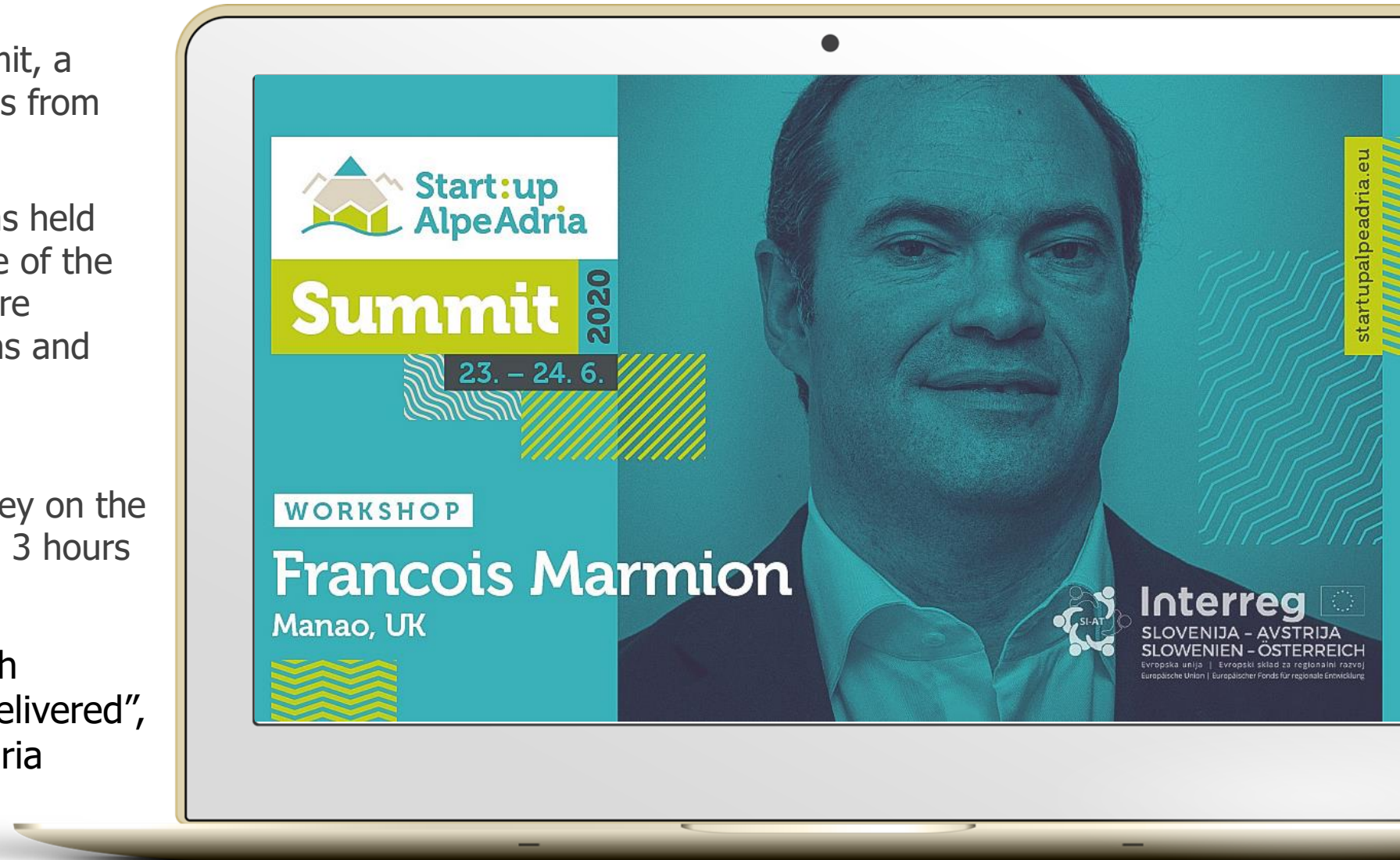
Reference - Corporate work: AmGen innovation day

- **Client:** AmGen, top 9th pharma / biotech company in the world, revenues \$23bn, profit \$11bn
- **Context:** their Innovation Award Day near Zurich (European Headquarters) – workshop with the innovation team and the innovation award winners from all over Europe
- **Workshop:** immersive story, 10 disruptions, 3 deep dives, Supreme Court Game, 25 people, Dec 2019
- **Feedback:** “We are really impressed and found the experience to be very inspiring, well-structured and fun. We appreciate your hard work and passion! There is definitely appetite for follow up from our Innovation Leadership”



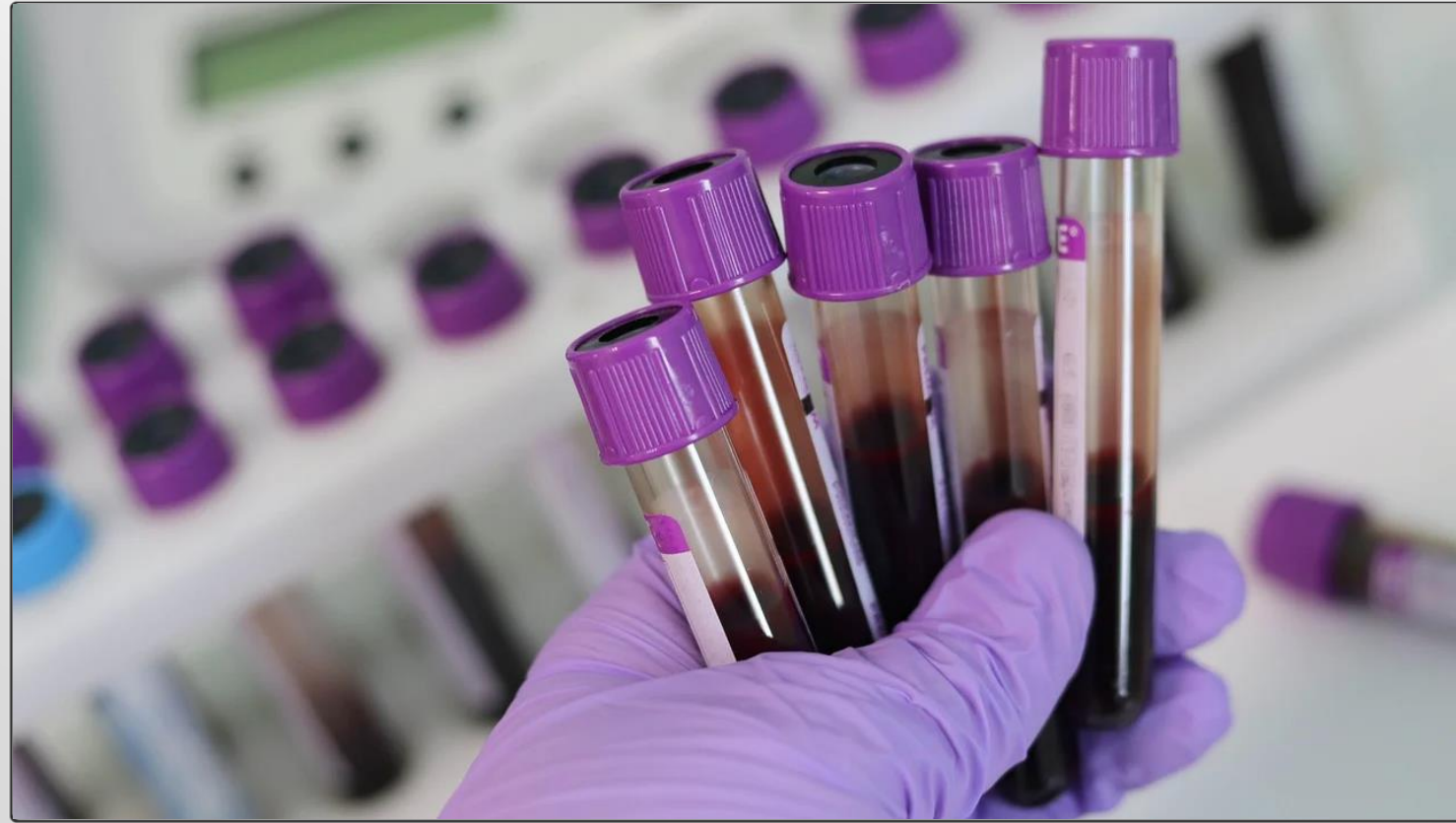
Reference: Alpe Adria Startup Summit

- **Client:** Alpe Adria Startup Summit, a gathering of hundreds of startups from Austria, Slovenia and Croatia
- **Context:** the annual summit was held on-line – “Future Focus” was one of the three half-day workshop that were offered, besides panel discussions and networking sessions
- **Workshop:** Future ignition: 15 disruptions, 3 deep dives, a survey on the future after Covid 19, 35 people, 3 hours online
- **Feedback:** “Very insightful both content-wise and how it was delivered”, “A real highlight of the Alpe Adria Summit”



Reference: a leader in medical biology laboratories

- **Client:** one of the leaders of medical biology labs in France, with more than 450 laboratories in the country and 5,000+ employees
- **Context:** the first face to face Executive Committee of the company after COVID, with a need to reconnect collectively and to be inspired about future insights
- **Workshop:** future ignition & disrupt my own company: 16 disruptions, 1 deep dives, a 2-hour red teaming exercise to disrupt the company from inside, 20 people, 4-5 hours
- **Feedback:** “Extremely useful”, “Very exciting to think about the future projects ahead”



Verbatim

AMGEN

**“Inspiring” • “Well structured” • “Fun”
“Passionate” • “Appetite for follow-up”**



**“Engaging” • “Essential” • “Inspiring”
“Fascinating” • “Interactive” • “Fun”**



**“A real highlight of the Alpe Adria Summit ”
• “Loved the workshop” • “Opened my eyes”
• “So interesting that I easily followed three
hours online” • “ Amazed at the interactivity,
despite being online”**



**Medical biology
laboratories leader**

**“Showing very exciting projects ahead of
us” • “Extremely useful” • “NPS 10/10”**



**Main
Speaker**
**Francois
Marmion**

**Lateral
Future
Focus** ©



**Sailing too is about taking
advantage of lateral forces**

**Management
Consulting**
Paris,
Chicago
10 years



**CEO of 2
Startups
(GBS, Poseidon)**
Paris
6 years



**Family office
Investment
Director
(VC & PE)**
London
6 years

**CEO mentor
& startup
advisor**
London
Since 2016



**Lecturer in
Futures Studies
& Strategy**
London
Since 2017

Dauphine | PSL 



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