

hello.

So they walked on together through the wood, Alice with her arms clasped lovingly round the soft neck of the Fawn, till they came out into another open field, and here the Fawn gave a sudden bound into the air, and shook itself free from Alice's arm. "I'm a Fawn!" it cried out in a voice of delight. "And, dear me! you're a human child!"



*You can avoid reality,
but you cannot avoid
the consequences of
avoiding reality.*



be radical.

The Future is Invisible

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be radical.



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Now

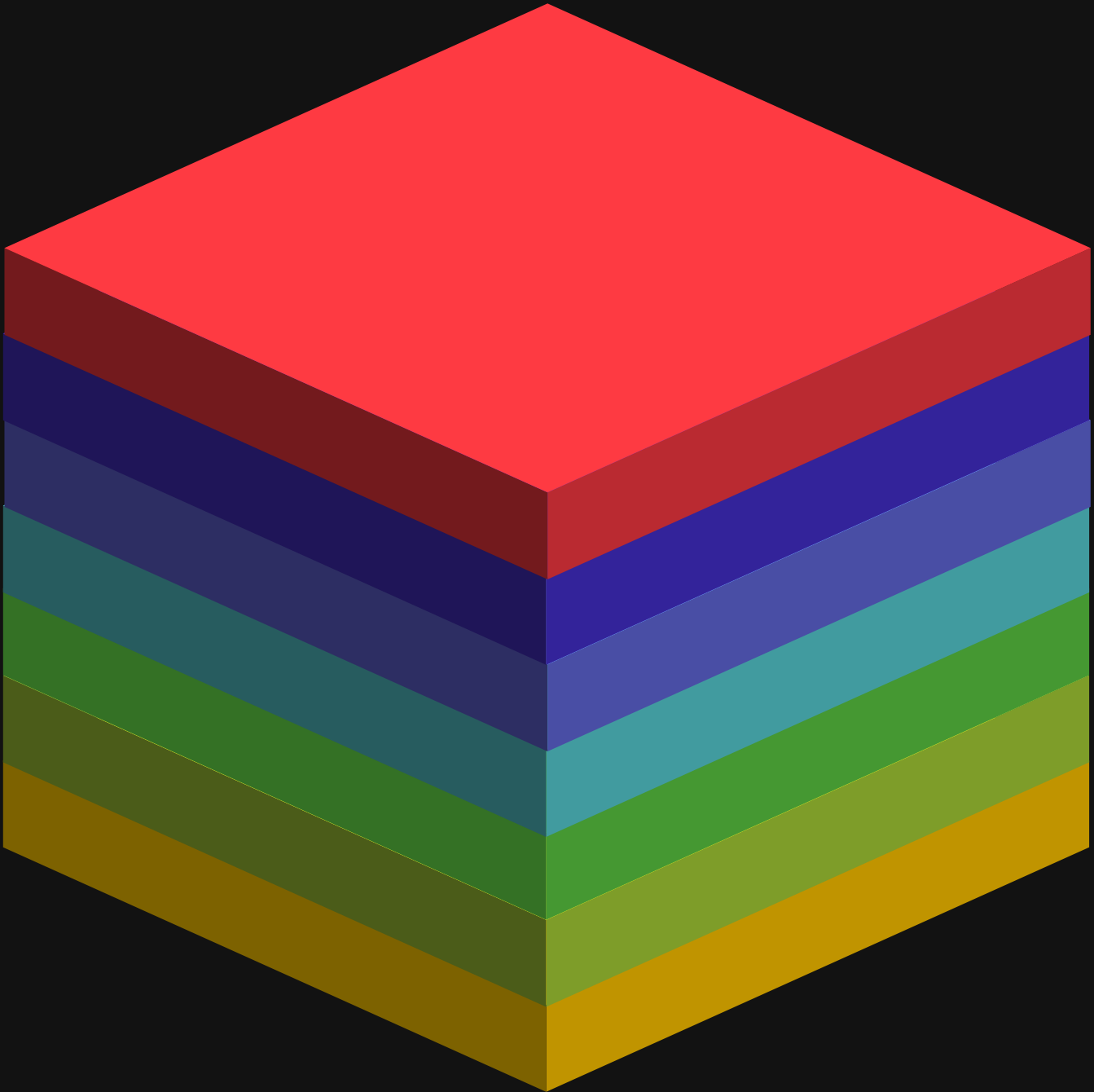
Next

Beyond



Now & Next

Beyond Covid-19



The Seven Layers of The Future Organization



Market

Business Model

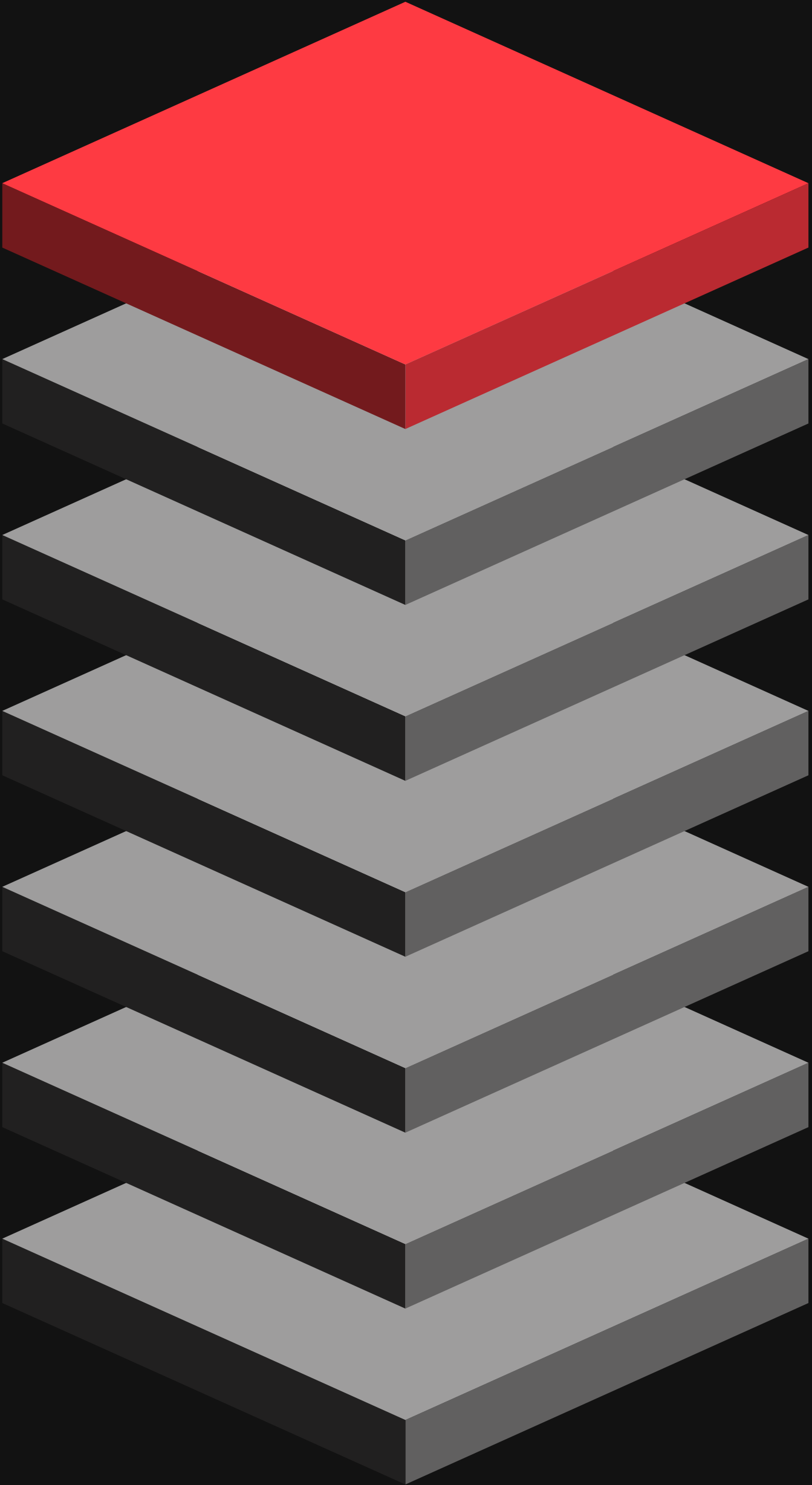
Operational Model

Organizational Model

Culture

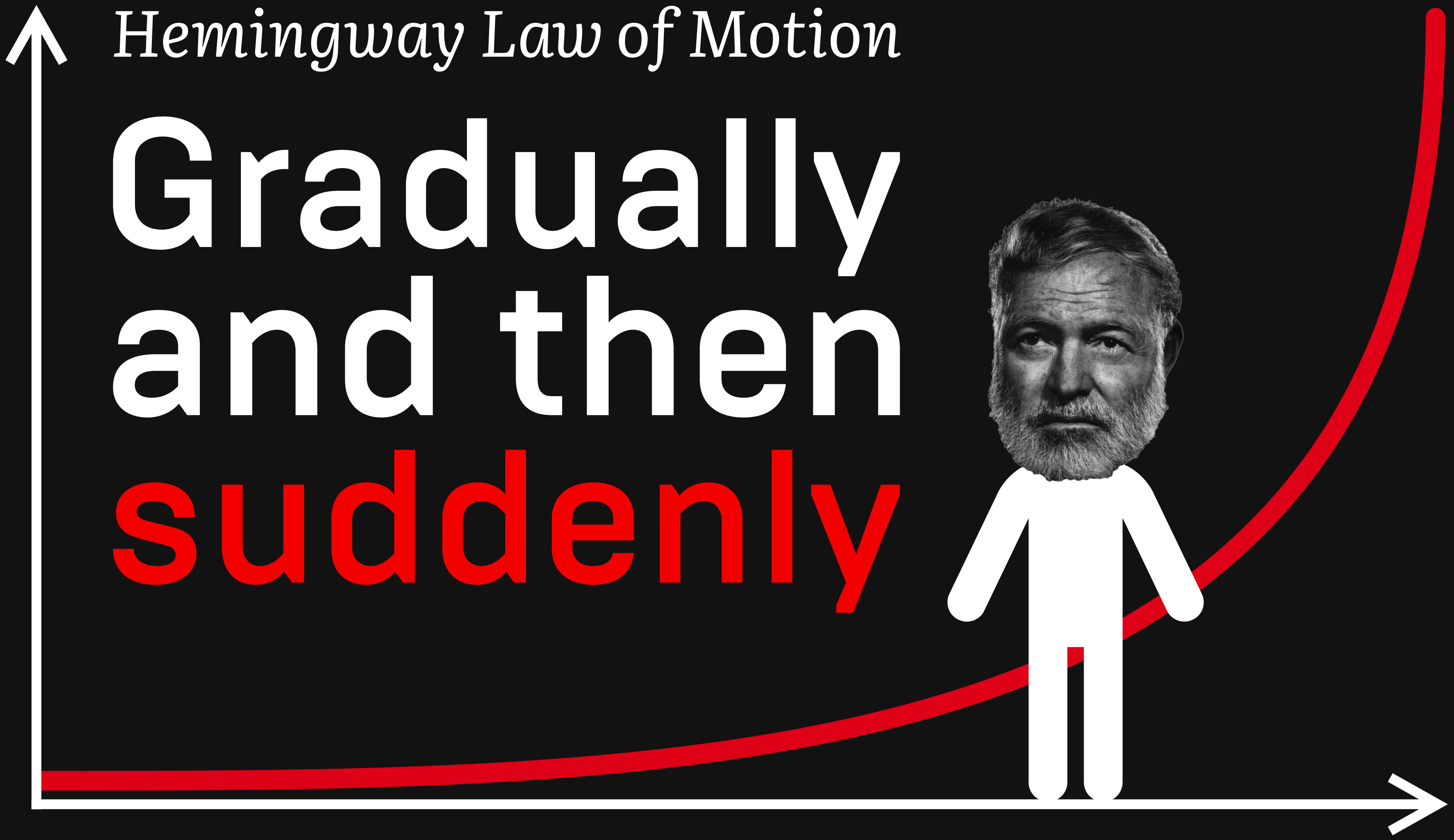
Mission & Purpose

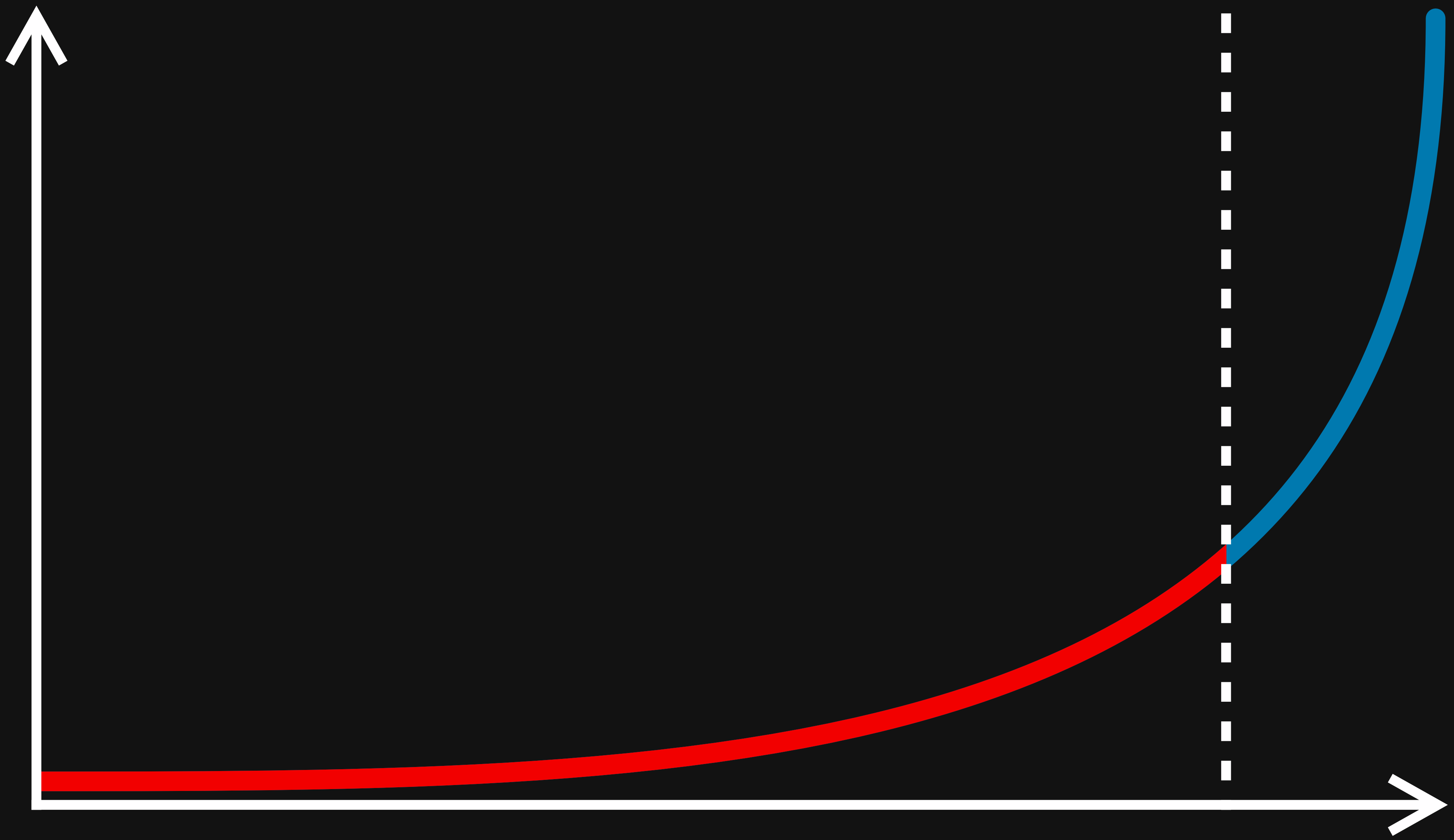
People



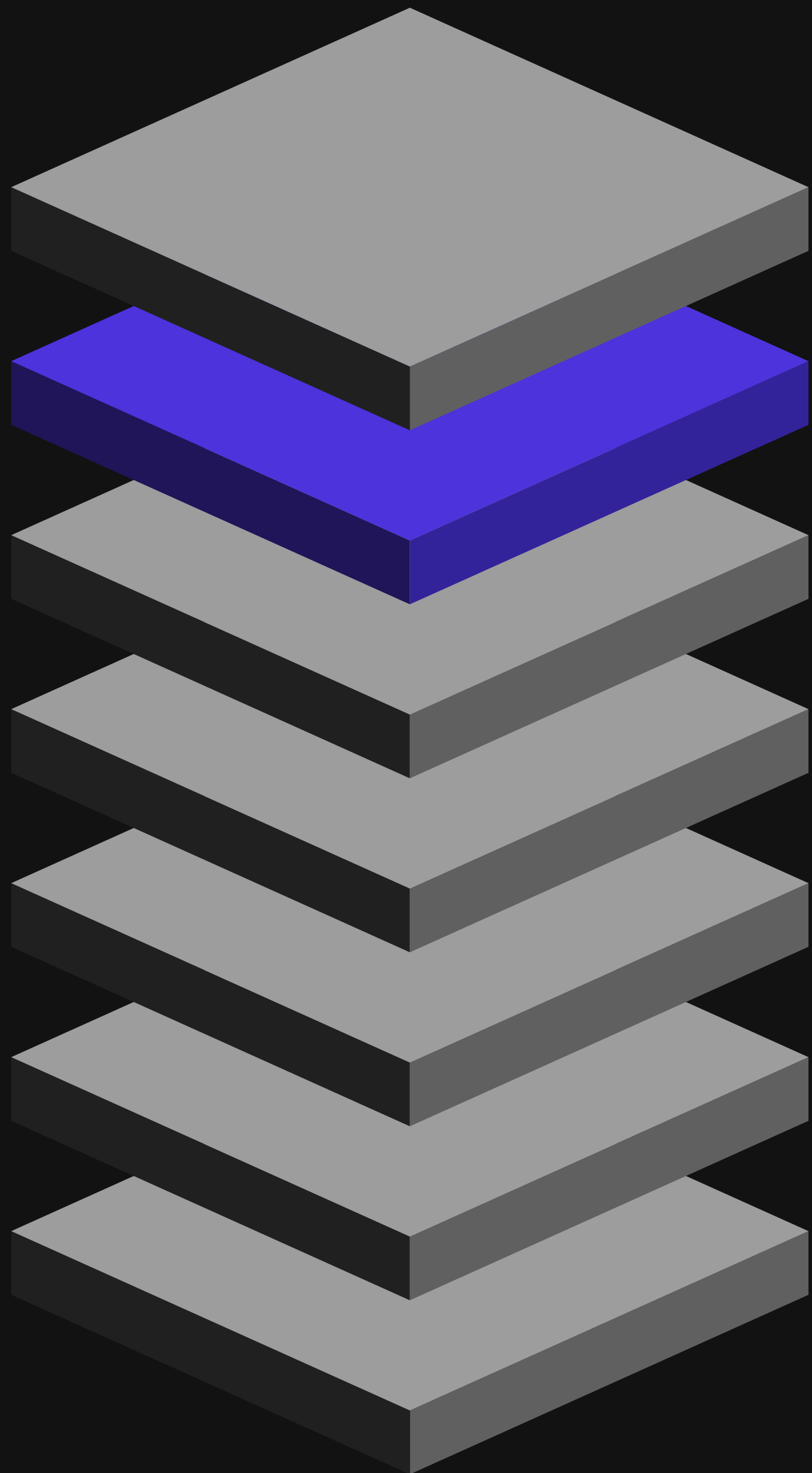
Market

Everything you need to know...
...in a single slide.





weak signals



Business Models

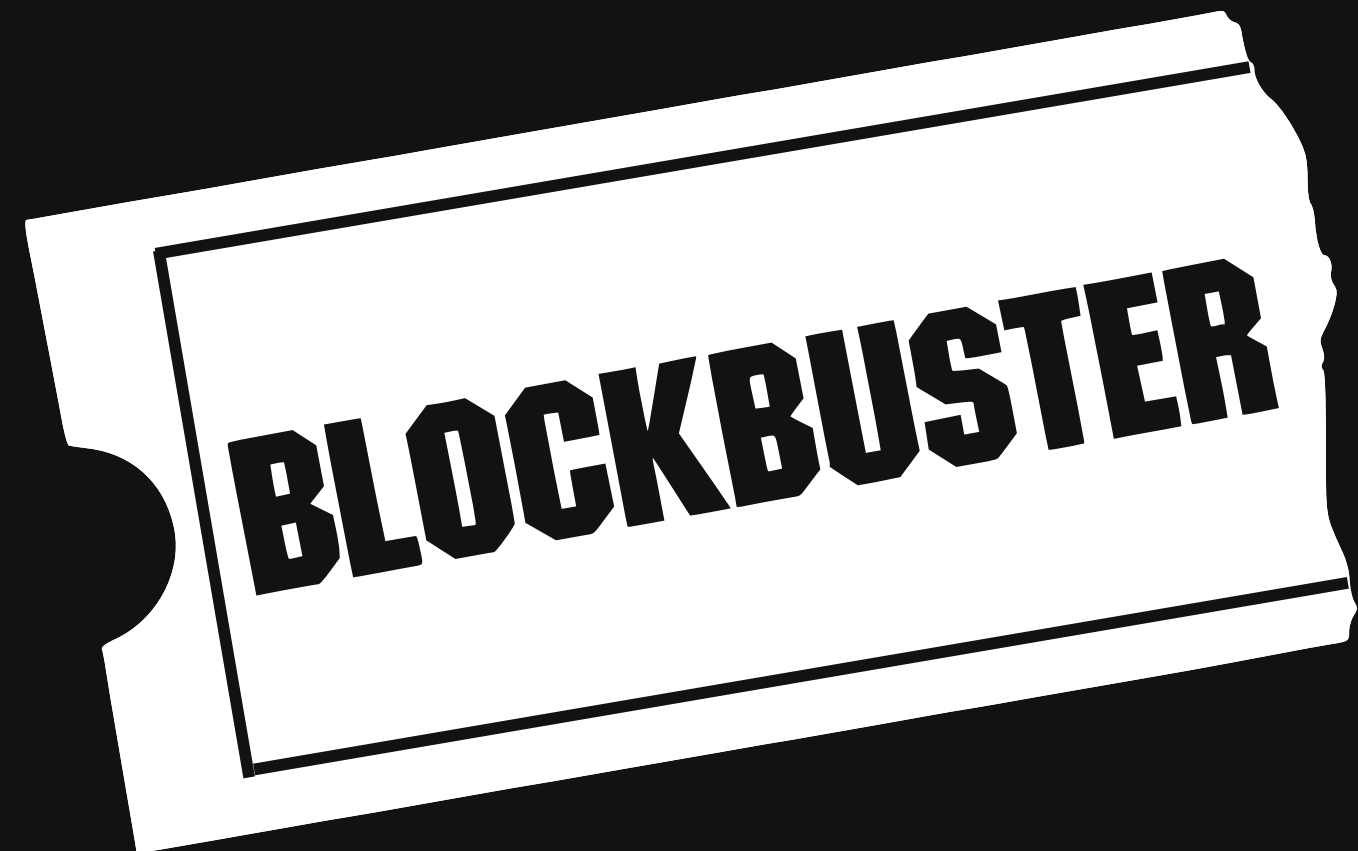
DISRUPT

DISRUPTION

Disruption:

*the state of being
rent asunder or
broken in pieces*

Kodak



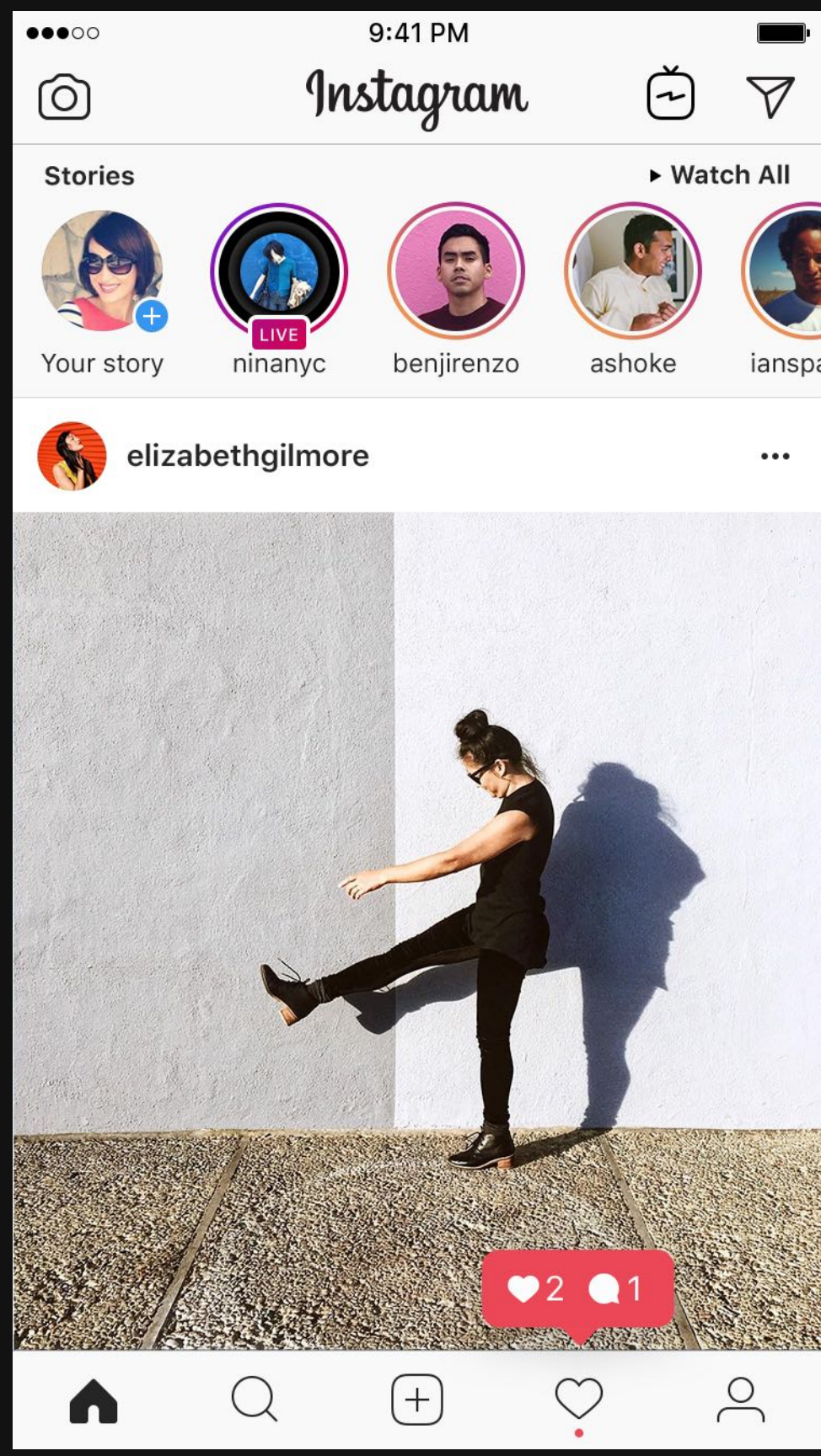
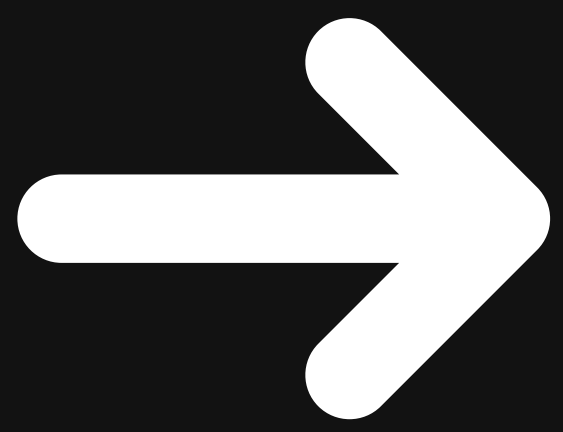
NOKIA

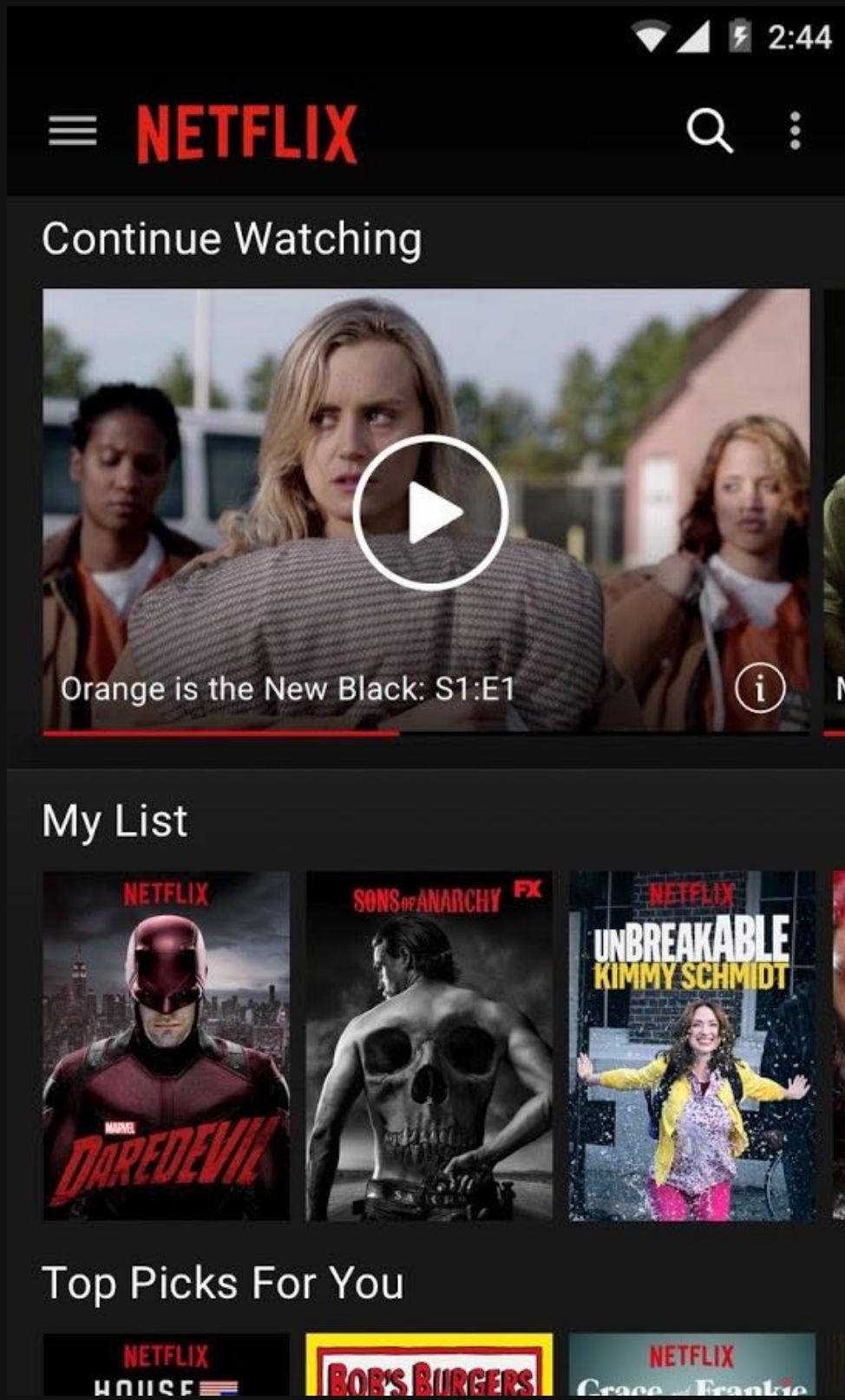
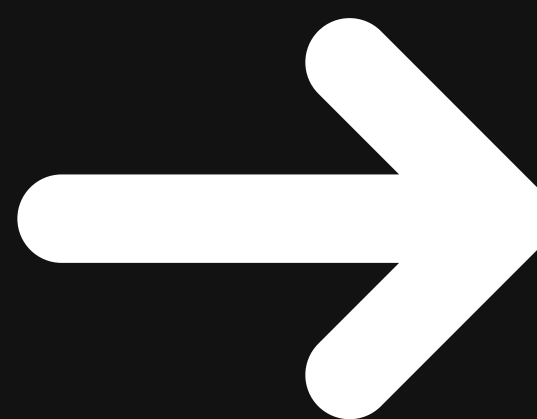
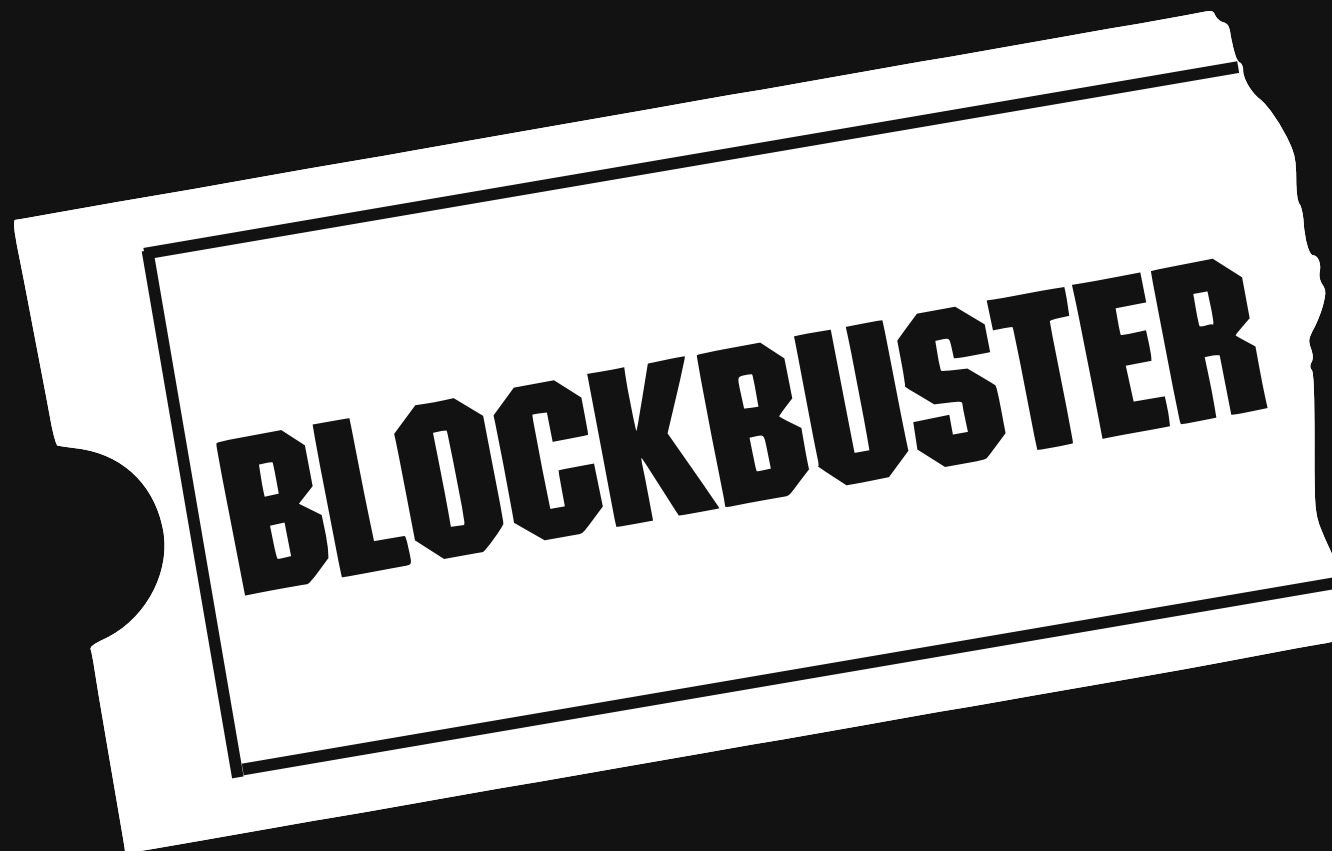


Kodak

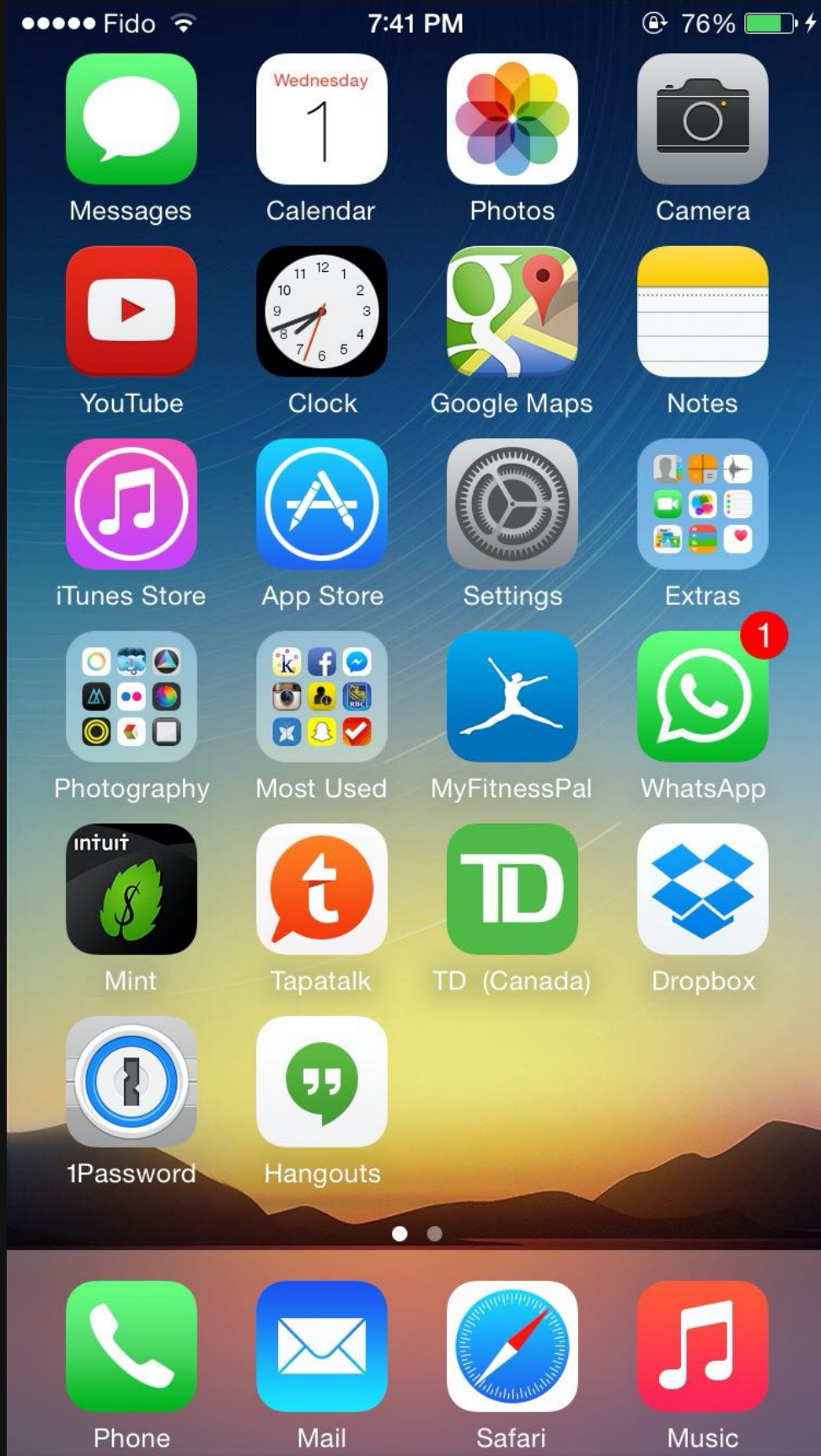
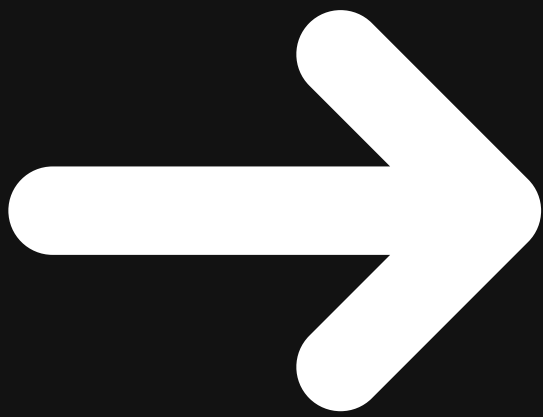
NOKIA

Kodak





NOKIA





N



JTBD

don't change.

we have met
the enemy
and *he is us.*

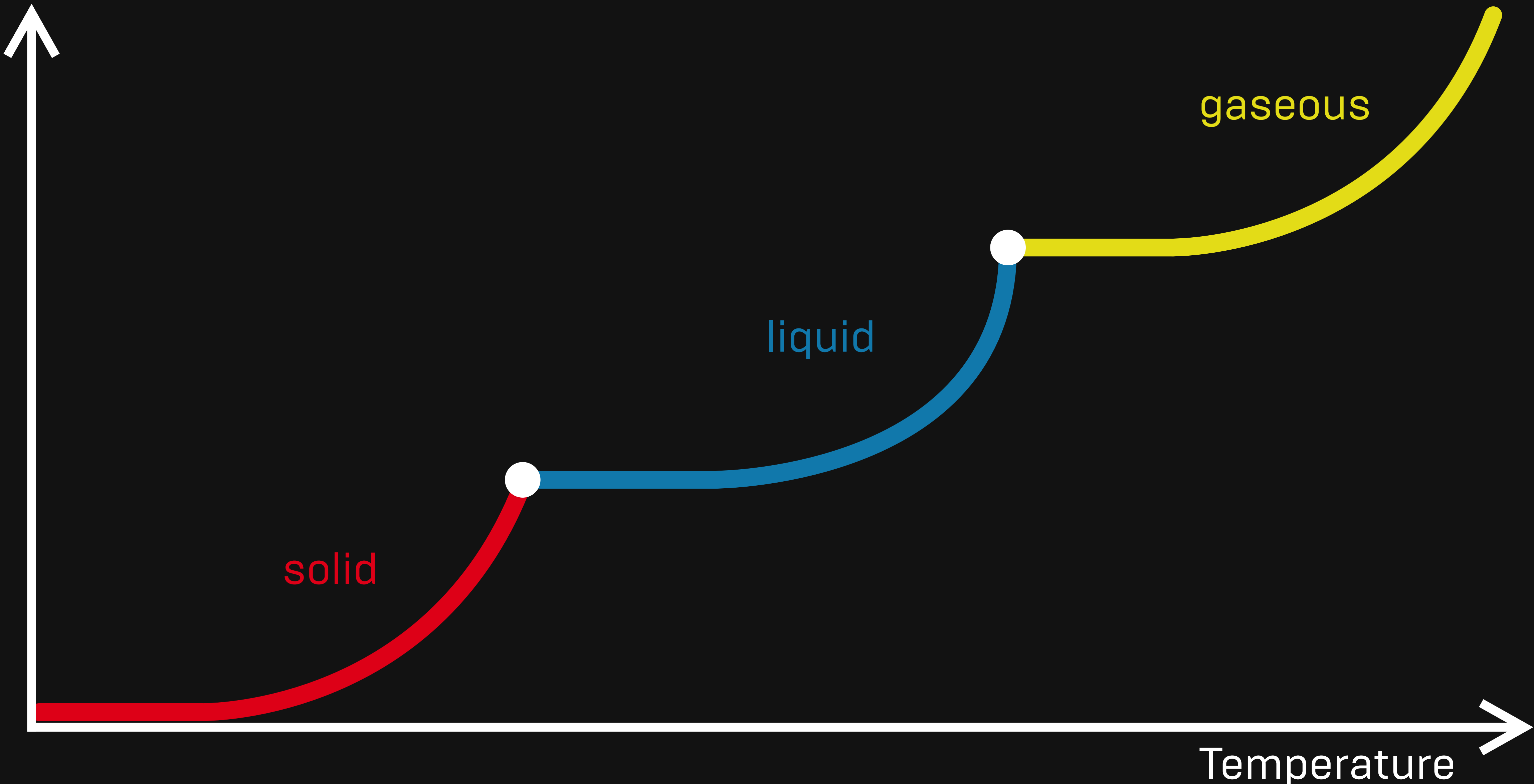
Disruption is a State Change.

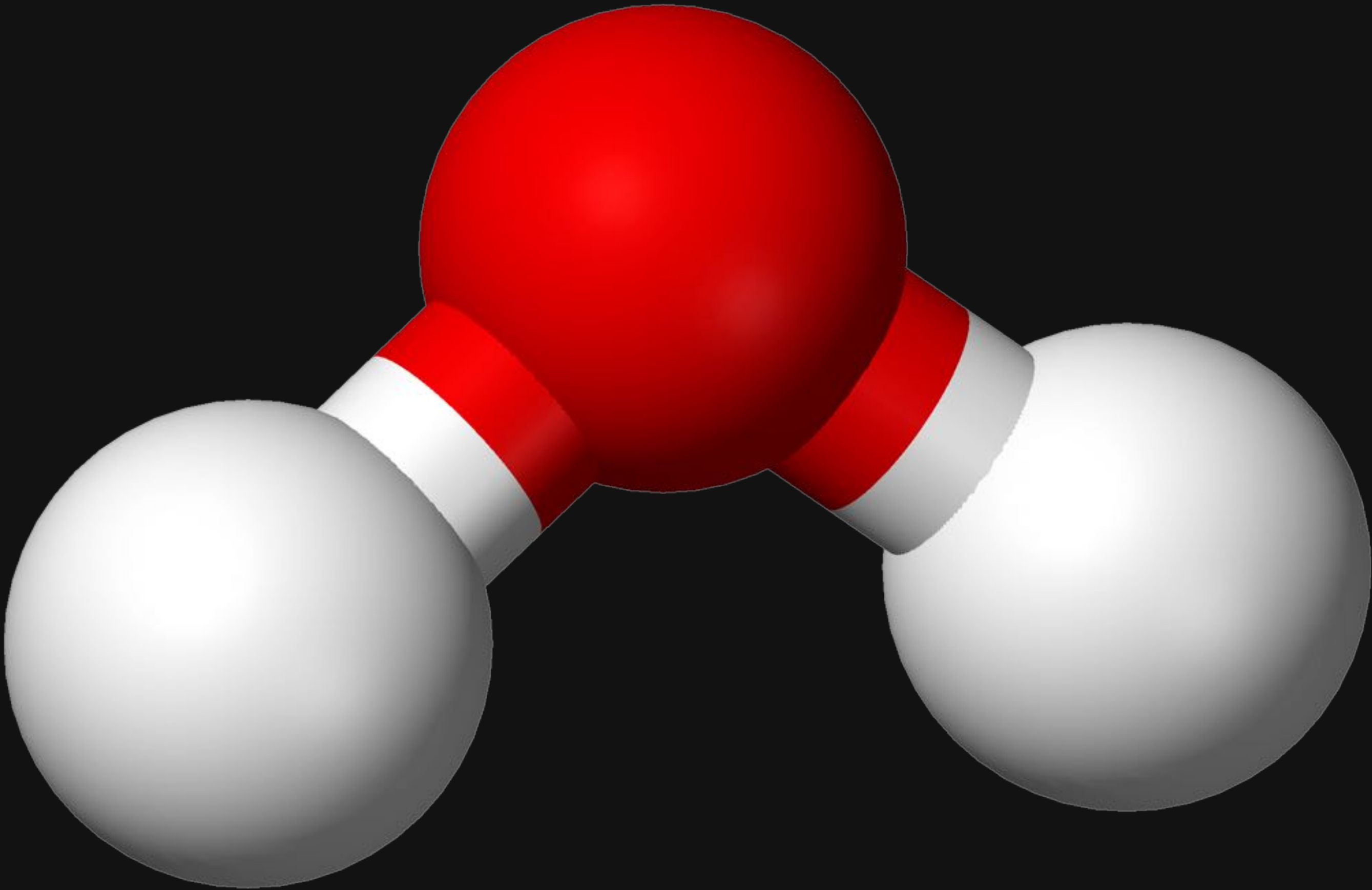
Solid → Liquid → Gas

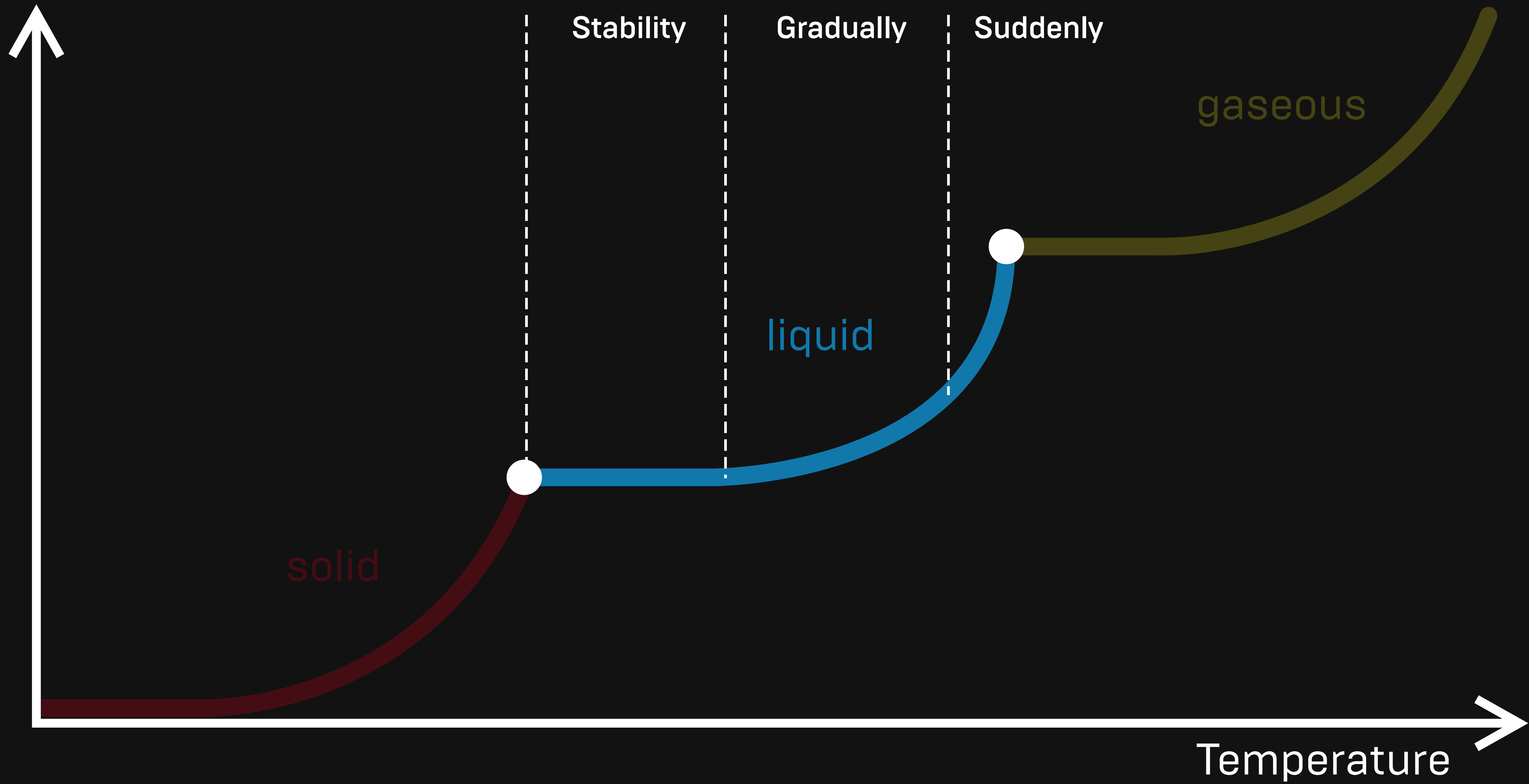
Solid → Liquid → Gas

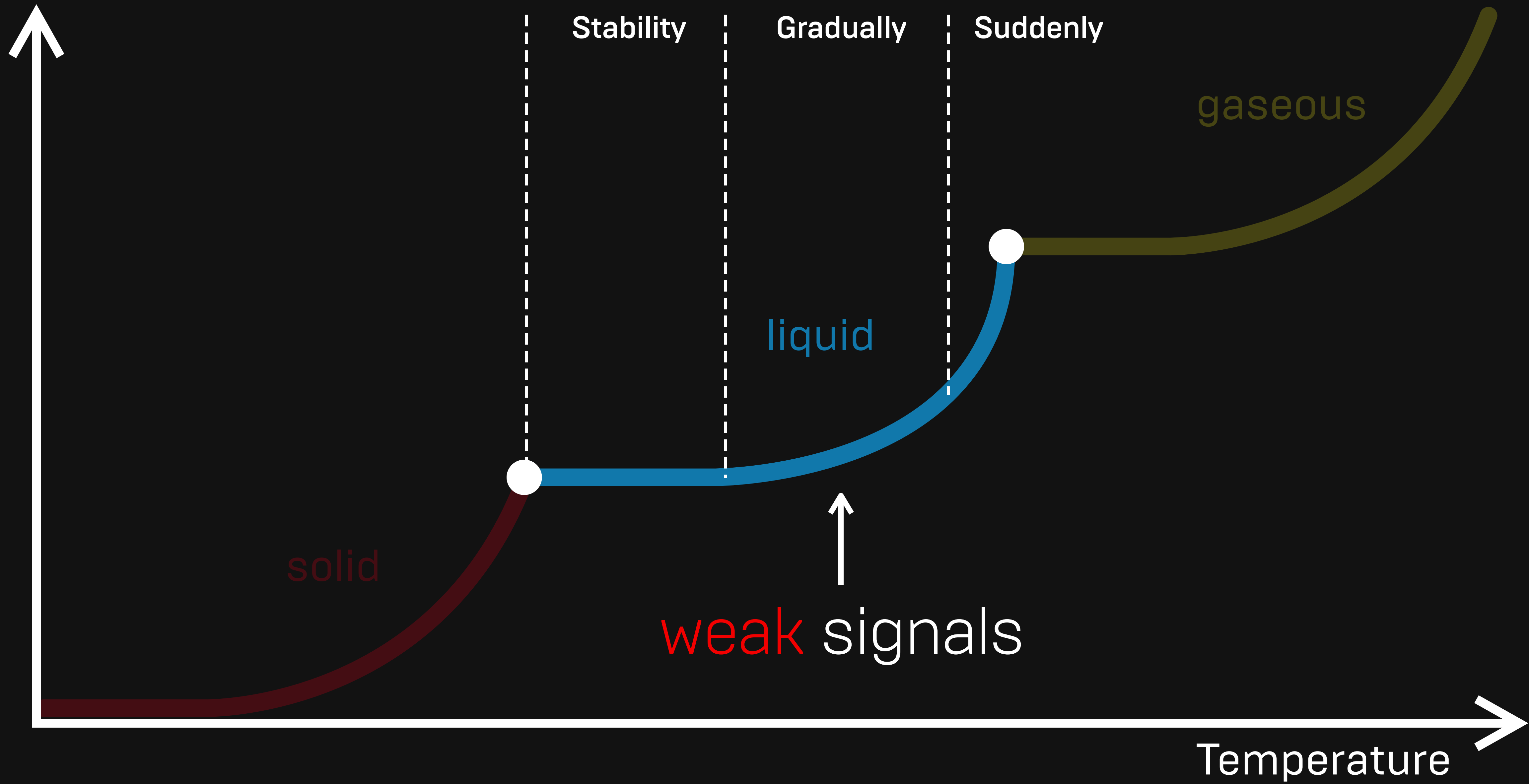


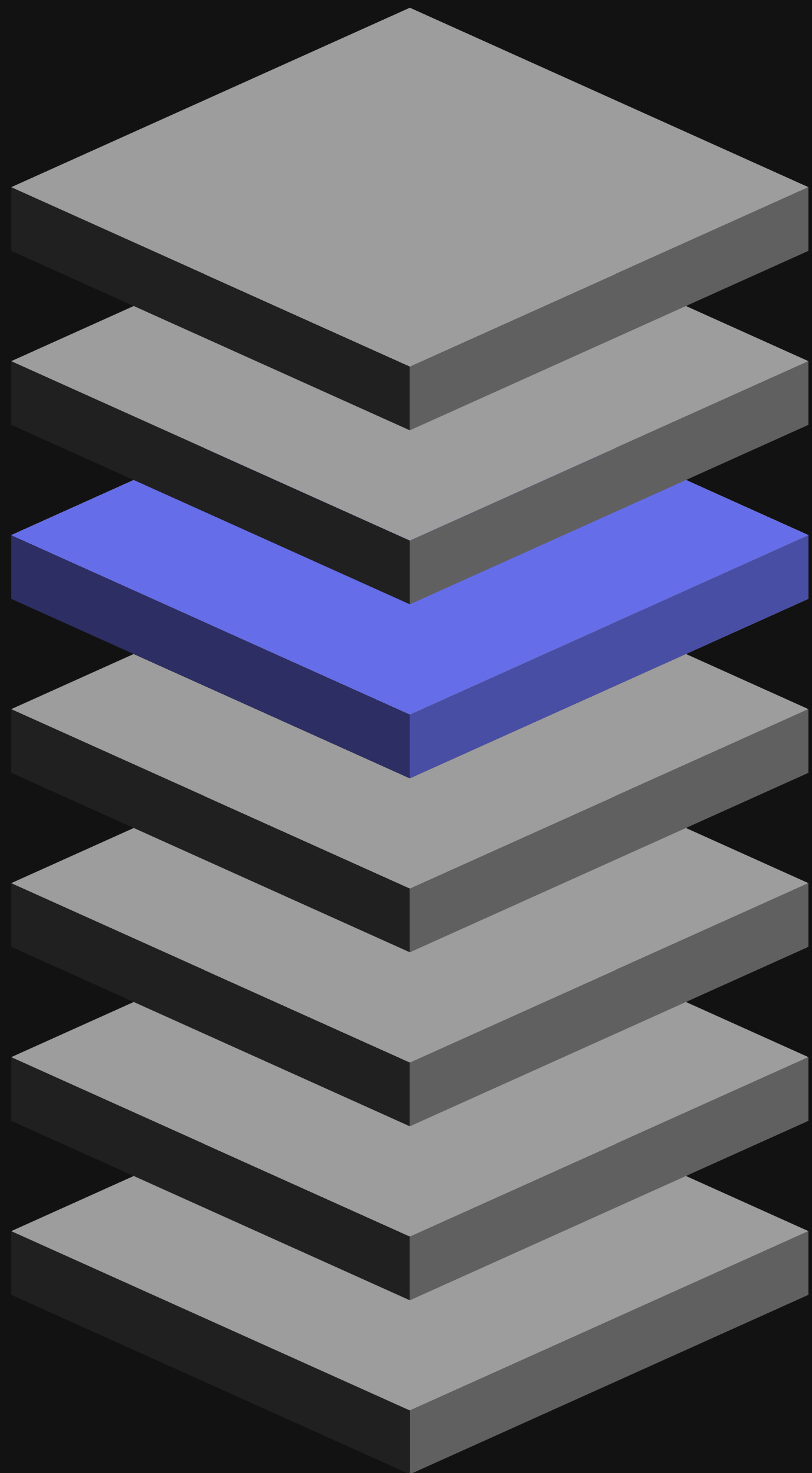
STATE CHANGE











Operational Model

uncertainty

You don't have the answers.

be radical.



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Differentiate the
things you can't know
from the
things you don't know.

THINGS YOU DON'T KNOW

THINGS YOU
ACTUALLY
CANNOT KNOW

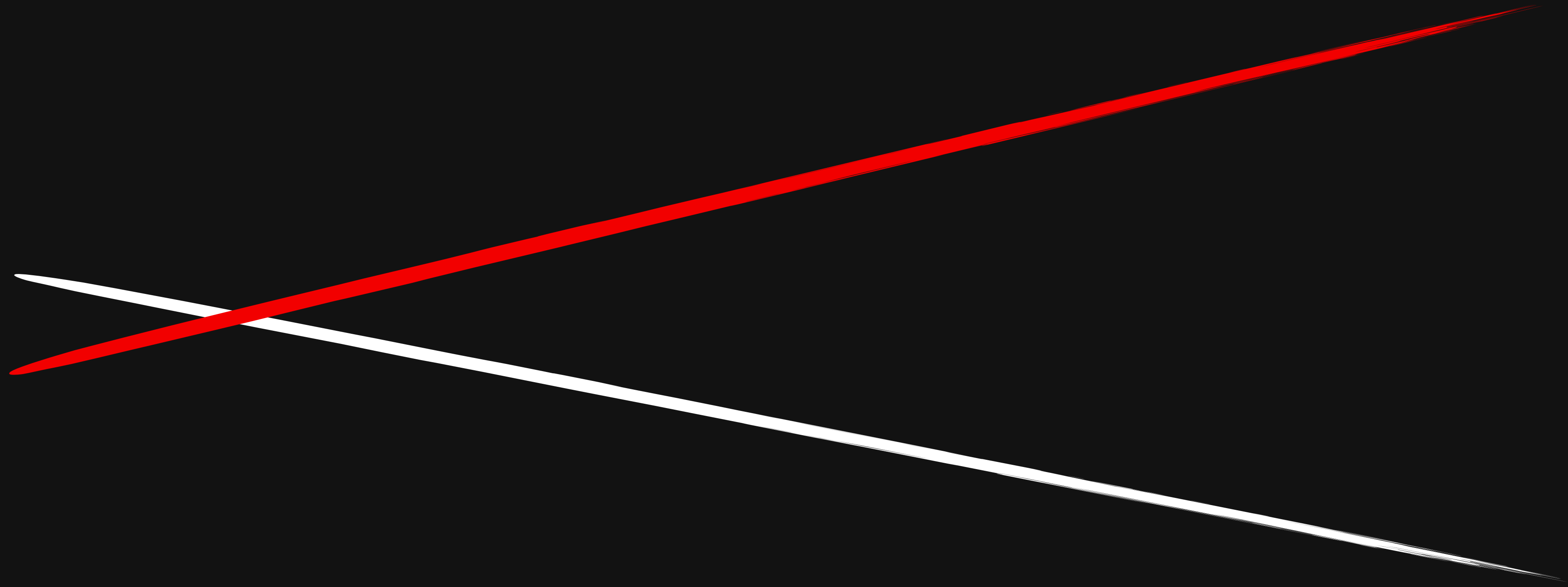
THINGS YOU
COULD KNOW...
BUT DON'T

You don't have the answers.

You don't NEED to have the answers.

questioning

V
A
L
U
E



GLOBAL COMPLEXITY

Questions are the frames
into which the answers fall.

Tina Seelig, Stanford Professor & Creativity Researcher

What if we didn't have to
deal with late fees?

NETFLIX

What if we could map
the DNA of music?



Why do we have to wait
for the picture?

Polaroid

Beautiful questions

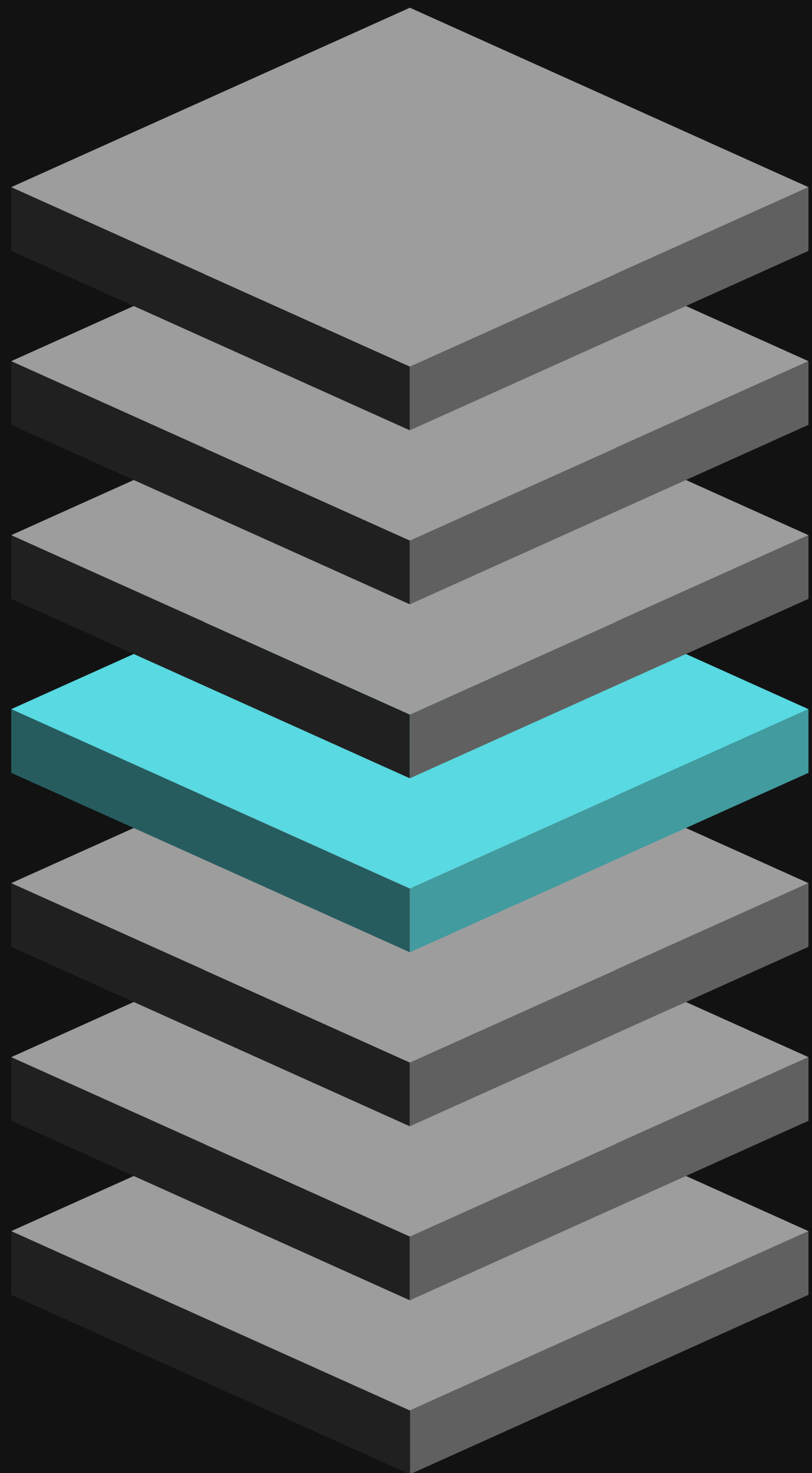
Not necessarily obvious

Ambitious but actionable

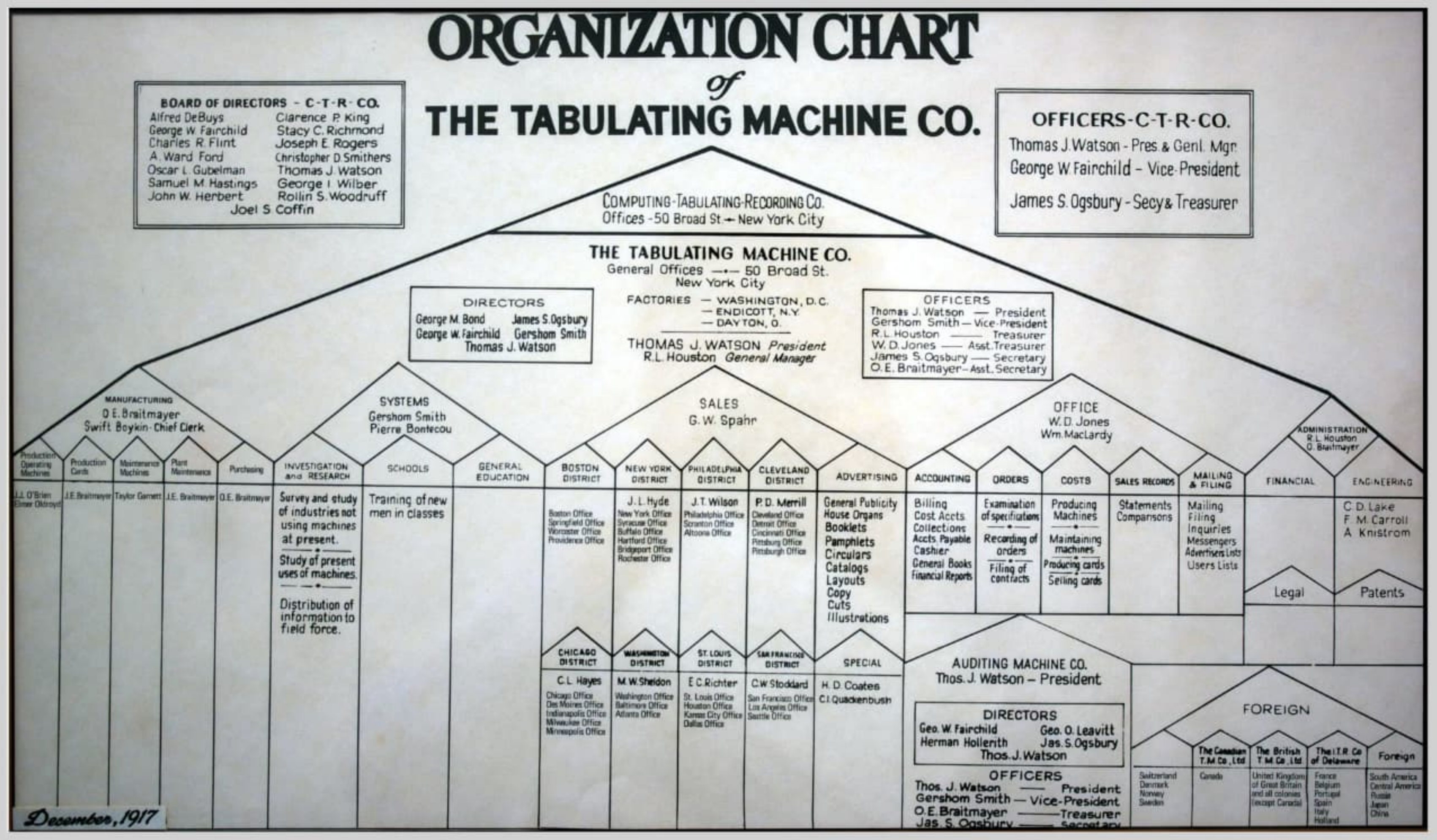
Shift perception & thinking

Possible catalyst for change

Why? / What if? / How might we?



Organizational Model



be radical



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be radical.

CHIAOS

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ORRDER

Chaos → Order → Chaords



be radical.



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Exhibit characteristics of both **chaos** & **order**

Regularly yield **surprising innovation**

Highly **robust** & **scalable** systems

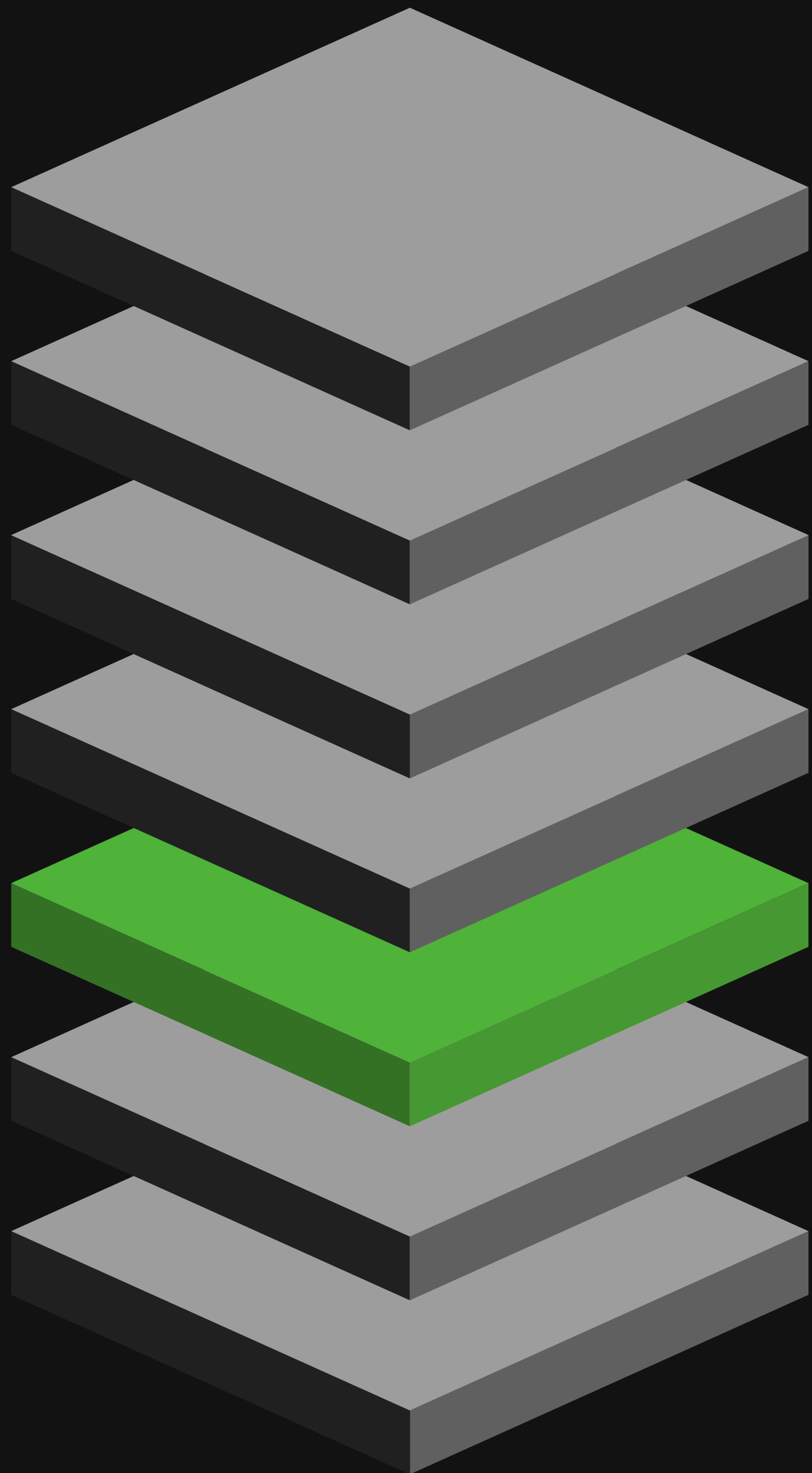
Chaords:

Agreement on Core Principles

Distributed Decision-Making

Nodal Authority

Ways to Route Around



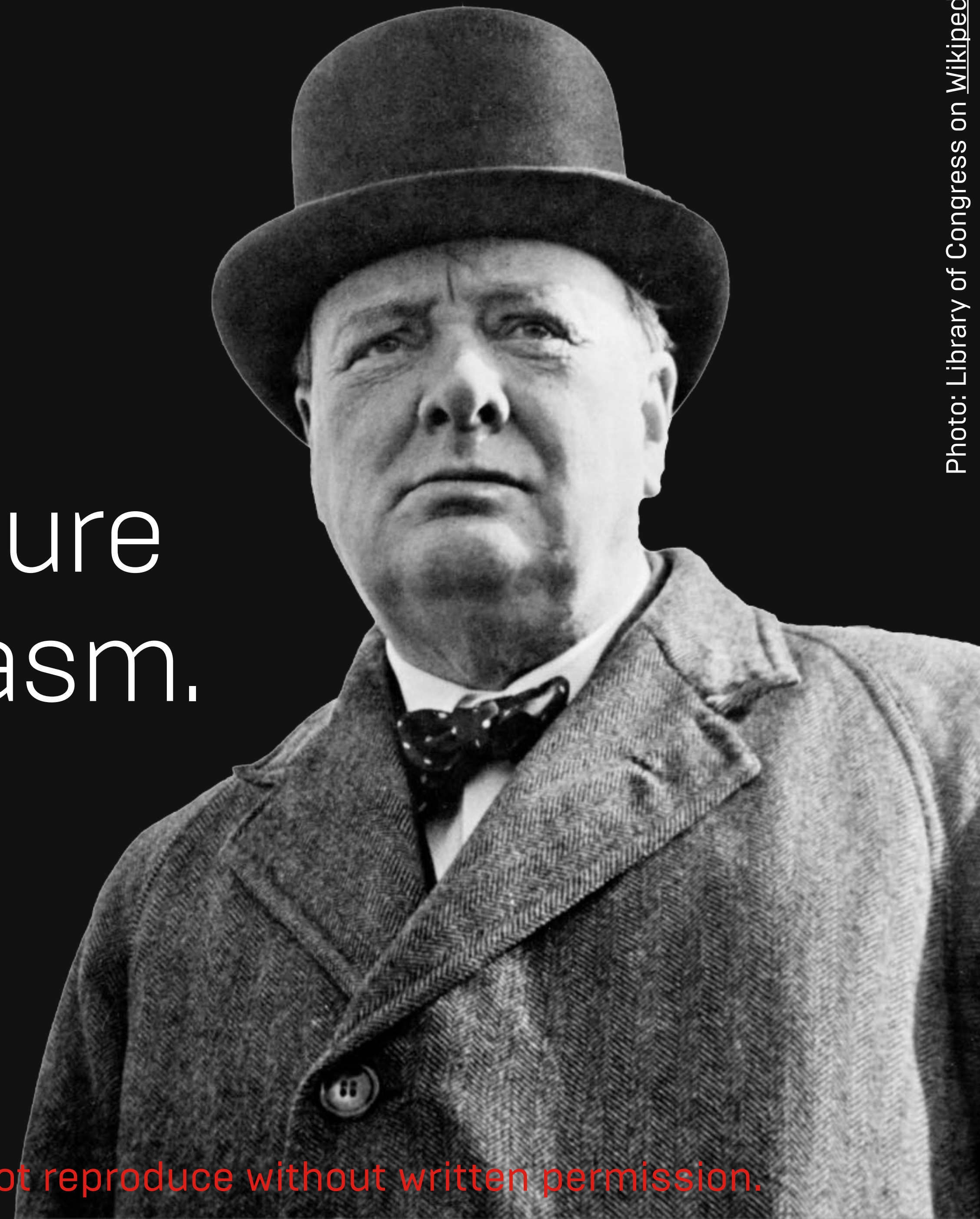
Culture





Success consists of
going from failure to failure
without loss of enthusiasm.

~ Winston Churchill

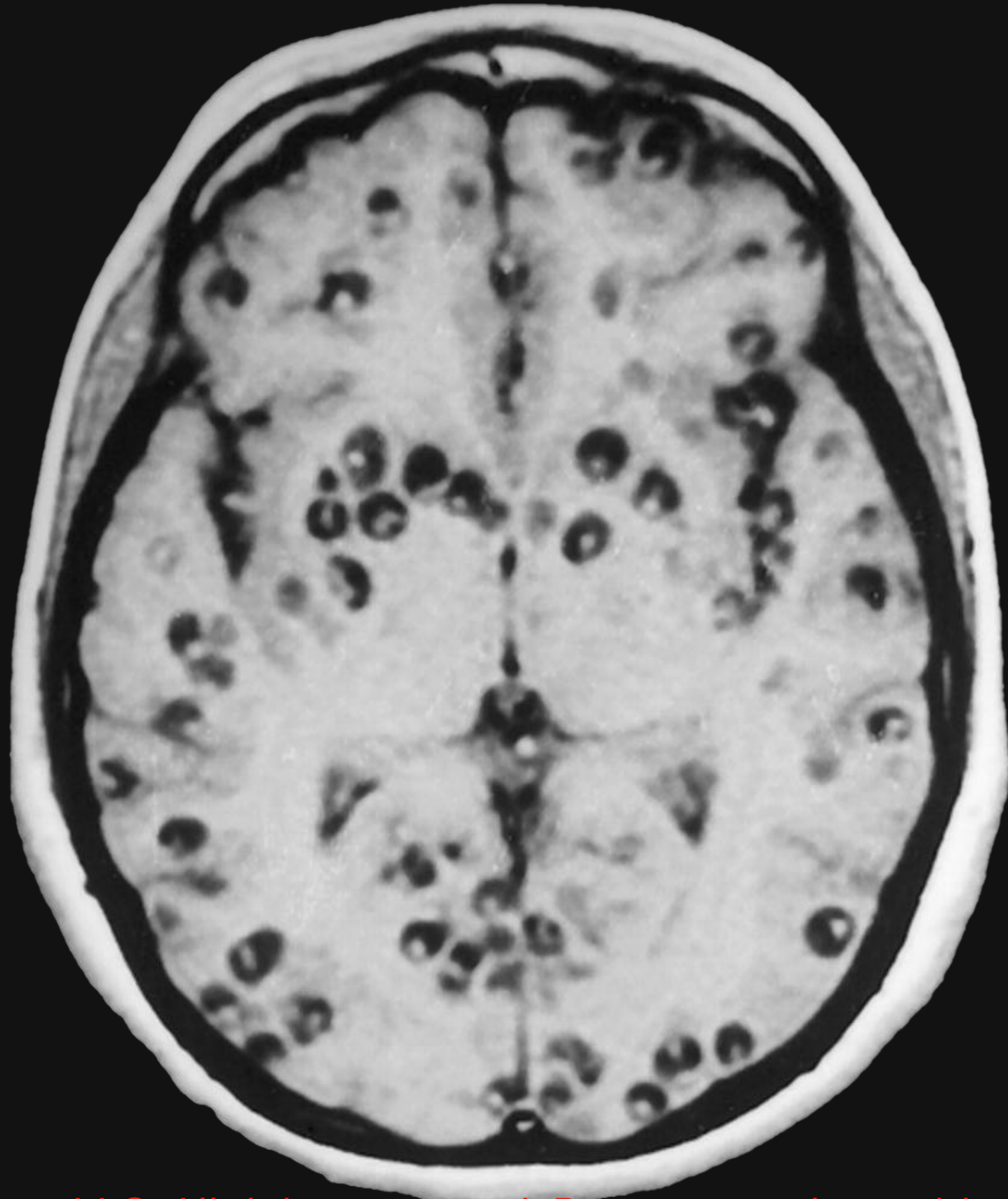




BULLS***

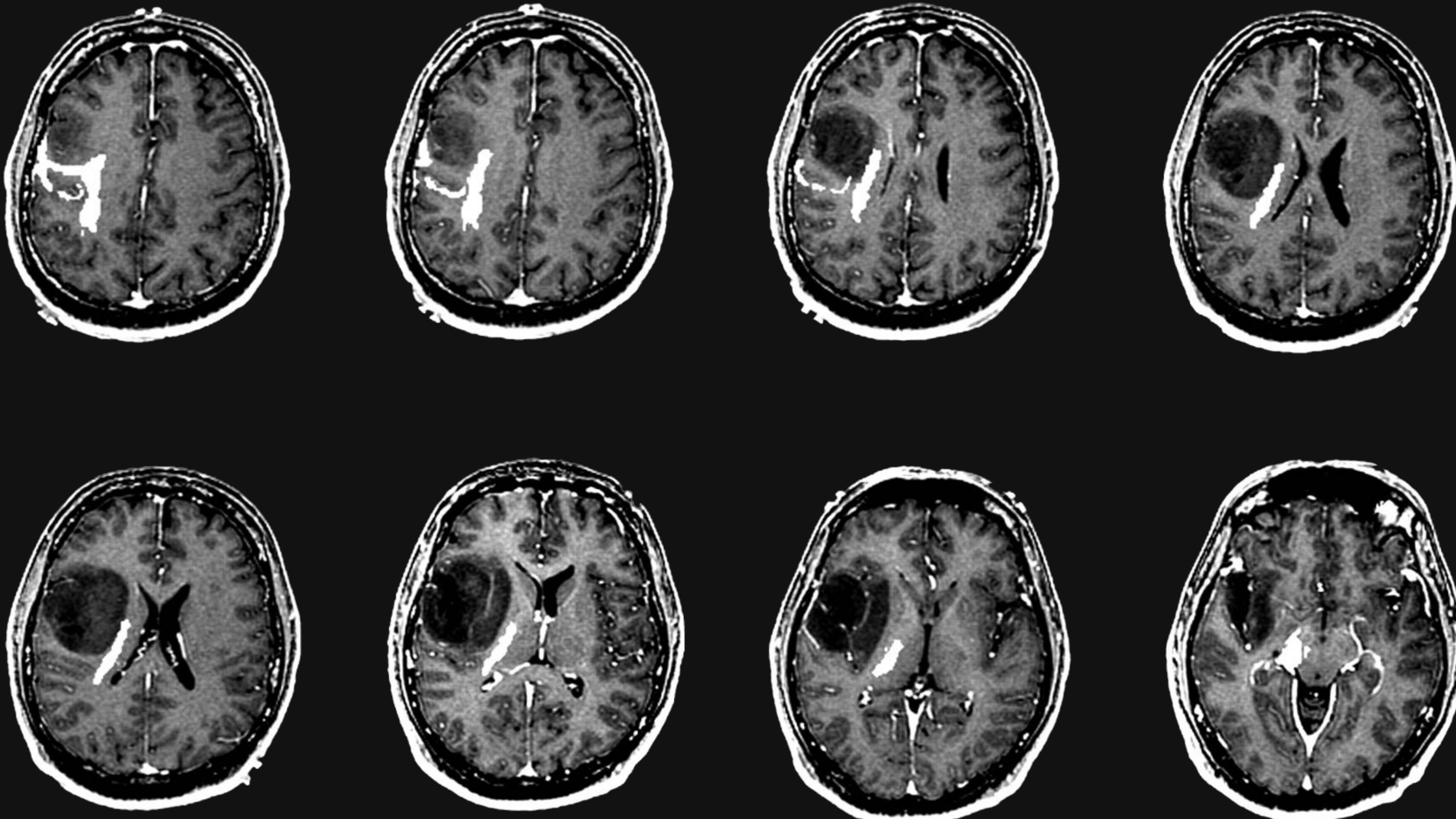
We are doing **“failing”** wrong.

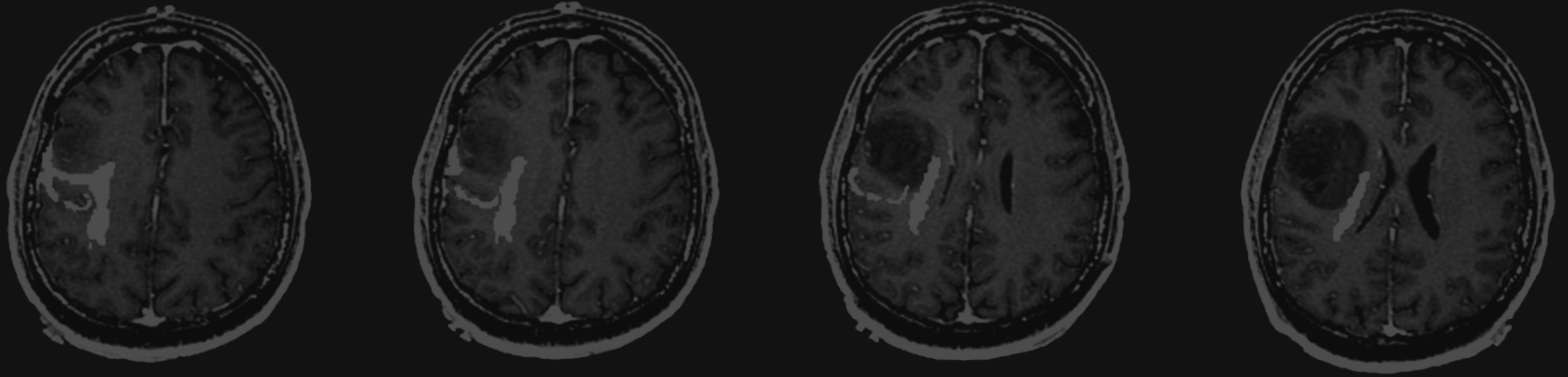
First
Atttempt
In
Learning



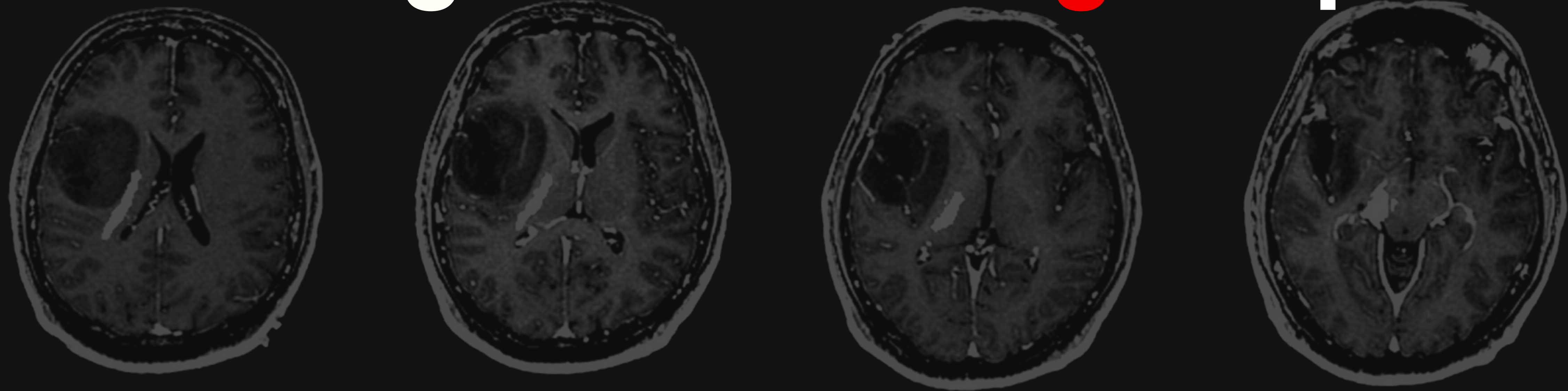


Failure creates **dark** spots.



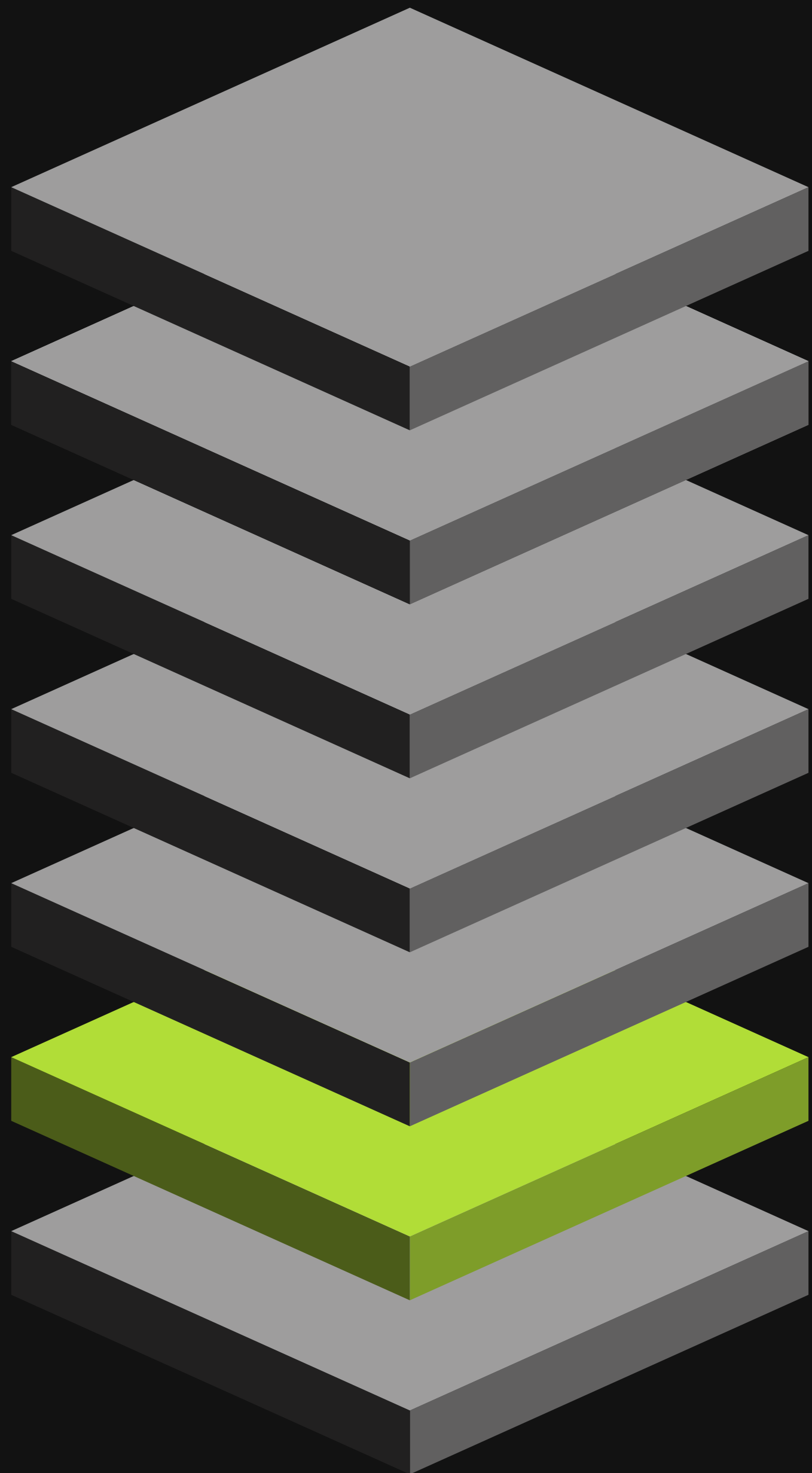


Learning creates **bright** spots.





Creativity is the connection
between **bright** spots.



Mission & Purpose

Golden Circle

WHY

HOW

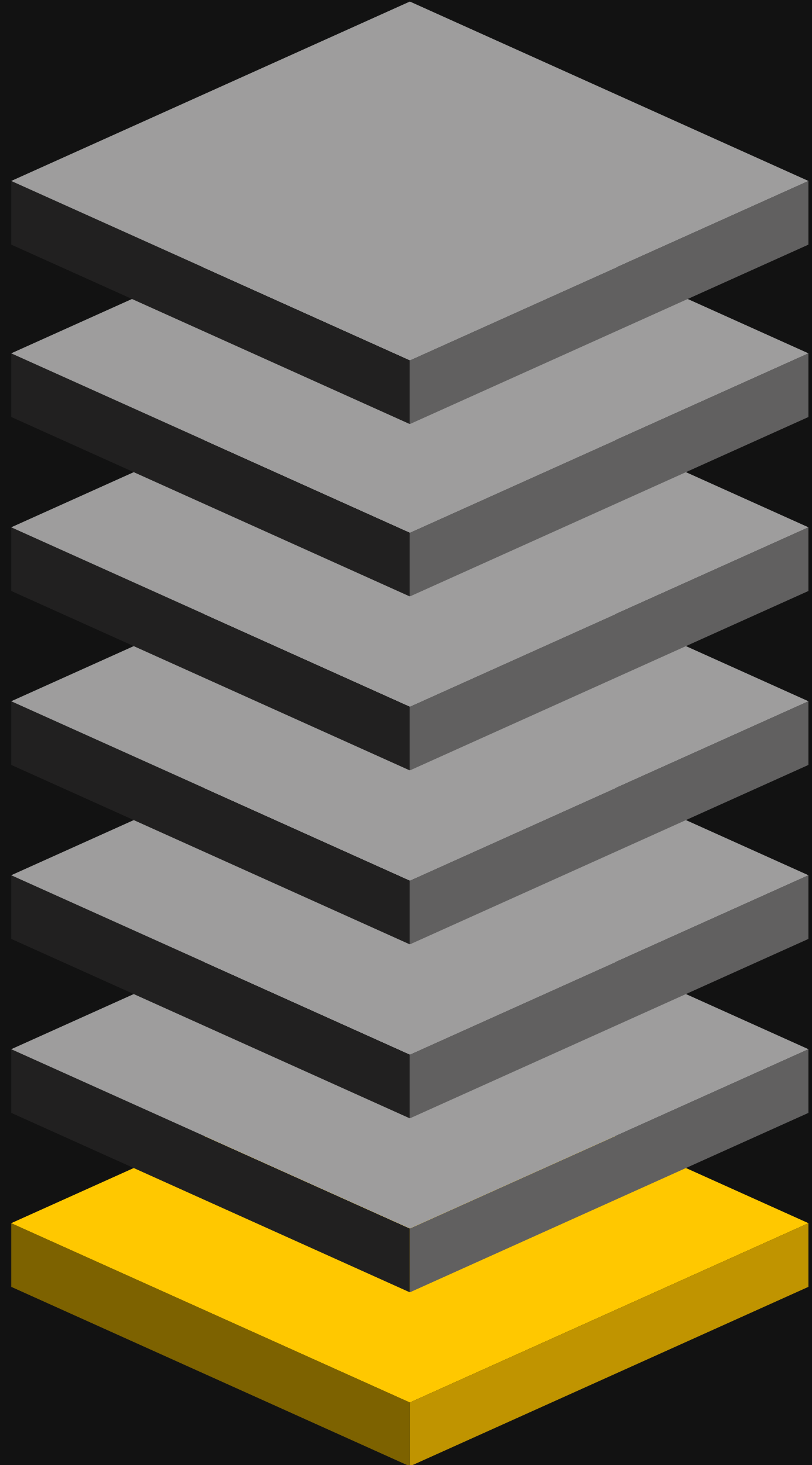
WHAT

Golden Circle

PURPOSE
(WHY)

MISSION
(HOW)

PRODUCT
(WHAT)



People



Market

Business Model

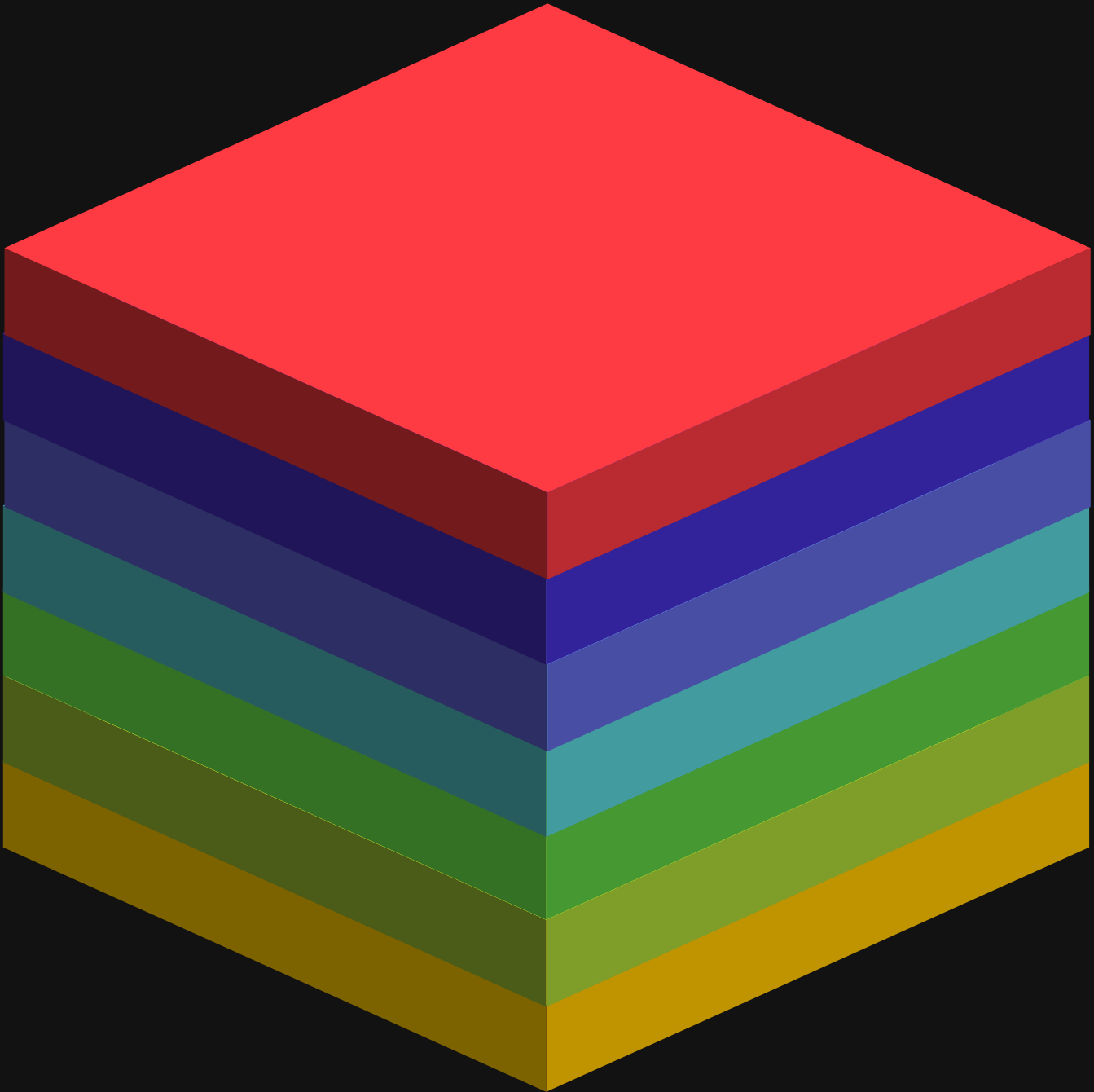
Operational Model

Organizational Model

Culture

Mission & Purpose

People



Bringing it all together.



Our approach has always been to
discover today what will matter tomorrow
and then to **transform our company** into
a future that is unfolding before us.

Contact details, latest research & invite-only network:

hello@be-radical.xyz