STRATEGIC FORESIGHT

FORESIGHT

definition:

the ability to think and imagine ahead.

key words:

prescience (to know in advance), envisage, envision, cognition, meta-cognition.

FORESIGHT

premise:

the ability to make wise (knowable & knowledgable), insightful and imaginative (i.e. creative) choices (decisions) is one of the most powerful (i.e. necessary) competencies and capabilities of individuals and organisations today (period).

COMPLEXITY THEORY

definition:

a scientific/artistic trans-discipline which studies, explores and exploits, complex, non-linear, non-predictable systems.

STRATEGIC FORESIGHT & DESIGN

premise:

visualisation, simulation and prototyping are the key to individual and collective insight and foresight and therefor have the integrative power and potential to revolutionise strategic thinking and planning processes and practices through a design-centric or design-driven approach to innovation.

key words:

imagination, knowledge, computation, data visualisation, enhanced communication, collaboration, co-creativity and design.



MUJI HOTEL

Allow us to introduce MUJI HOTEL, where you can fully enjoy MUJI products and services. Travel has become part of our daily lives, and it has evolved, from the extraordinary to the ordinary, from something in which we participate to something we create. At MUJI HOTEL, there are neither exorbitantly priced and superfluent services nor dreary guest rooms resulting from the extreme reduction of quality. We have arranged for you both a reasonable price space in which you will sleep well, restoring both mind and body, as well as services that naturally connect you to the locale. For our visitors, every detail, from the texture of the towels to the layout of outlets and switches, to the restaurant menus, helps form the bedrock of a successful trip.

SHENZHEN

BEIJING

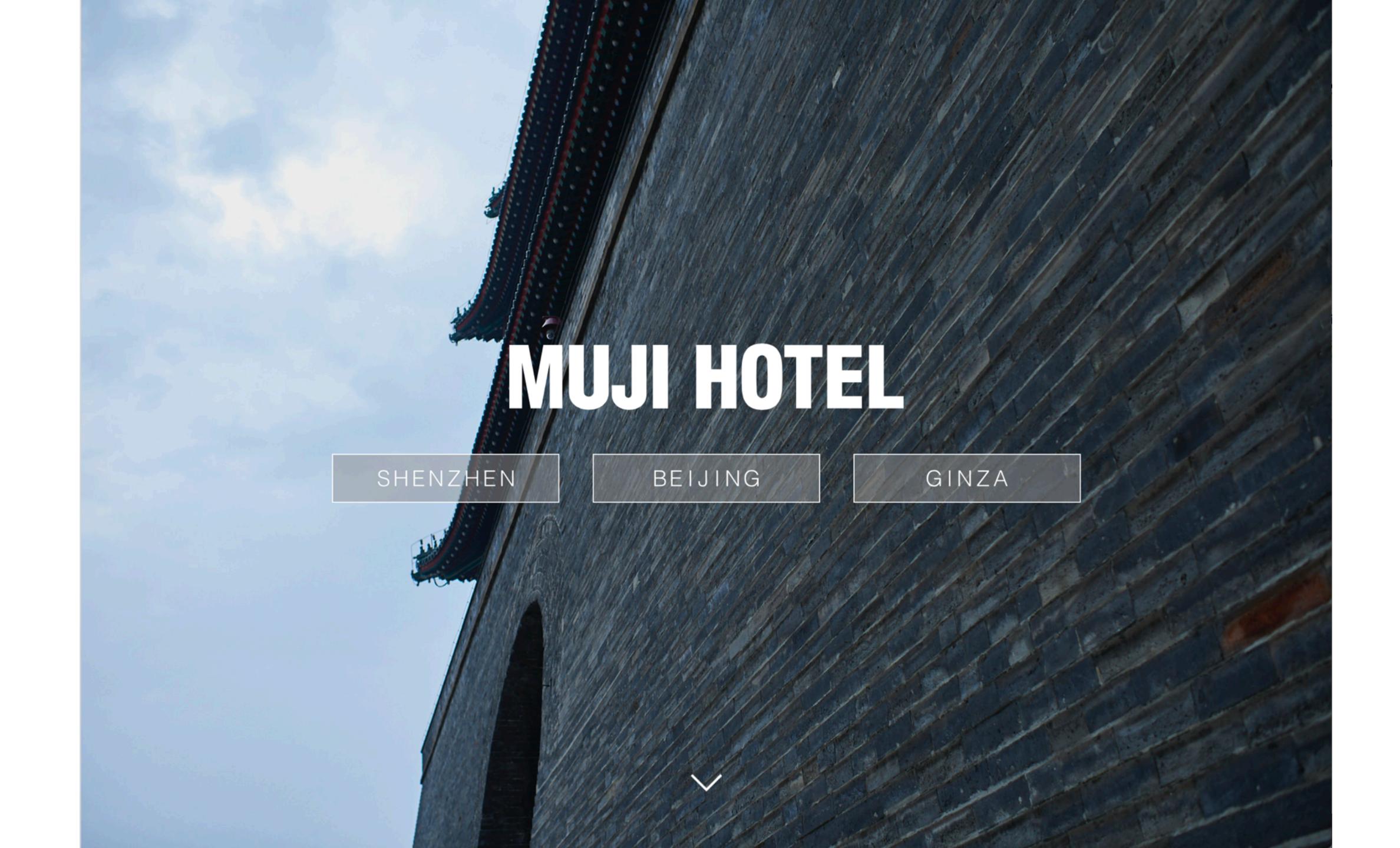
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SMART HOTEL



Mi Electric Scooter Pro

Take the journey further

High performance motor

Up to 45km extended range battery life

Built-in display for convenient monitoring



































```
within an
                   individual person _ T-shaped specialist (depth) + generalist (breadth / 'range')
 people
               within and between
                   people _ dyads e.g. CEO + CFO / CDO ... teams, companies, organisations
synergies
               within and between
                   people and things _ eco-systems, network platforms ... UI / UX / CX
  things
               within and between
                   things and systems of things _ the internet of things, big data, machine learning
```

CREATE NEW MARKETS, TARGET NEW CUSTOMER NEEDS TRANSFORMATIONAL Developing breakthroughs and inventing things for markets that don't yet exist ENTER ADJACENT MARKETS, SERVE ADJACENT CUSTOMERS **ADJACENT Expanding from** existing business into "new to the company" business WHERE TO PLAY
SERVE EXISTING MARKETS
AND CUSTOMERS CORE Optimizing existing products for existing customers

70% CORE 20% ADJACENT TRANSFORMATIONAL

USE EXISTING PRODUCTS AND ASSETS ADD INCREMENTAL PRODUCTS AND ASSETS DEVELOP NEW PRODUCTS AND ASSETS

HOW TO WIN

80% CORE

18%
ADJACENT

200 TRANSFORMATIONAL 70% CORE

20%
ADJACENT

10%
TRANSFORMATIONAL

45% CORE

40%
ADJACENT

15%
TRANSFORMATIONAL

SMART HOTEL

iteration = consideration = decision-making

STRATEGIC FORESIGHT & DESIGN

premise:

the majority of our, in PRESENT, actions are guided by our interpretation of the PAST as well as our anticipation of, and aspiration for, the FUTURE.

key words:

foresight / forecasting / backcasting e.g., everything is a remix: 'the elements of creativity' (video).

past

what is? and what are? why? and why not?

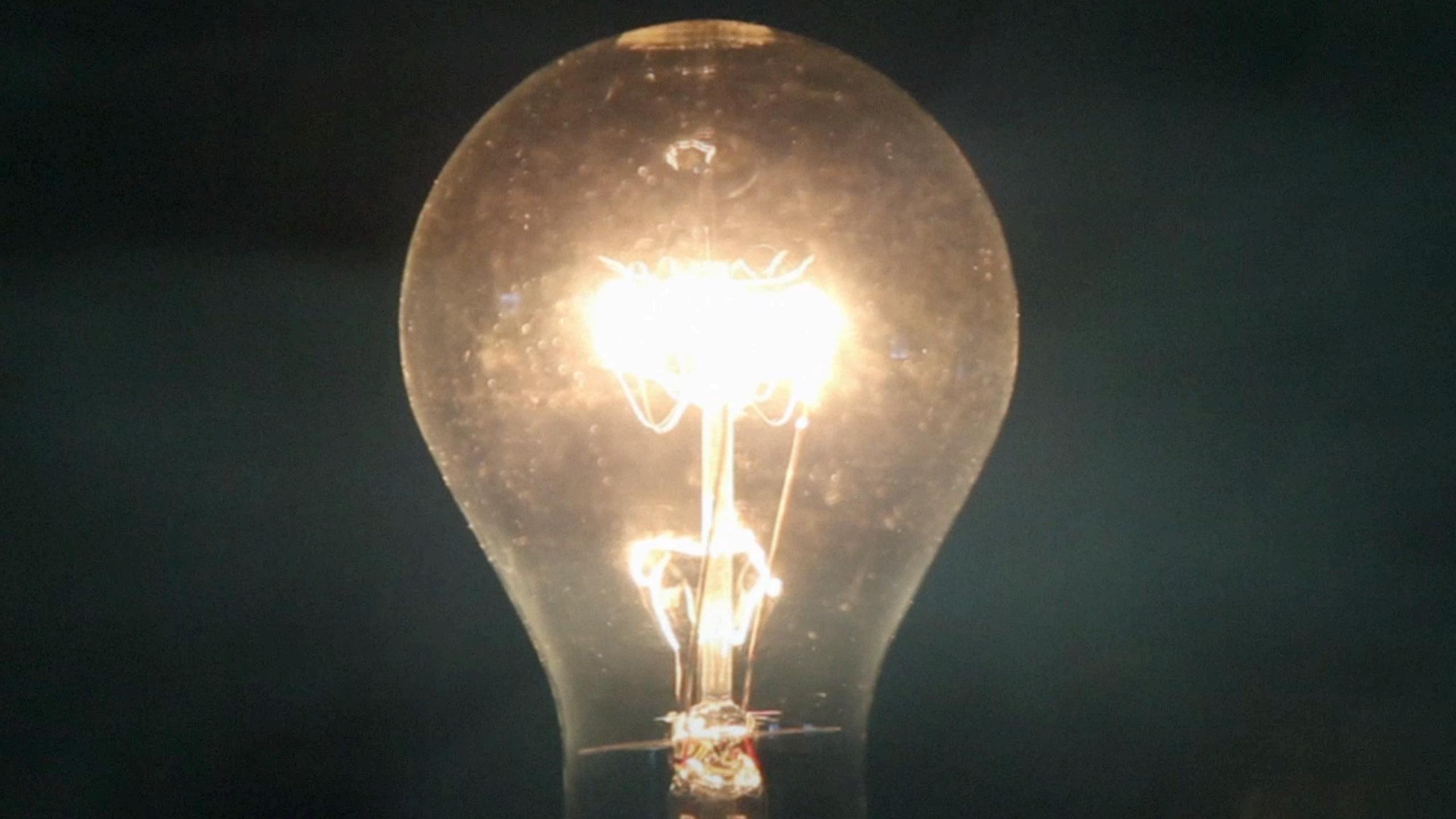
present

what if? what could (envisioning possibilities)? what should? (decision_right /or/ wrong)!

future

key words:

knowing / imagining / envisioning / envisaging / enacting /_ / possibility? / probability? / propensity?



INNOVATION

premise:

innovation is, in essence about, the successful implementation and adoption of creative and imaginative (new, novel, better) insights and ideas that have reciprocal value

key words:

invention, innovation, creative, imaginative, insight, idea, concept, value.