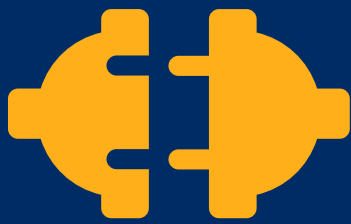


# HORIZON SCANNING

## T



### technologies

*keep on top of the latest developments in technology*

*attend technology events not just in your own industry but in those of your customers and suppliers*

*follow technology influencers and thought leaders*

## I



### innovations

*innovation does not (always) mean "invention"*

*innovation is (often) the use or application of existing (or even old) technologies and methods in a new or different way to how it was before*

*look for opportunities to leverage adjacent innovation*

## P



### patents

*track patent registrations within your industry and by competitors, suppliers and major customers for "inventions" and "innovative methods" as an early indication of future technologies and concepts that have yet to be developed*

## S



### startups

*follow activity of incubators, accelerators, VC and angel investors*

*get involved in the startup community through mentoring*

*establish your own corporate incubation initiative and attract external participation*

continually ask

# What? What? What?

"What?" are the latest TIPS?

"So what?" are the implications to society, industry and the individuals within?

"Now what?" should you be doing about it?

## NOW go and write the Story of YOUR Future