

What if question / Vision of the future

This tool helps structure and detail a narrative about your chosen scenario and frames it as a question about the future and some potential outcomes.

What if...

Describe the trend that could emerge

in a context where...

Describe the context in which this trend is emerging

?

It could be possible that...

Describe the new experiences and direct consequences of the emerging trend

and...

Describe the consequences / impact of what is happening for people or organisations