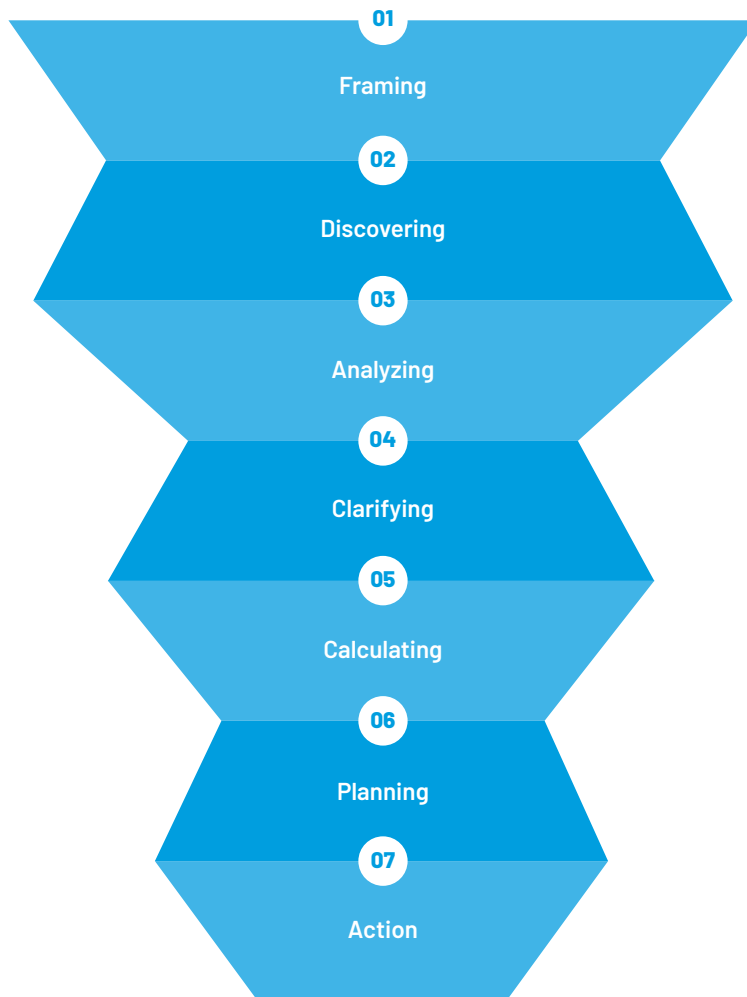


The Future Today Institute's Seven-Step Forecasting Funnel



Methodology

The Future Today Institute's strategic forecasting model uses quantitative and qualitative data to identify weak signals and map their trajectories into tech trends. Our seven steps alternate between broad and narrow scopes, which include: framing your work, identifying weak signals at the fringe, spotting patterns, developing trend candidates, calculating a trend's velocity, developing scenarios, and finally, backcasting preferred outcomes.

The steps of our methodology can be used independently to surface new trends or to generate scenarios, or they can be used to guide your strategic planning process. To identify trends, use steps 1 – 4. To imagine future worlds, use steps 1 and 5.

1. **Converge:** Determine your questions, time horizons and stakeholders.
2. **Diverge:** Listen for weak signals at the fringe. Make observations and harness information from the broadest possible array of sources and on a wide variety of topics.
3. **Converge:** Uncover hidden patterns in the previous step. Use FTI's CIPHER framework to identify trends. Look for contradictions, inflections, practices, hacks, extremes and rarities.
4. **Diverge:** Ask questions to learn how the trends you've identified intersect with your industry and all of its parts.
5. **Converge:** Calculate the velocity and trajectory of change that are both internal and external to your organization.
6. **Diverge:** Write scenarios to describe impacts and outcomes in the future.
7. **Converge:** Backcast preferred outcomes. Define your desired future and then work backwards to identify the strategic actions connecting that future to your present.