

Instruction

Voting matrix

The four scenarios are all highly probable. However, you might have your own preconceptions or expectations about the future, and you might find one of them more interesting when it comes to business opportunities. Make your voting and ask others to do the same - you might see divergents, that will give rise to debate.

Participants

A group of 3-50 people

Time

20 minutes

How

- 1. Download and print the Voting Matrix. A large print in A3 or A2 format is better.*
- 2. Listen to the four scenarios and preferably complete the reflection exercise and the explorative exercise before voting.*
- 3. Ask one question at a time and ask everyone to take a stand on the Voting Matrix by placing a sticker or a post-it in one of the four scenarios. You can indicate nuances by making up your mind about where you place your vote. It could be between two of the scenarios, in the far corner of one scenario or close to the middle of the four scenarios.*

Questions you might want to ask:

- Where would you expect the future to be by the year 2040 (realistically)?*
 - Where do you hope the future will be by the year 2040 (desirability)?*
 - Where do you see the most interesting business opportunity (commercially)?*
 - Feel free to make your own questions as well*
- 4. Look for patterns and discrepancy and ask everyone to explain their votes and discuss the findings.*