



ORION

Playbook

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ORION: Driving Strategic Innovation

ORION is a cutting-edge digital platform designed to empower organizations with strategic foresight and innovation. ORION offers unparalleled insights into global trends, driving forces, and signals of change, empowering the development of future-oriented strategies, helping organizations navigate uncertainty and drive innovation.

Comprehensive Strategic Foresight Toolset: ORION provides a next-generation strategic foresight and innovation platform, enabling organizations to stay ahead by understanding and acting on key trends and signals of change.

Megatrends Dashboard: Access a detailed overview of 20 megatrends interactive Radars with over 1,400 curated driving forces, offering a deep understanding of global transformations. Stay current with regularly updated megatrend snapshots and reports.

Scanning GenAI Assistant: Harness the power of GenAI to categorize and interpret data from the ORION Database, providing actionable insights and accelerating strategic planning. Tailor your exploration to specific themes, industries, or topics, ensuring relevance and precision.

Strategic Innovation GenAI Copilot

Utilize the "Scanning, Sensing & Acting" framework to design, sense, and act upon strategic foresight and innovation projects, fostering a culture of continuous learning and change. Build scenarios for the future and align insights with your organization's strategy, ensuring relevance and maximizing impact.

Extensive Databases: Access over 1,600 curated driving forces and 25,000 non-curated entries, offering both structured insights and raw data for comprehensive analysis.

Visual Scanning Radars: Create visually engaging graphs, charts, radars and dashboards that highlight key drivers, trends, and disruptions, making complex data easy to understand and act upon.

Collaboration and Engagement: Engage in crowdsourcing and open innovation, building a global expert community to harness collective intelligence on a single platform. Automated Environmental Scanning: Automate the scanning of signals and monitoring of emerging trends, reducing noise and focusing on actionable insights.

User-Friendly Interface:

The platform is designed for ease of use, with intuitive navigation and tools that simplify complex analyses, making it accessible to strategic planners, industry analysts, and business leaders alike.



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1. Welcome

Welcome to the ORION User Guide. This guide provides a comprehensive overview of the ORION digital platform, offering insights into its features and functionalities. Whether you are a strategic planner, industry analyst, or business leader, this guide will help you navigate the platform, utilize its features effectively, and leverage its insights for strategic foresight and innovation.

2. What is ORION?

ORION is a digital platform that offers a suite of Strategic Foresight and Intelligence databases and services. It merges structured and curated data with the power of Generative AI to identify, categorize, and make sense of numerous driving forces, insights, and signals of change, using these as accelerators for future-oriented strategies and transformation journeys.

The ORION platform comprises three main areas, which can be explored independently or in a complementary way:

- ORION Megatrends Dashboard
- ORION.AI Scanning Assistant
- ORION.AI Strategic Copilot

In each of these areas, our primary objective is to balance depth of analysis with clarity of communication, ensuring users receive valuable, comprehensible, and actionable insights.

3. ORION Megatrends Dashboard

The ORION Megatrends Dashboard offers a window into the global forces essential for understanding our future landscape.

These megatrends are characterized by their deep and extensive impact, typically emerging from the intersection of social, economic, political, technological, and environmental factors.

The 20 megatrends that structure this initial layer of ORION encapsulate more than 1,400 curated key trends, trends, and other signals of change, providing a detailed view of the driving forces shaping global transformations.

Key Features:

- Full access to all 20 Megatrends
- Full access +1400 curated driving forces (updated regularly)
- Full access to all Keytrends & Trends in the 20 Megatrends
- Full access to 20 interactive Megatrends Scanning Radars and respective driving forces
- 20 Megatrends Snapshots (updated regularly)
- 20 Megatrends for the Future (Detailed Annual Report)



In the ORION Megatrends Dashboard, **Scanning Radars** provide a visual representation of the driving forces shaping each of the 20 megatrends.

Key features of these radars include:

- **Dynamic Visualization:** Each radar visually maps the relationships between driving forces and their influence on the respective megatrend.
- **Layered Insights:** Users can explore multiple layers of information, from high-level trends to more detailed driving forces, offering both a broad and in-depth view.
- **Interactivity:** The radars are fully interactive, allowing users to explore, zoom in, and filter specific driving forces, enabling detailed analysis of key factors.
- **Real-Time Updates:** As trends evolve, radars are regularly updated to reflect the latest data and insights, ensuring that users always work with the most current information.

Main Benefits:

- **Holistic Understanding:** The Scanning Radars help users grasp the complexity of megatrends by visually organizing and connecting key driving forces.
- **Improved Decision-Making:** By offering both a macro and micro view, users can make more informed strategic decisions based on a clear understanding of the forces at play.
- **Enhanced Engagement:** The visual and interactive nature of the radars makes complex data more accessible, engaging, and easier to communicate to stakeholders.

These features position the Scanning Radars as an essential tool for navigating and understanding the key global forces shaping the future.

4. ORION.AI Scanning Assistant

The second area of the ORION platform is a scanning and intelligence assistant that users can interact with in natural language. It synthesizes data from the comprehensive ORION Database with the expansive knowledge of a Generative AI base model.

The merging of structured and curated data with Generative AI offers the capability to identify, categorize, and make sense of numerous driving forces, insights, and signals of change, using these as accelerators for future-oriented strategies and projects.

By default, the ORION.AI Scanning Assistant integrates insights from the ORION Database with knowledge from the Generative AI base model. To explore only the ORION Database, users need to specify this in their prompt.

Key Features:

Searching

Utilize the search function to explore and describe driving forces across various themes, topics, or industries.

Prompt Starters:

- "Present the 20 Megatrends from the ORION Database."
- "List Keytrends and Trends in the globalization megatrend from the ORION Database."
- "List driving forces relevant to a specific topic from the ORION Database."
- "Explain quantum computing's implications for cybersecurity using ORION Database data."
- "Discuss ethical considerations of facial recognition technology using ORION Database data."



Megatrends Zoom-In

Gain deeper insights into broad changes by zooming in on more detailed trends and signals within specific megatrends.

- Prompt: "Megatrends Zoom-In on [specific topic]."
- Output: List of 10 megatrends with titles, short descriptions, and three implications relevant to the strategic focus.

Weak Signals & Wildcards Analysis

Analyze weak signals and wildcards to explore potential future changes and their impacts.

- Weak Signals: Early indicators of change that are difficult to track and may not have immediate impacts.
- Wildcards: Low-probability but high-impact events that can significantly influence the future.

Scanning Deep Dives

Conduct thorough explorations of specific topics with extensive data analysis.

- Prompt: "Scanning Deep Dive on [specific topic]."
- Output: List of relevant driving forces, including 10 megatrends, 15 trends, 8 weak signals, and 2 wildcards.

Scanning Radars

Create visual scanning radars to highlight key drivers, trends, and disruptions for your projects.

- Prompt: "Create Scanning Radars."
- Output: Platform proposes five types of scanning radars, with the option to visualize all or select specific radars.

5. ORION.AI Strategic Copilot

The third area of the ORION platform is designed as a strategic foresight and innovation copilot powered by Generative AI based on our proprietary framework "Scanning, Sensing & Acting".

This framework is more than a method or tool — it's a mindset. It nurtures agility, fosters a culture of continuous learning and strategic conversations, and allows organizations and individuals to thrive in a fast-changing and uncertain future.

Stage 1. Designing

This stage is about crafting a launchpad for your strategic foresight and innovation projects. It includes steps such as:

- Your Organization or your "Client"
- The Strategic Focus
- The Time Horizon

Defining these questions early in the process steers its orientation (e.g., a more exploratory or decision-centric project) and helps understand the context, adjusting the lens of environmental scanning accordingly.

Stage 2. Scanning:

This stage is about scanning the horizon and making deep dives into the future.

We propose a holistic approach that allows users to move beyond traditional transactional boundaries, adopting an outside-in perspective that focuses first on the broader "contextual" environment, then drills down to specifics, discerning potential impacts on the organization's strategic objectives.

Scanning and intelligence involve the identification and categorization of drivers and insights, systematized into categories like megatrends, trends, weak signals, and wildcards.



This stage culminates in assembling dynamic dashboards and radars based on thematic areas, types of driving forces, their impact, and other relevant parameters.

Stage 3. Sensing:

This stage is about sense-making, interpreting, and imagining possible and contrasting futures. It starts with exploiting and interpreting the different types of drivers and signals scanned in the previous stage.

- **Uncertainties and Scenarios:** From the multitude of driving forces, we focus on uncertainties. From the critical uncertainties and possible evolutions, we build scenario structures.
- **Building and Describing Scenarios:** This step involves using all driving forces — megatrends, trends, weak signals, and wildcards — as raw materials to craft and flesh out scenarios as stories and narratives.

Stage 4. Acting:

This final stage is about translating anticipation into action. Depending on the objectives of your project, the copilot guides users through different possible actions and steps.

- **Strategic Foresight Integration:** Explore actionable insights from scenarios and craft strategic actions and projects. Foresight and scenarios are pivotal in shaping decision-makers' mindsets.
- **Innovation Catalyst:** Use the insights and driving forces explored in the scanning and sensing stages as springboards for innovation projects and processes.
- **Organizational Learning:** Beyond strategic tools, scenarios can foster a culture of learning and spark “strategic conversations,” fostering a shift in organizational culture towards continuous foresight.

6. ORION Databases

The ORION Database exemplifies our dedication to diversity, quality, and sense-making, comprising over 1,600 sources that serve as a wellspring of insights, trends, and signals of change.

Structured and Curated Database

Includes more than 1,400 entries representing various driving forces, regularly updated.

Key Features:

- **Diverse driving forces:** Includes megatrends, key trends, trends, weak signals, and wildcards.
- **Organized by Megatrends:** Organized around 20 megatrends, offering a snapshot of the global landscape and a guide to understanding the future.
- **Holistic approach:** Provides a comprehensive overview, considering the broader context of trends.
- **Extensive coverage:** Encompasses over 1,600 unique curated driving forces.
- **PESTE categories:** Offers a multifaceted view of global trends through Political, Economic, Social, Technological, and Environmental lenses.

Non-Curated Database (Discovery Hub)

Over 25,000 entries including articles and publications from more than 1,500 digital sources, continuously updated.

Key Features:

- **Dynamic and expanding:** Rapidly growing with automatic updates.
- **Non-curated content:** Raw and unfiltered information from diverse digital sources.
- **Two-step retrieval process:** Automatic collection followed by manual filtering.
- **Blind spot detection:** Algorithmic clustering and network graph analyses detect blind spots and biases.
- **Emergence of new topics:** Facilitates the identification of novel insights and perspectives.



7. Getting Started

Accessing the Platform:

- Visit the ORION website: www.ifforesight.com.
- Enter your login credentials.
- Familiarize yourself with the main areas, which include the Megatrends Dashboard, the ORION Megatrends Dashboard, ORION.AI Scanning Assistant, and ORION.AI Strategic Copilot.

8. Customer Support

For customer support and technical assistance, contact us at info@ifforesight.com.

