



# Strategic Innovation Operating System

# 1. Unlocking the Future

In an ever-evolving business landscape, organizations need more than just agility—they need a system that helps them foresee and prepare for the changes of tomorrow. The **Strategic Innovation Operating System (OS)** is a comprehensive framework that empowers organizations to institutionalize a future-oriented culture and embed innovation systematically into their operations. It combines foresight, strategy, and innovation into daily processes, ensuring that efforts align with long-term goals while remaining flexible enough to seize emerging opportunities.

This Strategic Innovation OS builds upon the foundation of foresight and innovation by integrating elements such as ecosystem governance, people and culture, strategic alignment, and a structured innovation funnel. It provides a dynamic approach that promotes continuous learning, foresight, and a proactive mindset for dealing with uncertainty—creating a resilient and future-ready organization.

## 2. Core Elements of the Strategic Innovation OS



## 2. Core Elements of the Strategic Foresight & Innovation OS

### Ideas and Insights

A culture of continuous ideation is key to keeping an organization innovative and agile. Through a variety of activities such as brainstorming sessions, hackathons, idea contests, trend scouting, and horizon scanning, teams are encouraged to think outside of their core business and explore new possibilities. However, these initiatives must be tightly linked with the organization's strategic goals to avoid the trap of "Innovation Theatre," where ideas are disconnected from business realities and decision-making processes.

A unique addition to this framework is the "Onboarding into the Future" process. This structured program helps people a Futures and Innovation Literacy — equipping them with the skills and mindset needed to actively participate in foresight and innovation activities. This onboarding is facilitated through capacity-building workshops, immersive experiences, and a comprehensive understanding of strategic foresight principles. The aim is to build an internal community of future-minded individuals who continuously generate and refine insights that can spark real innovation.

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### Ecosystems & Governance

Innovation does not thrive in isolation. Successful organizations build robust ecosystems that involve both internal and external stakeholders. Internally, innovators, change agents, teams, and task forces collaborate across departments, ensuring that knowledge and ideas flow seamlessly. Externally, partnerships with startups, universities, research centres, think tanks, and customers provide access to diverse perspectives and insights that fuel innovation.

Within this ecosystem, the "Community of Future-Minded People" plays a pivotal role. This internal network, made up of employees with different backgrounds and skills, is dedicated to exploring the future from various dimensions. These community members act as ideators, scouts, change agents, and project managers, ensuring that the organization is constantly exploring, co-creating, and implementing new ideas. This community is instrumental in aligning the organization's internal and external ecosystems with its strategic foresight and innovation efforts.

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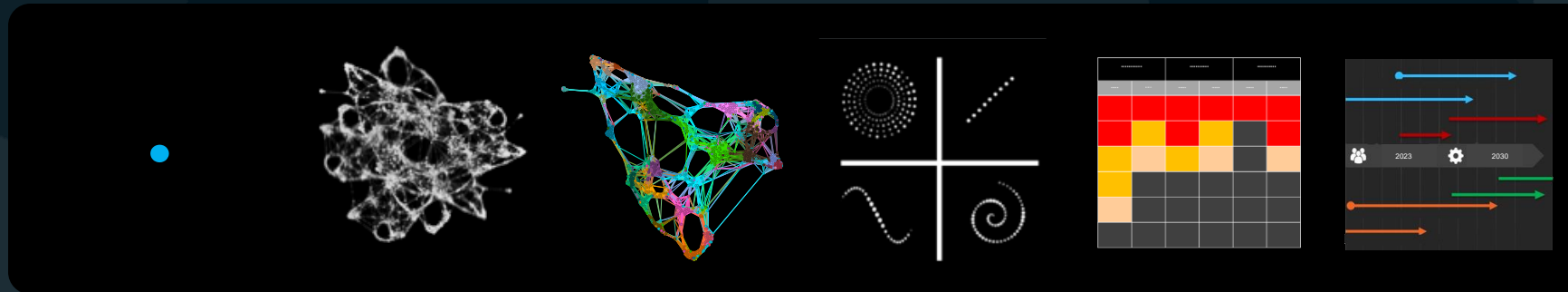
### People & Culture

At the heart of any successful innovation framework lies its people and culture. To foster genuine innovation, an organization must create an environment where individuals feel encouraged to take risks and learn from failures. This "fail fast" culture is essential for fostering rapid experimentation and iterative improvements. Additionally, fostering Inspiration, Communication, and Engagement is critical for nurturing creativity and ensuring that innovation becomes a shared value across the organization.

This is where the "**Scanning, Sensing, and Acting Framework**" comes into play. More than just a method or tool, this framework promotes a mindset of continuous learning and adaptability. It encourages teams to actively scan the environment, sense emerging signals, and act swiftly to address opportunities or challenges. By embedding this framework into the organization's culture, leaders and teams are empowered not just to survive but to thrive in an uncertain and fast-changing future.

# Scanning, Sensing & Acting

A framework that promotes a mindset of continuous learning and adaptability. The visual below illustrates the entire process, from identifying trends and early warnings through Horizon Scanning to using Scenario Planning to create strategic innovation roadmaps.



## DESIGNING AND SETTING THE STAGE

- Profile the Company & Area, Decision Makers and Key Stakeholders
- Define the Rationales & Objectives
- Select the Project Team and Experts
- Select the Strategic Focus and the Time Horizon
- Collect and consolidate internal views on key driving forces, opportunities and challenges that lie ahead.
- Set-up the work environment

## GLOBAL & COMPETITIVE SCANNING

- Identification and analysis of driving forces using databases, industry reports, patents, competitors, clients, market data & reports
- Initial interviews as critical inputs.
- ...

## SCANNING TO THE CORE

- Select and categorize Trends, Wild Cards, Weak Signals, and Uncertainties.
- Co-create a Scanning Dashboard to map all the data and insights.
- Describe the building-blocks of the current strategy.
- ...

## SCENARIOS FOR THE FUTURE

- Explore key driving forces and select Critical Uncertainties
- Build the Scenarios "Structures"
- Flesh-out and describe the Scenarios
- Identify and evaluate strategy alternatives.
- ...

## EXPERIMENTING PROJECTS & STRATEGIES

- Identify key stress factors and opportunities the company will face in the Future
- Explore and Probe Options and Strategic Responses.
- Prepare for future ecosystems and value network shifts
- Create and Probe Projects in different Strategic Horizons
- ...

## STRATEGIC ROADMAP

- Setup the implementation of the selected strategy
- Envision what key projects should look like in the future
- Create Strategic & Innovation Roadmaps, Radars and Dashboards...

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### Positioning & Potential

Positioning an organization for long-term success requires careful exploration of **Innovation Horizons and Portfolios**. This part of the Strategic Foresight & Innovation OS focuses on identifying and developing the potential of emerging ideas and aligning them with strategic objectives. By managing a diversified innovation portfolio, organizations can balance short-term projects with long-term growth opportunities.

A key component of this process is the **Scanning & Innovation Platform**, which acts as a centralized hub for generating and sharing insights, trends, and ideas across the organization. Built upon the foundation of the **ORION platform**, this tool allows teams from various business units to collaborate on innovation projects. Whether at the board level or within specific teams, this platform helps to co-create and scale innovative solutions across the organization. The platform enhances transparency and cross-functional collaboration, ensuring that everyone has a voice in shaping the organization's future.



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### Innovation Funnel

The Innovation Funnel is the engine that drives ideas from conception to execution. This funnel starts with the incubation phase, where ideas are evaluated for problem-solution fit, product-market fit, and business model viability. Successful ideas move on to the acceleration phase, where they are developed into Minimum Viable Products (MVPs), tested in pilot programs, and eventually scaled for full implementation.

At this stage, the integration of a "Projects as APIs" concept ensures that innovation projects across different areas of the organization (BUs, HR, IT, Marketing, Operations) are interconnected. These projects, seen as APIs, allow for knowledge sharing and coherent development across the organization. By linking these initiatives to the Strategic Foresight & Innovation OS, organizations can maintain an overall view of ongoing projects and ensure that they support broader strategic goals.

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### Strategic Alignment

The final and critical component of the OS is Strategic Alignment. Innovation efforts must be directly tied to the organization's overarching strategy to ensure lasting impact. Through carefully designed **Strategic Roadmaps** and **Action Plans**, the organization can align its foresight insights with operational goals. These roadmaps provide a clear pathway for turning foresight-driven ideas into actionable projects, allowing the organization to execute its vision with precision.

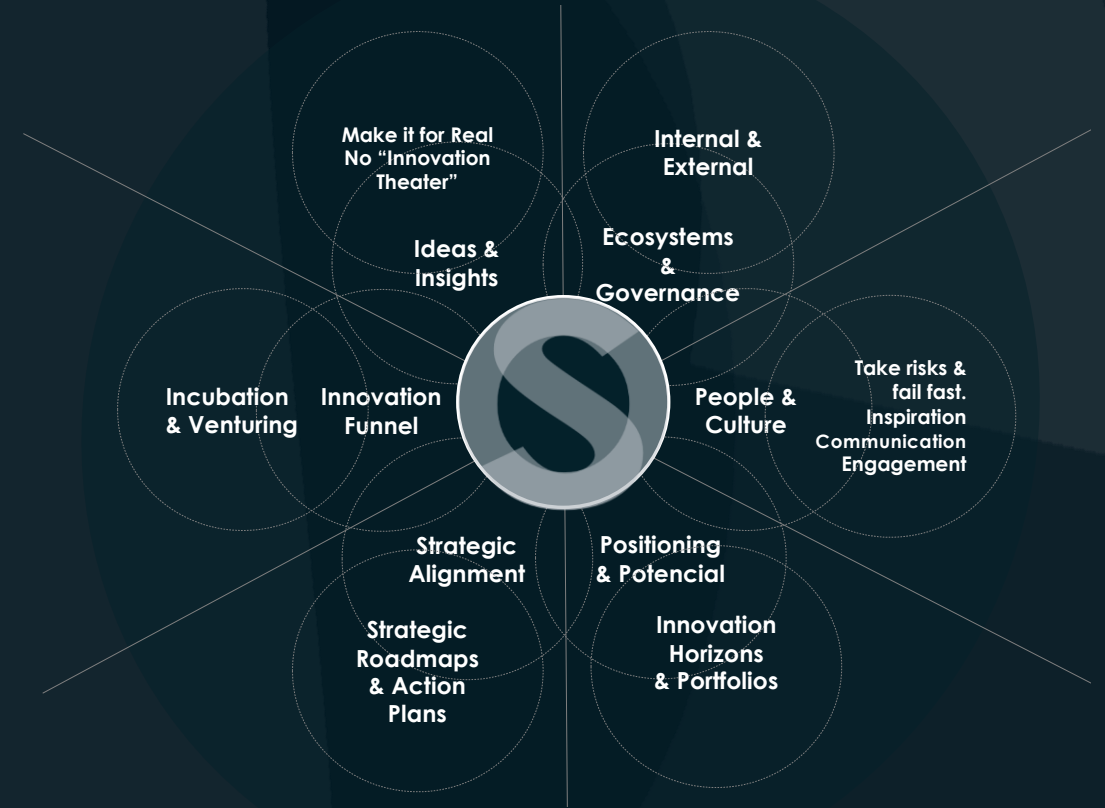
By integrating real-time insights from the Scanning & Innovation Platform, the organization can adapt these roadmaps in response to emerging trends and signals. This dynamic approach ensures that the organization remains agile and future-ready, even as external circumstances shift.

# 3. Why Choose IF Insight & Foresight's OS?

The Strategic Foresight & Innovation OS is not just a set of tools—it's a holistic framework that empowers organizations to embrace the future, foster a culture of strategic innovation, and thrive in uncertainty.

By integrating foresight with action, and by fostering collaboration across internal and external ecosystems, the OS enables organizations to build resilience, stay competitive, and achieve lasting impact.

Welcome to the forefront of strategic foresight and innovation. Let's co-create the future together



## About us

IF Insight & Foresight is a Futures think tank and consulting studio that blends foresight, strategy, and innovation to create lasting value and meaningful experiences for people and organizations.

We design and implement processes and experiences that enable organizations to better understand the past, improve their decision-making in the present, and embrace their preferred future.



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