

# PICTURE OF THE FUTURE

Year

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## Guiding principles

What guiding principles will shape the future of our organisation?



## Customers & users

What will the world of our customers and users look like?



Customer & user

Requirements

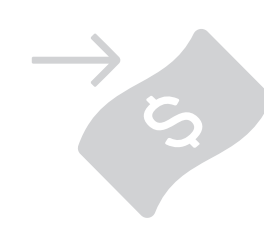
## Interfaces

Which interfaces to our customers and users will be essential in the future?



## Profit formula

What will be the driving mechanism to earn money?



## Performance measurement

How do we want to measure short-term progress?



## Trends & inspiration

What new trends, changes or inspiring examples will influence our success?



## Offerings

What core infrastructure and offerings will we provide in the future?



## Value creation

What roles will exist in our organisation in the future?



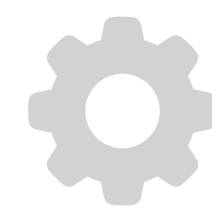
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What skills will be critical for our success?



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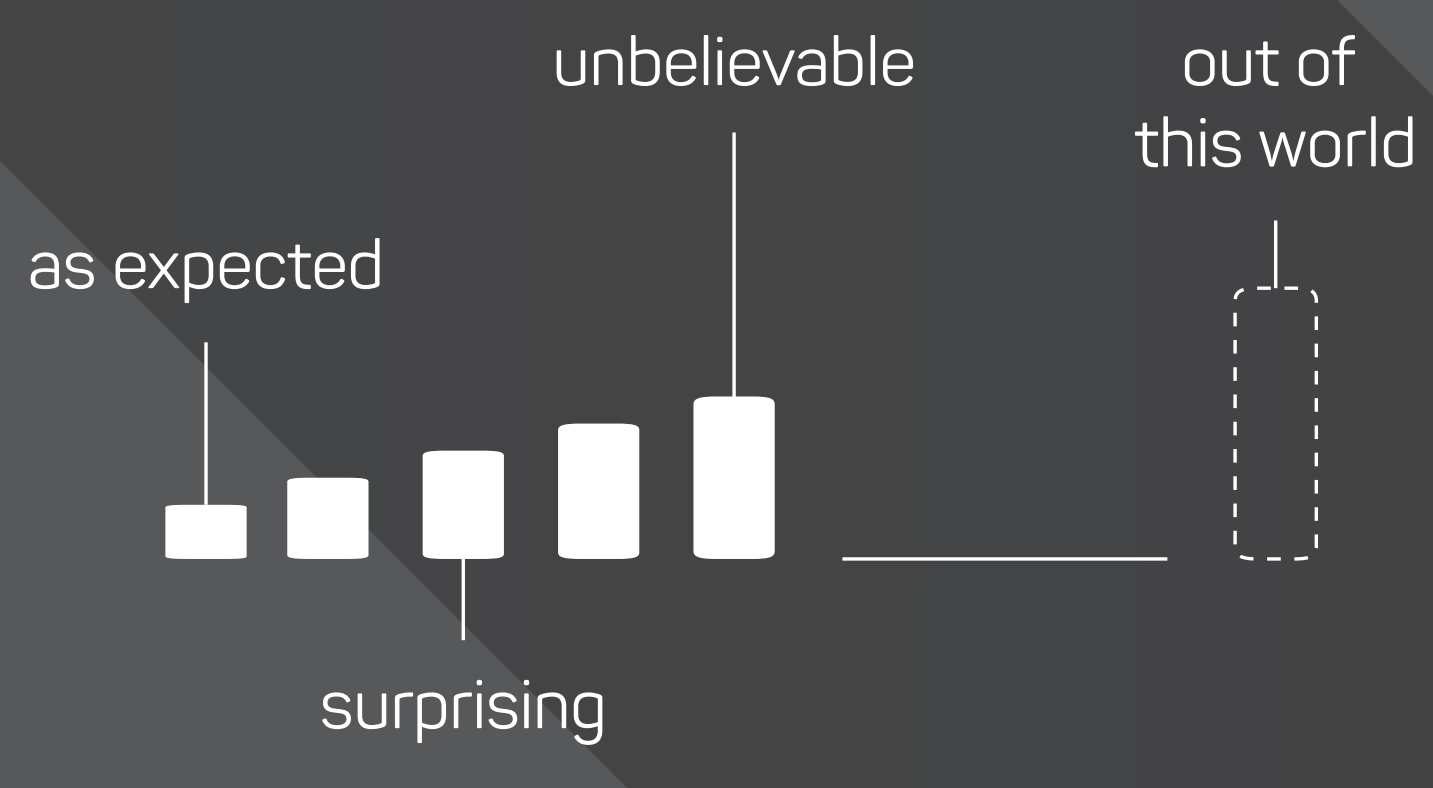
What processes do we want to master in the future?



How do we want to measure long-term success?



Bonus: Which activities or "golden rules" will no longer make sense for our future?



Iteration

1

2

3

Date

## Partners

What partners will we particularly need in the future to create value?



Delivery

R&D

Success?