

The SURF logo is a black speech bubble with the word SURF in white capital letters. The background of the entire slide is a night sky with the Milky Way galaxy visible, and a dark, rocky silhouette in the foreground.

**SURF**

# Hoe breng je de toekomst in kaart?

Gül Akcaova

# | Wie ben ik?



**Gül Akcaova MSc**

**Lead Futurist**

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4+ jaar bij SURF

Bedrijfskunde & managementwetenschappen

Levenlang ontwikkelen



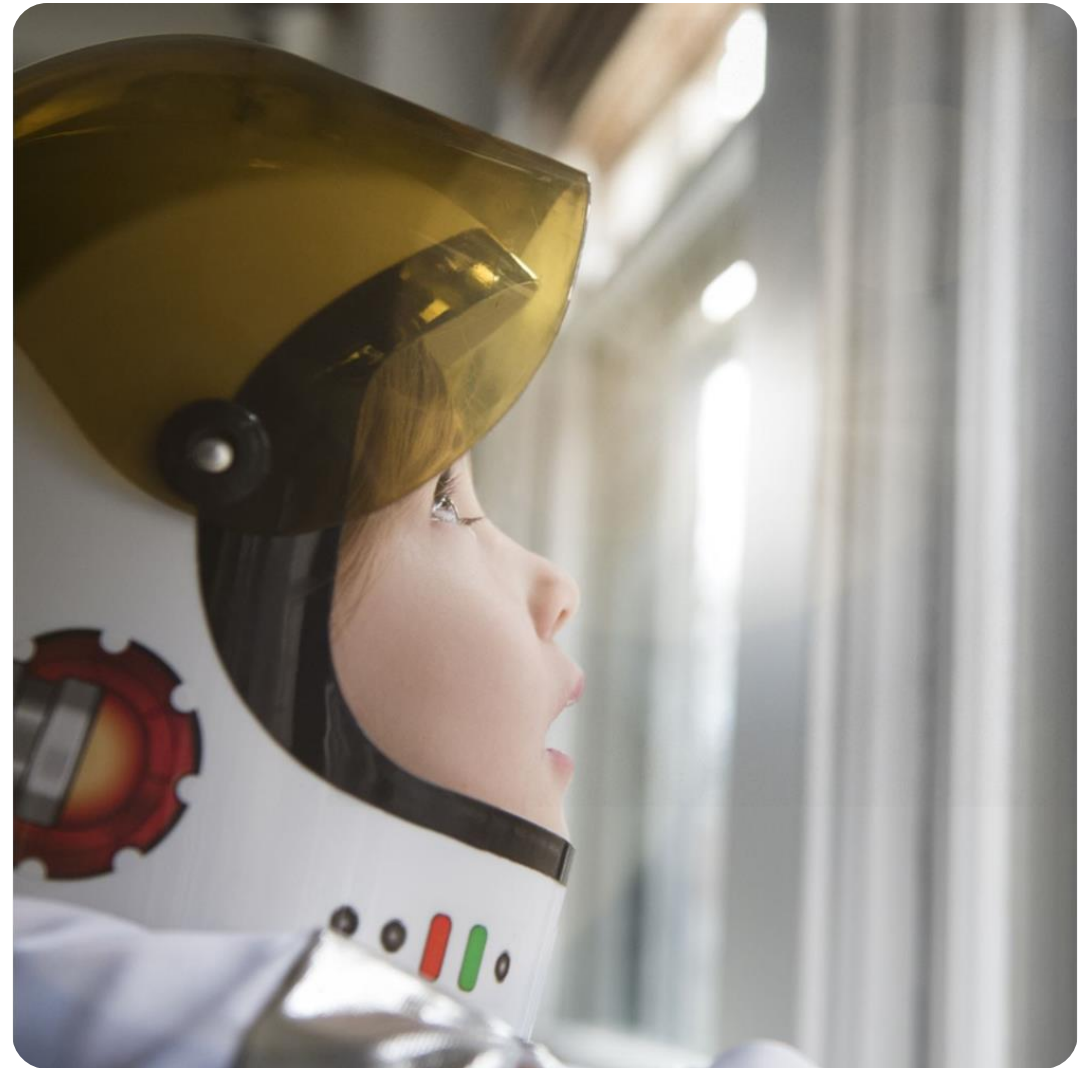


SURF

# | Futuring is...

Het uitoefenen van  
toekomstdenken door actieve  
voorstellingen over toekomsten

'where to play, how to win'







**“ Digitale disrupties vereisen  
bewustwording over mogelijke  
toekomst ”**

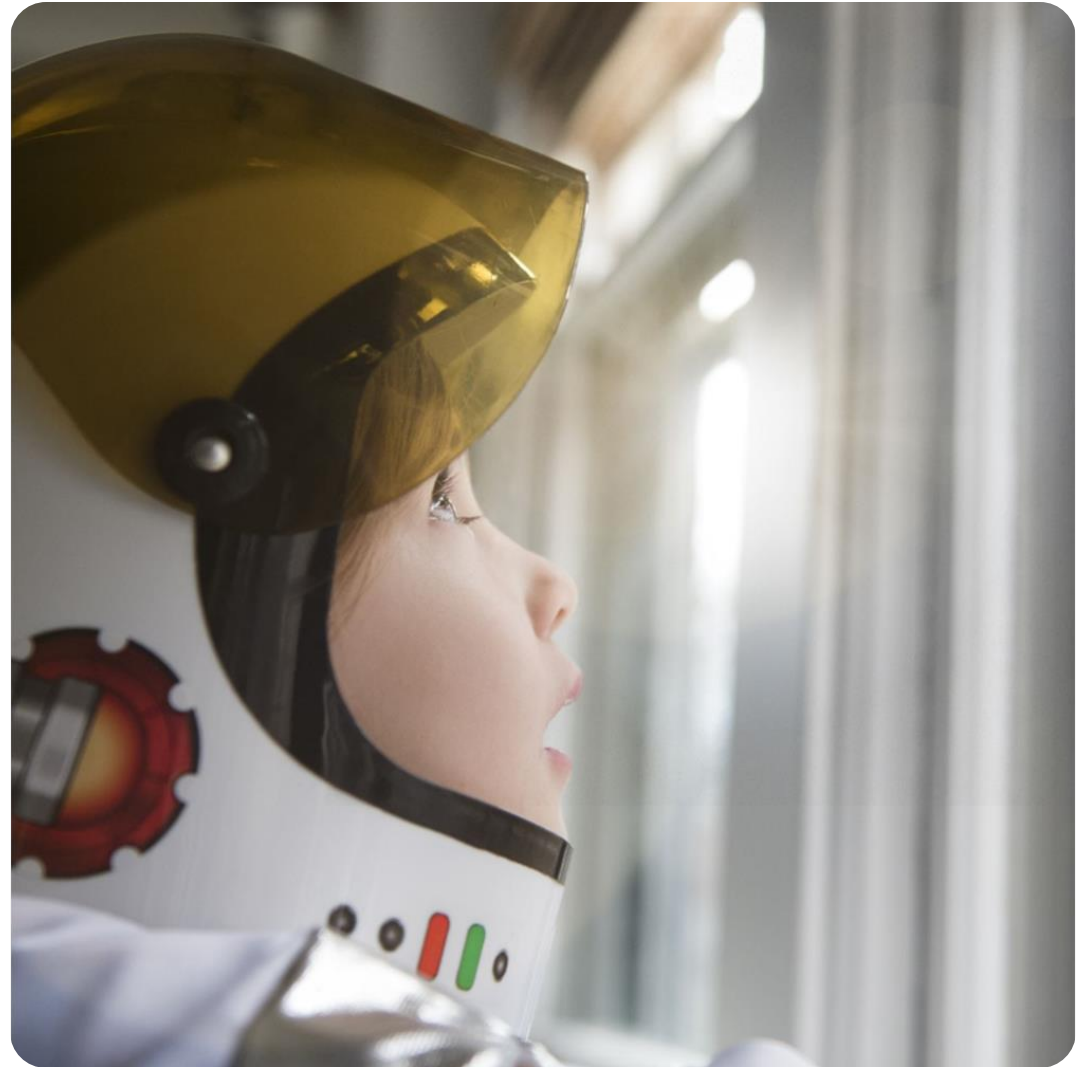
# | Toekomstdenken

Complexiteit van de toekomst navigeren

- 👉 Omgaan met onzekerheid
- 👉 Anticiperen
- 👉 Beter duiden van ontwikkelingen
- 👉 Voorbereiding

! Relevant te blijven

**SURF**

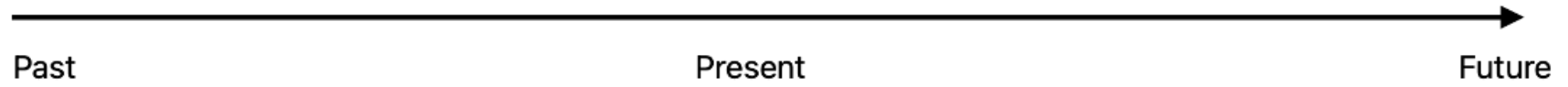


“The best way to *predict* the future is  
to *create* it”

- ABRAHAM LINCOLN

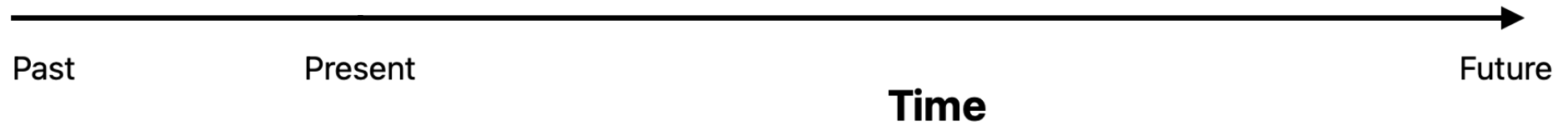
# | Tijd

**Time**

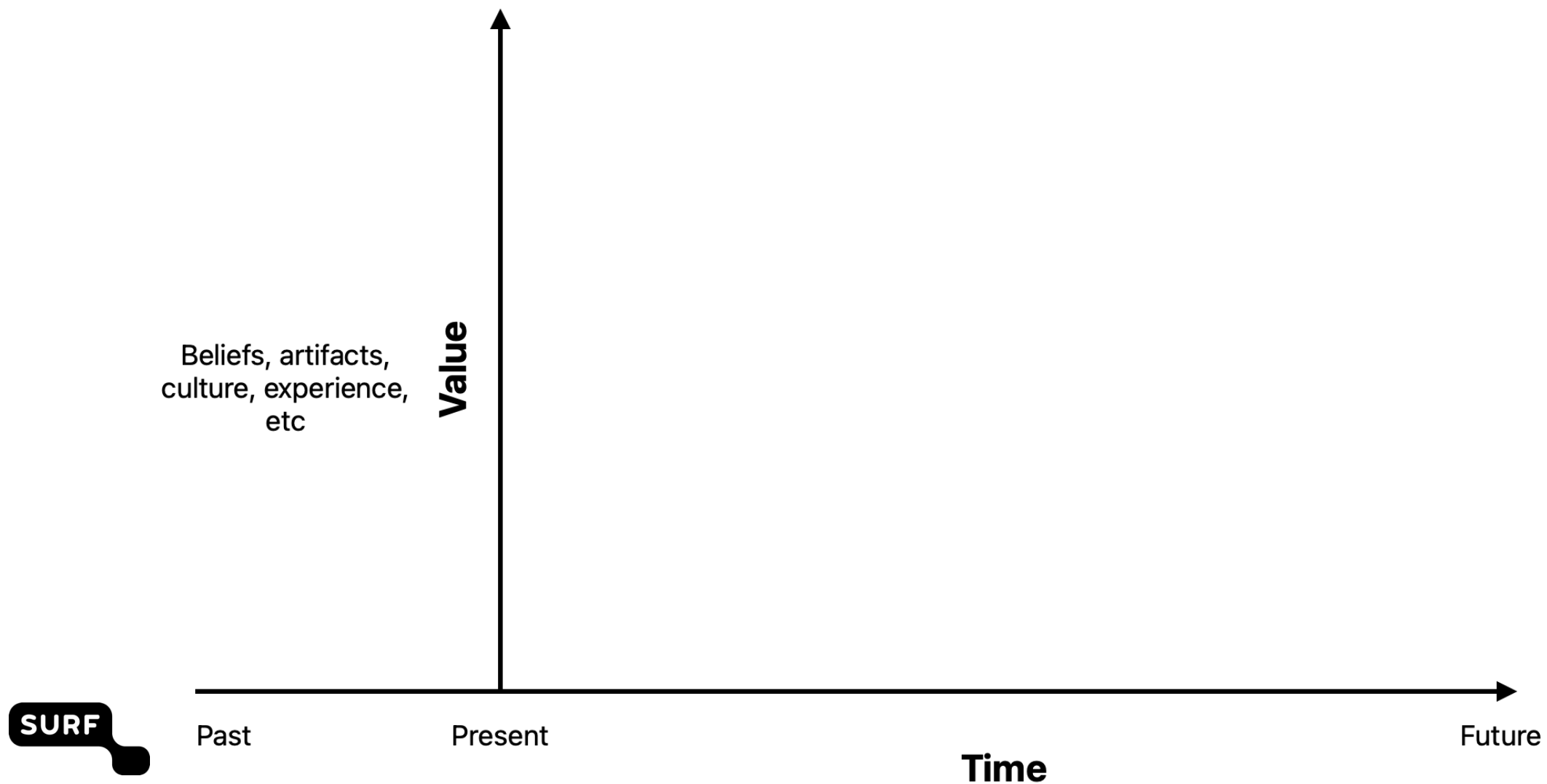




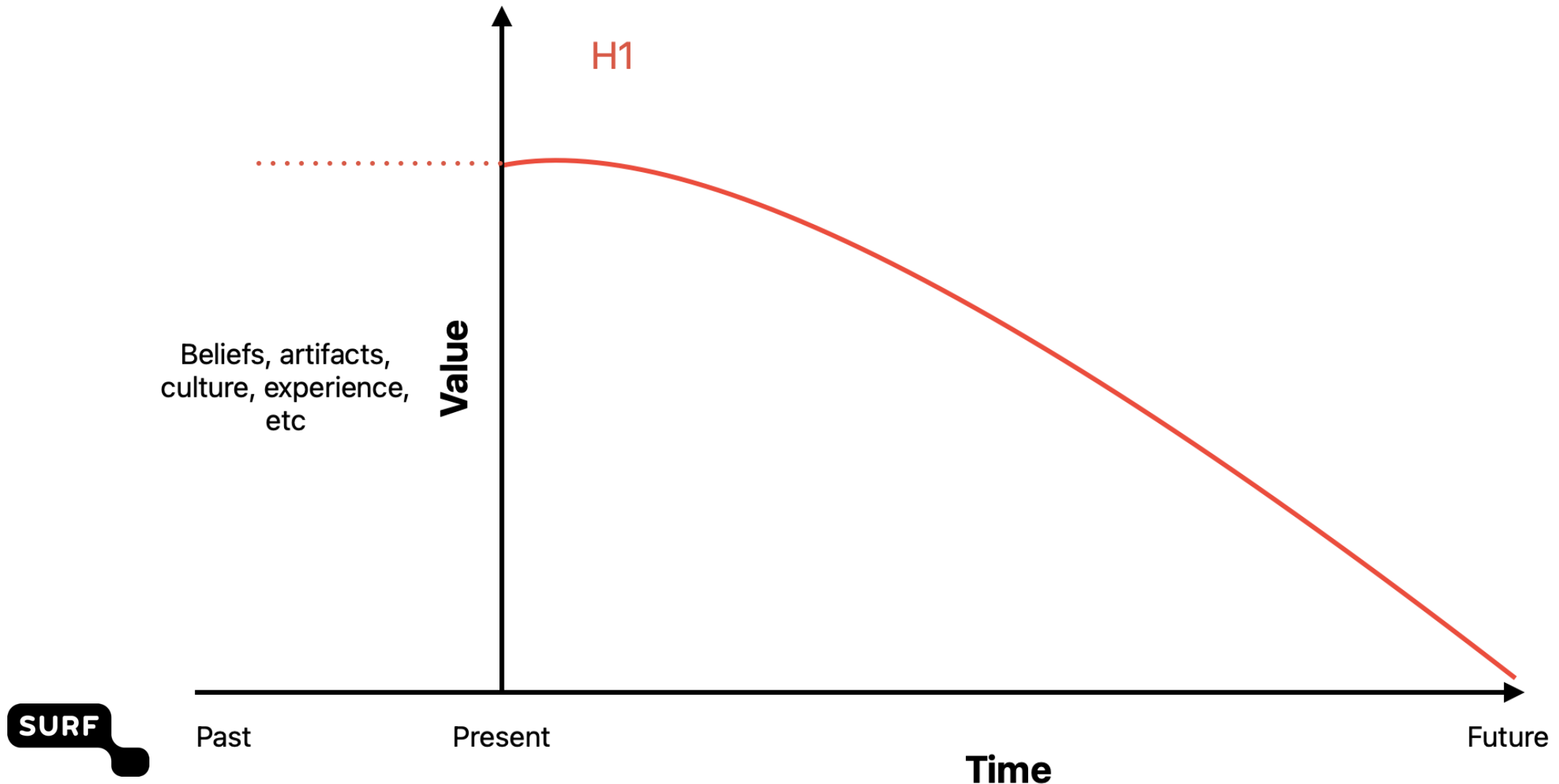
# | Tijd



# | Drie horizonnen

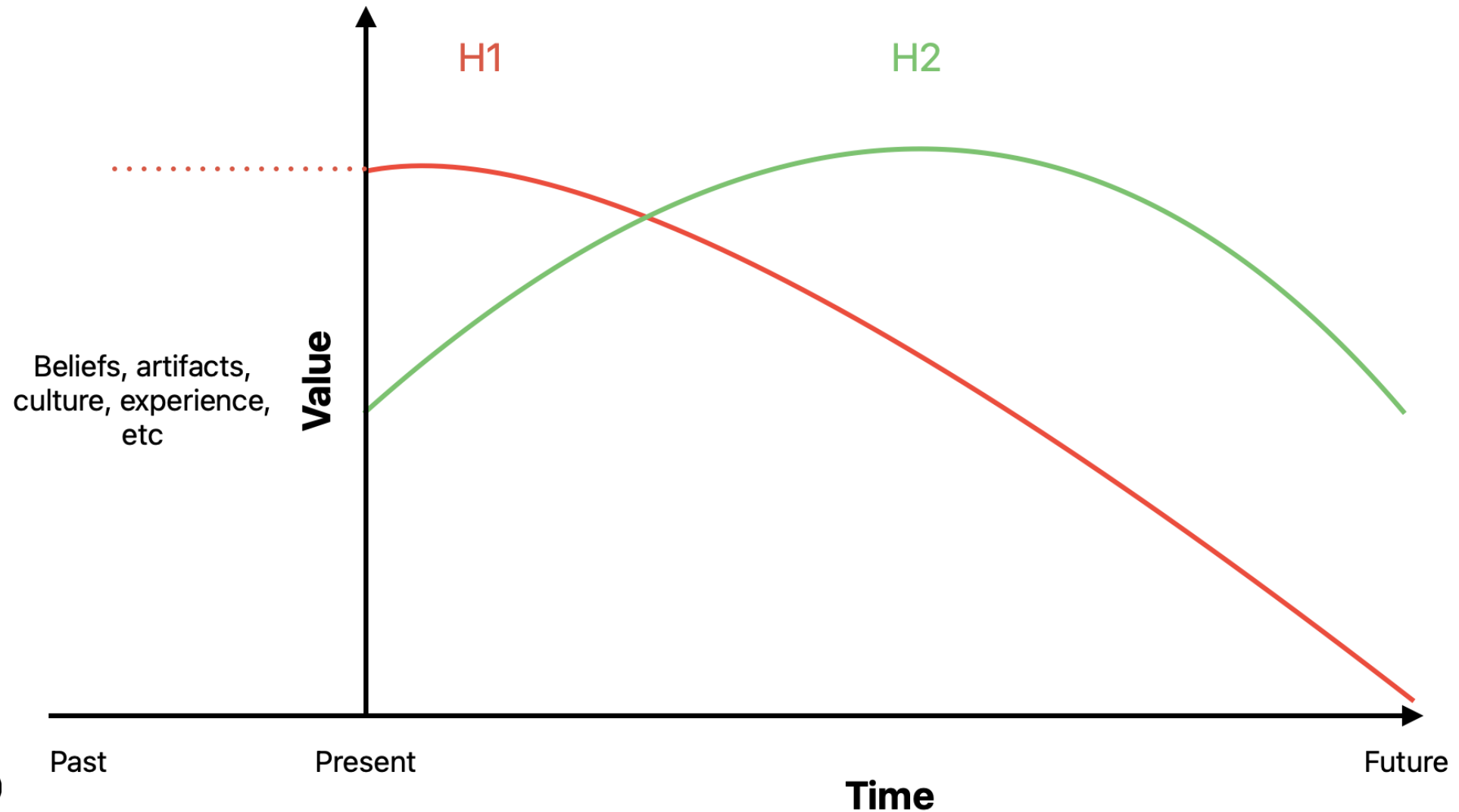


## | Horizon 1 / 1 – 3 jaar / business as usual

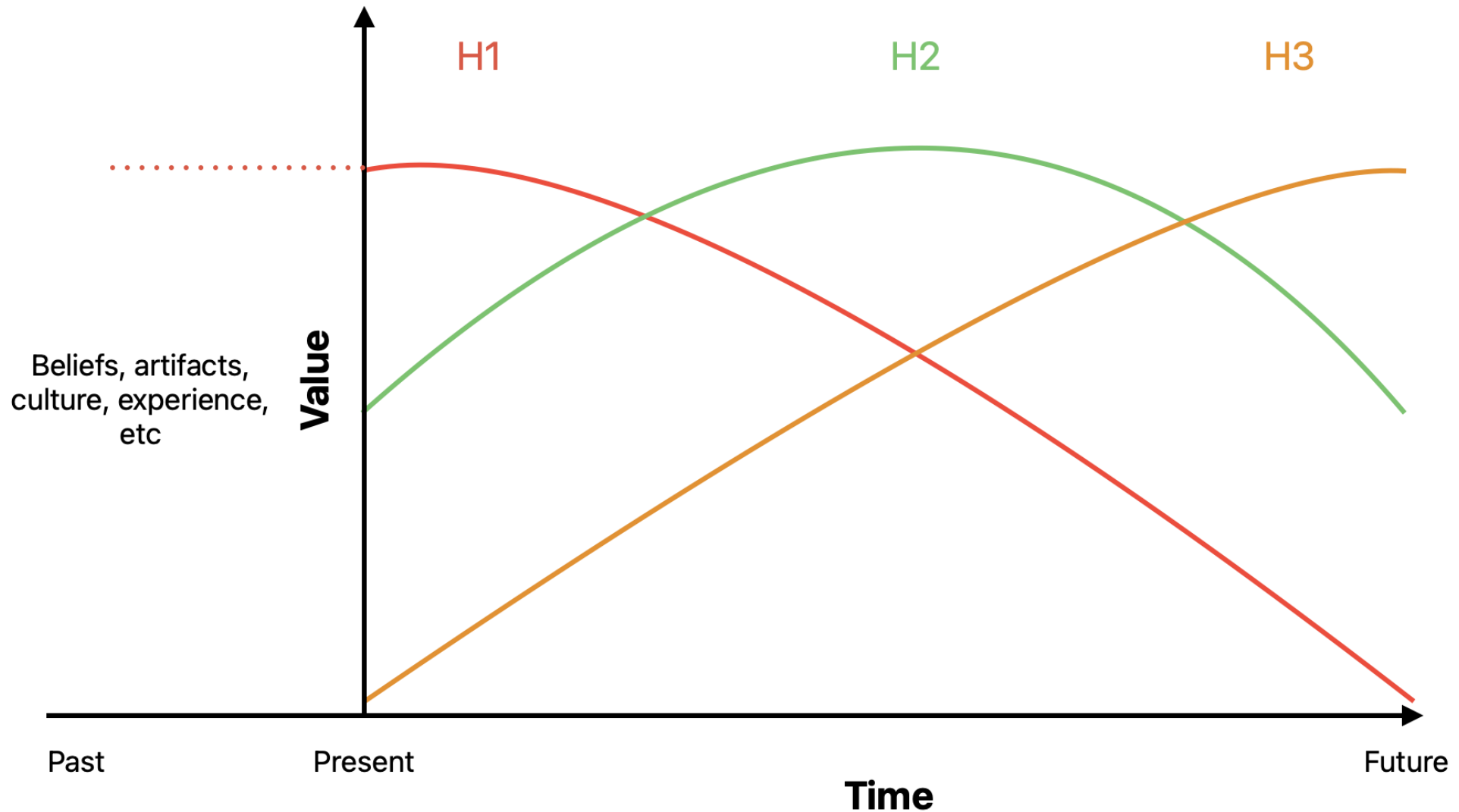




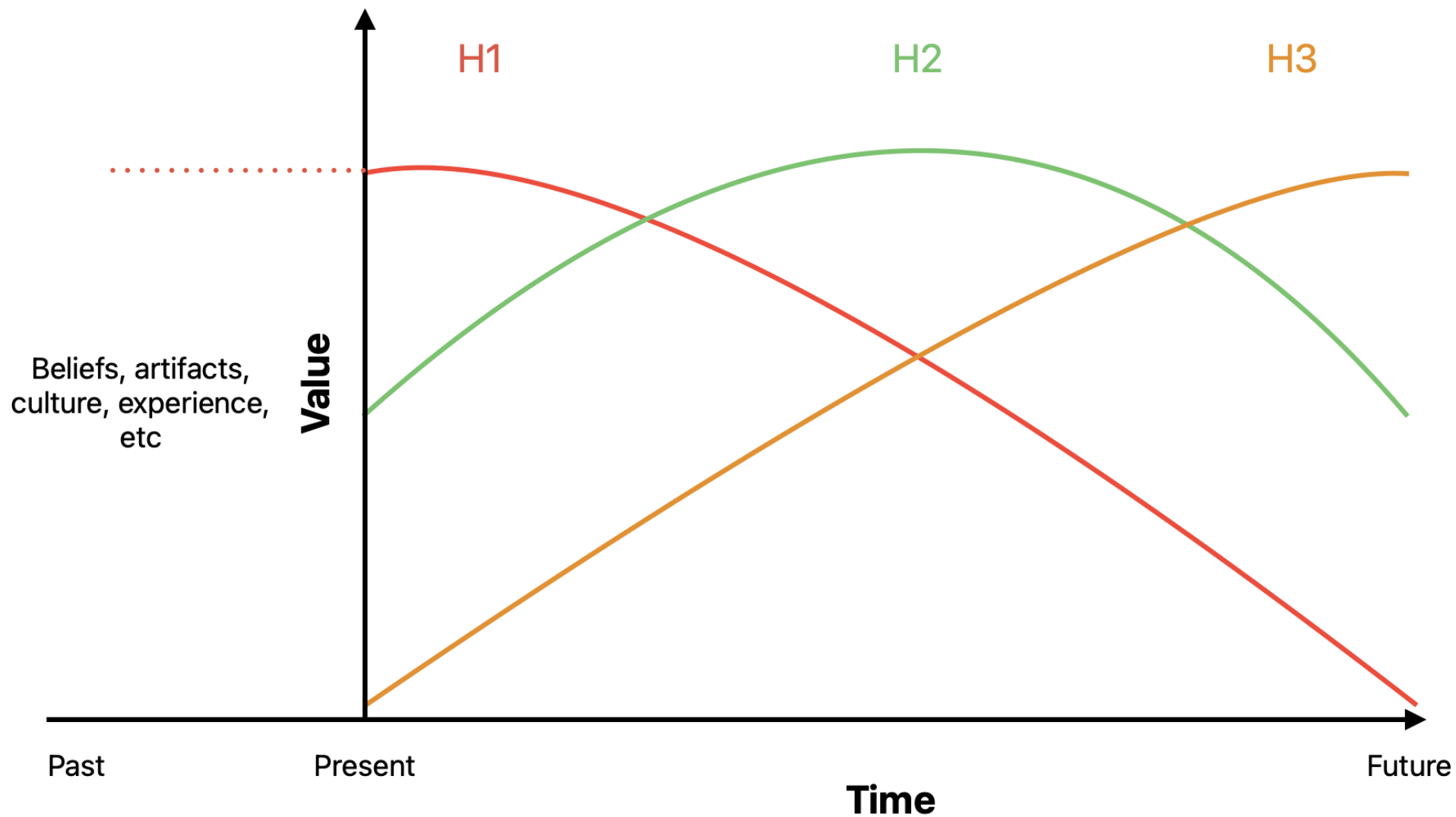
## | Horizon 2 / 3 – 5 jaar / nieuwe diensten



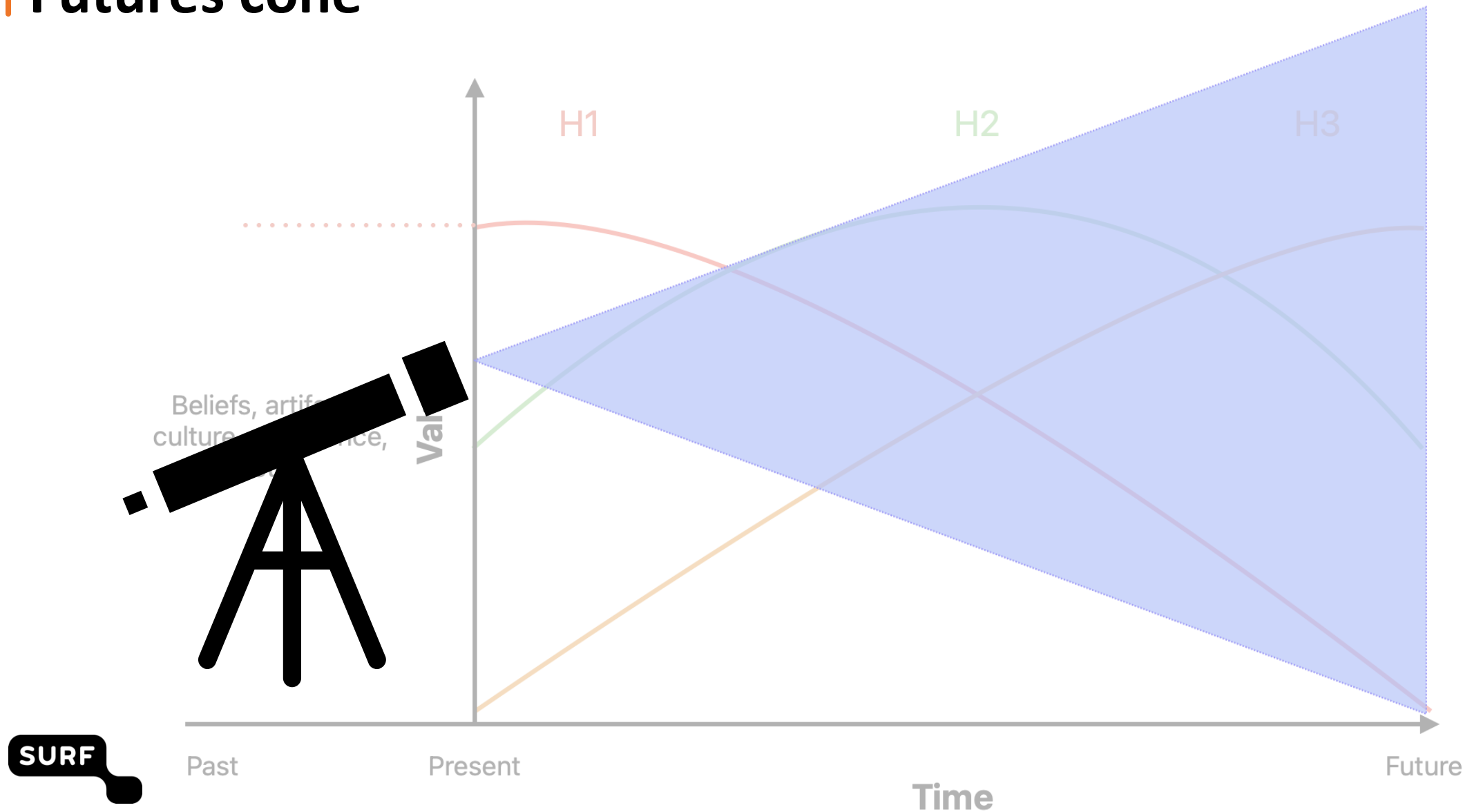
## | Horizon 3 / 5+ jaar / zaadjes planten



# | Balans!



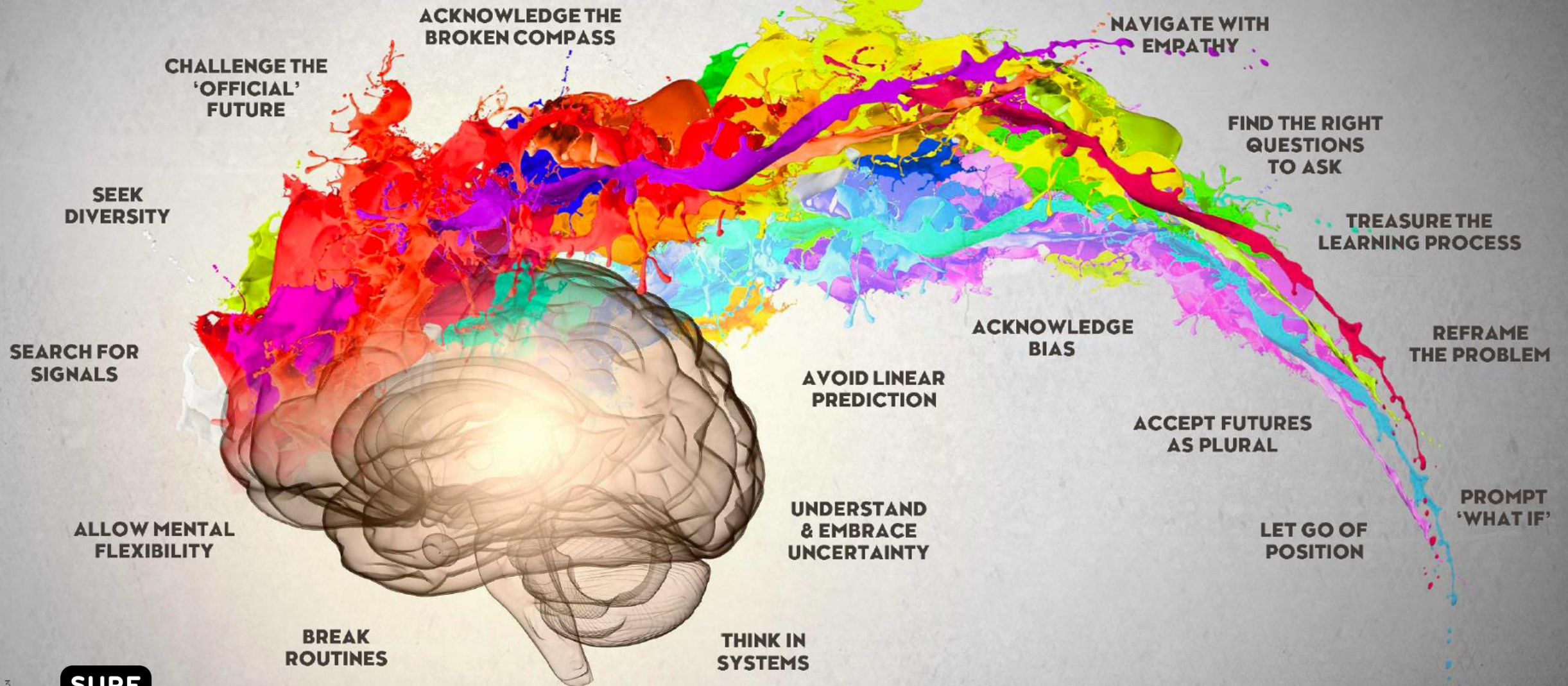
# | Futures cone





# CHECKLIST: How to enable better futures thinking

DEVELOPING A FUTURES-READY MINDSET TO BECOME A GOOD FUTURIST





Welke toekomst  
zou jij willen  
verkennen

