

# Terra Incognita

A map of current and future uncertainties

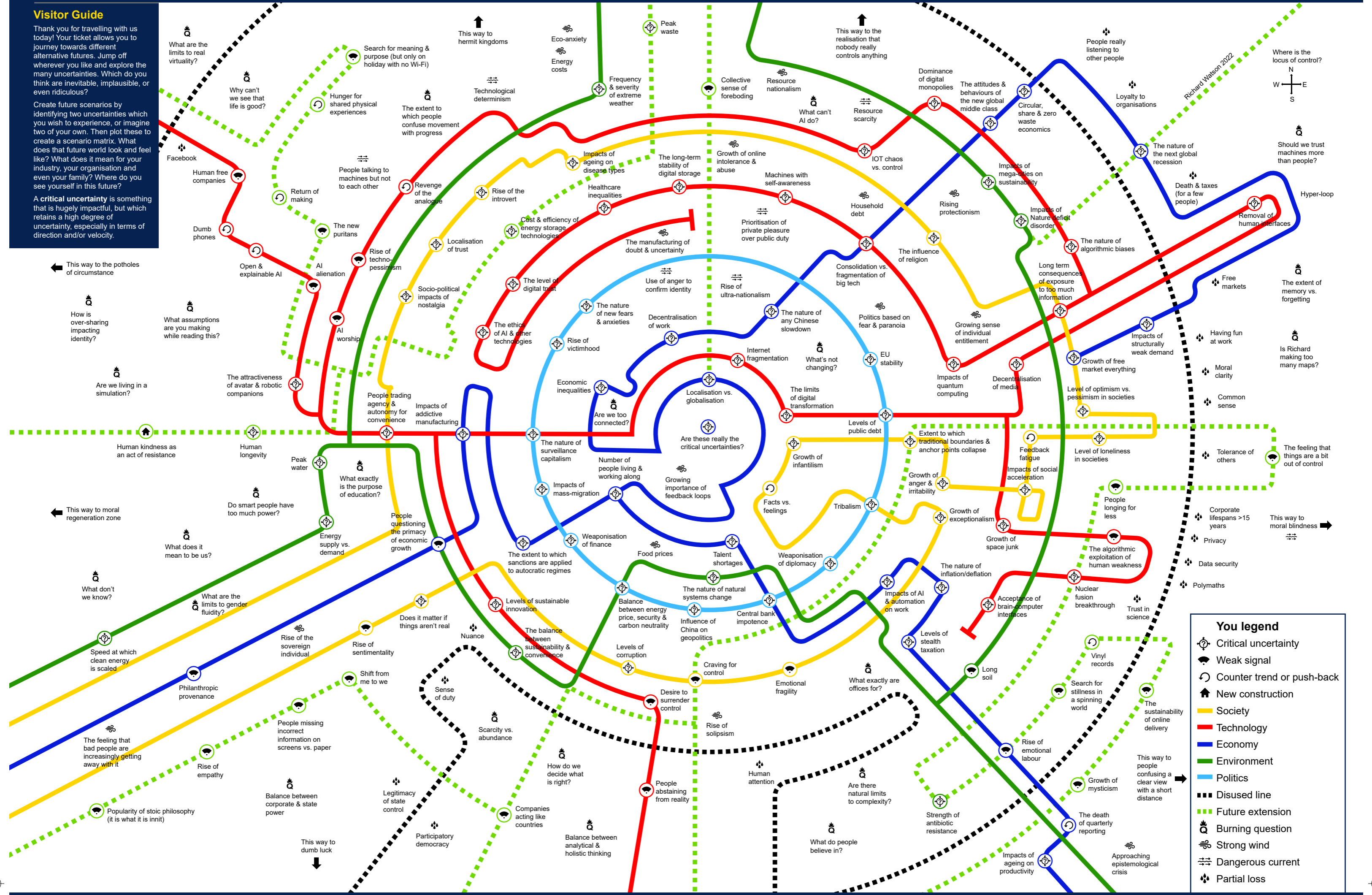
## Visitor Guide

Thank you for travelling with us today! Your ticket allows you to journey towards different alternative futures. Jump off wherever you like and explore the many uncertainties. Which do you think are inevitable, implausible, or even ridiculous?

Create future scenarios by identifying two uncertainties which you wish to experience, or imagine two of your own. Then plot these to create a scenario matrix. What does that future world look and feel like? What does it mean for your industry, your organisation and even your family? Where do you see yourself in this future?

A **critical uncertainty** is something that is hugely impactful, but which retains a high degree of uncertainty, especially in terms of direction and/or velocity.

# C-Suite Leadership Programme



### You legend

- ⊕ Critical uncertainty
- ⚡ Weak signal
- ⬇ Counter trend or push-back
- 🏠 New construction
- 👤 Society
- 🔴 Technology
- 🟦 Economy
- 🟢 Environment
- 🟡 Politics
- ⋯ Disused line
- ⋯ Future extension
- 🔥 Burning question
- 🌪 Strong wind
- ↔ Dangerous current
- ★ Partial loss