



# INNOVATIONLAB @LIVING TOMORROW

**IMAGINE...**  
what the future might look like

**INSPIRE...**  
how this could be realized  
in practice

**PREPARE...**  
for the future



**A 2-day workshop for your management team at the  
InnovationLab to answer following questions:**

- ▶ What will our company look like in 5-10 years?
- ▶ Is our company ready for the future?  
And how should we prepare for it?
- ▶ Will our products and target sectors  
remain attractive?
- ▶ Or do we need to change our business model  
to keep our market position?
- ▶ How will digitalization impact our company  
and sector?
- ▶ What can new technologies bring us and  
what are our competitors doing?
- ▶ How will we 'make' the change happen?

# WORKSHOP FORMAT AND APPROACH\*

1 full day workshop

...

1 full day workshop

STEP	PREPARATION 'AS IS'	DAY 1: IMAGINE	DAY 2: INSPIRE AND PREPARE
WHAT	<p>One-on-one interview(s) with selected Management Team member(s)</p> <p>Analysis of relevant data and info (under NDA)</p> <ul style="list-style-type: none"> <li>• Understanding 'As-Is' Business Model: value propositions, markets, organisation, infrastructure</li> <li>• Past financial performance and growth ambitions</li> <li>• Strengths &amp; weaknesses, opportunities &amp; challenges</li> <li>• Internal and external challenges to achieve ambitions</li> <li>• What we need to know more?</li> </ul>	<ol style="list-style-type: none"> <li>1. Team discussion and validation of 'As-Is' Business Model, Ambition and challenges</li> <li>2. Future business &amp; technology trends           <ul style="list-style-type: none"> <li>• Exploring broader, significant trends and drivers that could impact the business context: socio-demographic, technology, economic, sectorial trends...</li> </ul> </li> <li>3. Impact assessment           <ul style="list-style-type: none"> <li>• Assess trends and how they may impact the Business Model and update SWOT of your company</li> <li>• Define future business model based on 55 best practices</li> <li>• Select the elements to leverage, fix, start or stop to make the Business Model future-proof</li> <li>• Prioritize top-3 Strategic Initiatives for future competitiveness and growth</li> </ul> </li> </ol>	<ol style="list-style-type: none"> <li>1. Deep-dive Top-3 Strategic Initiatives           <ul style="list-style-type: none"> <li>• Zoom in on Top-3 Strategic Initiatives from business and technology point of view</li> <li>• Showcase solutions, best practices and use-cases in other organisations</li> <li>• High-level elaboration and feasibility assessment of the Strategic Initiatives for implementation</li> </ul> </li> <li>2. Develop the roadmap           <ul style="list-style-type: none"> <li>• Who takes ownership for what, investment (resources, financial), roadmap (deliverables, milestones, outcomes)</li> <li>• KPI to monitor progress towards strategic objectives</li> </ul> </li> </ol>
OUTCOME	<p>Aligned view on:</p> <ul style="list-style-type: none"> <li>• 'As-Is' Business Model Canvas</li> <li>• Ambitions, strengths &amp; weaknesses, opportunities &amp; challenges</li> <li>• Lessons from the past, ongoing initiatives</li> </ul>	<ul style="list-style-type: none"> <li>• Broadened perspective and awareness on trends and drivers which are likely to impact your business</li> <li>• Future Business Model</li> <li>• Top-3 Strategic Initiatives to be further elaborated</li> </ul>	<ul style="list-style-type: none"> <li>• Elaborated Strategic Initiatives with roadmap for implementation</li> <li>• Engaged and mobilized management team</li> </ul>




\* InnovationLab is eligible for government support (e.g., KMO portefeuille, cheque entreprise, etc.).

## WHO TO CONTACT

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