

FUTURE STORY

Submitted for Customer Institute Certification, 2021



WHAT



IS



FUTURE



STORY



?

**FUTURE STORY IS
A TECHNIQUE FOR
PROTOTYPING THE
FUTURE STATE OF
AN EXPERIENCE;
DETAILING
THE ENTERPRISE
SUPPORT THAT WILL
MAKE IT REAL.**

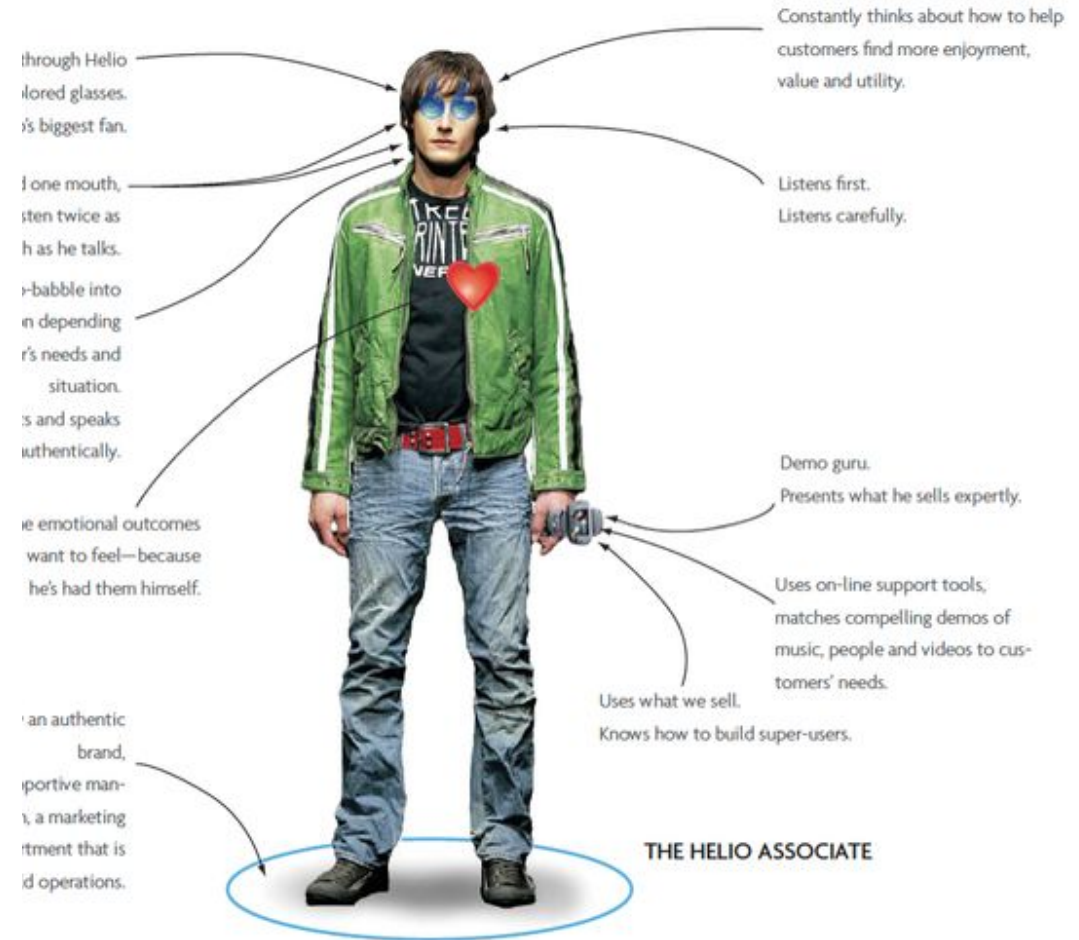


**SERVING AS THE ENGINE
THAT MOVES CX
INITIATIVES FORWARD,
FUTURE STORY SETS THE
TOMORROW'S GIVEN
CIRCUMSTANCES TO
THE 'ON' POSITION.**

**INCLUDING TECH, CULTURE,
OPERATIONS, CHANGE AND RISK
MANAGEMENT, AND MEASUREMENTS**



**EXPLORING WHAT THE
FUTURE MIGHT LOOK
LIKE FROM THEIR OWN
POSITION, GIVES PEOPLE
THE OPPORTUNITY TO
EXPLORE TOMORROW'S
CHANGES WITH CALM.
ALSO, TO UNDERSTAND
WHAT THE CHANGES
MEAN TO THEM.**



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growth tar
more than
content, ai
deliver an
experienci
associates



placeholder for video

A woman with red hair, Beth Harmon, is sitting at a chessboard, looking thoughtfully at the camera. She is wearing a dark turtleneck sweater. The chessboard is in the foreground, and a pen and some papers are on the table next to it.

STRATEGIES

BETH HARMON IN QUEEN'S GAMBIT (TV SHOW)

BECOME

A Domino's Pizza delivery person wearing a grey uniform, a cap, and a white face mask is standing next to a white van. They are holding a stack of pizza boxes. The van's trunk is open, and the driver is visible inside wearing a mask.

STORIES

DOMINO'S PIZZA CONTACTLESS TRUNK DELIVERY

MORE FUTURE STORY BENEFITS

- **BUILDS ON ESTABLISHED CX METHODS WITH EMPHASIS ON DESIGN AND EARLY INTEGRATION**
- **HELPS FINE-TUNE IMPLEMENTATION DETAILS EARLY SAVING COSTS AND TIME**

- **COMPLETELY UNPREDICTABLE, YET HIGHLY VALUABLE AND ACTIONABLE**

Because Future Story welcomes unexpected insights at any time during the process

- **FLEXIBLE METHODS WORK ACROSS CULTURES, GEOGRAPHIES, AND TIME ZONES**

FUTURE STORY IS FOR

1 PEOPLE

Leaders and boards who need to quickly share their ideas for the future and win buy-in for them.

It's also for **front-line and back-office** employees, partners, vendors, and suppliers who will play a part in delivering on the next-gen ideas.

2 BUSINESSES

For-profit, non-profit, and government groups charged with bringing change about successfully.

FUTURE STORY YIELDS RESULTS

This is pretty new...so no numbers yet ;-)

1 BUY-IN

Future Story tends to lower initial resistance and win followers with its imagination-friendly approach to introducing changes.

2 ALIGNMENT

Future Story's method include a variety of story-sharing devices which get people on the same page (quite literally).

3 REDUCED RISK

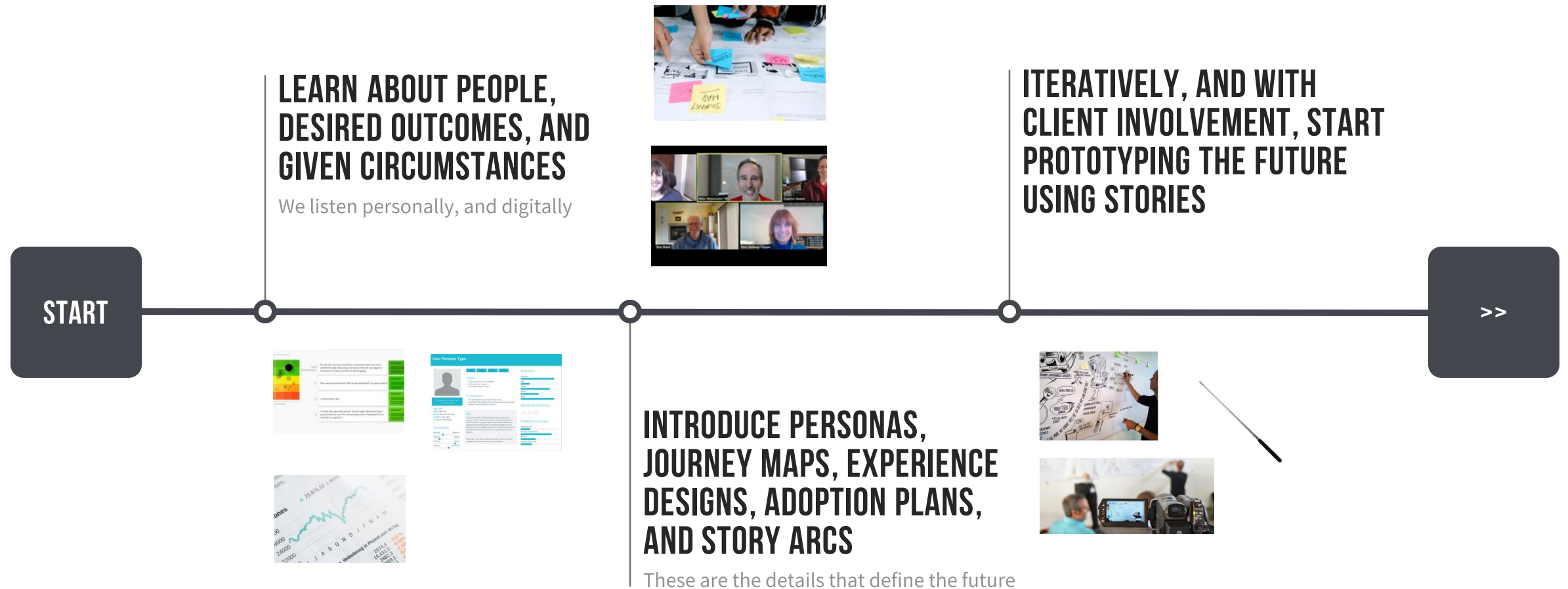
Knowing what's ahead and seeing what's around the corner before starting the real (and expensive) work of building software, constructing facilities, and doing training lets everyone make adjustments early. Future Story is like whole-business prototyping.

4 UPSIDE POTENTIAL

The Future Story approach tends to surface new and practical ideas which can easily be incorporated into future-state designs.

STEPS

High-Level and Simplified (1 of 2)



STEPS

2 of 2



A FUTURE STORY...

is a story you tell today about how ***life and work will be tomorrow.***

FOR TEAM MEMBERS

- Delivers a peek at what's next
- Focuses attention on desired outcomes
- Inspires people to become part of making ideas happen
- Shows people their future roles
- Helps earn buy-in

FOR LEADERS



HELPS EARN BUY-IN

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FOR LEADERS

- Shortens time to launch
- Saves money, time and effort
- Maintains options
- Gets people on same page

HELPS EARN BUY-IN



placeholder for video

SELECT CLIENTS



FUTURE STORY

KNOW SOMEONE WHO NEEDS ONE?

LET MIKE KNOW



MIKE WITTENSTEIN

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