



THE FUTURE READY CPG

VIDEO TRANSCRIPT

Oliver Wright:

What we wanted to do was to shift the conversation in the industry, from thinking about getting our clients to current best practice, to the capabilities that we think they're going to need to be successful in three to five years' time.

Karen Fang Grant:

The Future Ready framework is our vision of the future brought to life. Basically what we did was, we did a ton of visioning, we did a ton of ideation, we did a ton of research to understand what's going to happen in the next five years. And more importantly, what do companies need to do to be successful in that time.

Oliver Wright:

That this is a really helpful device to get leadership teams aligned, and to also be able to explain to their people, to their broader leadership teams and to the organizations as a whole, what the future's going to look like. And the experience we think is the very best way to do that.

Maria Mazzone:

Where does Future Ready go from here?

That's the exciting part. We urge our clients to listen to their consumers, understand the needs, and then start building something—building platforms for their brands to grow and to evolve.

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