Mark Purdy: The second future is called Redesigning Life and that future is all about how developments in biotechnology and data can be used to enhance human performance. The third future is called the Imagination Economy, and this is a world of virtual reality where, you know, extended reality technologies are breaking down the barriers of distance and physical capacity.

Athena Peppes: The fourth future is the Age of Insecurity. This is a world where hyper connectivity and the internet of things are creating important cost savings and innovative solutions but also increasing exponentially the number of vulnerabilities for organizations.

Ryan Shanks, Managing Director – The Dock Centre of Innovation: So, the creation of Business Futures was a great example of the innovation architecture coming to life. Led by research and collaboration with labs and then bringing in the Dock’s perspective in terms of how we create immersive experiences with our clients. We typically spend one to two days with an executive team from a client. And what we do is we explore those four futures together with them and we create a tailored experience in terms of how we do that by teaming up with the experts in research, our facilitators in Business Future, our innovation designers from the Dock and client teams, and client account teams themselves. It helps us to tailor the content and the discussion and the whole experience to geography and industry that that client is coming from.
Mark Purdy: So, Business Futures is really a way of helping our clients to rotate to the new.

Ryan Shanks: Business Futures is the perfect tool for those organizations that are looking ahead onto a future horizon.