

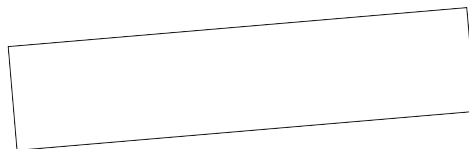
Three Horizons

Use the framework to map the landscape to get a feel for how it's changing, innovations that could disrupt BAU & future models that transform BAU.

PATHWAY

Environment of Uncertainty
Knowing where you want to be...Strategy/Roadmap

Three horizons



Dominant Business As Usual pattern that we've all come to rely on in any domain but because nothing lasts forever this too will eventually start to fail

Visible in the present that leaves a second horizon, a wave of innovation that links h1 and h3 a zone of transition and this is the domain of the entrepreneur looking for opportunities to try new things. Some will help fix the problems of h1 sustaining innovation and some will help to grow a new h3 pattern or at least make more space making it a transformative innovation and being vital distinction between sustaining innovation and transformative innovation

A new pattern will emerge that is better suited to the world that emerges in the future this is the third horizon h3 and we can trace it back to the actions of visionaries in the present who have imagined a different future and are embodying it today

