

# Ideate

## Design the Future



*Once you've seen the future, the next step is to **ideate** to identify big, new opportunity spaces and generate a large volume of concepts to explore.*

Generating ideas is easy. Generating breakthroughs that can leapfrog business-as-usual and inspire disruptive new business models is hard.

The **ideate** phase helps companies identify potential business opportunities that aren't currently on their radar. We stimulate ideation using a range of provocations and approaches: emerging technologies, new business models, industry and macroeconomic trends, Global Grand Challenges, startup and VC monitoring, expert perspectives, 'beginner's mind' exercises, empathy activities and future-back analysis.

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### Highlights

- Identify new opportunity spaces beyond your current line of sight.
  - Generate ideas and concepts ready for rapid prototyping.
  - Use both traditional and avant-garde approaches for sourcing, developing, refining and selecting ideas.
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### Participants

- Core leadership
- Small teams

#### SU ADVANTAGE

### Welcome to SU Labs

It's time to build. SU Labs brings solutions to life by providing an inspirational and collaborative environment that helps large organizations create exponential solutions today for tomorrow's biggest opportunities.