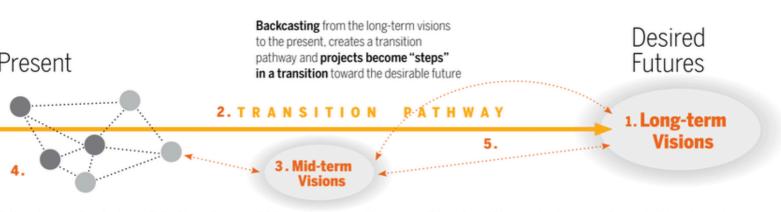
Conceptualize CODE TOOL 8

Back Casting



Back casting approach emphasis linking between the desired futures to present through the transition pathway. The transition could be time, technology, domain etc., thereby an ecosystem is in place at the start of the conceive stage. Most common way of articulating is through the "three horizons", now (horizon one), then (horizon three) and the interim phase in between (horizon two)

Time	Increasing Revneues	Reducing Cost	Improving Customer Satisfaction	Increasing Employee Participation
1 month			_	
3 month			_	
6 month			_	
12 month			_	_
1 year				



Different types of **projects are linked** to each other via mid- and long-term, co-created visions. These "ecologies" of projects and initiatives becomes "steps" along the transition pathway toward the desired mid-term future.

Mid-term visions provide tangible goals and objectives that near-term projects can steer toward. When the mid-term vision is achieved, the outcomes inform a cyclic process of long-term revisioning that ensures the vision remains vital and relevant.

Co-created, long-term visions serve as both "magnets" drawing stakeholders into the future, and a "compass" by which to steer near- and midterm projects.