

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				

