

**Close your gaps.  
Drive innovation success.**

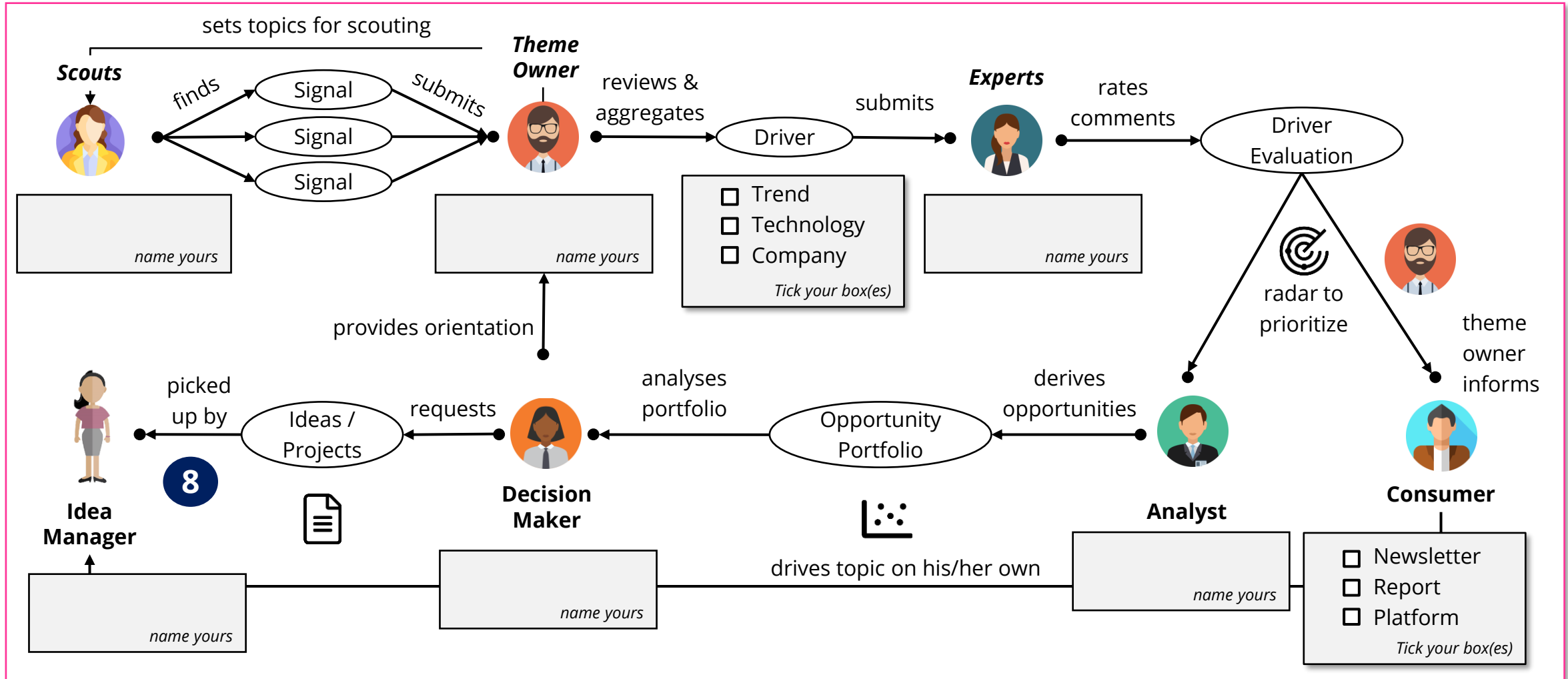
# **ITONICS Innovation OS**

Prioritize evidently, grow the right ideas, and maximize your company's innovation potential. With one single source of truth.






## Outline your process and ambition

# Jobs-to-be done in Foresight





## Map who is taking what job in your organization

# Jobs and roles along the foresight process

<i>Role name</i>	<i>Job description</i>	<i>Typical candidate</i>	<i>Name your colleagues</i>
 <b>Scout</b>	The job of a scout is to find insights around a topic of interest, e.g., start-up scout, technology scout. curate them in an easy-to-understand way	It is a dedicated job or a 3rd party's job, thus, candidates need expertise in researching, analytical capabilities, and some topic expertise	
 <b>Citizen Scout</b>	The job of a citizen scout is to share interesting observations, reports, and news that have passed their way during their normal job	This is not a dedicated job; it is an ask to every employee and does not require specific expertise	
 <b>Subject-matter Expert</b>	The job of a subject-matter expert is to provide opinion and expertise on the topics scouted. They help to find an organization's perspective.	They need to have strong topic expertise and will be engaged on request.	

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# Jobs and roles along the foresight process

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 <b>Theme Owner</b>	<p>The job of a theme owner, also called foresight manager, is to orchestrate the whole process.</p> <p>They are asked to cluster the incoming signals into meaningful drivers. They need to engage the scouts and experts. They need to curate helpful insights for their themes based on the insights collected and share those with the respective stakeholders, e.g., craft reports.</p>	<p>Candidates normally hold a management position.</p> <p>They have strong, communication skills, a good company network, and analytical capabilities</p>	
 <b>Analyst</b>	<p>The job of an analyst is to identify business opportunities from the insights collected and crafts use case proposals. They bring the insights into the concrete organizational context.</p>	<p>They need to have strong topic and business expertise supplemented with strong analytical capabilities.</p>	

Define where to spend how much attention

# The Foresight Hierarchy

## THEMES of interest

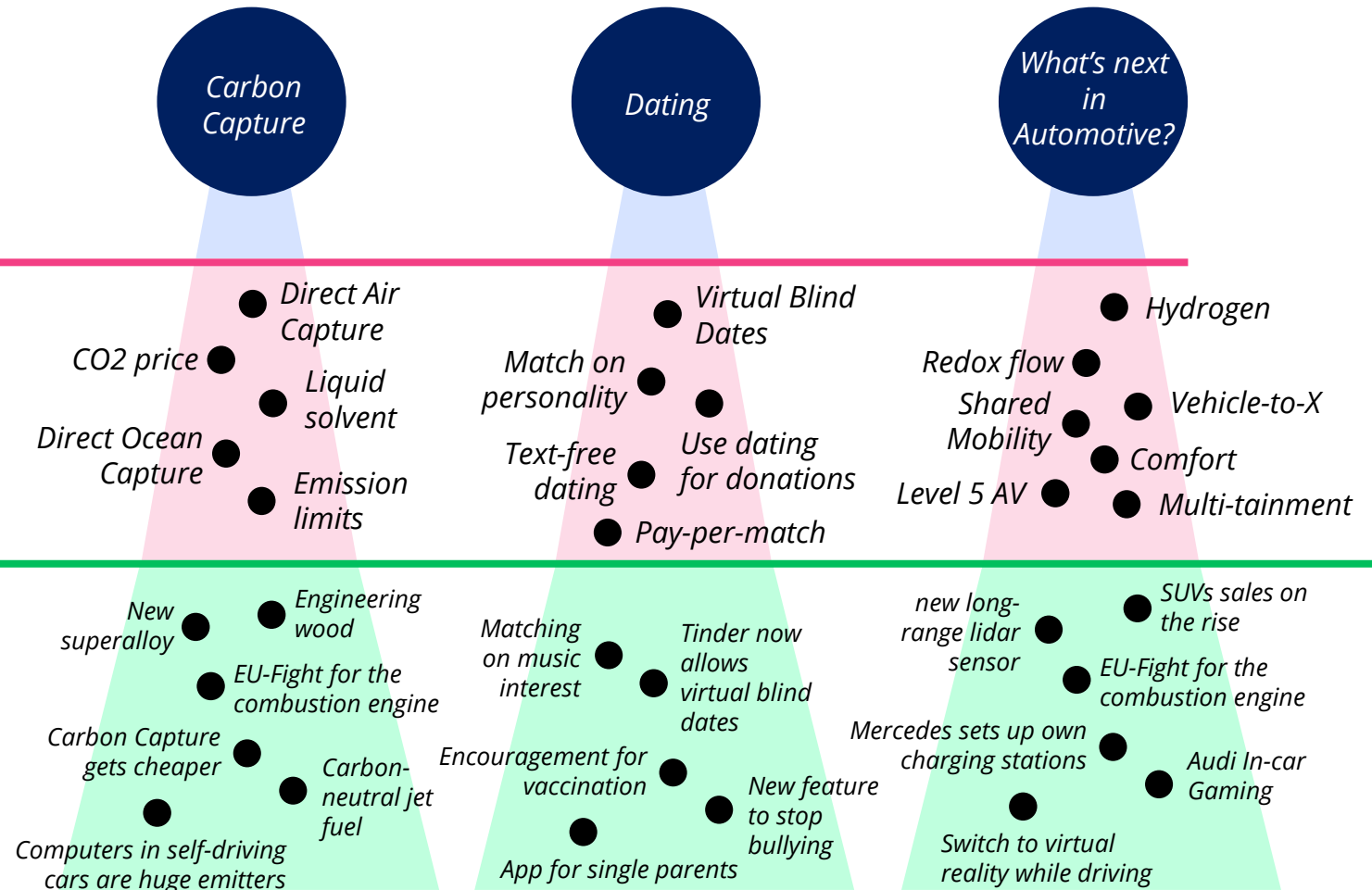
A defined topic cluster that is of interest to an organization or a group of individuals, e.g., megatrends, research questions, or strategic objectives

## DRIVERS of change

A phenomenon of greater reach that impacts or has the potential to impact a business environment, e.g., social, technological, regulatory, ecological, or economic factors

## SIGNALS of change

A single, concrete piece of interest that serves to substantiate the meaning of a driver or – in combination with other signals – can indicate the emergence of a new driver



# Want to Know More?

PROVEN SOLUTIONS BASED ON EXPERTISE AND EXPERIENCE

## TALK TO OUR EXPERTS



### Dr. Tassilo Henike

Director Customer Innovation Success  
Berlin Office   






### Ilona Meiller

Sr. Manager Customer Innovation Success  
Nuremberg Office  



### Dr. Fabian Reck

Director Go-to-Market  
Nuremberg Office   

## EXPLORE RIGHT PRACTICES AND SUCCESS STORIES

