# Imagine IDEAS

1. Identify the “mess,” the undesirable but realistic result of you continuing on your current path.

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1. List the key trends that will shape the long-term future.

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1. Envision the long-term ideal outcome you want.

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1. What must be true in the near-term for you to be confident you are on the path?

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1. Considering the situation, ask a strategic question.

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**Long Term Trends**

**The Future Context**

**Long Term Ideal**

**Outcome/Vision/Intent**

**TODAY**

**NEAR TERM**

**What Must be True**

**MESS**

**The Undesirable but realistic future**