

Horizon 3: Invalidate problems (36 - 72 months)

Horizon 3 is more important for big companies than for small ones. It concentrates on creating options for future growth e.g. by strategic partnerships or hiring.

Horizon 2: Invalidate solutions (12 - 36 months)

Horizon 2 tries to come up with what will make the company money in the future. This is a messy, creative process that is usually neither well understood nor well received by people tasked with Horizon 1 duties. When H2 people talk to H1 people without the different time frames and strategies being clear, H1 people will try to protect stability and fend off H2 ideas as “crazy” or “impossible”.

Horizon 1: Run things smoothly (now - 12 months)

Horizon 1 focusses on what is earning the company money right now. You want things to be stable, run smoothly and to improve the process. Agile and Lean both target this timeframe.

3 Horizons

Consider future innovations as well as current products in your portfolio -
Secure your company's growth

