Margy's Foresight Approach

Perceiving (Early Detection)

Margy sits atop APCO's proprietary adaptive intelligence platform, constantly scanning and integrating a wide spectrum of data sources:

- Social & digital conversations (Twitter, TikTok, Reddit, forums)
- Mainstream and niche media globally
- Patent filings and scientific publications (innovation signals)
- Regulatory/legislative data from 100+ jurisdictions
- Foresight and trend reports from think tanks, global institutes, industry bodies
- Venture capital and startup activity (emerging tech)
- Stakeholder sentiment and cultural signals
- Client's own internal data streams (optional)

Prospecting (Exploring Futures)

Surfaced signals and trends are contextualized using trusted foresight frameworks (like STEEP – Societal, Technological, Economic, Environmental, Political)

- Collaborative scenario development with APCO experts and client teams
- Futures literacy workshops to stress-test assumptions and explore "what ifs"

Probing & Applying (Action)

Scenarios are translated into tangible business implications: stress-testing strategies, mapping risks/opportunities, and providing clear, actionable boardroom recommendations

- Decision-makers receive customized outputs (dashboards, briefings, scenario maps) directly relevant to their sector and organization

Perceiving
(Early Detection)

Prospecting
(Exploring Futures)

Probing & Applying
(Action)

Margy
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