

IF YOU HAD TO DESIGN YOUR ULTIMATE COMPETITOR, WHAT WOULD THEY LOOK LIKE?

2020 sucked. Let's just call that out. But the future is still bright and who's to say that 2021 can't be our best year yet? To kick things off and flex our innovation muscles, in this week's Innovation Hour, we created an alter ego of our perfect competitor. Let's dedicate 2021 to not just competing with a better version of ourselves, but to also strive becoming it.

SCENARIO: It's 2025 and you have a major competitor.

What are they really good at? What major challenges are they addressing?

What is their branding and messaging?

Who makes up their team? Are there any new and innovative roles?

Who are their clients? Why do their clients choose them over you?

TOOLS: Here's a [session framework](#) we made to help you get those creative ideas percolating. New to Jamboard? Here's a great [video](#) to quickly make you a master.

EXTRA READING: Want to dive deeper into this topic? Here are some other articles we found interesting and were inspired by:

[50 what-if questions to reimagine the future.](#)

[8 new jobs people will have in 2025](#)