

MAKE TOMORROW TODAY[®]



Why most product development fails, plus, a three-pillar framework for delivering what customers actually need before the window of opportunity closes.

72%

of new products **fail to meet revenue targets** within 2 years of launch

#1 Cause

Misalignment between customer needs and organizational capabilities

3 Pillars

The framework that **closes the gap** before the window shuts

THE GAP NOBODY NAMES

Most new product launch failures share a common origin. The root cause, across industries and company sizes, is almost always the same: organizations stopped asking what the customer truly wants and needs and started delivering what it found easy and convenient to build.

Organizational capabilities become the strategy, the gravitational pull toward doing what has always been done replacing the harder question of what should be done. In the gap between those two things, the belief that a better future is genuinely achievable quietly and always disappears.

When organizations **stop believing the journey is worth taking**, they **stop asking the questions** that would tell them where to go.

The result is predictable. Products arrive misaligned with what the market needs, roadmaps optimize quarterly results at the expense of long-term relevance. And the window that can be opened when customer needs and organizational capability meet slams shut.

This is where our proprietary method steps in. Make Tomorrow Today[™] is a three-pillar methodology built to keep that window open and to move through it before it shuts. It drives companies forward based on their customers' needs and their own capabilities.

MAKE TOMORROW TODAY[®]



Our proprietary framework that drives companies forward based on their customers' needs and their own actual capabilities.

Step 1

CUSTOMER FIRST

Voice of the Customer
Jobs · Pains · Gains

Deep, direct understanding of what customers are trying to accomplish, their frustrations, and what would genuinely delight them. Current, specific, and present at every major decision gate. Not assumptions, their actual voice.

In this method, **Step One** defines the destination.

Step 2

CAPABILITIES ASSESSMENT

Technical Capabilities
Optimism & Positive Propulsion

An honest capabilities assessment is only possible in an organization that believes change is worth making. Positivity broadens creative thinking and propels the organization forward. Together, they create the conditions for an honest reckoning with what you can and cannot deliver.

Step Two determines what the organization is genuinely capable of and whether it is honest and optimistic enough to close the gaps it finds.

Step 3

HORIZON MAPPING

What can be done today to meet the key customer needs
(H1) versus what has to be done to meet all of the customers' needs (H3)

A customer-grounded roadmap that aligns capabilities against needs across three time horizons, from what can be delivered now, through the bridge, to the ultimate future state. The structure that turns insight and capability into a sequenced, actionable plan.

And **Step Three** builds the bridge between the customer needs and the company capabilities.

OPTIMISM IS THE KEY PERFORMANCE VARIABLE

Running beneath all three pillars is the organizational belief that a **better future is achievable**, that **the roadmap is worth building**, that **customers are worth serving**, and that the gaps between where the organization is and what its customers' needs are addressable.

The research is unambiguous. In a landmark 1995 study, Martin Seligman compared optimism scores against performance across five industries; insurance, office products, real estate, banking, and car sales. Optimists outperformed pessimists by 20 to 40 percent in every industry. More recent research published in the European Financial Management journal found that CEO optimism increases firm value by approximately 17 percent on average with the strongest effects in the most competitive, innovation-intensive environments.

HORIZON 1

What you can deliver now

Close the gap between current capabilities and known customer needs, build momentum, and nourish organizational optimism.

HORIZON 2

How you grow

Stretch capabilities, form partnerships, develop new competencies. Every point between now and the future state your customer is waiting for.

HORIZON 3

The future state your customer is waiting for

The ultimate destination from the customer's perspective. Their north star, the one you navigate towards knowing that "there is a there there."

Most organizations get by and live in **Horizon 1**, a rare few are visionary about **Horizon 3**. Almost none have a disciplined, customer-grounded plan for **Horizon 2**, the path from what they can do today and what their customers wish they could do for them.

WHEN THE FRAMEWORK WORKS

The organizations that have applied Make Tomorrow Today™ have not simply launched better products.

They have changed the way product decisions get made.

- **Customer insight** becomes a living input that is alive at major decision point.
- The **capabilities conversation becomes honest**, creating the organizational conditions for teams to identify what they actually need to build instead of doing what they (and everyone else) has always done.
- **Optimism becomes a performance variable**, not a personality trait. Research consistently shows optimistic organizations outperform pessimistic ones across industries.
- The **roadmap creates shared language** across marketing, R&D, operations, leadership, so disagreements about priorities don't become disagreements about direction.
- Leadership teams **learn to distinguish** genuine forward belief from optimism bias and to actively create the conditions for new product success.

A ready organization has current **customer insight**, honest **capability awareness**, and a **leadership culture** that genuinely believes the gap between the two is worth closing. That belief is not optional. It is the engine.

THE MOST STUCK ORGANIZATION

The organizations that need Make Tomorrow Today™ most are rarely the ones who know it.

They do not know their **customer's actual needs**; they know their assumptions about those needs, confirmed by internal data gathered by people who already agree with each other.

They do not understand their **own capabilities honestly**; they have a list of things they have done before, which they have mistaken for a list of things they can do.

And they have stopped believing that a **genuinely better future is possible** and that they are capable of getting there.

None of these conditions are permanent. All of them are fixable if the organization is willing to ask the questions that produced them.

Are You Ready to Make Tomorrow Today®?

Where are your gaps and **how deep do they run?** Can you close them before the next product decision locks in something you can't reverse?



Take the Make Tomorrow Today™ Readiness Assessment

at letsmaketomorrowtoday.com

12 questions, instant results, and a **clear picture** of where you stand *and what it would take to close the gap.*



The window to align customer needs with organizational capability doesn't stay open. Finding the moment before it closes, while there is still time to act, is what The Future Mill is built to do.

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