

ASK YOURSELF
**WHAT WOULD
OATLY
DO?**



FU
TURES
ACA
DEMY



WHAT WOULD OATLY DO?

*2. In what way can you manifest and validate
upcoming trend with prototypes?*

**1. What network could you involve to better understand
emerging behaviors at the cultural edge?**

**3. How can you apply storypower to let
colleagues immerse themselves into these new
trends, habits, needs and underlying values?**