



The Danger of
Now

Why **Now is a good place**

Why Now is not

How to escape Now



**By
knowing
where you
fit**

An aerial, black and white photograph of a busy city square. The square is paved with large, light-colored rectangular tiles. A large, diverse crowd of people is scattered across the square, some walking, some standing, and some interacting. In the upper right corner, there are several wide stone steps leading up to a higher level. A dark horizontal line, possibly a curb or a shadow, runs across the middle of the square. In the bottom right corner, a portion of a sign is visible, with the words "LONDON" and "SEARCH" in white capital letters on a dark background.

**By
knowing
who or
what
you
belong
to**

Futures Studies – The Theory

Three Sights - Hindsight, Insight and Foresight

Three P' s

Probable future - Forecasting and sometimes prediction (Status Quo)

Possible futures - Scenarios, risks (Explorative)

Preferred futures - Strategies for change, propelled by innovation & leadership (Visionary)

Four Steps

Define - parameters, trends, drivers, assumptions

Explore - uncertainties and rank

Build - scenario worlds, write stories, test

Use - consider implications, review, communicate

$$97 - 90 = 7$$

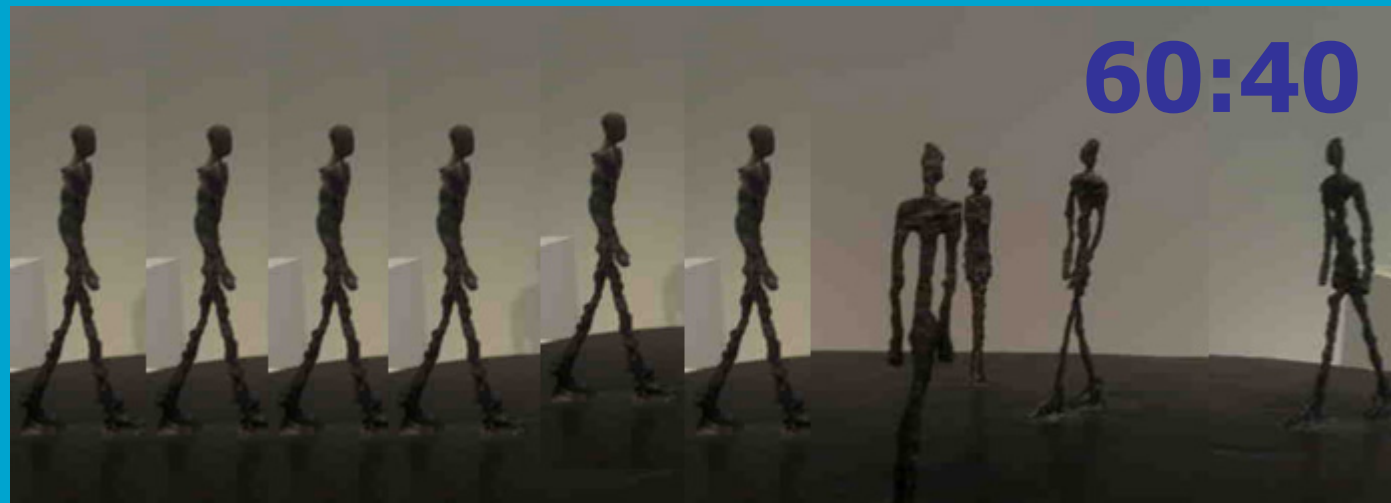
$$7 - 3 = 4$$

$$4 - 2 = 2$$

In 2008, 3 billion made \$2 or less per day.



Fifty years later, the developed countries & China grow old while Africa & India remain young.



The New Zealand Experience

**1976-1982
Commission
for the
Future**

**2001
Knowledge
Wave
Conference**

**2009
National Job
Summit**

**2008
One Goal
Project**

1980

1990

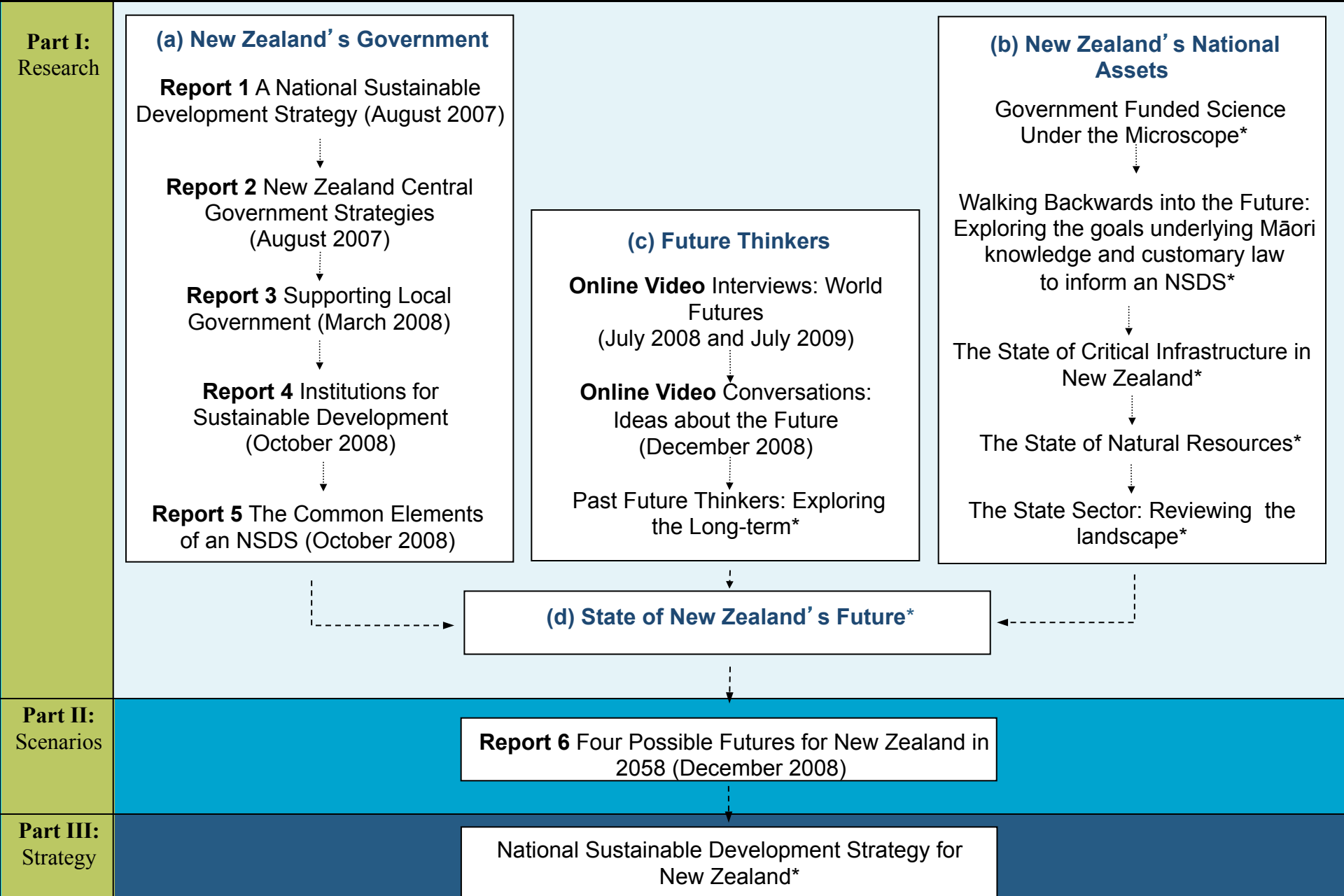
2000

2010

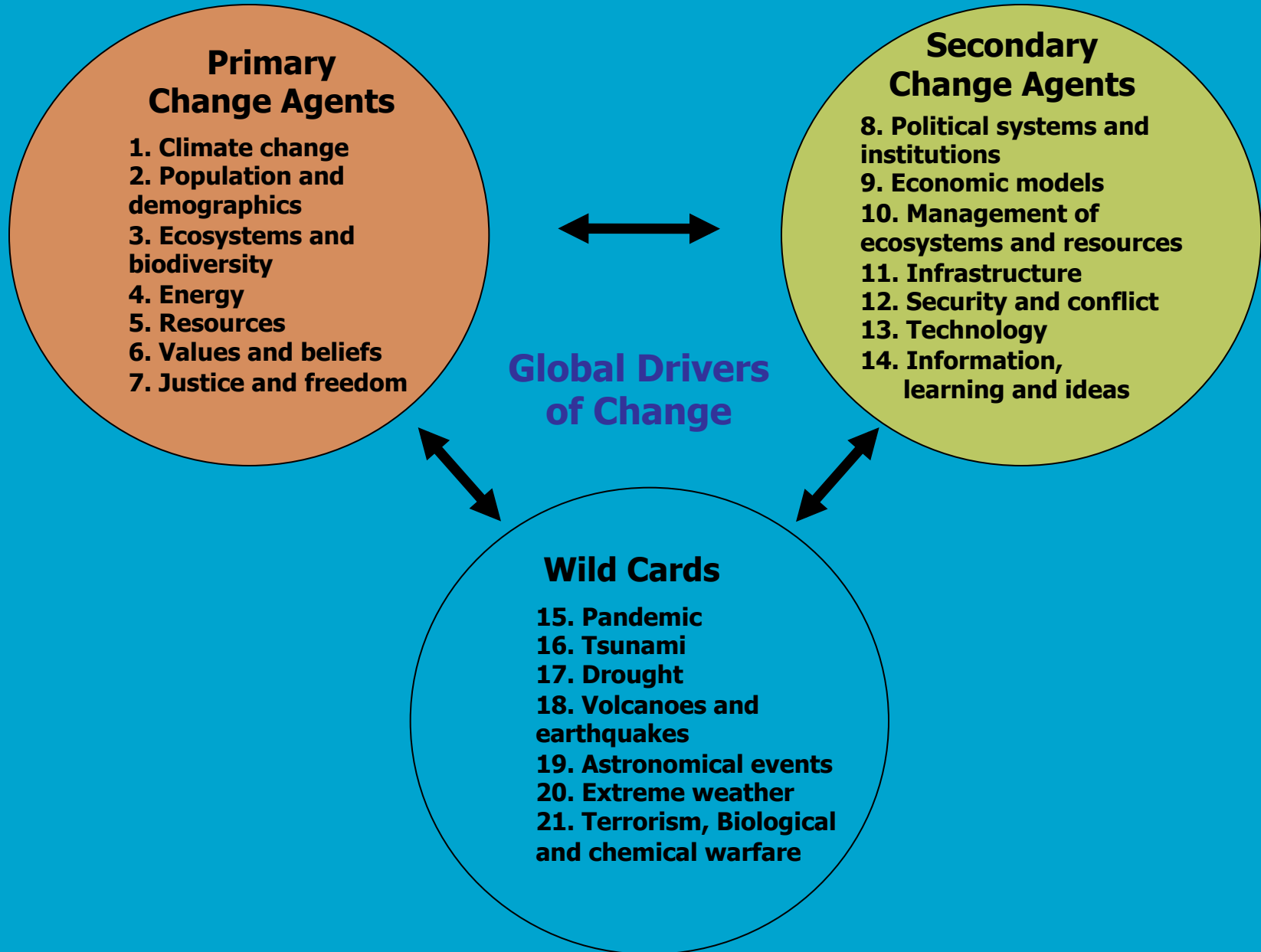
**1991
Porter analysis –
Upgrading New
Zealand's Competitive
Advantage**

**2007- 2010
Sustainable Future
Project 2058 - Aims to develop
a National Sustainable
Development Strategy (NSDS)**

Project 2058 – The Method



21 Global Drivers of Change



Well



NZ



Well World

Poor



Poor

Responses of *Powerful* counties

- **Self-sufficient, heavily armed and a fortress mentality**
- **Serious engagement with all the problems of the planet**

Responses of *Small* counties

- **Disrupt**
- **Ignore**
- **Adapt / Innovate**
 - **Monitor closely what is happening**
 - **Support global leadership (UN, WB, etc)**
 - **Build alliances (e.g. State of Australia, Pacific Union)**
- **Leadership - lead by example**



Small countries like New Zealand might have a limited ability to influence world events...

...but we can still shape the future.



**New Zealand will never
be the puppeteer...**

**...but we can be part of
the audience, and that
means we can decide to
give a standing ovation
or boo the
performance.**



**We can show
global players
how changes
should be made –
not because they
have to listen to
us...**

**...but because
small countries
have put in place
something that
powerful
countries want.**



**New Zealand
needs a
'National Strategy'
to optimise our future,
to align our industry,
to reinforce our national brand and
to be an example of what is possible
...not because we have to, but because
we want what it can deliver**



THANK YOU

