

StrategyKristin

23 September 2011, Auckland

What is Futures Studies?

What is Strategy?

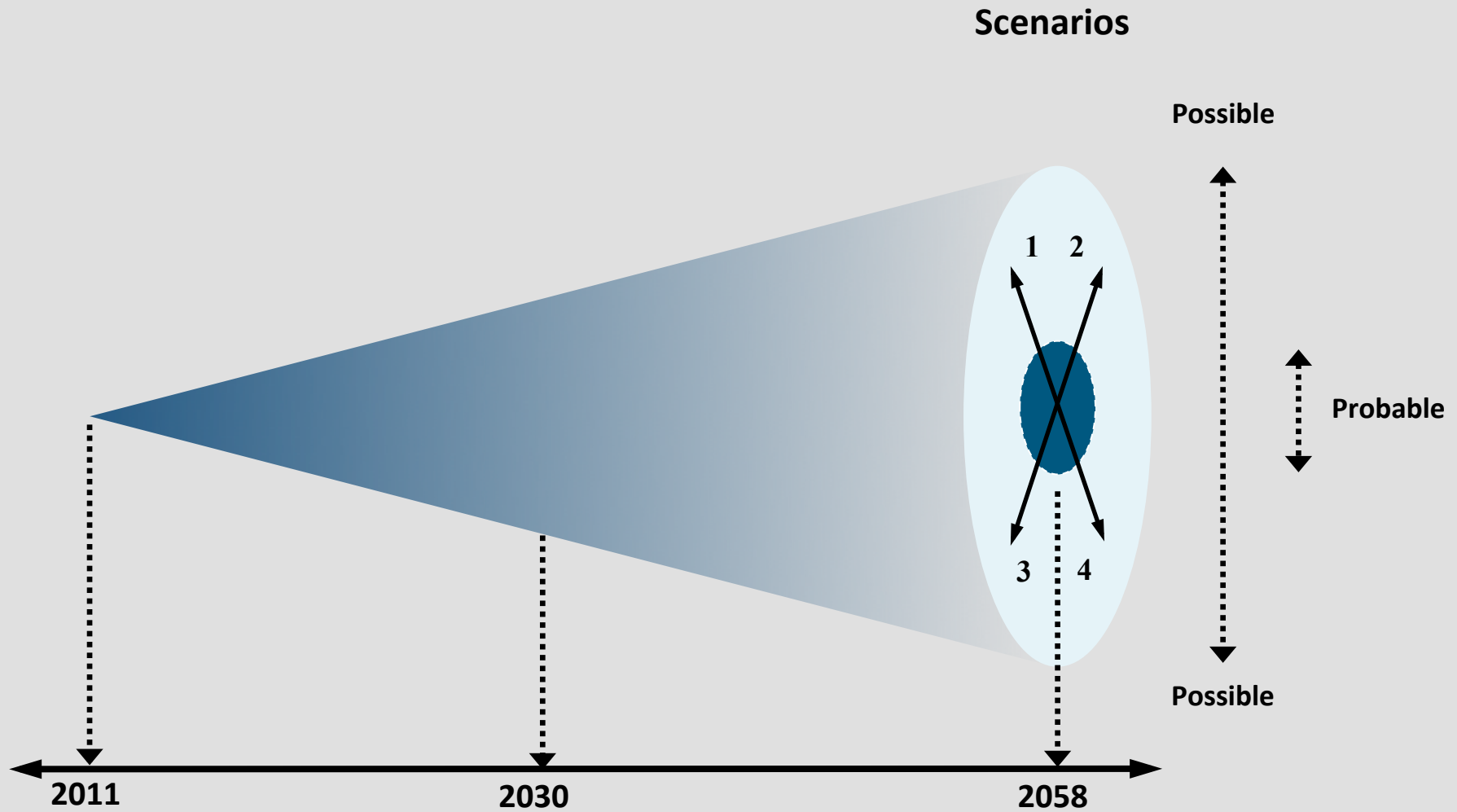
What is a Strategy Map?

**What is the difference between
management and leadership?**

**What is the difference between
a puzzle and a mystery?**

**What is the difference between
control and influence?**

What is Future Studies?



Futures Studies – The Theory

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

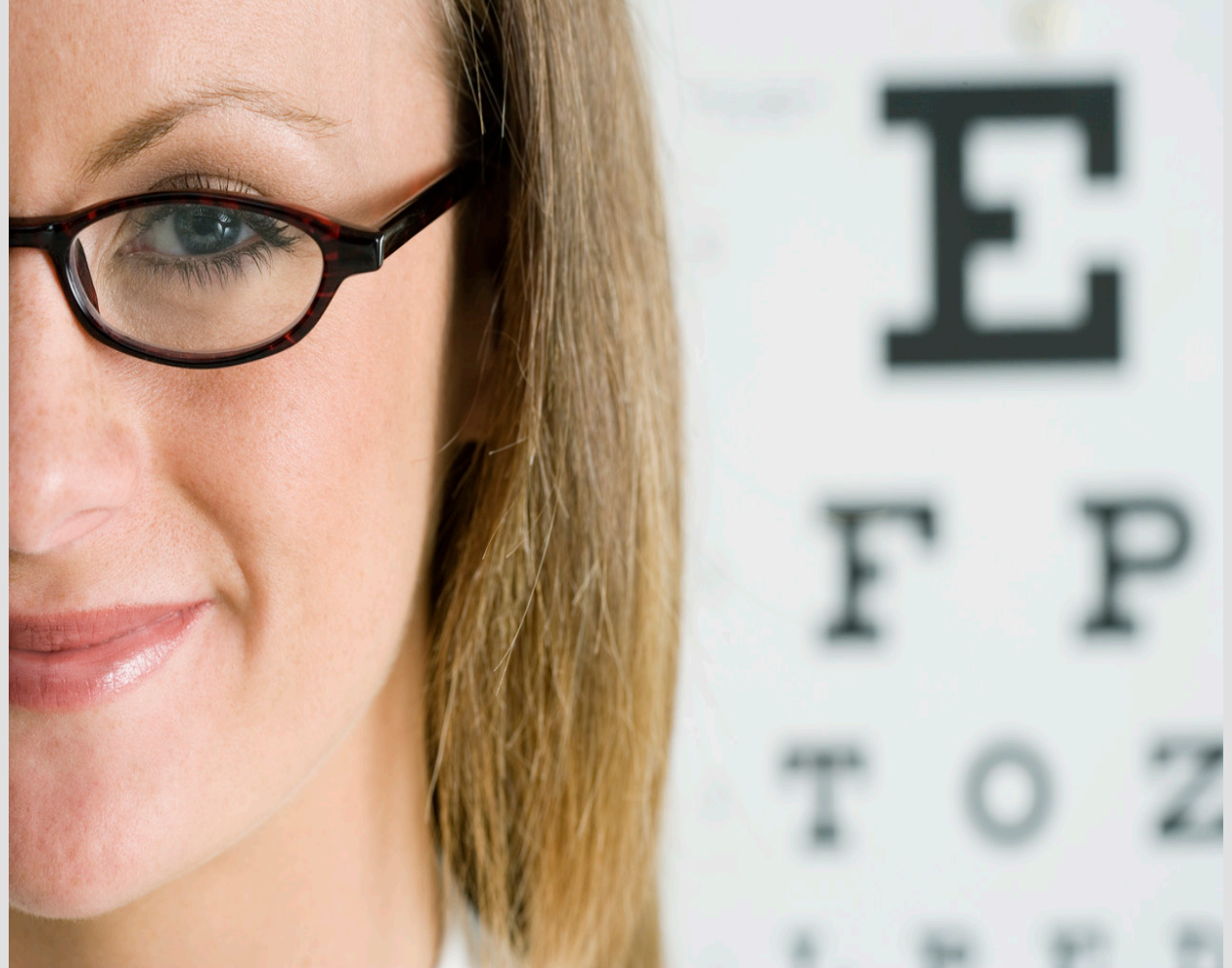
Explore - uncertainties and rank

Build - scenario worlds, write stories, test

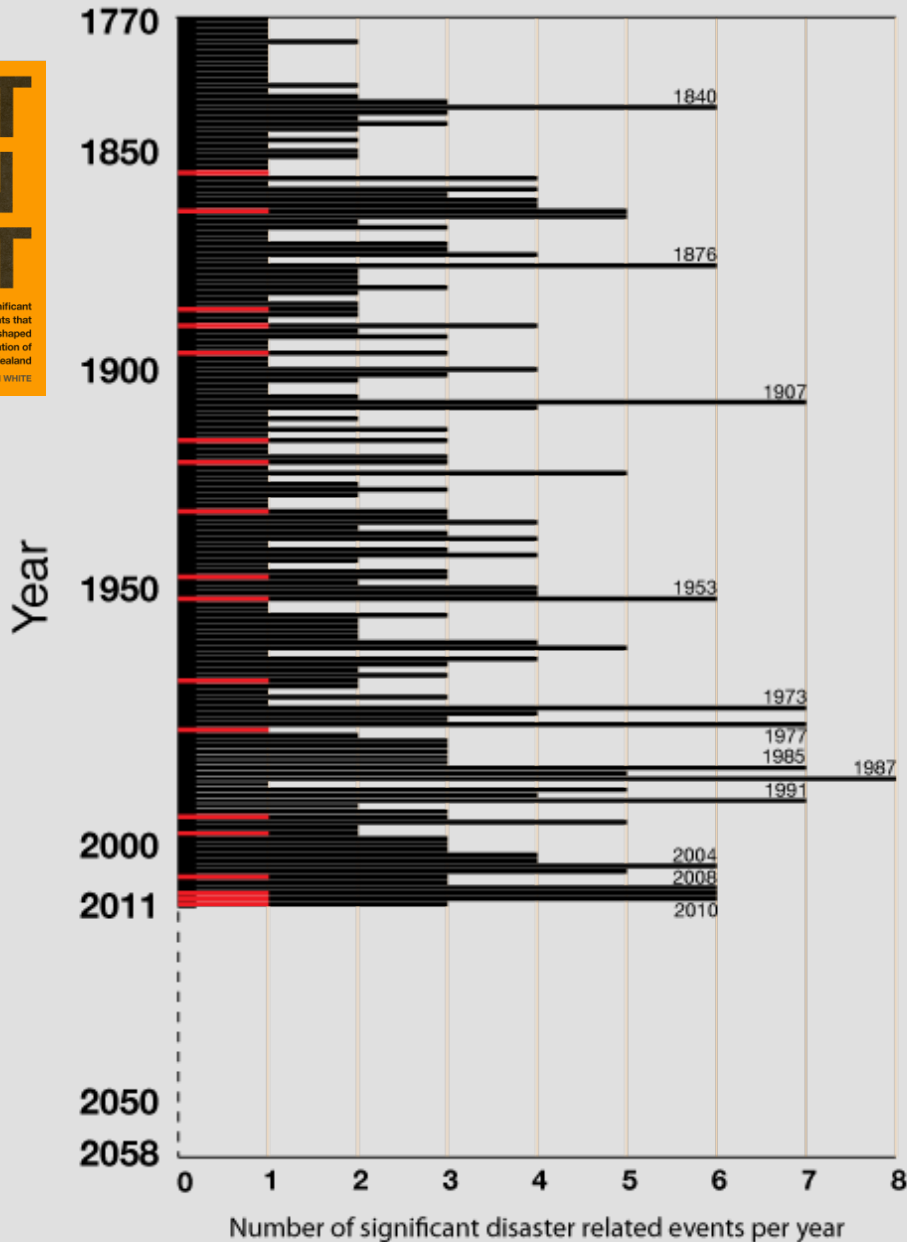
Use - consider implications, review, communicate

The Three Sights

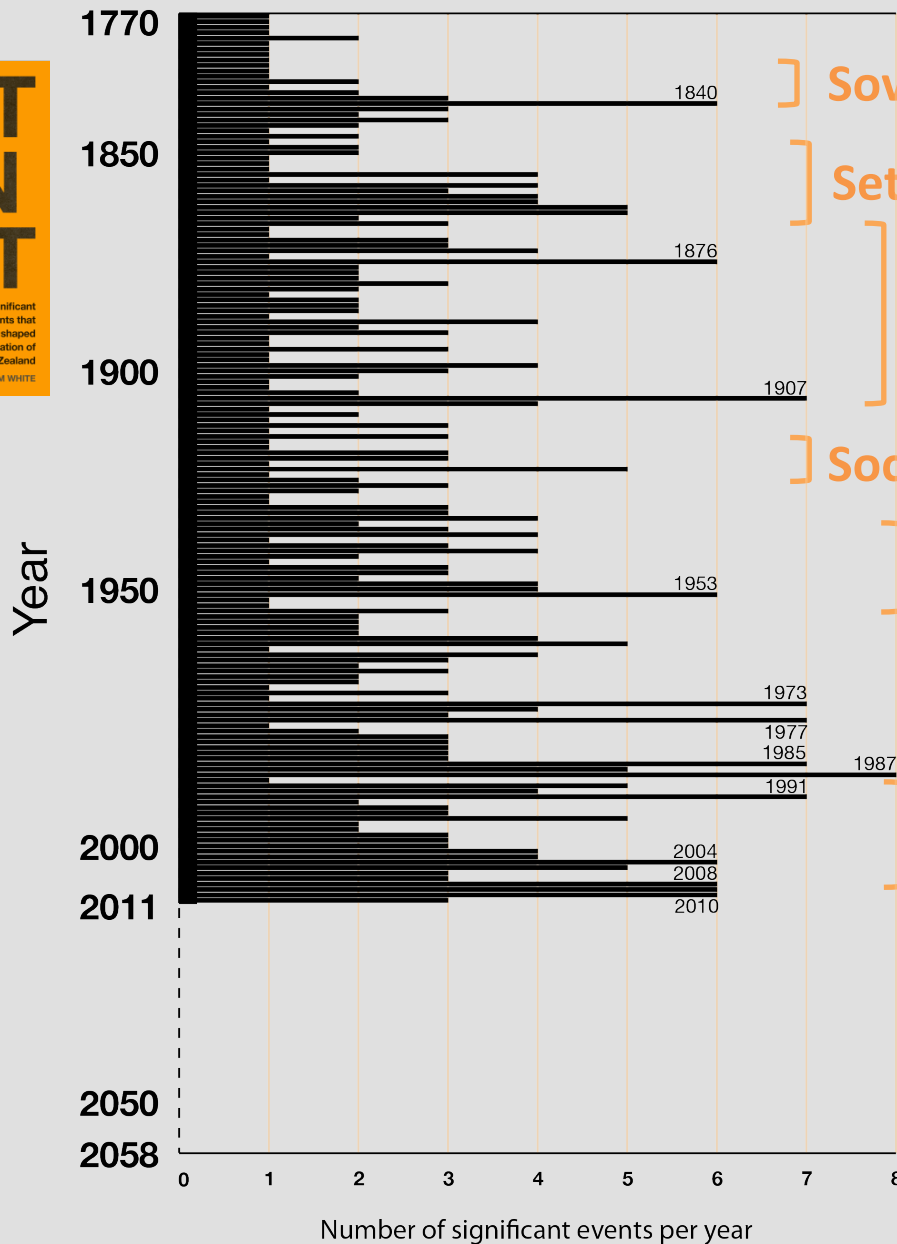
- Hindsight
- Insight
- Foresight



Nation Dates: Significant events & wild cards



Nation Dates: Significant events



Sovereignty

Settlement

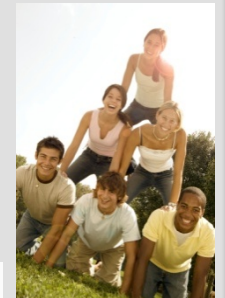
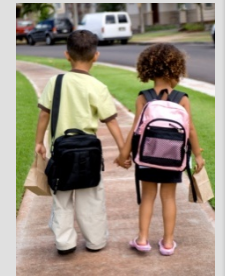
Rights, Roles, Representation & Responsibilities

Social Reform

Identity

Social Justice

Economic Reform



Mission – why we exist?

Values – what we believe is important?

Vision – what we want the future to be?

Strategy – how we are going to get there?

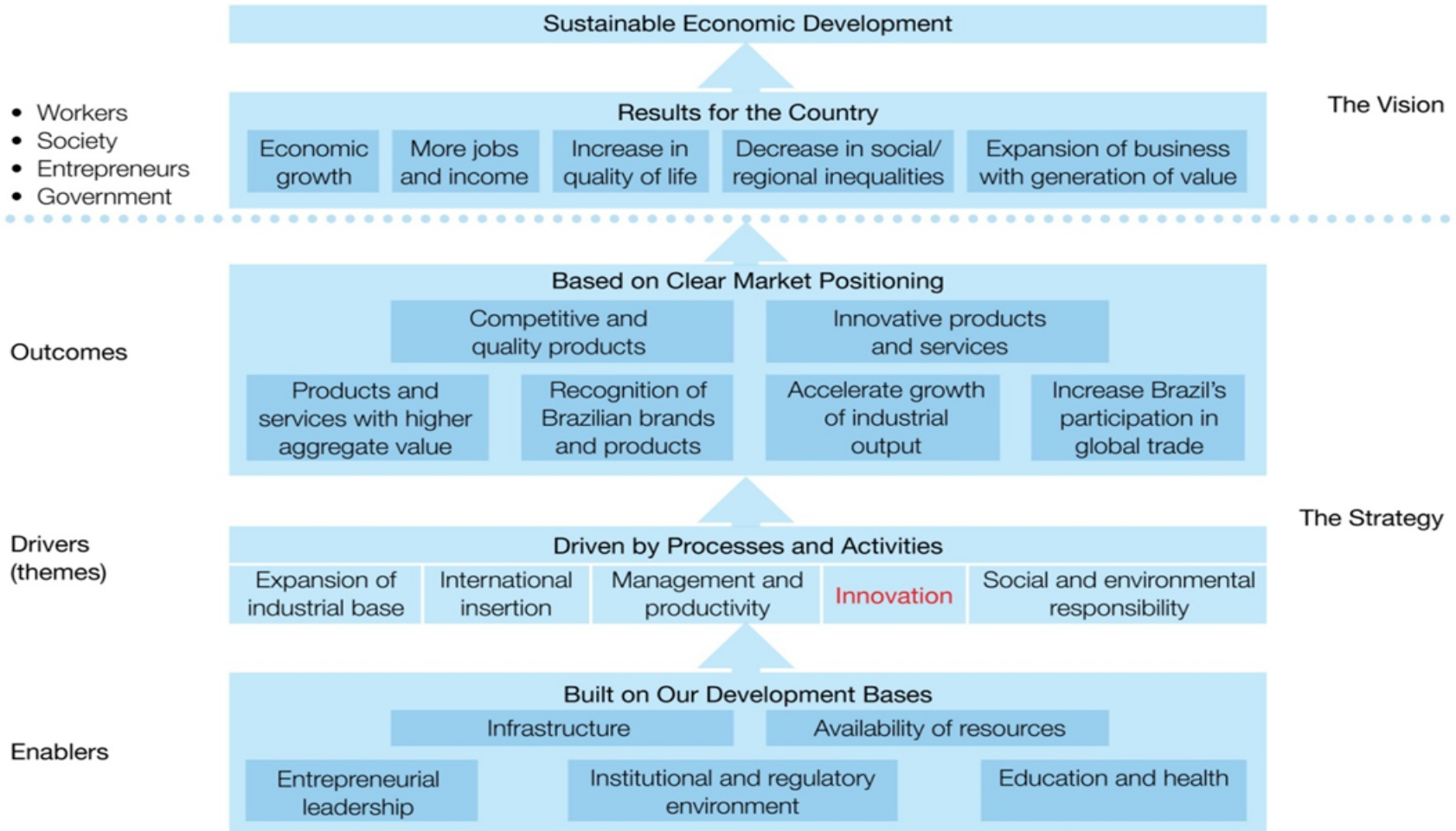
VAS – develop the strategy

Strategy Map – translate the strategy?

Intelligent Countries

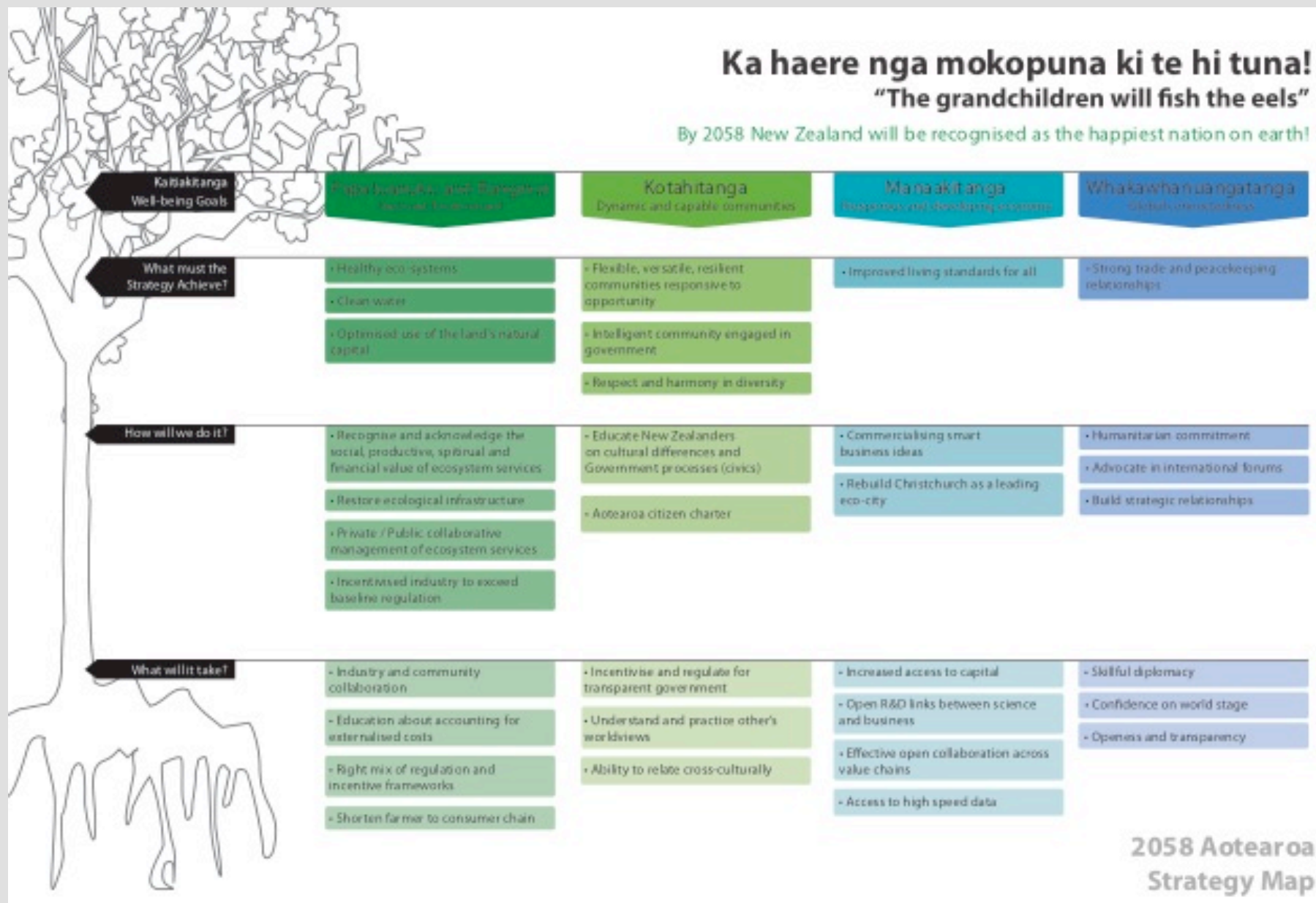


Strategy Map for Brazil

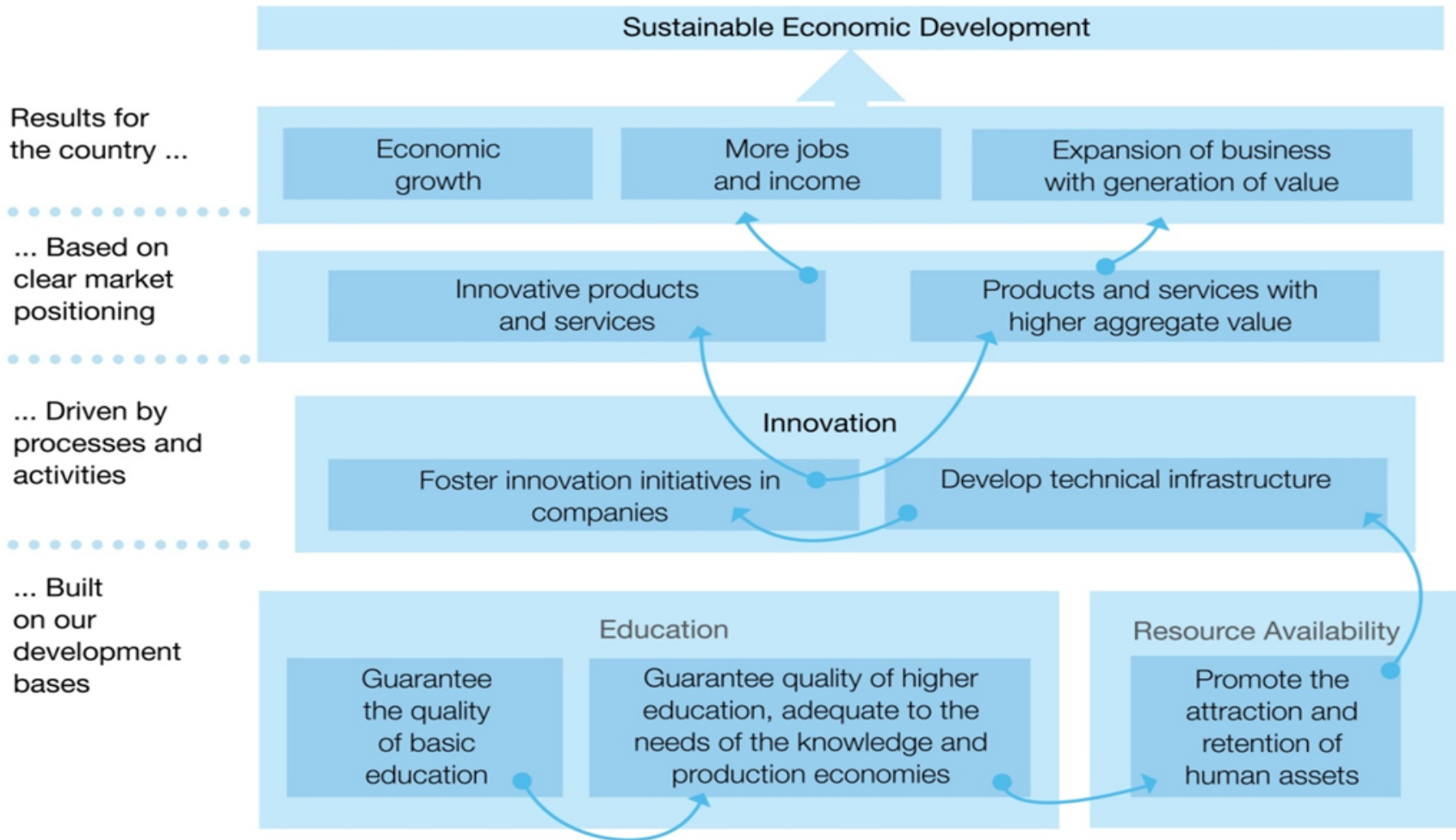


- Workers
- Society
- Entrepreneurs
- Government

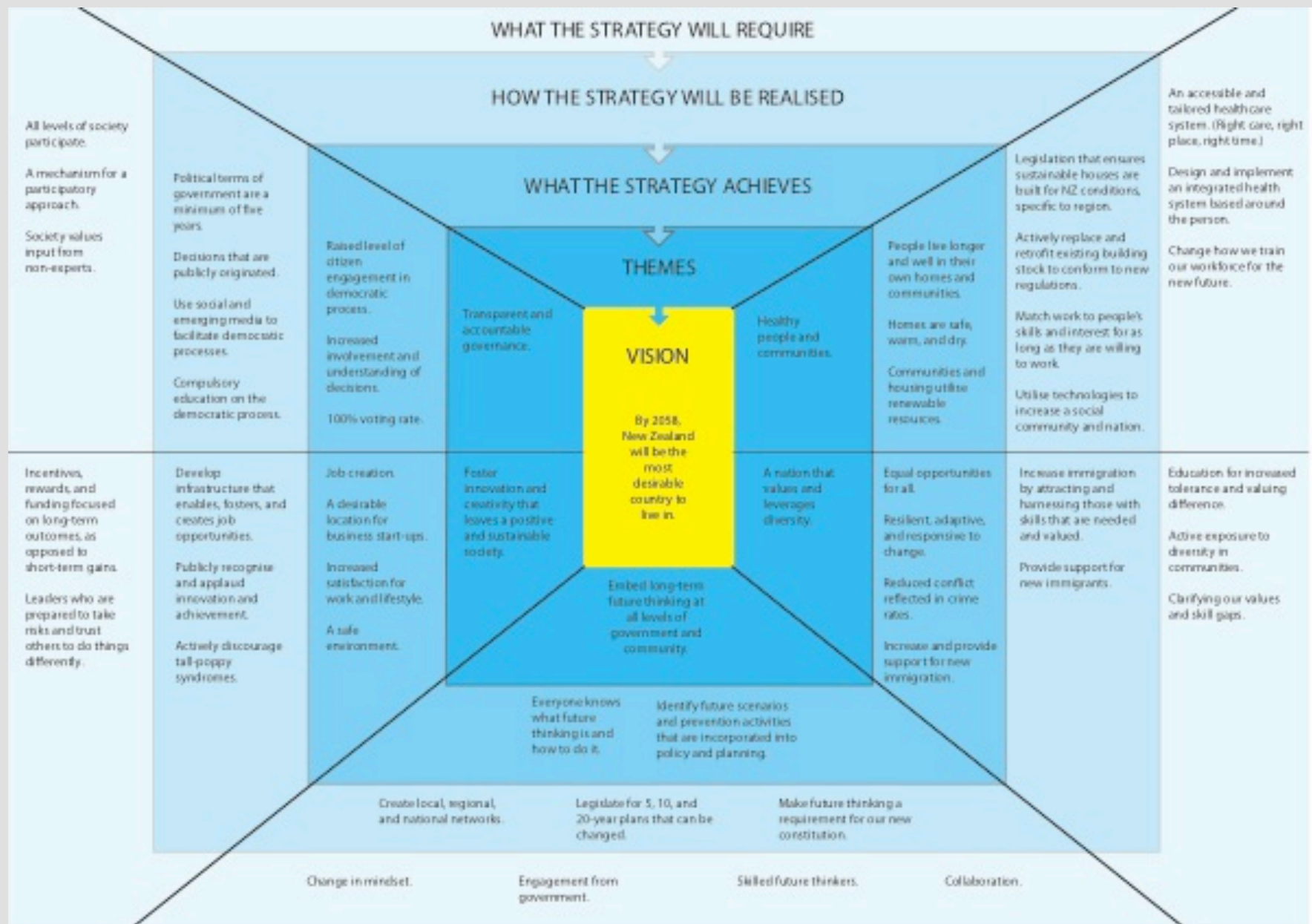
Strategy Maps



From previous slide – Strategy Map for Brazil Innovation theme expanded showing cause and effect



Strategy Maps



NASA Chief Scientist Dennis M. Bushnell

1. Climate change and energy
2. Massive debt (AKA 'The Great Correction')
3. Water and food shortages/Environmental issues
4. Five simultaneous game-changing tech revolutions, tele-everything
5. Luddites/Individual destructive power
6. Robotics/Machine intelligence/
Employment
7. Humans merging with the machines



Talent is Key

- Talent likes talent
- Talent loves good food and cafes
- Talent wants to be the best in the world
- Talent enjoys being recognised
- Talent thinks and acts globally
- Talent hates completing forms
- Talent gets frustrated with delays
- Talent needs human capital
- Talent grows through investment
- Talent follows talent
- Talent is key



Hindsight

Insight

$$97 - 90 = 7$$

$$7 - 3 = 4$$

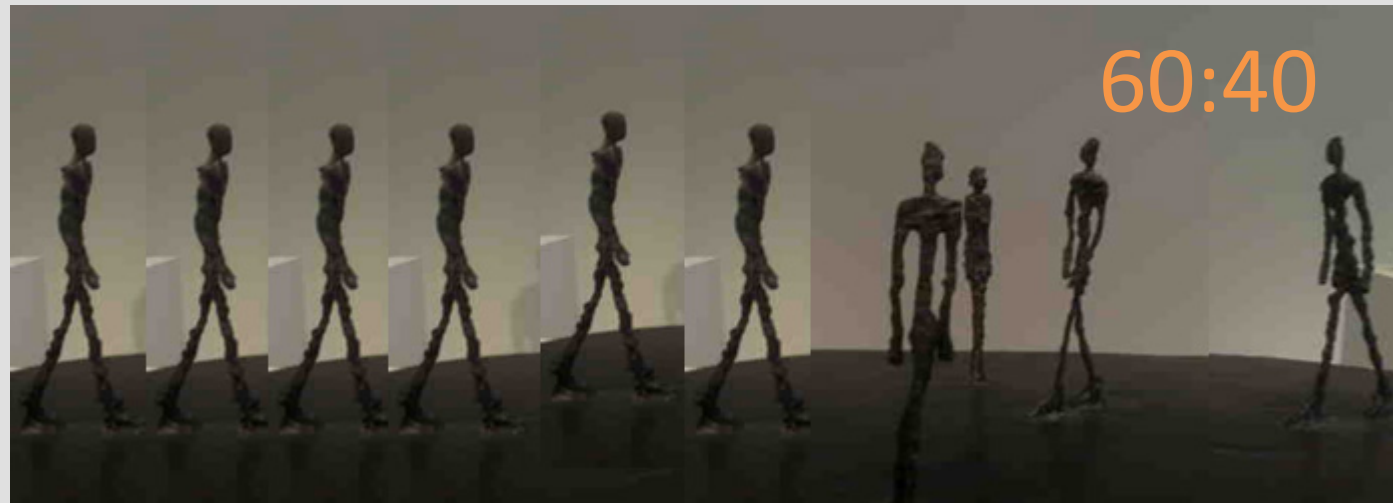
$$4 - 2 = 2$$

Insight and Foresight

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



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



Constitutional Review 2011-2013



National Council of Women, Christchurch
1896

‘Do not think your single vote
does not matter much. The
rain that refreshes the parched
ground is made up of
single drops.’

— Kate Sheppard

Sir Paul Callaghan

‘So my take is,
we simply push on,
ignore the pessimism,
and lead by example.
Then suddenly we find
ourselves surrounded
by success and telling
ourselves that it was
always meant to be
this way.’

