Map the Future

Strategic planning is a process not an event. Like any journey into the unknown, you're far more likely to reach your intended destination with a clear map.

Strategically mapping your future can best be thought of as a weather map rather than the classic road map. A road map implies clear pathways, whereas the reality is constantly shifting conditions that require closer monitoring and course adjustments.

To navigate uncertainty with greater confidence and momentum, teams require the visionary clarity of strategic focus – like guiding lights through the haze of an ever-changing environment.



Scenarios Give structure and clarity to the unknown by defining possible to preferable scenarios, informing the capabilities and strategies required

Vision Navigate through uncertainty with a vision beyond generic ambition, creating a compelling big picture view of the future state

Goals Strategy is a plan of action to achieve major aims, so clearly defined and tracked goals are critical to strategic progress

Strategies Strategic focuses need to be simply memorable to inform action, while being complexly unique to provide competitive advantage

Innovations Leap forward by collaboratively reflecting on the past, reimagining the present and creating the future from diverse perspectives

Insights Stand on the shoulders of giants to see beyond the haze of the unknown, by exploring insights from the knowledge and experiences of others

Capabilities Leverage existing capabilities while developing an organisation that is ready for the future of work

Trends Adapt to strategic shifts needed by anticipating and responding to disruptive trends ahead of their impact

Values Align priorities and cultural behaviours through collaboratively defined and lived values

Purpose Provide stability and intrinsic motivation with an inspiring and deeply believed reason for being

Mindleap Solve complex challenges by shifting fixed mindsets into future-focused leaps in thinking

Strategy Map A4 (p2) Mindleap Guide (p3) Map A3 (p4) \blacktriangleright

Strategy Map

Strategy	/ IVIAP Known	PAST	Inspiration	PRESENT	FUTURE	Direction	Unknown
Trends	Capabilities	Insights	Innovations	Strategies	Goals	Vision	Scenarios
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Social	People	Leap #1	What if we	Focus #1	Customer	Looking ahead we see	Preferable
Technological			Adapt	-		Quarter	
reemotogicat	Process	Leap #2	Combine	Focus #2	Financial		Probable
Economic	Platform		Substitute	Focus #3	Process	Year	
Environmental	0.6	Leap #3	Simplify	_	C 11	Multi-year	Plausible
Political	Performance	-	Modify		Growth		
			Reverse		Sustainability	Decade	
Legal							Possible
Ethical	MINDLEAP Futurework Skills	LEVERAGED Inclusive Digital	EXPANSIVE Collaborative Innovative	ACTIVE Adaptive Impactful	PROGRESSIVE Visionary Strategic	Generational	
8 Values	Value #1	Value #2	Value #3				
Purpose Why? We're here to / We believe / We're on a mission to							www.dave-wild.com Futurist Dave Wild © 2023

Impossible Expansive Leveraged L P Progressive	Mindleap Guide FOCUS: OBJECTIVE:					
Possible Past Present Future Leverage Know almost nothing Questions Tell me about a time Ask why? Why? Why? Tell me more How did you feel about that? Remember Look for surprises	Explore beyond the edges How might we? 1. Quantity not quality 2. Suspend judgement 3. Build and enhance 4. Get uncomfortable	Action Accelerate ideas into reality Think The real world can behave very differently to our imagination and plans Do Go further faster by shifting from talking to making	Progress Sense the future around you Creating a better world starts with you Remember Begin with the end in mind Fall in love with the problem not your solution The future is all around you			
What insights can you discover about challenges and solutions?	3. What new possibilities might your discoveries inspire?	4. What experiments can accelerate the shift from idea to reality?	1. How do you vision the future of this initiative to look?			
uturist Dave Wild © 2023			Explore further at dave-wild.co			

Strategy Map

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