

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

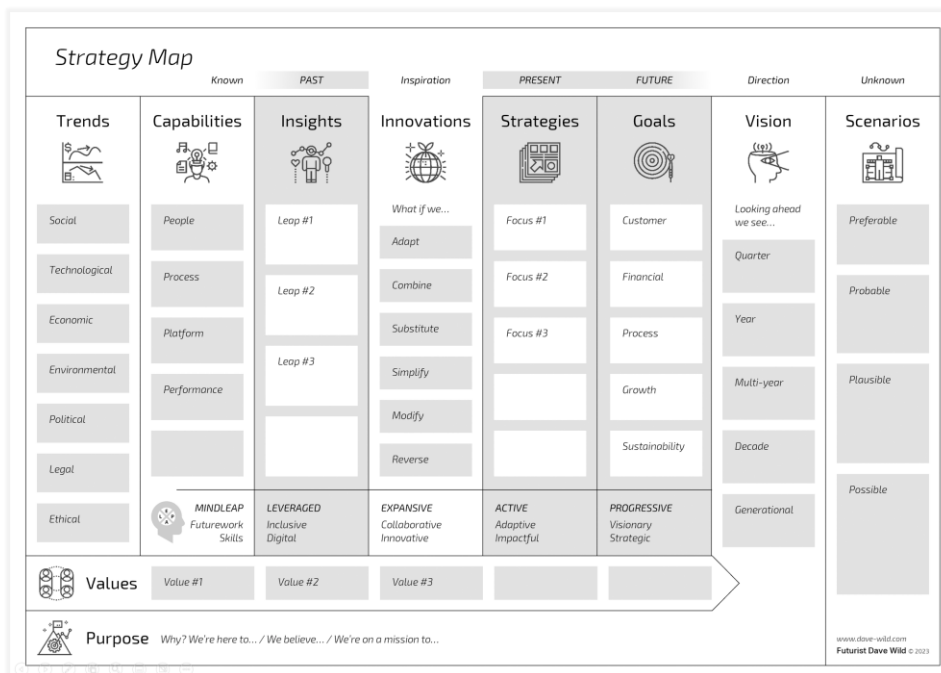
Capabilities Leverage existing capabilities while developing an organisation that is ready for the future of work

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) ►

Strategy Map

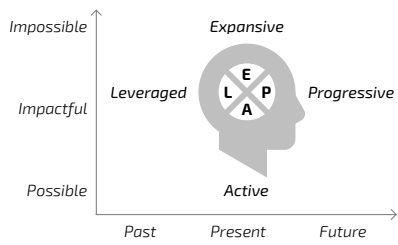


Values



Purpose

Why? We're here to... / We believe... / We're on a mission to...



Mindleap Guide

FOCUS: OBJECTIVE:

E Expand

Explore beyond the edges

How might we?

1. Quantity not quality
2. Suspend judgement
3. Build and enhance
4. Get uncomfortable

A 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

P 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

L 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

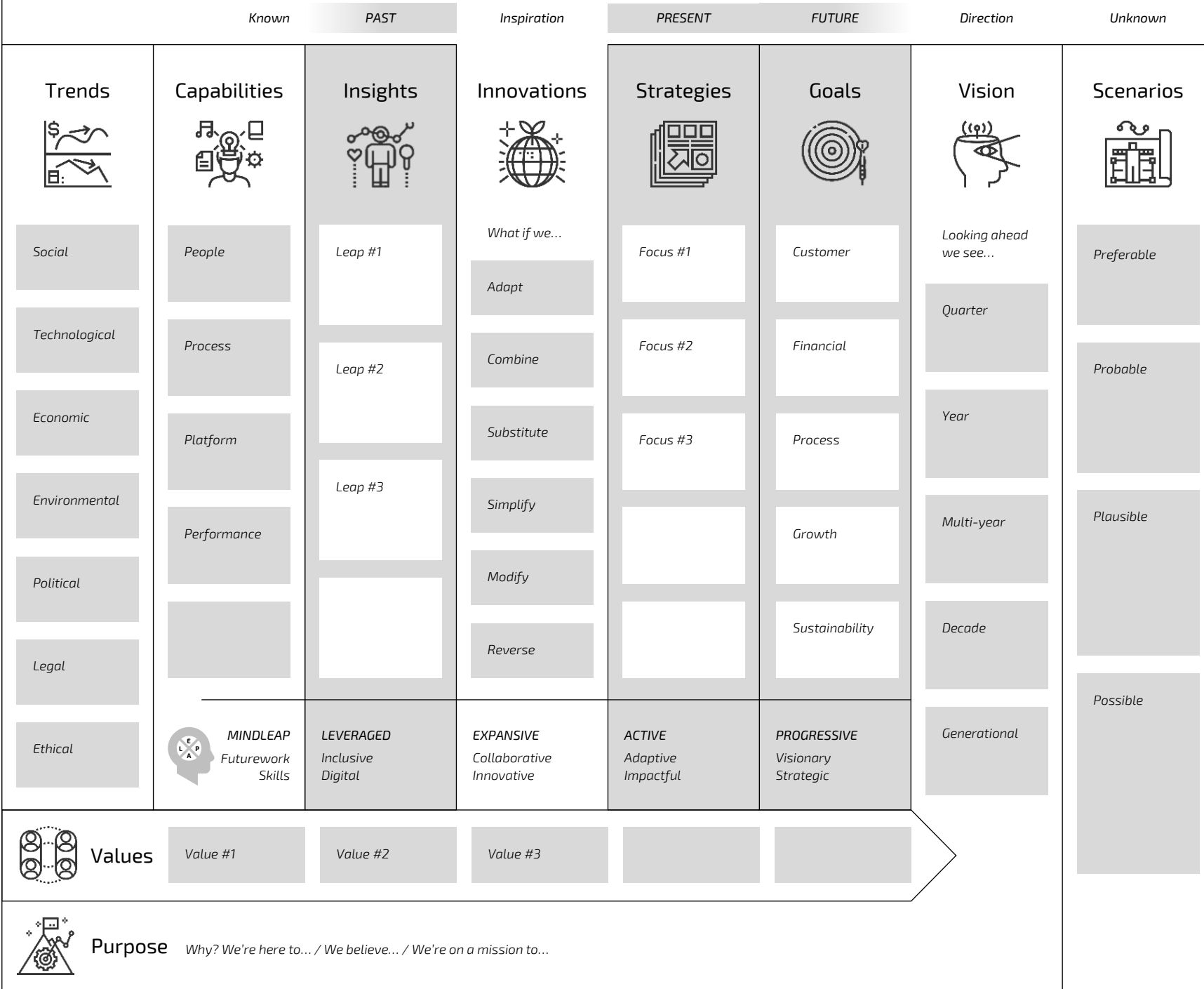
2. What insights can you discover about challenges and solutions?

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?

Strategy Map



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www.dave-wild.com

Futurist Dave Wild © 2023