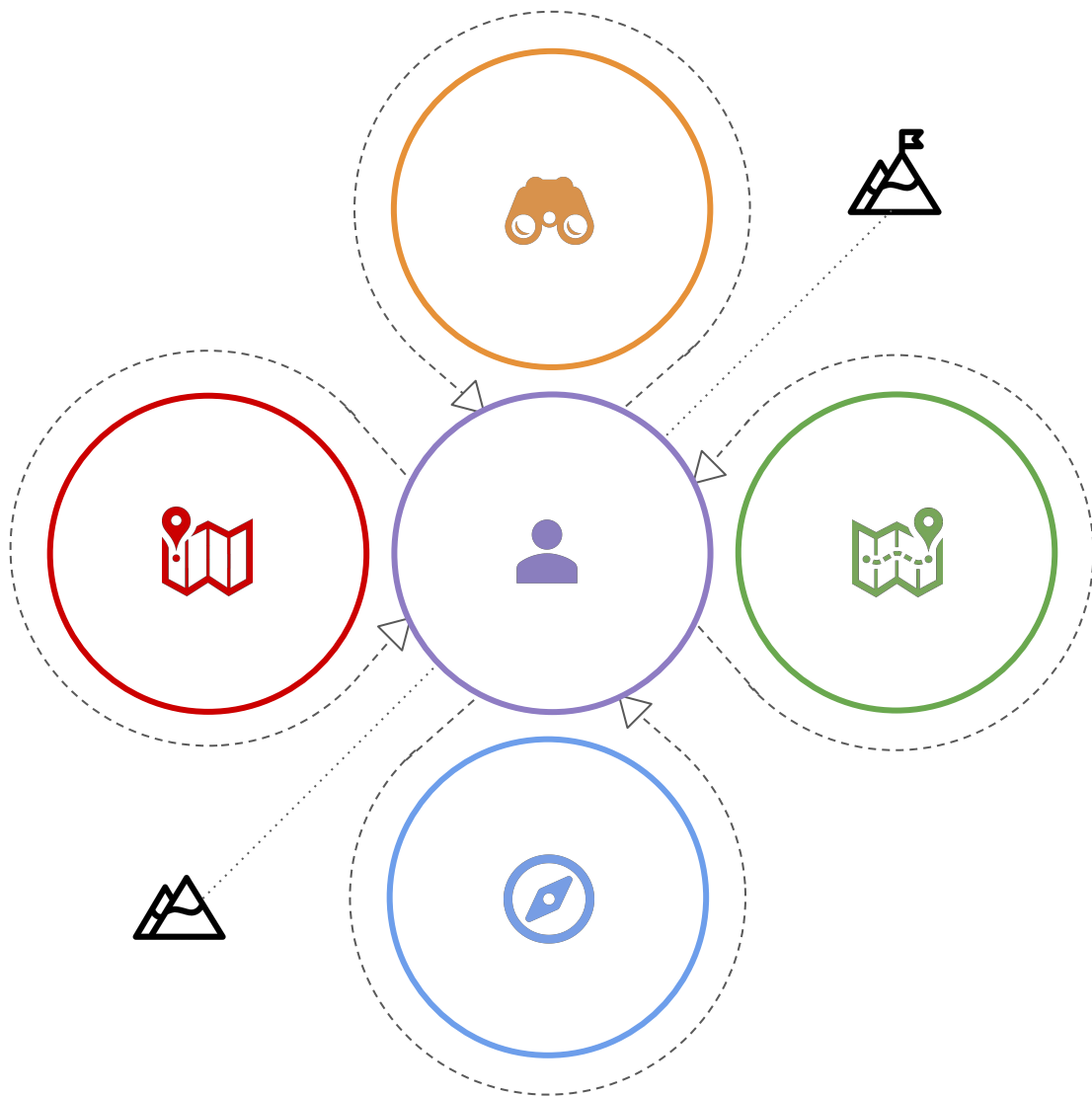


THE 5 PRACTICES

Of Effective **Future-Focused** Leaders

Lead Your Organization to its Preferred Future

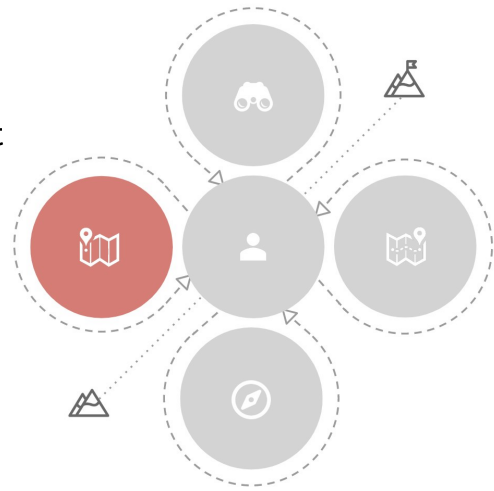


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HOW TO GET FROM TODAY TO YOUR PREFERRED FUTURE

Too many executives and leaders develop and execute their current operations plans without considering the business environment and critical changes that are taking place which could jeopardize their plans.



Don't make the mistake of thinking that the future is predetermined, our actions and focus help shape the future into a desired set of outcomes.



TODAY

Operations-Focused

Future-Focused

FUTURE

Reactive

Constantly reacting to change never getting ahead of it

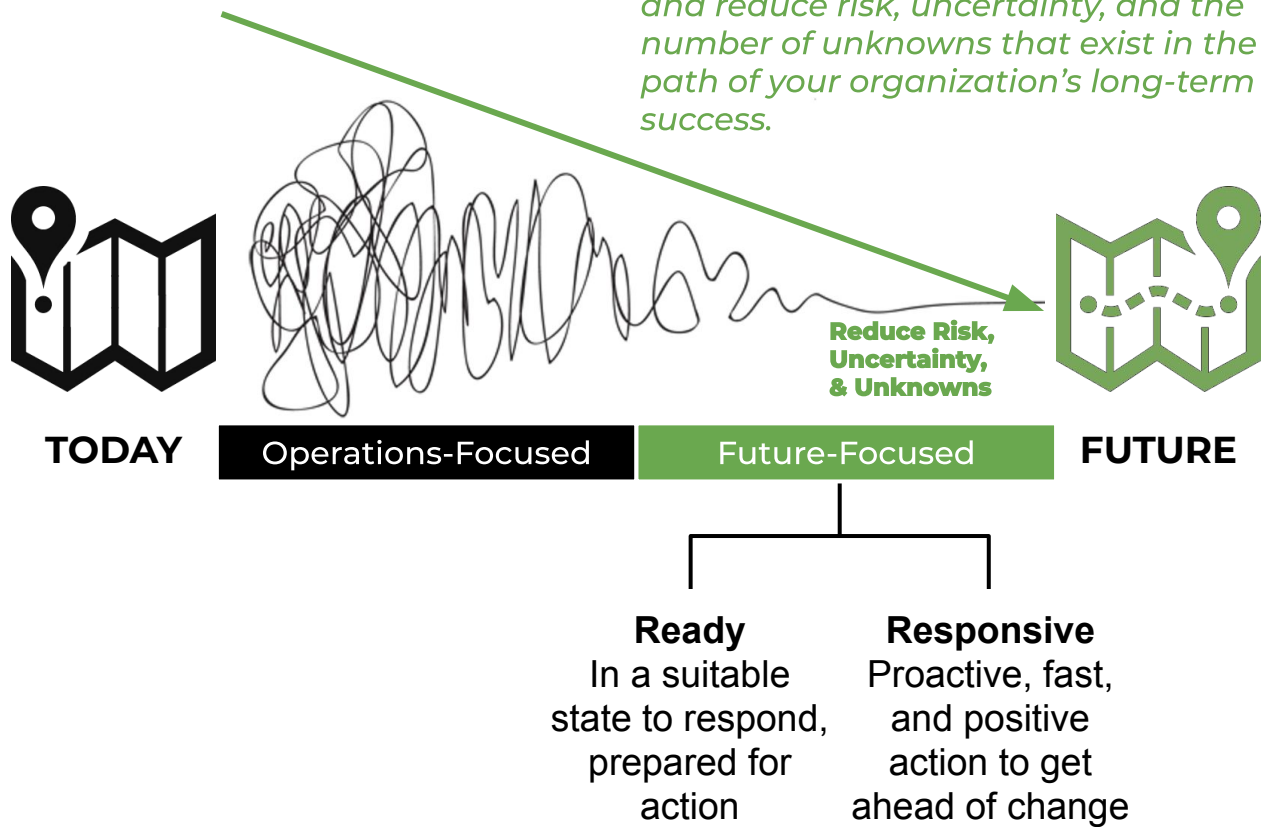
Risky

Letting your future path and actions get defined for you



By developing a future-focus leaders become much more aware of change that will drive their industry and market so they and their teams can create the organization's "preferred" future, taking advantage of strategic opportunities and avoiding or minimizing strategic risks, disruption, and future fragility.

The primary reason today to be future-focused is to seize opportunity and reduce risk, uncertainty, and the number of unknowns that exist in the path of your organization's long-term success.





THE 5 PRACTICES FRAMEWORK

What is it and how it works?

WHAT IT IS

The 5 Practices Framework is a structured process for expanding your thinking about your business and its future.

Upon completion of this futures-thinking process you will have thought differently about your present operation, the business environment changes taking place around you, the potential futures your organization may face, and the actions you may have to take.

As a result of thinking differently about the things that will impact your future you will have developed a futures-oriented plan of action with executive accountabilities.

And, most importantly, you will have created the foundation for a futures-focused culture.

WHAT IT ISN'T

The 5 Practices Framework is not a series of simple, fill in the blank exercises.

It is not a training session for your executive team (although they will learn to think differently).

It is not a one-and-done process to complete and put on a shelf.

HOW IT WORKS

The Framework works by requiring you (and your team) to challenge and answer questions about certain aspects of your business that are not normally asked during the day-to-day operations or typical strategic planning process. It will challenge the critical underlying assumptions on which success of your current business model depends.

It also requires you (and your team) to challenge your knowledge of emerging trends and the impact on your business. The Framework also requires you (and your team) to contemplate future scenarios outside of your the scope of your normal planning horizon.

Further, it requires you to identify certain strategic events, before they mature, that might influence your ultimate scenario.

Lastly, the Framework will ultimately require you (and your team) to develop action plans and accountabilities to ensure that your preferred future is ultimately achieved.



FRAMEWORK FOR SUCCESS

The reason for the success of this Framework is that it takes you (and your organization) out of the current operations focus and into the future.

The Framework also works because it focuses on the primary functions of leadership: creation of a vision in light of the future environment, the alignment of the organization to that vision, and the execution of predetermined actions to ensure achievement of a preferred future.

It also works because it's a proactive approach to futures planning rather than a reactive one. Further, the Framework works because it creates an ongoing process of managing the future on a regular and recurring basis. Lastly, it works because it provides for timely decisions and actions in periods of rapid change.



1. CHALLENGE CURRENT REALITY

- Value Proposition
- Business Model
- Underlying Assumptions



2. CHECK THE ENVIRONMENT

- Environment Model
- Influencing Factors
- Future Change Drivers



3. CONSIDER ALTERNATIVE FUTURES

- Frame Scenarios
- Scenario Context
- Draft/Finalize Narratives



4. CREATE FUTURE-FOCUSED PATHS

- Enhance Current Business Model
- Create New Business Model
- Create New Adjacent Businesses



5. FUTURE-FOCUSED LEADERSHIP

- Regular Environmental Scanning
- Periodic Review of Future Findings
- Annual Review of 5 Practices





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