



# Getting Your Future Right

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Marcus Barber

Twitter: rightfuture

[www.lufg.com.au](http://www.lufg.com.au)



# Quick Introduction

Specialist in Advanced Organisational Strategy, using Values and Futures frameworks

Small private firms to large corporate and Government entities across numerous sectors:

Kimberley Clark; General Motors; Dept Defence; Pacific Brands; QDA; Deakin University; Fosters; ESPN; Ernst & Young; KPMG...

Founder of the Australian Strategic Planning Institute; past advisory board member of the Australian Bill of Rights Initiative; professional life member World Future Society; member of Association of Professional Futurists

Co presenter on the National Geographic Channels TV Series 'Future Matters'

Numerous presentations and training nationally and internationally on Innovation, Organisational Change, Futures and Sustainability

Articles and papers published in Journals and magazines around the world

Author of 'The Money Tree & How to Grow One – Creating Success in Your Business' and the soon to be finished '*Killing Trends: The Graceful Art of Innovation*' and currently writing '*Getting Your Future Right*'

MSc Strategic Foresight; G.Cert Teaching & Learning; M.Prac NLP; Multi Certification in the Spiral Dynamics framework

**Pragmatist – helping people see the road ahead more clearly such that they can make better decisions and take more effective action today**



# Today

A model for developing Your Future

A few additional ideas

Treat this as a workshop for your future –  
this is an hour of 'you time'



# First, a Reality Check

Getting Your Future Right:

Requires thought; focus; and applied effort

Needs acceptance of imperfection and occasional barriers

Understanding that some get there quicker than others and that's OK



*Perfection is nothing more than  
a scientific theory*



# Your Life Plan



# The Main Problems

Blindfolded, Blinkered;  
Blindspots &  
Backward looking



# The Blindfold:

No active engagement with our future  
(lacking conscious awareness)

Either we let it happen or we base our future  
on Assumptions that are unsupported

The result – Our future lies in the hands of  
someone or something else (the  
acceptance of misery!)



# Blinkers

No active awareness of obvious signals that lie just outside our peripheral Vision

We hold unrealistic expectations of what our future will be like

The result – even small shifts in direction sees us run off the road (the acceptance of dissatisfaction)



# Blindspots

A general view of the world that is selectively developed

We fail to constantly shift where we focus, believing we have a full view of our future

The result – we get shocked when something right in front of us, suddenly comes into view



# Backwards Looking

History is our only guide (trend reliance)

Allocation of our resources based on  
yesterday's outcomes

The result – we bet the farm on tomorrow  
based on past performance



Who here planned to 'stuff up'  
big today?

And what about your life?



# Getting Your Future Right

Make a conscious choice

Understand that you are not starting from scratch (not are most organisations)

Bolt on the components you need

Be willing to grasp your future with both hands



# Model

Originally designed to assist Organisations  
with their Strategic Planning

Evolved from the first iterations across  
2004-2006 on feedback from clients

Increasingly applied for personal futures



# The Model

4 Phases

10 Steps

Interlinked; Start anywhere; Move forward

Strategic	<b>Vision</b>	→	<b>Strategic Issues</b>
	Where do you want to get to and by what date do you want to get there?		Given your Vision and your field of endeavour, what are the most important things you need to consider, right now?

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Operational	<b>'The Plan'</b>	<b>Selected Strategies</b>	<b>Capability Assessments</b>
	How you intend to do to move closer to your vision, given your Capabilities and Strategic Issues	For each Strategic Issue, assign capabilities to move forward through a series of strategies for action	Do you have the capabilities required to address each Strategic Issue identified?

Execution	<b>'DO'</b>	<b>Monitor</b>	<b>Accountability</b>
	Implement your Strategic Plan – remove barriers, provide permission to act	What are the 'on-track' and 'off-track' signals telling you about progression? What is your Environmental Scanning telling you about emerging issues?	Ensure all Board meetings and Management meetings hold the organisation accountable to the Plan – ask the key question and act accordingly

Evolution	<b>Think</b>	<b>Learn</b>
	What now? – is your Vision still Valid? Have you targeted the right Strategic Issues - have others emerged? Do you have the required Capability or are their Gaps? Were your choices of Strategic application of capabilities sufficient?	Using tools like the After Action Review (AAR) look for ways to improve your business, become more alert and make better strategic and operational decisions



Right Now, who here has their own  
compelling Vision for their future?

What about for your organisation?



# Vision

Good Visions are compelling for the individual and for an organisation

They offer a sense of stability when times are challenging

They provide 'pull' – a magnet to the destination



# Values as Guides

Values shape your Vision

They are the essence of how you choose to do what you do

How do you explain what your Values are?



# Tips

Neurologically Rich

As Long or as Short as they need to be

Can & Should change

Are based on your core values

**MUST** be time stamped



# Strategic Issues are:

Anything that requires an organisation to allocate its resources (time/people/money etc.) in order to handle what it is that the issue represents



# Tip:

You need to be mindful of separating the 'noise of life' from the real issues.

Ask:

'What is the one single thing from my list that would have the biggest impact right now?'

Do that and nothing else until done



# Capability Assessment

What skills, attributes and resources do you require in order to successfully handle each of the strategic issues you have identified?

To what extent are those capabilities available to you right now?



# Tip:

Rate your capabilities H (have it); CD (could develop it further); and NA (not currently available)

Now a reality check – lot's of CD for a capability across a range of issues might actually mean that capability is an NA!



# Understand

You probably have access to more capabilities than you know

Someone or something might be an asset for you (take those blinkers off)

Avoid knee jerk reactions to Strategic Issues



# Strategic Actions

How (specifically) will you use your available capabilities to address each Strategic Issue you've identified?



# Tip:

Allocate your resources to the highest priority Strategic Issue first.

Avoid allocating a limited resource across issues – none of them will be done well and the resource will become depleted



# The Plan

You've set a destination; identified strategic issues; assessed available capabilities; and decided how you will use them!

It's Your Plan for Getting Your Future Right



# Now Do!

You've got a plan, now do it



# Tips

Do it;

Do it;

Do it;

Do it; do it, do it...



# A Warning

**Action without Awareness is Ignorance!**



# Monitor

Reduce the wastage in effort

Maximise your progress

Off Track & On Track signals

For each Action, what are likely signals of your progress?



# Tips

Internal & External

Big & Small

You want the earliest possible indicator &  
both formal and informal count



# Understand

To many people press 'go' and then forget to monitor how they are tracking

Those that do often use 'big' signals - stages of a project by set time

This is too late to get you back on track – look for earlier (and smaller) signals



# Accountability

Each Strategic Action and Strategic Issue must be assigned to someone

Who, specifically, will be held to account for the success of the desired outcome?

How will they be held to account?



# Tips

Fluff will clog your arteries

Give me the end date – by when, using what resources in which way?

Pay attention to how you are going

Seek out an Unreasonable Ally!



# Understand

With no one is made accountable, no action gets taken

When everyone is accountable, no action gets taken

Who is; Doing What; Using which resources;  
Starting when date; and Finished by



# Learn

Everything offers a chance to understand:

Were my Assumptions Valid? (based on what information?)

Are my future Expectations realistic (based on which assumptions?)

Are these the right Strategic Issues?; do I have the required Capability? Am I using those Capabilities well enough? Am I monitoring progress? Am I accountable?



# Tips

Use the AAR developed by the US Marines to assist you learn about how things are progressing



# Think

Now that you've learned, what do you think needs to happen to enhance your progress towards your desired Vision?

Re assesses SI; C; SA & M

Check your V – compelling? Does it need to evolve? Does it reflect your core Values?



# Tips

Tap your unreasonable ally for feedback

Ensure you've been responding to the most critical strategic issues (filter the noise)

Consider how you've been using your resources and capabilities – is it both effective and efficient?



Simple things really do work. A few extra ideas to keep your Vision for the Future active...



# Magic Fridge

A simple technique to keep your target top of mind

Put images and reminders of where you want to get to on your fridge door

This is also what should happen with organisational strategic plans

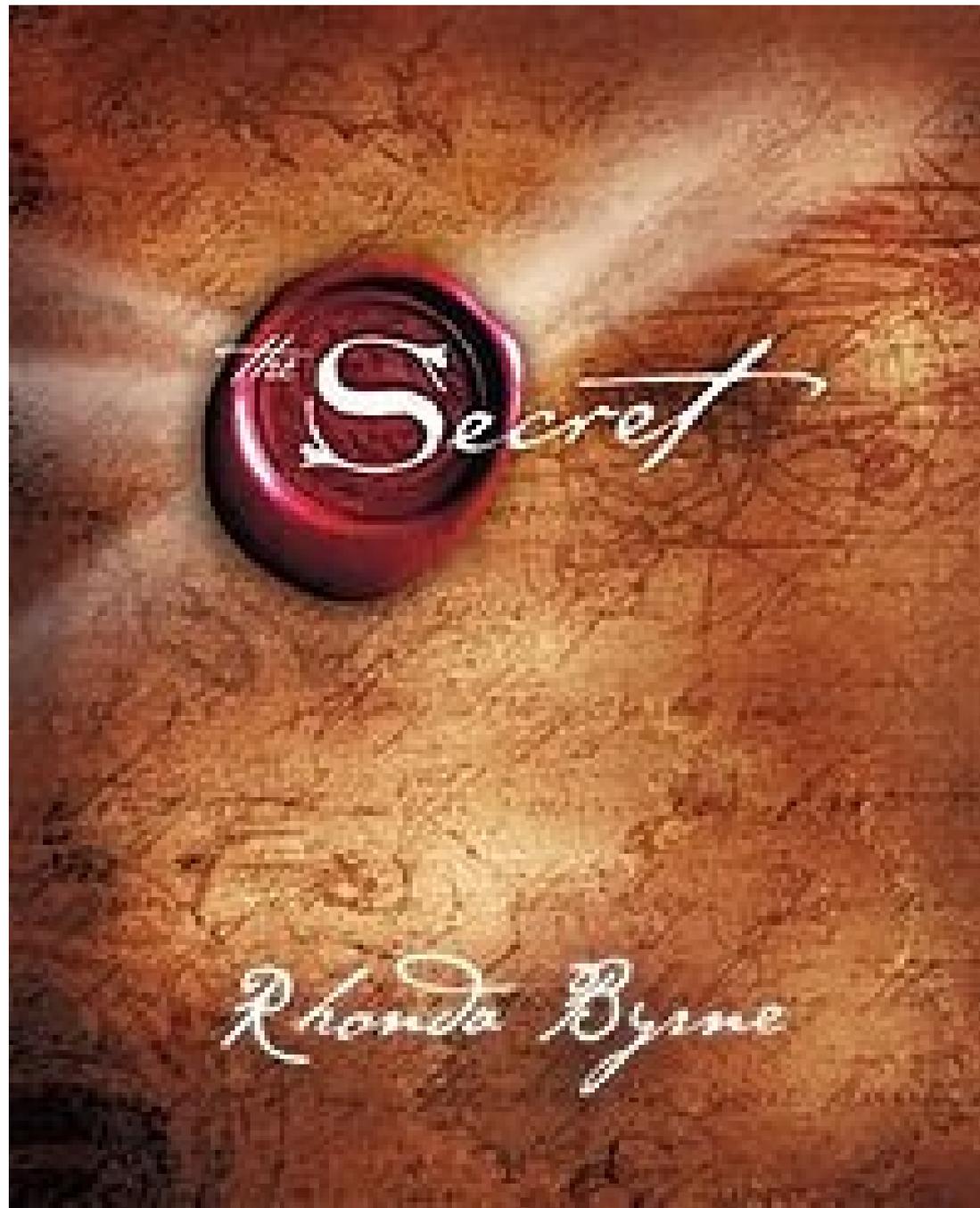


# Wheel of Life

## 7 Interwoven Zones

Helps remind you about balance in life

Sport & Recreation; Community Service;  
Mind education; Health & Well Being;  
Spirituality; Family/Friends; Me time





# The Secret

IS a Futures orientated tool

Encouraged millions of people to focus on what they wanted in their futures

But, as E James Rohn used to say  
'Affirmation without action is delusion!'



# Leveraging the Vision

The Vision is your decision framework

Ask: Will responding to this Issue move me closer to my Vision – Yes/No?



# Leveraging the Vision

Ask:

Will discussing this issue right now, move me closer to my Vision, Yes/No?

Ask:

What ideas do you have that can move us to our Vision?



# Leveraging the Vision

When recruiting:

Have staff explain what the Vision means;

Distributed capability:

Managers should be able to explain how  
**EVERY** employee's role moves the  
company closer to the Vision



Your Future is a Negotiation – how well you negotiate is up to you!



# Final Questions For You

When you leave this room, will you choose to put your blinkers back on?

Tomorrow will you wkae up with your blindfold on?

In your ongoing future, will history be your only guide?



# Summary

Getting Your Future Right needs you to work consciously and deliberately

Getting Your Future Right requires that you set your end goal in a compelling way

Getting Your Future Right needs you to monitor progress, be accountable and to develop and learn along the journey



# Questions / Observations



# Resilience

'The ability to bounce back'

Resilience is what you want after you discover you don't have the needed skills to deal with every life event



# Resilience Building

Valid Assumptions

Realistic Expectations

Everything is a source of Feedback – what are you going to do with that feedback?



# Resilience Antithesis

## Cotton wool kids

Anti bacterial sprays & panicked parenting

## Cotton wool employees

Instruction manuals for EVERY little thing

## Cotton wool societies

Lawsuit central; political correctness overriding genuine opinions



# The hand off...

'S': Identify the Strategic Issues/Themes

'O': Identify the required Capabilities

'S': Pick the 'sandboxes'

'O': Determine how to play

Now DO!