

***FutureSearch*: Creating a proactive organisation**

Learn new tools for being proactive in managing change. *Anticipate instead of react*. Prepare for the long-term challenges of the global era by creating viable, sustainable strategies, products and services.

FutureSearch offers a fresh approach to in-house workshops for you and your organisation. It lets you break free of ingrained habits and shed unchallenged assumptions. Use foresight to identify and develop future opportunities by unlocking the existing individual and organisational wealth of expertise.

This is not chalk and talk. It builds on *Anticipatory Action Learning*¹. Inquiry, reflection, decision and action are brought together in a long-term framework for identifying and embedding change. A systematic program, both robust and flexible, helps you learn to:

- identify the issues for the journey towards the next 25 years
- imagine how to manage that journey, not just forecasting, but *backcasting* from a vision, and
- develop strategies and actions to create your preferred future.

You will put into practice the learning shared with other participants. These may even include people from outside your organisation, and invited experts, as necessary.

Why foresight?

Wide-ranging changes like never before are thundering at us from the future. Emerging technologies promise new ways of living and organising. Biotech takes us to the brink of life, itself. But what has this to do with the nitty gritty of daily organisational life? While most people in any organisation, rightly, are busy working on operational goals, who is looking after its survival: anticipating viable longer-term options to secure its future?

A champion golfer needs excellent foresight. The perfect drive calls for envisioning the flight of the ball to negotiate opportunities and hazards to hit it well and follow through. So too, a champion management team needs a compelling vision of its future for making today's best shot.

Program direction

Tony Stevenson (see [Profile](#)), an internationally experienced futurist, designs and directs all workshops. Selected local or international specialists, including futurists, are used as needed.

Who will benefit?

- Senior executives and directors in business, government and community organisations
- Corporate planners, advisers, strategic thinkers
- Industry and neighbourhood friends

You will learn

- How to engage the future
- What an individual and an organisation needs in order to anticipate and manage the future
- How to envision alternative futures, develop scenarios and manage longer-term opportunity
- How other organisations do these things
- How to enact the preferred vision

What you get

FutureSearch embeds these visionary outcomes within your organisation:

¹ Tony Stevenson, 'Anticipatory action learning: conversations about the future', *Futures* 34 (2002): 417-425.

- Alternative scenarios for 2010 and 2025
- A range of opportunities for 2010 and 2025
- An action plan for developing selected opportunities by 2010 and 2025

***FutureSearch* versus traditional planning**

- ***FutureSearch*** looks outwards as well as inwards
- It works backwards from the future, not just forwards from the past
- It does not replace corporate history, but learns from the past and the future
- It takes longer than centralised planning
- But it encourages ownership from participation across the organisation
- It should cost no more, probably less
- It is a continuing process of monitoring, reflecting, anticipating, deciding and acting, not a paper-bound five-year plan
- It encourages exploratory rather than convergent thinking

You learn by

- Experiencing an integrated mixture of presentation, discussion and individual and group projects
- Exercising options to negotiate and renegotiate progress
- Joining others with similar needs and interest in managing the future
- Taking responsibility for your own learning
- Experimenting and discussing rather than relying only on memory
- Using your own organisation, and others, as examples

Timetable

Custom-designed interrelated learning modules, contiguous or spaced, exclusive to your organisation or omnibus with others. Minimum of 10 participants; maximum of 20.

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