

Session 4

THINKING BEYOND THE STATUS QUO TO DEAL WITH STRATEGIC UNCERTAINTY

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ATEM

We all know that the future is full of uncertainties that will create new ways of living, working and just being in the world. We know this either consciously or unconsciously, since thinking about, and planning for the future, is an innate human capacity.

We are often locked into thinking about the future as an extension of the present, as the status quo today provides a level of certainty that we, as humans, crave. Thinking beyond the status quo, and embracing future uncertainty, however, is essential if our organisations and governments are to develop strategy that truly prepares us for the future that our strategic decisions today create.

Some elements of our present will continue into the future, but the impact of drivers of change such as technology, demographics, consumer expectations and the new education paradigm will converge to create a future very unlike what we have today. To be prepared for the possibilities of our lives and work in the future, to even begin to understand the implications for our organisations, we need to think differently – we need to think beyond the status quo.

This session will provide an overview of current strategic thinking approaches, neuroplasticity, and ways in which we can jolt ourselves out of the status quo to be able to develop more sustainable and futures-ready strategy for our organisations. The aim is to provide both theoretical insight as well as practical ways to begin to change the way we think about the future.

Presenters Biography:

Maree Conway runs Thinking Futures, a strategic foresight practice that helps people learn how to use futures approaches in strategy development and planning. Thinking Futures provides resources and services to help organisations do environmental scanning, build the strategic thinking capacity of people, and write strategic plans that are aligned and which guide day-to-day action.