



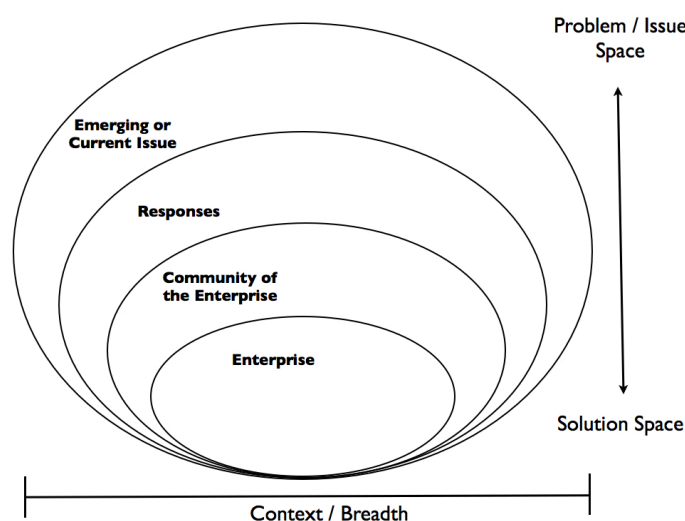
Action Foresight

The Futures Action Model for Business Innovation



Overview

In the 21st century, businesses across Australia encounter a new landscape of opportunities and challenges. Environmental and resource concerns are driving the greening of business. Globalisation drives competition and opens up new markets. The rapid pace of innovation favors the agile and nimble. Network technologies are reconfiguring how businesses relate with their communities.



Turbulence and uncertainty provide both threats and opportunities. For a business to succeed in this emerging landscape of change depends on their capacity to development new and innovative business strategies and enterprise models that are actionable today.

The Futures Action Model (FAM) is a proven methodology which enables the rapid prototyping and rigorous conceptual development of breakthrough enterprise strategies and models. FAM is a comprehensive methodology in which team- and network-based creative and analytic processes enable new enterprise strategies and models to emerge.

Leveraging Organisational Knowledge

FAM is a team based approach that leverages organisational knowledge. Participants from within a business who are interested in exploring and developing enterprise strategies come together in a workshop setting. Participants bring together their organisational knowledge, and use the FAM tools and methods over a number of sessions.

Phases of Service

Our service is delivered in three main phases:



Phase 1: In the first phase we develop an understanding of emerging issues and the global responses that are occurring in industries or sectors relevant to the business. This gives participants knowledge and clarity of the most significant changes and critical issues within their sectors or industries.

Phase 2: In the second phase participants explore the connection between the most significant global responses in their industry or sector with their network of stakeholders (customers, clients and suppliers). In this phase participants analyze their stakeholder needs and imagine potential strategic responses. Teams develop up to three viable concepts.

Phase 3: In the third phase participants engage in detailed analysis of the enterprise options conceived, model them and then develop detailed designs for the enterprise strategies. This includes general modeling and detailed design of enterprise identity and purpose, governance systems and resource exchanges.

So... What is Under the Hood?

Central to the approach is an engine for creating new enterprise pathways in the face of complex challenges:

- The FAM approach is designed to address challenging problems with changing requirements which resist straightforward solutions (we call them “wicked problems”).
- The FAM approach is experiential – based on action learning principles.
- The FAM approach explicitly incorporates an organisation’s key stakeholders into the enterprise strategies.
- The FAM approach builds in enterprise strategy elements, making the process straightforward.
- The FAM approach employs continuous scanning for change and improves an organisation’s real-time strategic agility.

Key Outcomes

The key outcomes of the service includes:

- Enterprise concepts, models and designs
- Short report which includes basic analysis including: enterprise strategy, model and design, “enterprise ecology”, global responses and emerging issues:
 - Environmental scan of industry / sector



- Global response / collaborator / competitor analysis
- Stakeholder “enterprise ecology” analysis

Other valuable outcomes include new capabilities and capacities based on knowledge of tools / methods, skills / practices, and capacity to generate creative ideas:

- Knowledge of new tools and methods
- Transfer of knowledge for how participants can guide the process
- Collaborative (team / net) work skills