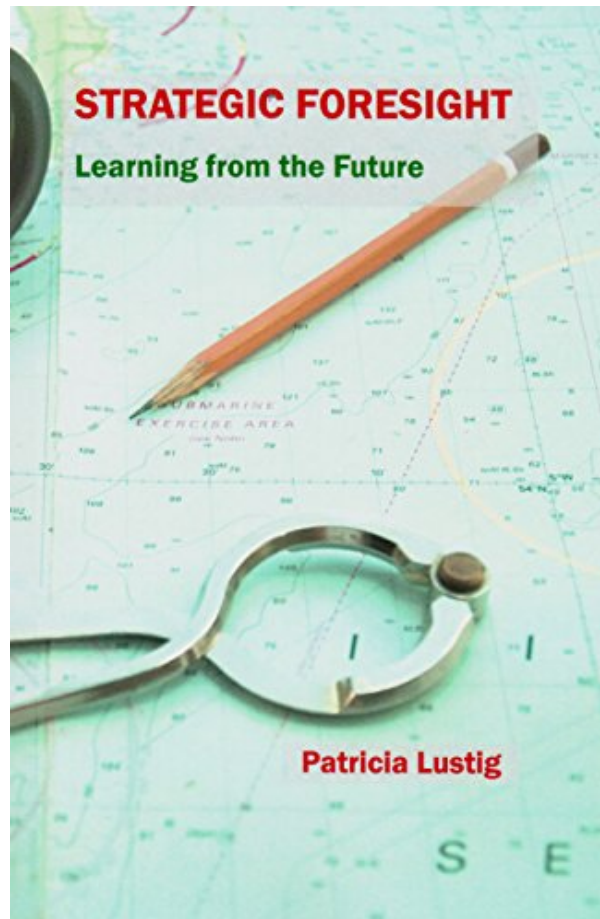
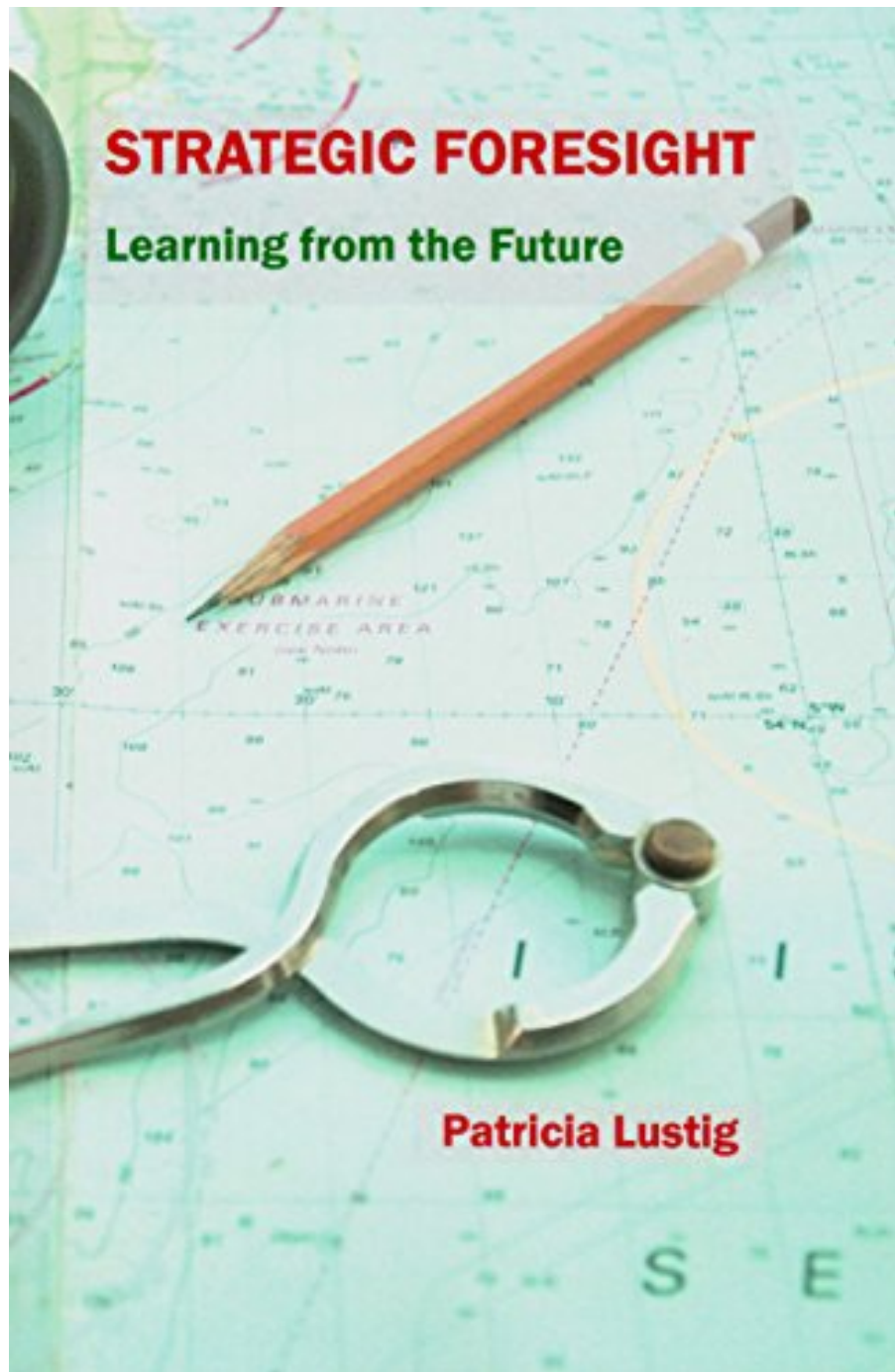


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# STRATEGIC FORESIGHT: LEARNING FROM THE FUTURE

## BY PATRICIA LUSTIG PDF

This is a book is for leaders, to aid their practice in strategy, decision making and change - it's a very practical (field) guide to foresight and foresight tools. It's aimed at leaders in manufacturing, service, non-profit, government and fourth sector organisations. Strategic Foresight is a set of skills and tools used to explore potential futures exercising your 'futures muscles' so that you are able to plan for and take advantage of these possible futures. The book first explores how we think about the future, looking at ambiguity and uncertainty and how these play a role in our ability to think into the future. It introduces a simple model of preferred thinking styles and talks about the 'baggage' and values that form our perceptions. The next section covers models, tools and maps that people will find useful for developing their own Foresight and using this knowledge to make decisions, whilst uncovering innovation and creativity to turn this Foresight knowledge to competitive advantage. This is not a comprehensive list - just a selection of the most effective tools with their use and case studies that are easy and effective to use. The next two sections cover: How to identify emerging trends; what impact they may have on your business; the strategic importance of early recognition; and how to apply the knowledge in your business. Harnessing Foresight as a spring board for innovation and creativity to develop new paradigms and take advantage of what may come. Finally, the author pulls it all together by showing how to develop a practical method of exploring potential futures in the context of your existing business in order to take robust decisions and develop strategies that help you work towards your preferred future. Case studies are interspersed throughout the book to illustrate the points made along with exercises, where appropriate, to encourage people to 'think along' with the ideas and new ways of approaching Strategic Foresight. \*\*\* "Charting the future course of an organisation is increasingly problematic in a world where the normal, uncertainty and unthinkable change are synonymous. Tricia Lustig's advocacy of strategic foresight and her elegantly simple explanations of how to turn theory into practice, is the voice of a wise navigator who has deep experience and intimacy with the corporate soul." -- Michael McAllum, Founder, Global Foresight Network [Strategic Planning, Business Planning, Organizational Leadership]

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A must read for anybody exploring strategic options

By M. G. Hazell

Strategy is often thought of as a lonely task for Chief Executives and Directors of Strategy. The tools outlined in this book allow leaders to share the process, harvest the diversity of their teams by using foresight to build upon the collective wisdom of an organisation and make a better decision about direction and

strategy. And to do this while knowing that their people are aligned behind and with them.

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Learning from the future

By Neil Houghton

Strategic foresight refreshes strategy and in this book Patricia Lustig presents a very accessible outline of many foresight methodologies that organisational leaders will find both interesting and practical. The case studies add further insight and demonstrate that we really can learn from the future. As a leader if you are looking to create a foresight capability and extend the reach of your strategic thinking in your organisation then this book will be indispensable in your toolkit.

0 of 0 people found the following review helpful.

Clear, compelling compilation of strategic foresight tools and techniques

By Liz Alexander

I first came across Patricia Lustig's book Strategic Foresight when asked to write a business magazine article on the topic. As someone with very little knowledge of the futures field at the time, it provided a wonderfully clear, easy-to-grasp overview. Not only of what strategic foresight involves, but why any organization grappling with the challenges of today's VUCA business environment needs to seriously think about adding this set of principles and practices to their strategic repertoire.

Lustig moves beyond scenario planning (about which most of us have some knowledge, given its prominence in articles and books about Royal Dutch Shell) to articulate a much fuller "toolbox" of approaches in order to successfully practice strategic foresight. Each of these is described fully in the book's ten chapters, along with helpful illustrative case studies. It is clear that the author has considerable experience with the methodologies she espouses, not simply as a "consultant" but someone who has worked "in the trenches" and can compellingly articulate the advantages of foresight for all types and size of business.

As she points out at the end of her book, "when you execute the resulting strategy, your business stands the very best chance of success and of being 'future proof,' because you're prepared."

If you want to be one of the prepared, rather than the blindsided, I highly recommend you read this book.

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