



# The Future Matrix

Designing for the Unknown

A Systems-Based Approach to Strategic Readiness

# Discussions

- Introduce a process I refined to gather information and add value to customers
- Add another dimension to starting conversations about organisational design / architecture (also for businesses who may already have systems in place)
- Show you a way of identifying low hanging fruit (The challenge of: ***We are in Control***)
- Show you that ANYONE can prepare for an 'unknown' future

# Not on the RADAR

- Natural Disasters (Floods, Fires, Earthquakes) - disaster recovery plans
- Business Disasters - key-person death, data breach, debtor bankruptcy, supplier price hike, competitor entry / growth - business intelligence gathering / environmental scanning - insurances
- Appetite for Risk
- *Recognising opportunity - industry disruption, pivoting based on external pressures*



2022 - 2023 - 2024 - 2025 ...

**[Insert Uncomfortable Disasters Here]**

- Pandemics
- US Politics
- Immigration Policies
- Nuclear Non-Proliferation
- Climate Change
- Legislation
- Free Markets
- Wildfires
- Civil Unrest
- Security Breaches





What difference would it make  
to you and your business if  
you could negotiate the  
*possible futures* your business  
faces?



The process to produce The Future Matrix consists of 7 phases.

Identify

Classify

Articulate

Numbers

Systems

Engage

Evaluate





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Identify - this is the information / data collection phase





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**Classify** - understand the information / data, it's relevance and importance to your business



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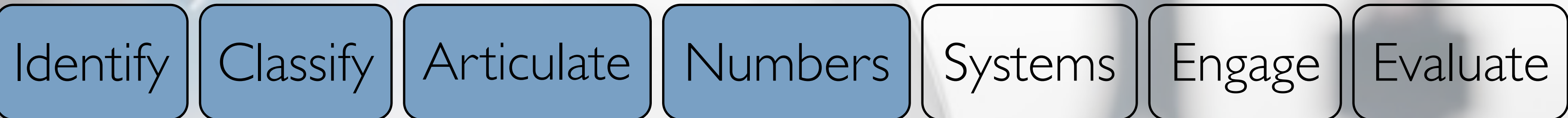


Articulate - describe all the possible futures based on the available information / data relevant to your challenge





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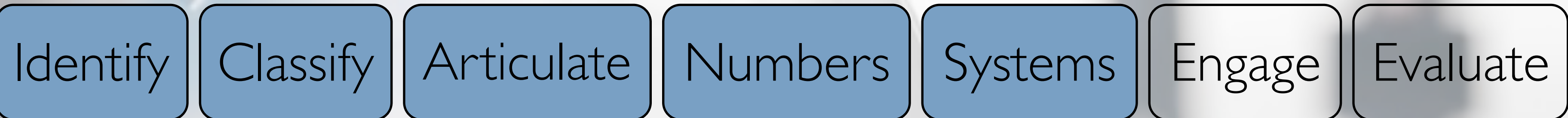


Numbers - quantify your stories, know the bottom line for each outcome





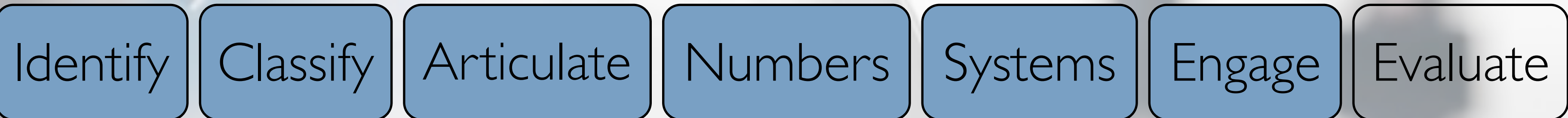
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**Systems** - Design your response to the future using Enterprise Architecture, Balanced Scorecards, VSM, Leadership, Management and Operational Processes and Plans



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**Engage** - Assign responsibility, do reality checks and start implementing the plans





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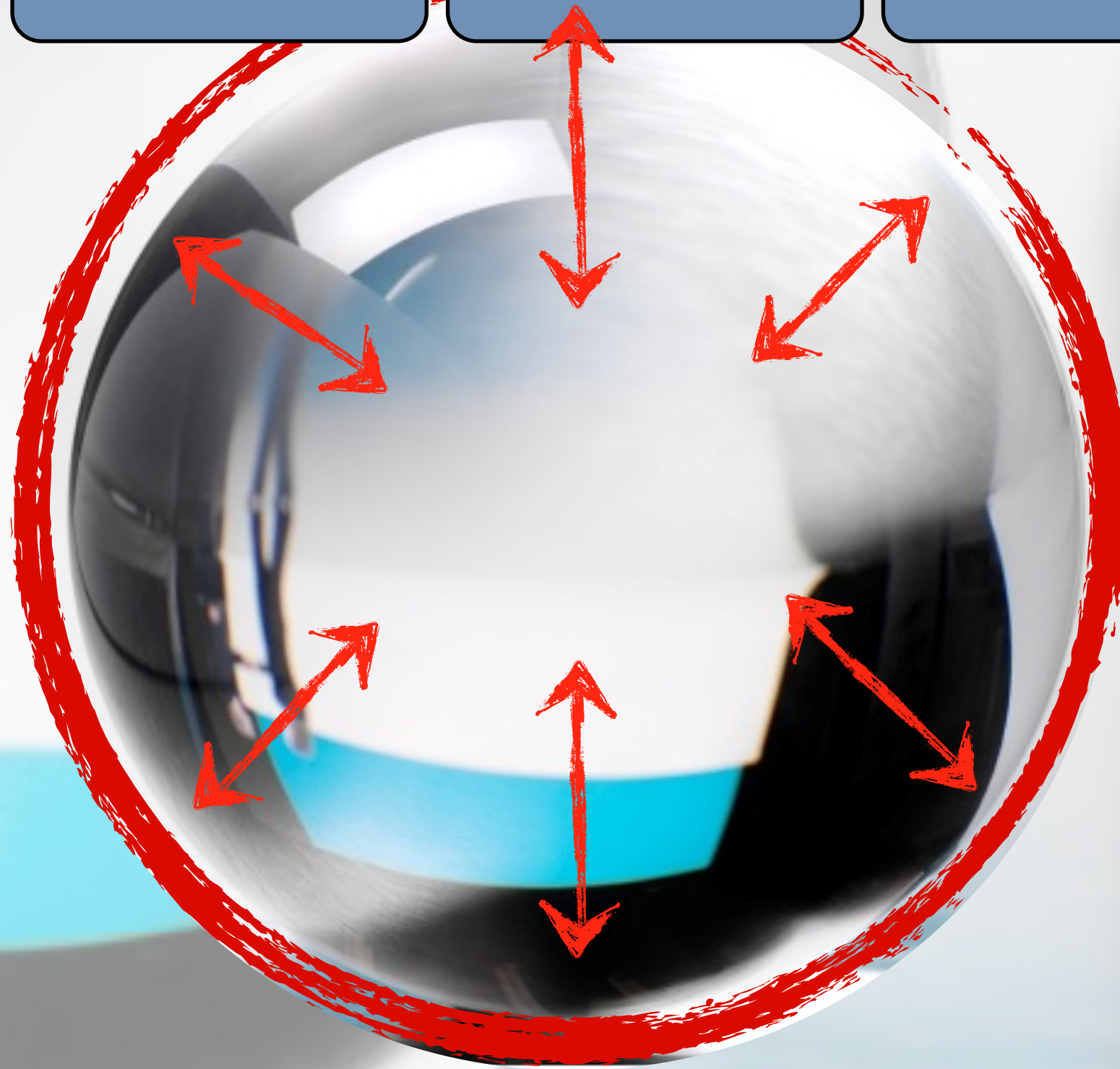
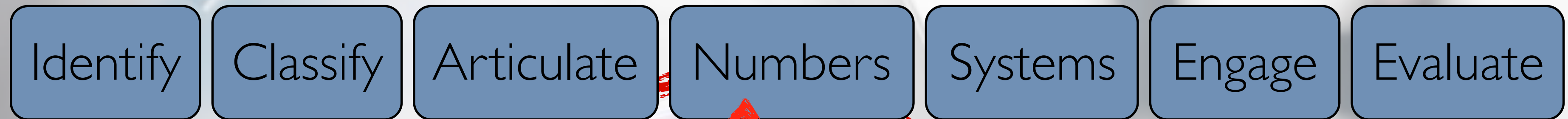


**Evaluate** - Monitor your plans and adjust your actions, develop and maintain your business dashboard. Adapt and change the scenarios as more information becomes available. Eliminate the irrelevant.





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# *The Future Matrix*

## Let's See Some Futures





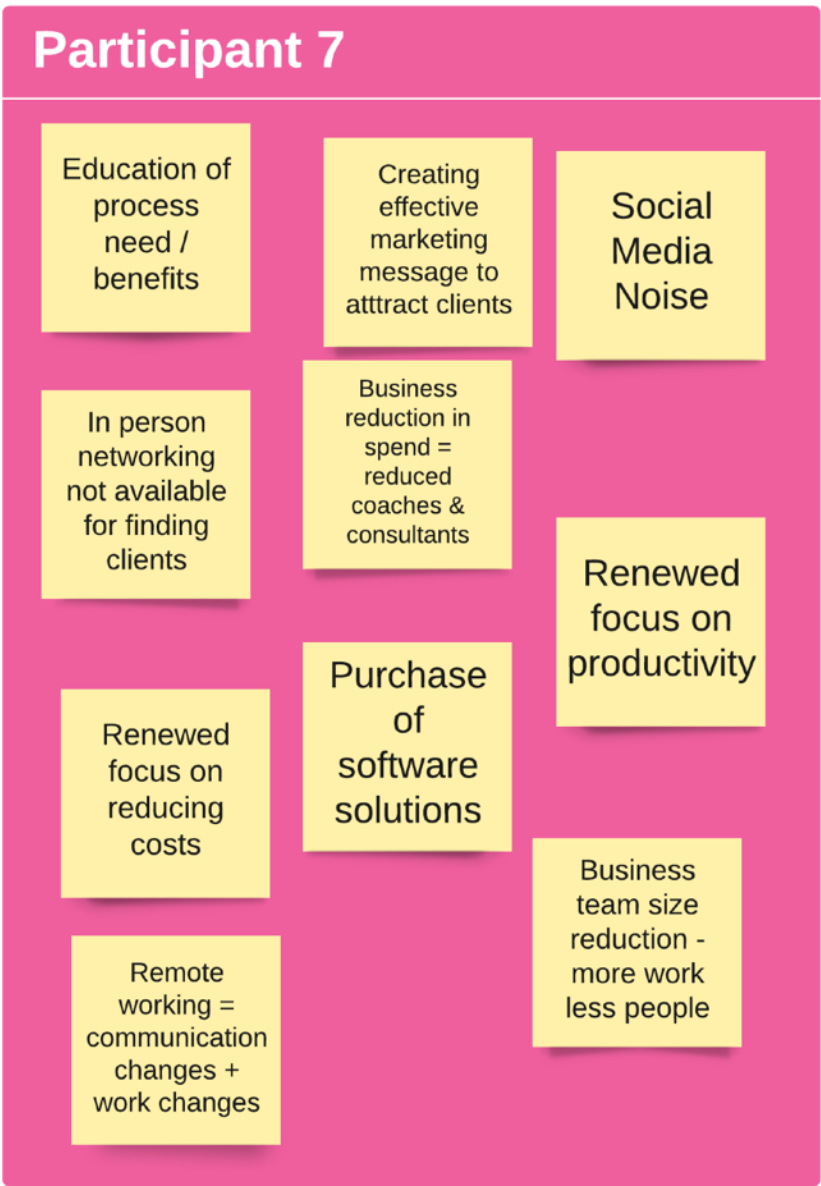
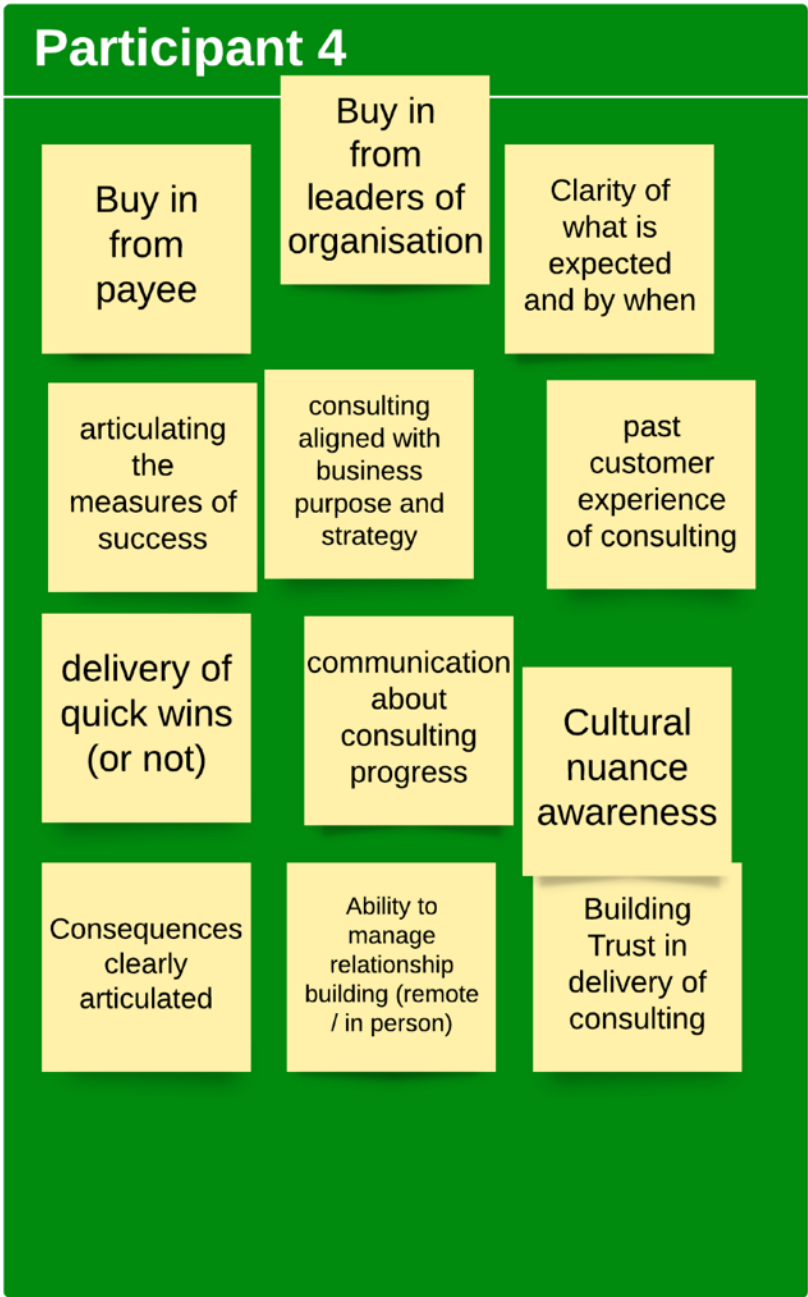
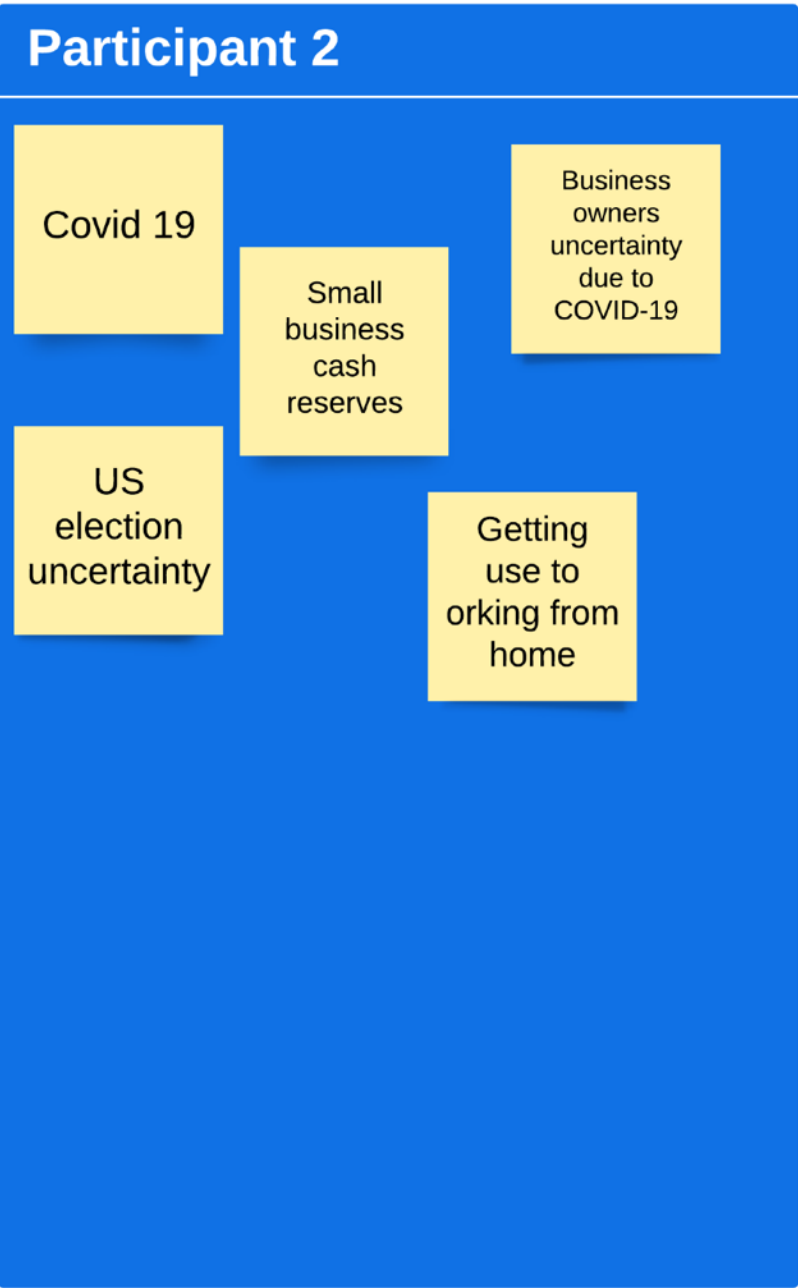
What factors both *negative and positive*  
affect the successful delivery of  
[business service or product]  
in the next  
[specific timeframe]?





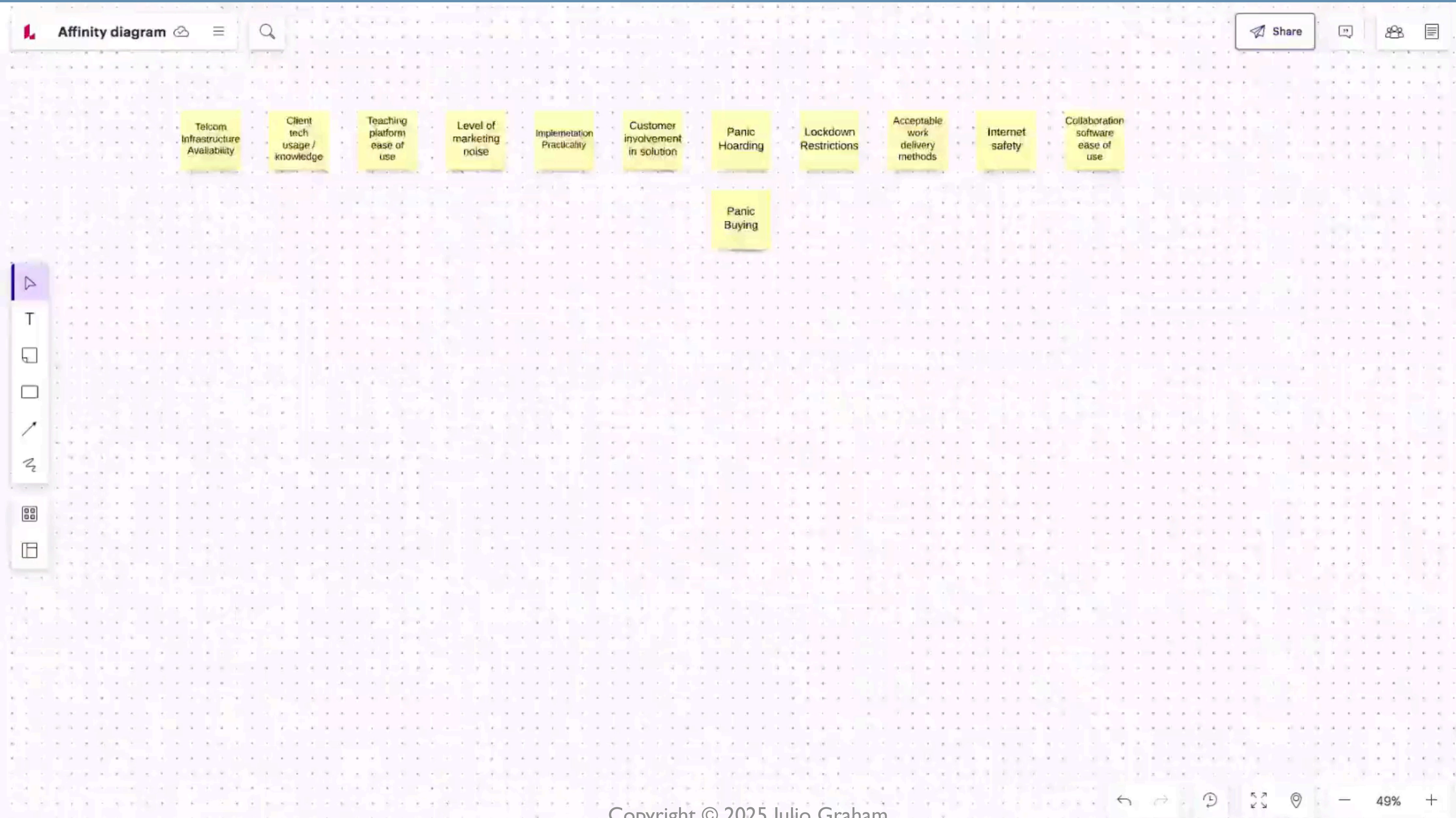
What factors both *negative and positive* affect the delivery of quality consulting services to SMEs in the 6 months?

# IDENTIFICATION



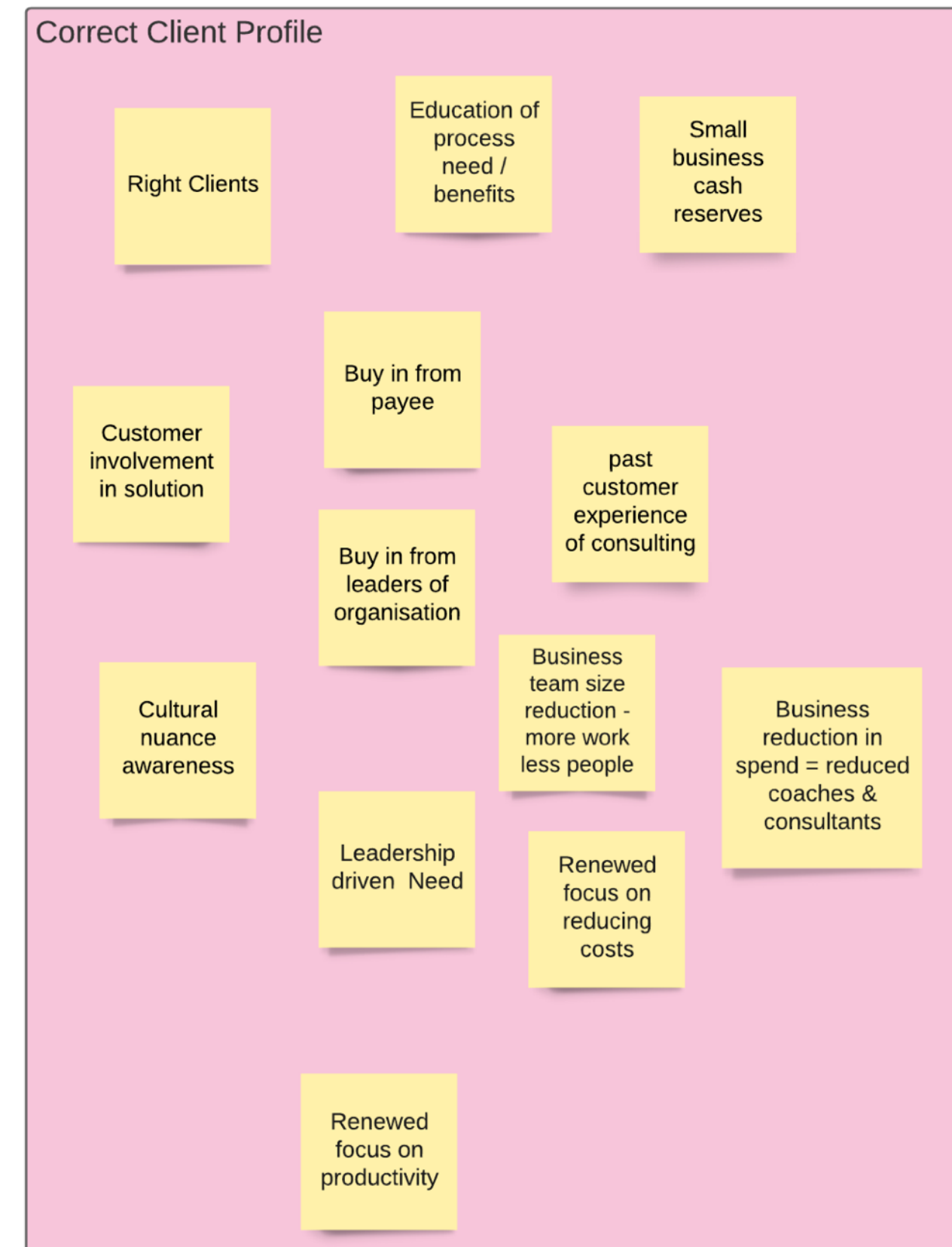
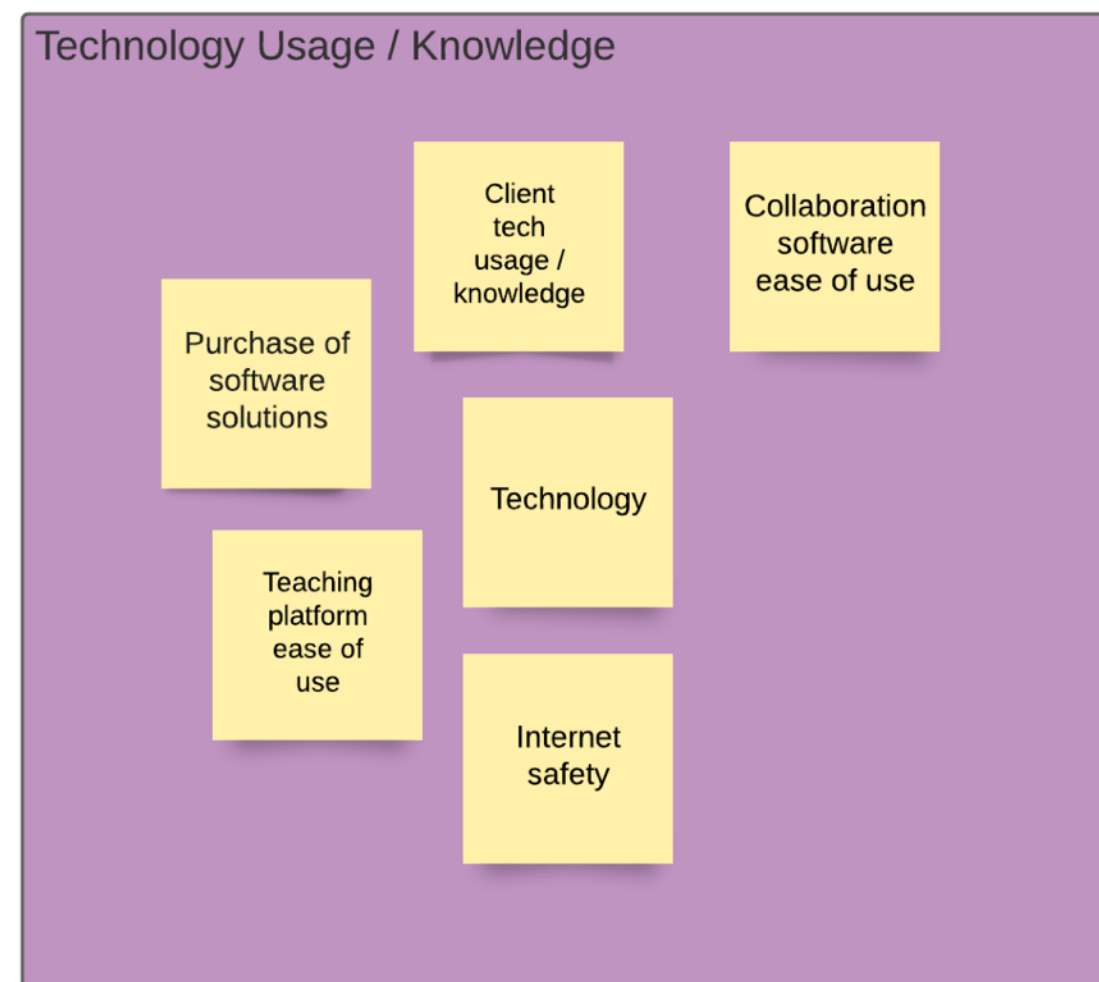
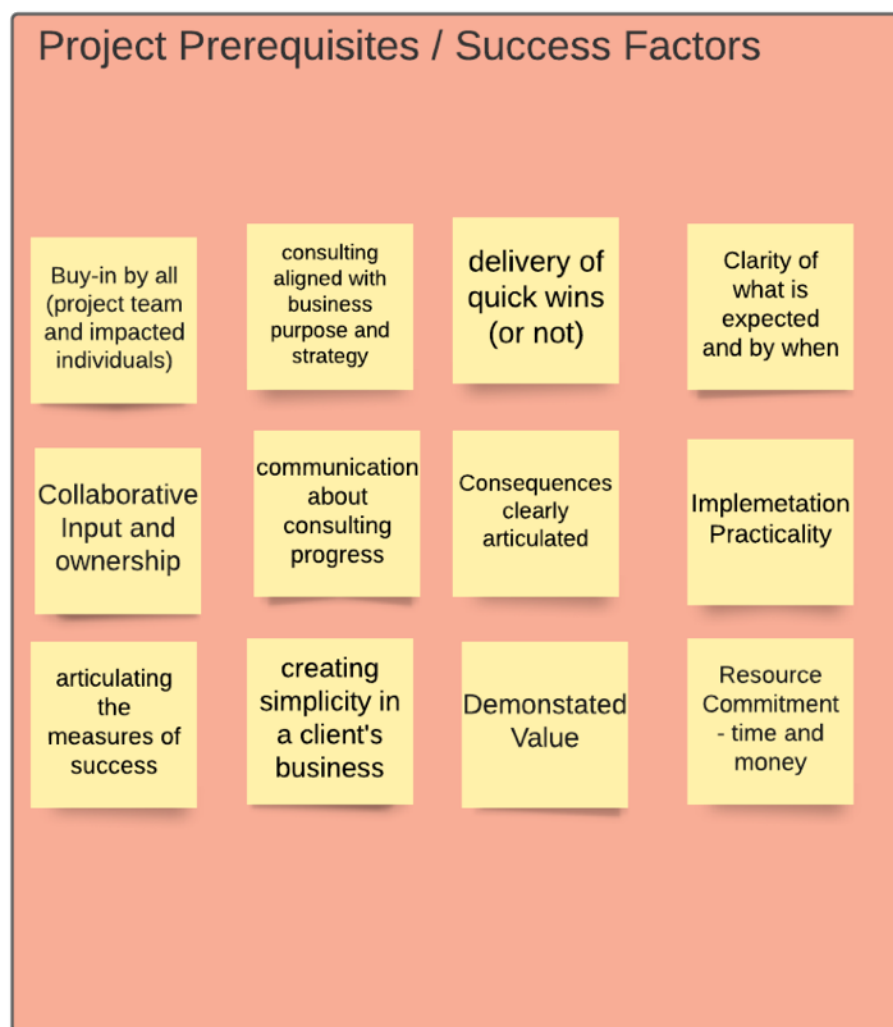
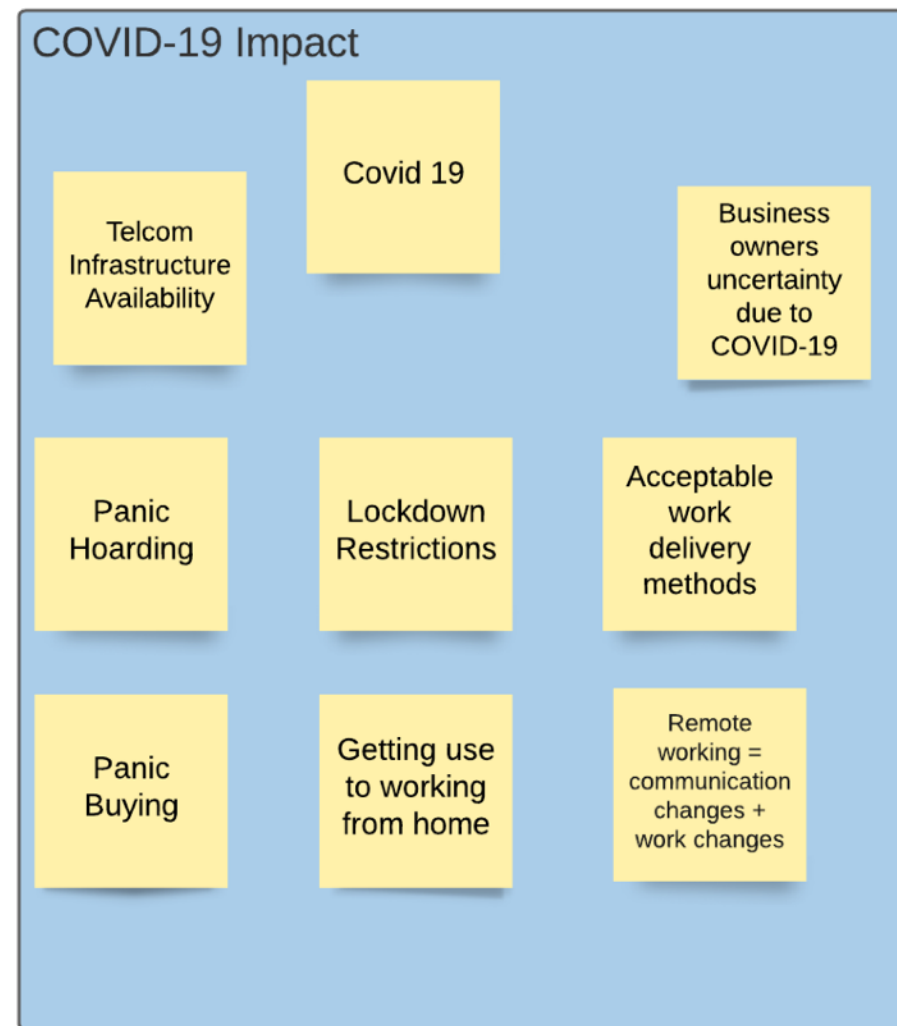


# CLASSIFICATION



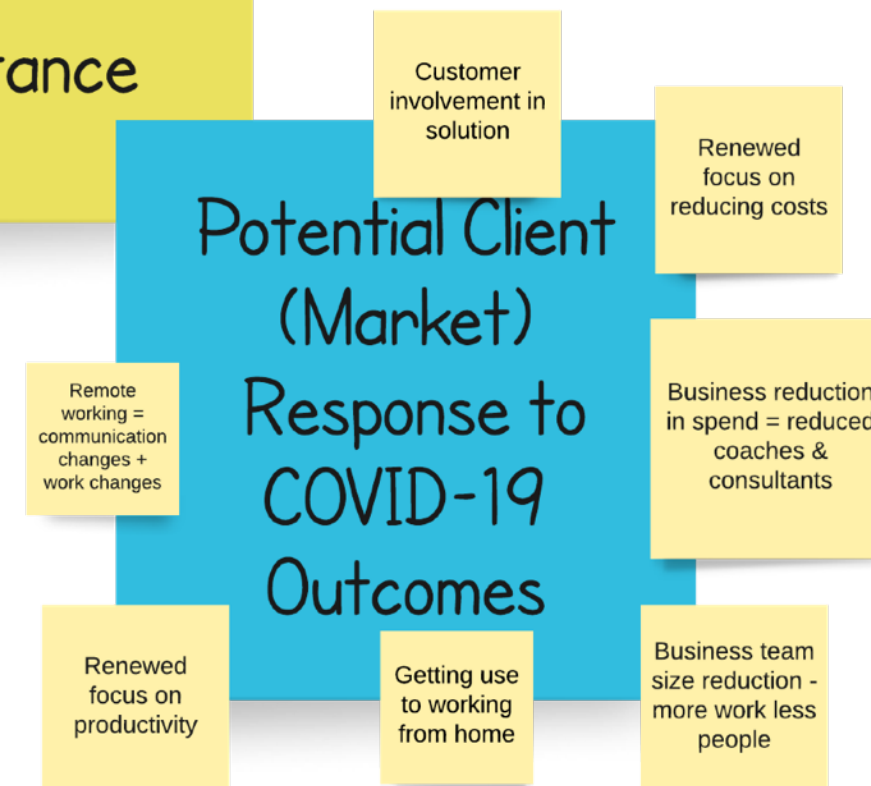
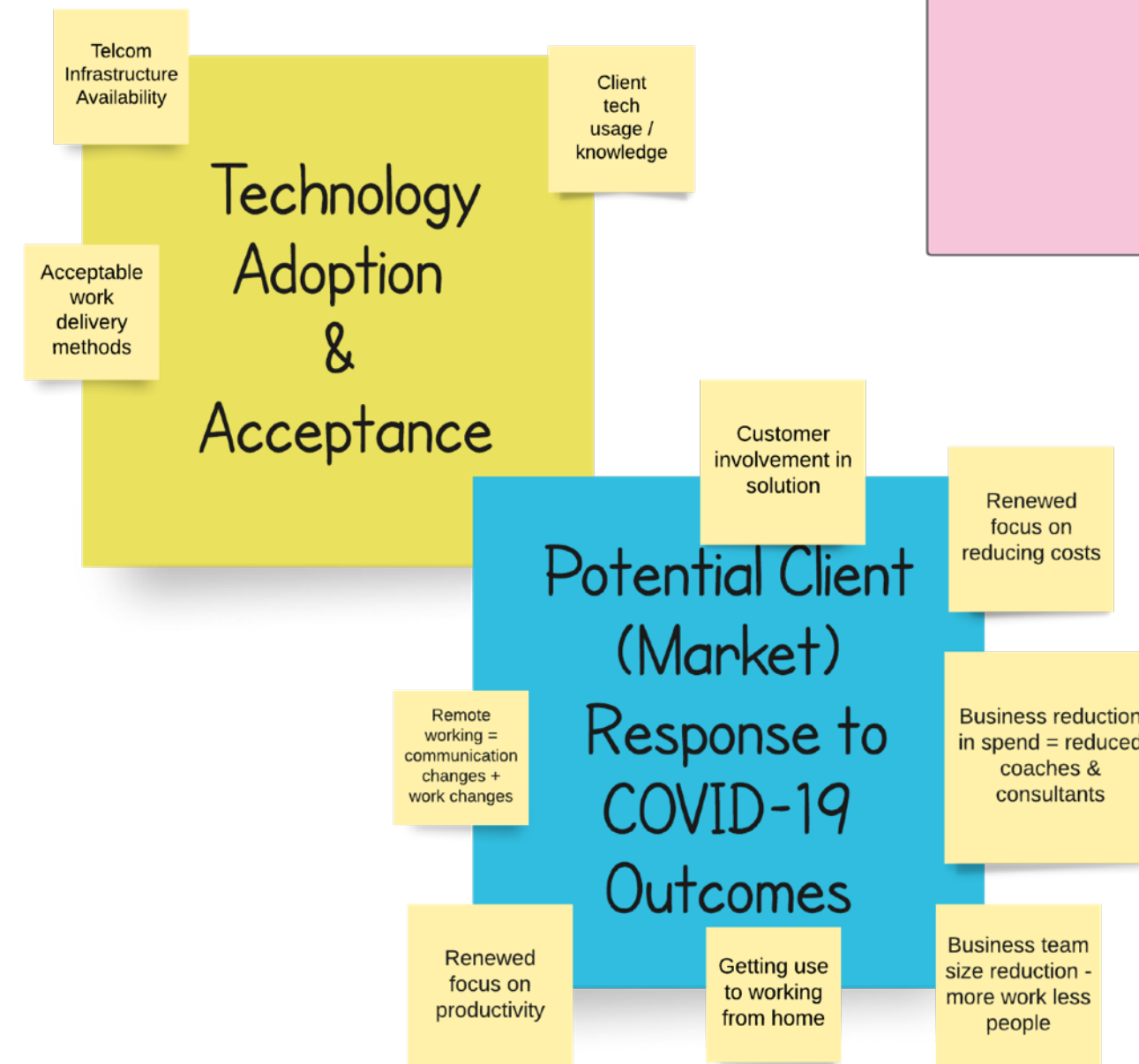
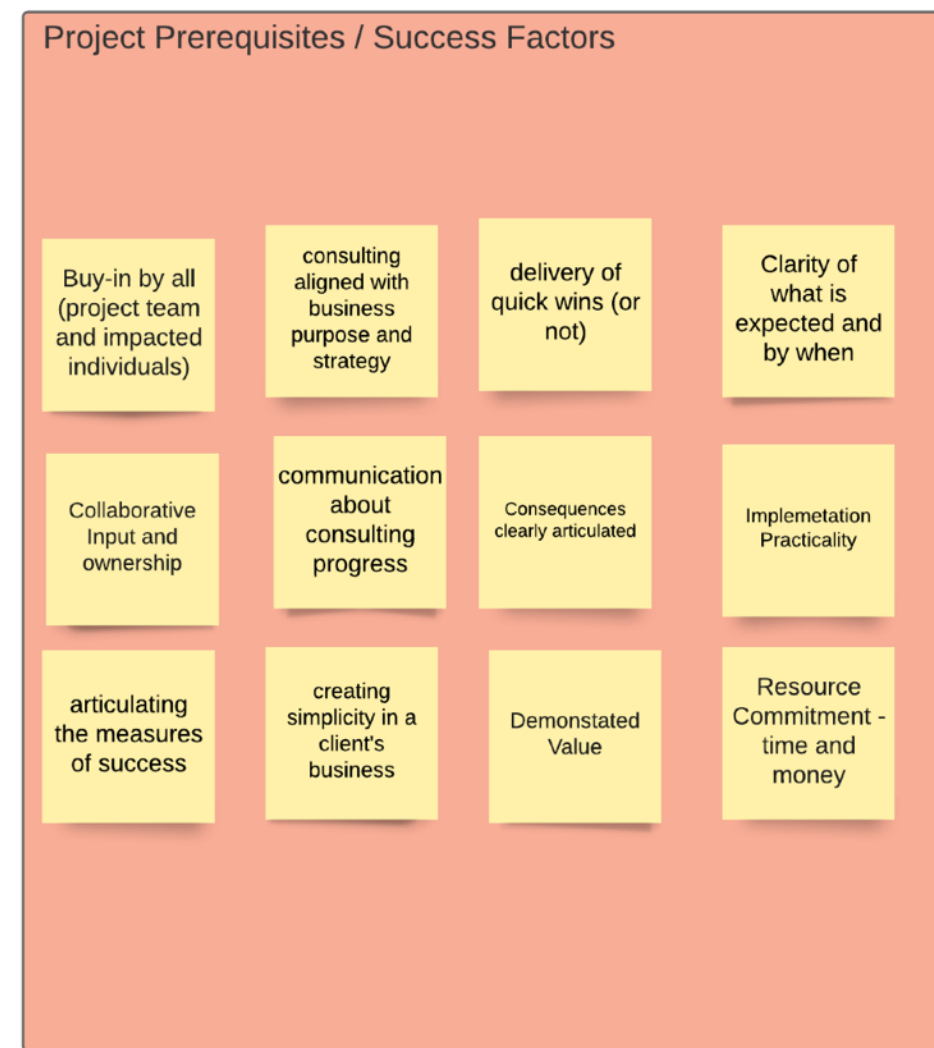
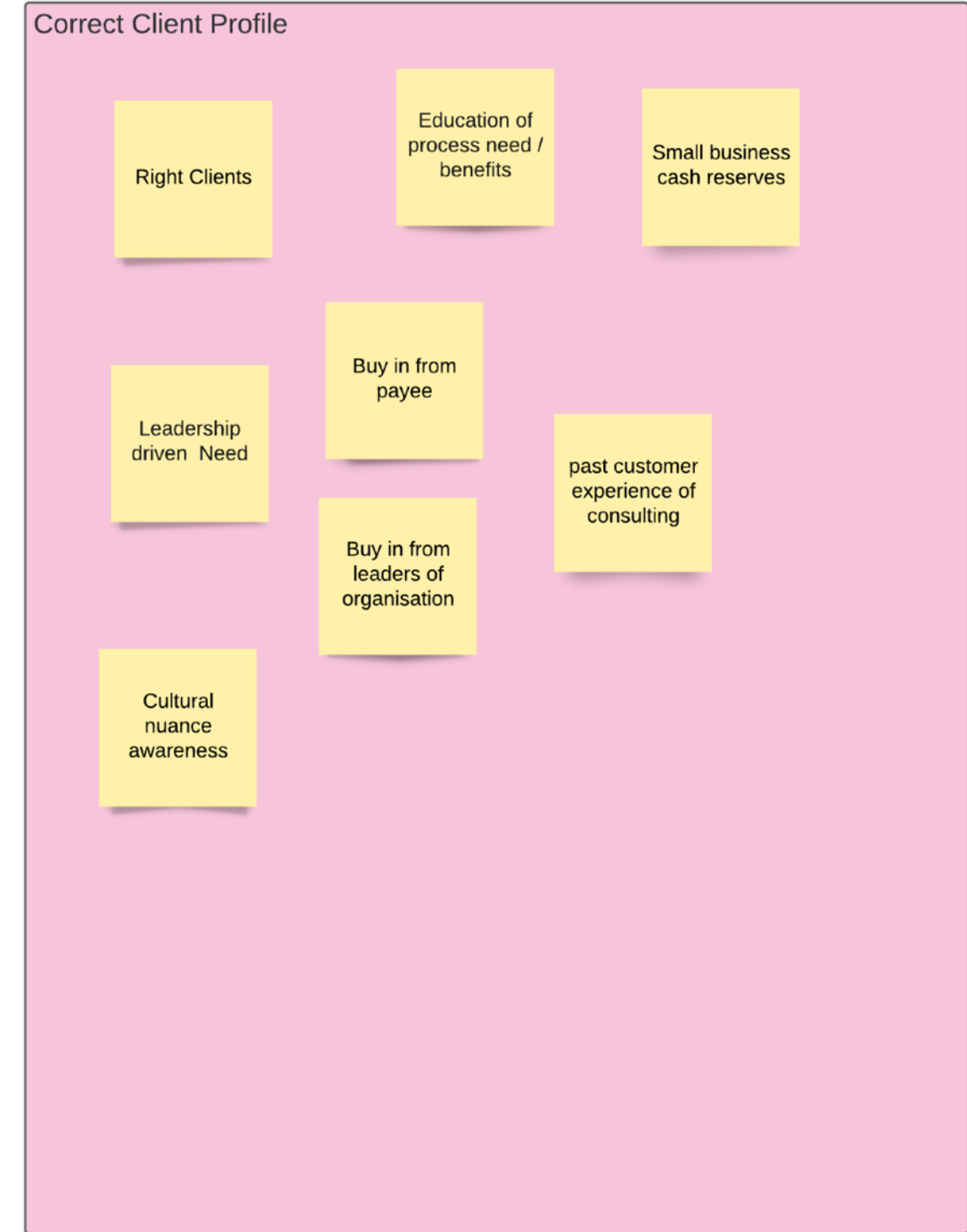
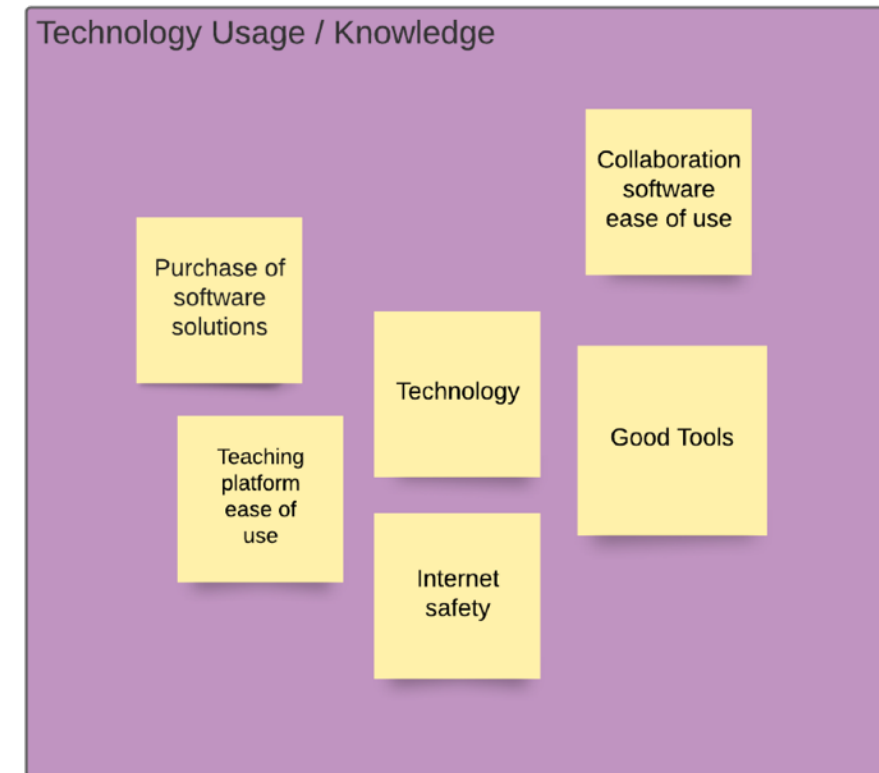
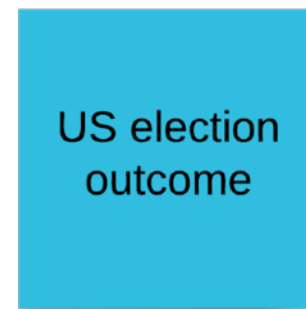
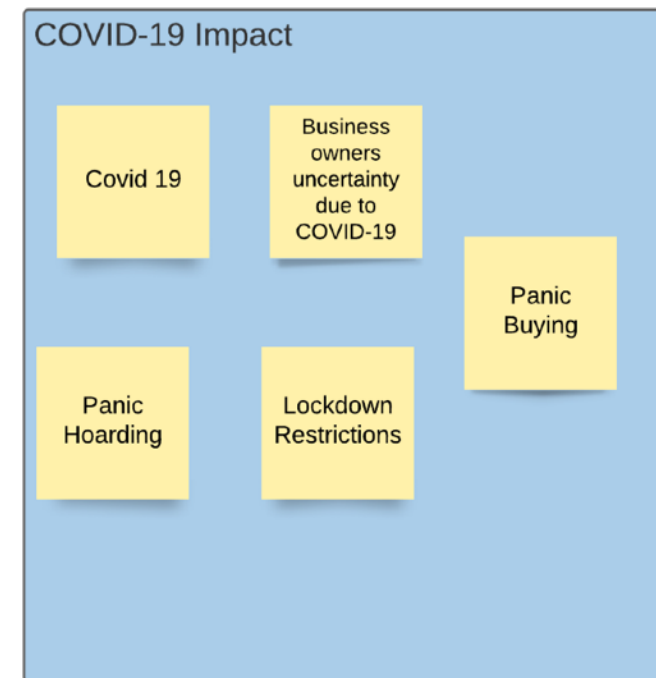


# CLASSIFICATION





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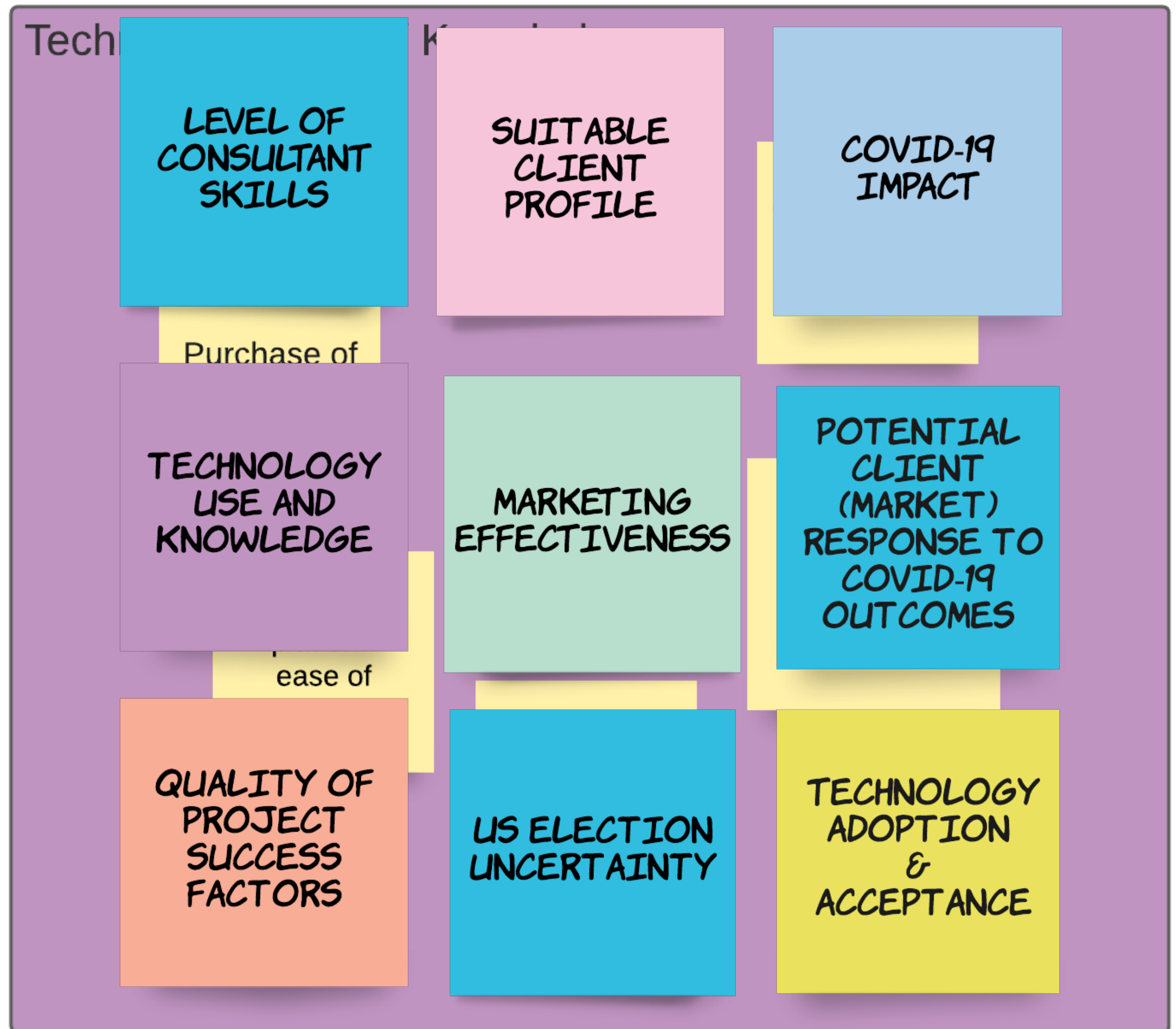


# CLASSIFICATION

## Groups of Factors

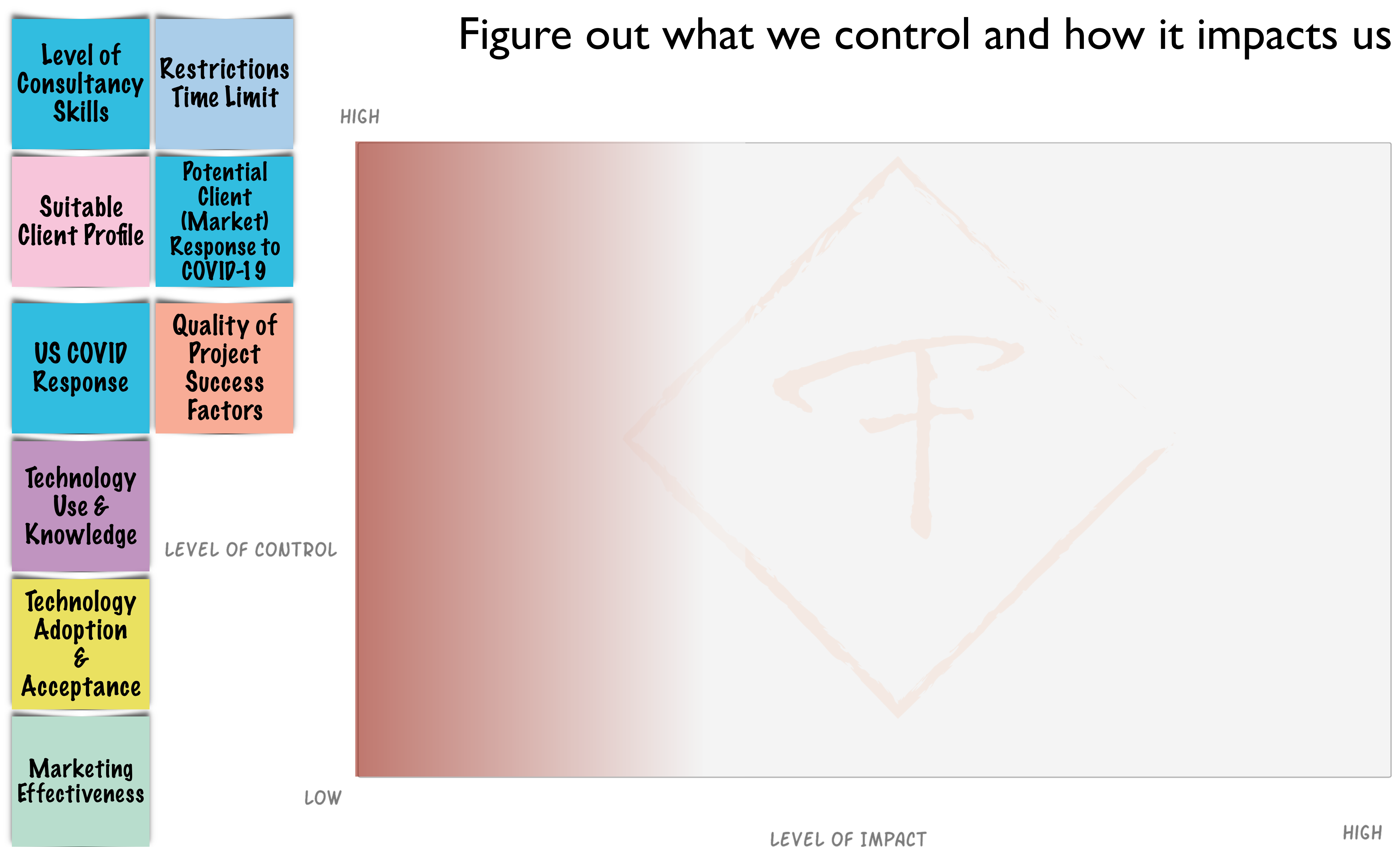
We don't lose the detail

It's still all there along with  
their measures of  
performance

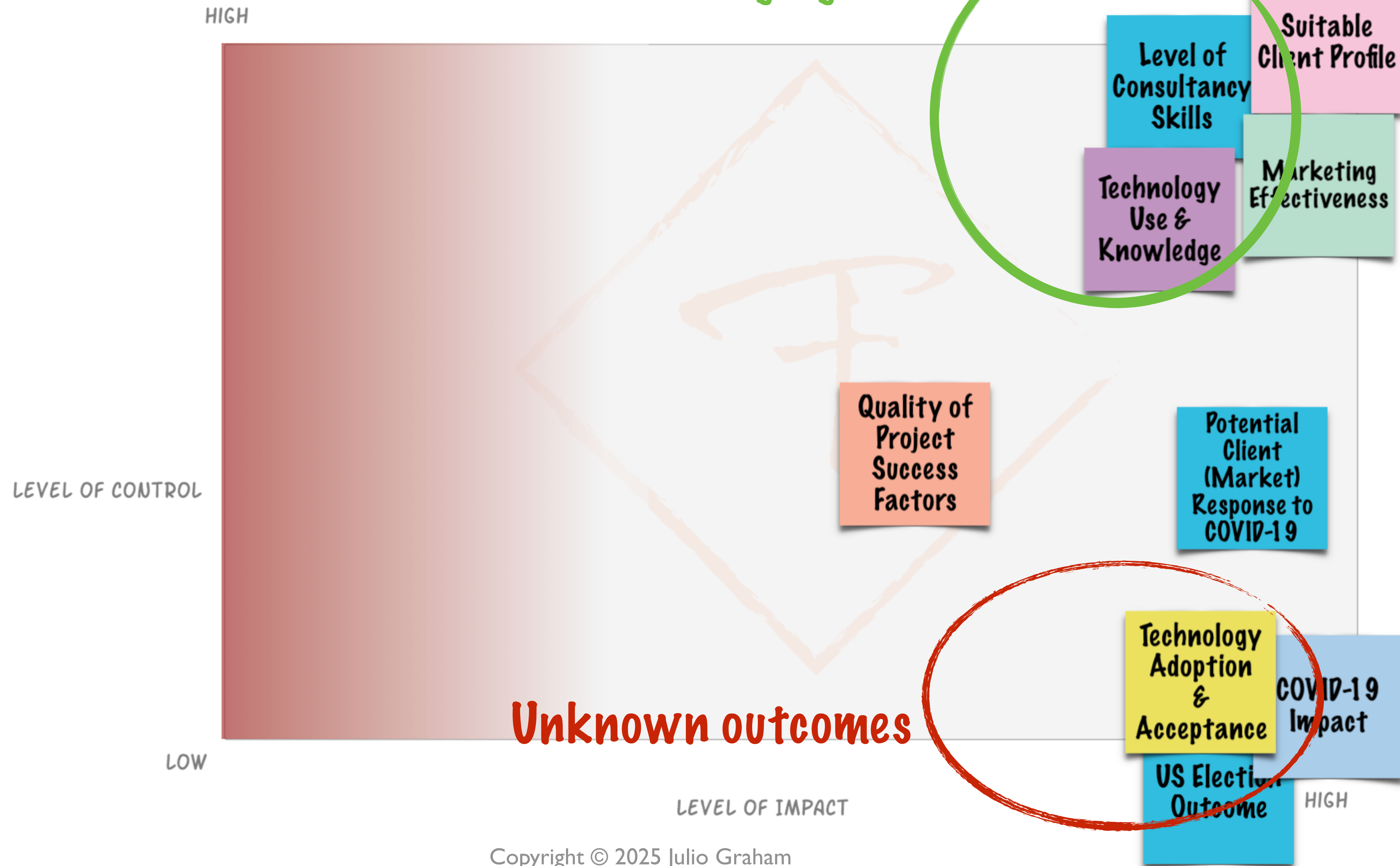




# Figure out what we control and how it impacts us



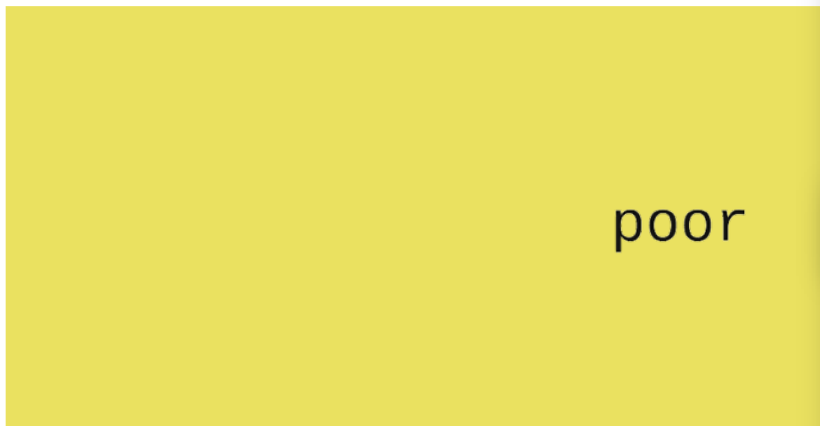
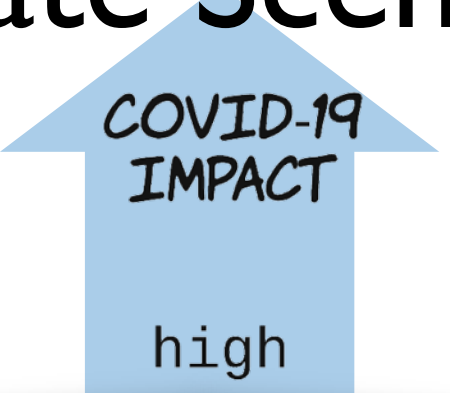
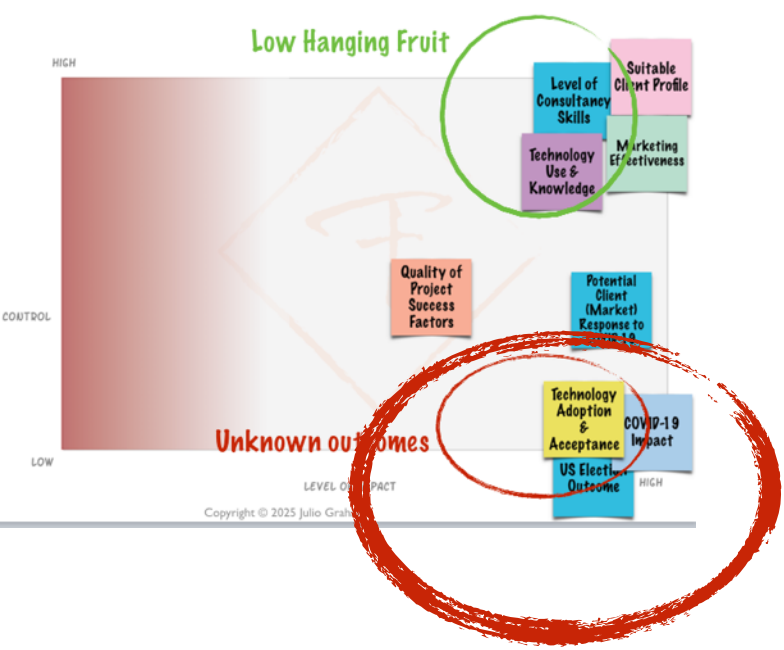
# Low Hanging Fruit



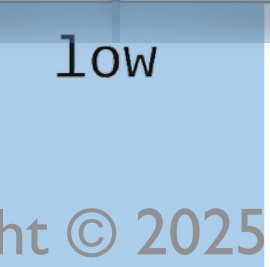


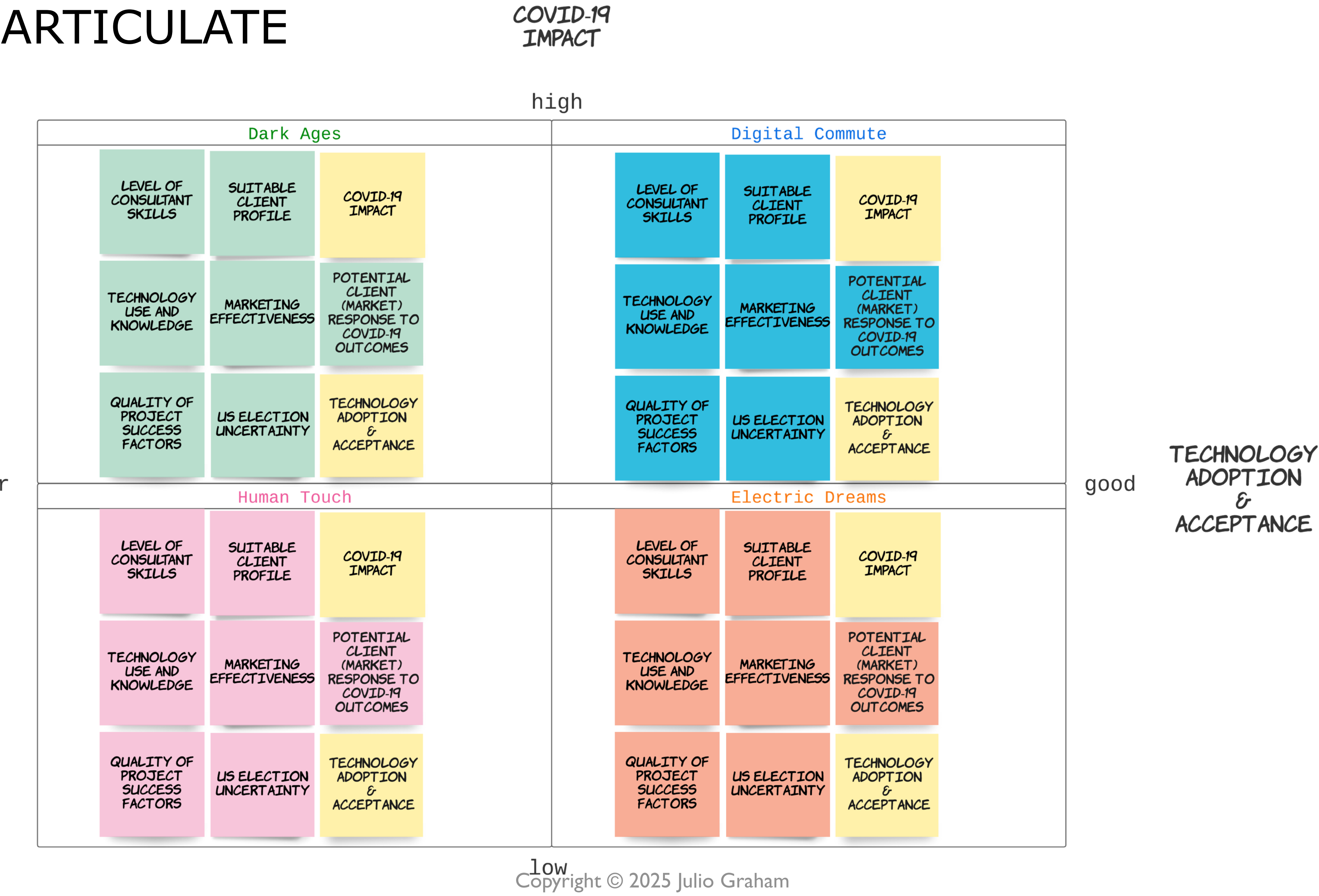
# ARTICULATE

## Create Scenarios



Dark Ages	Digital Commute
Human Touch	Electric Dreams

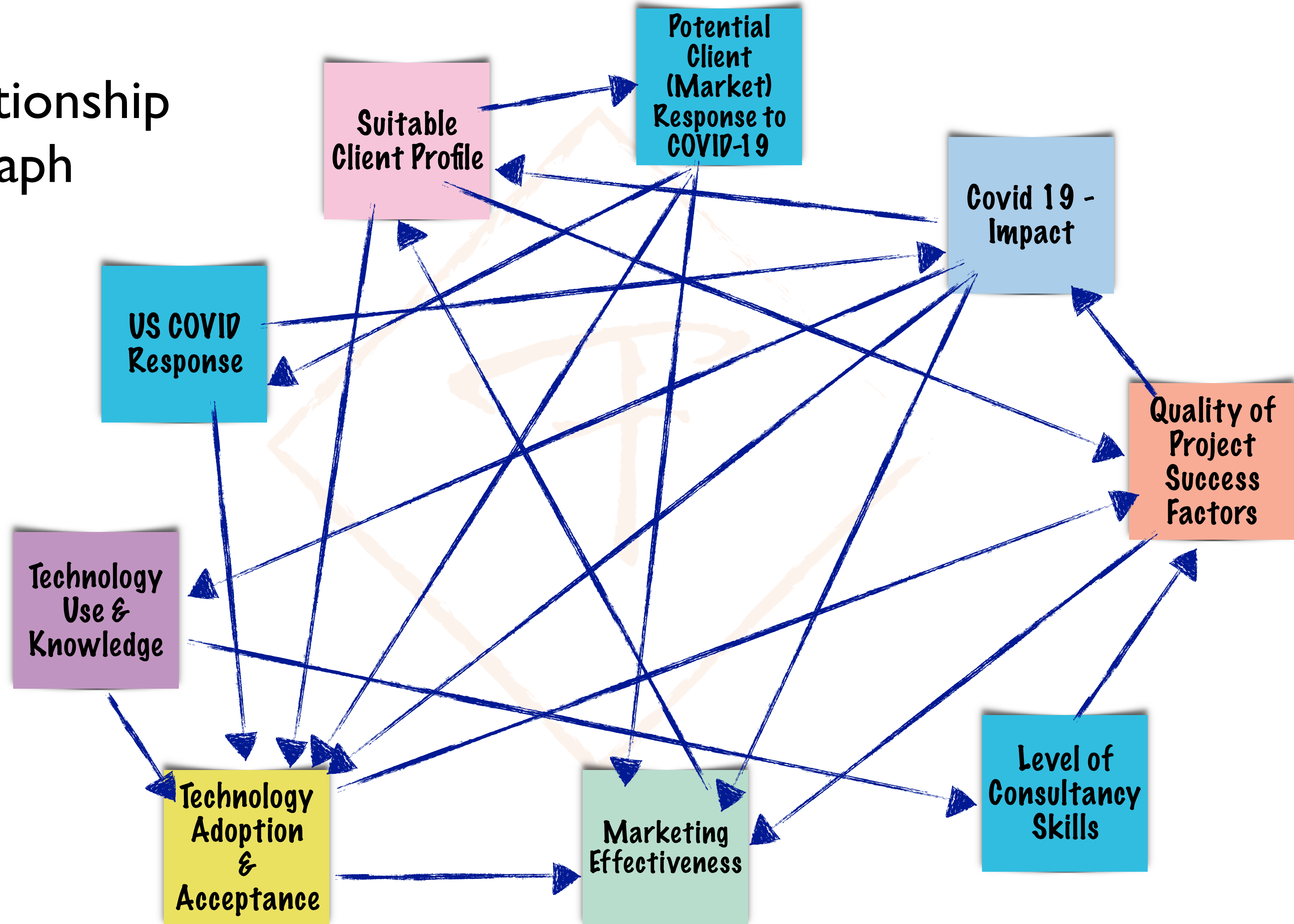




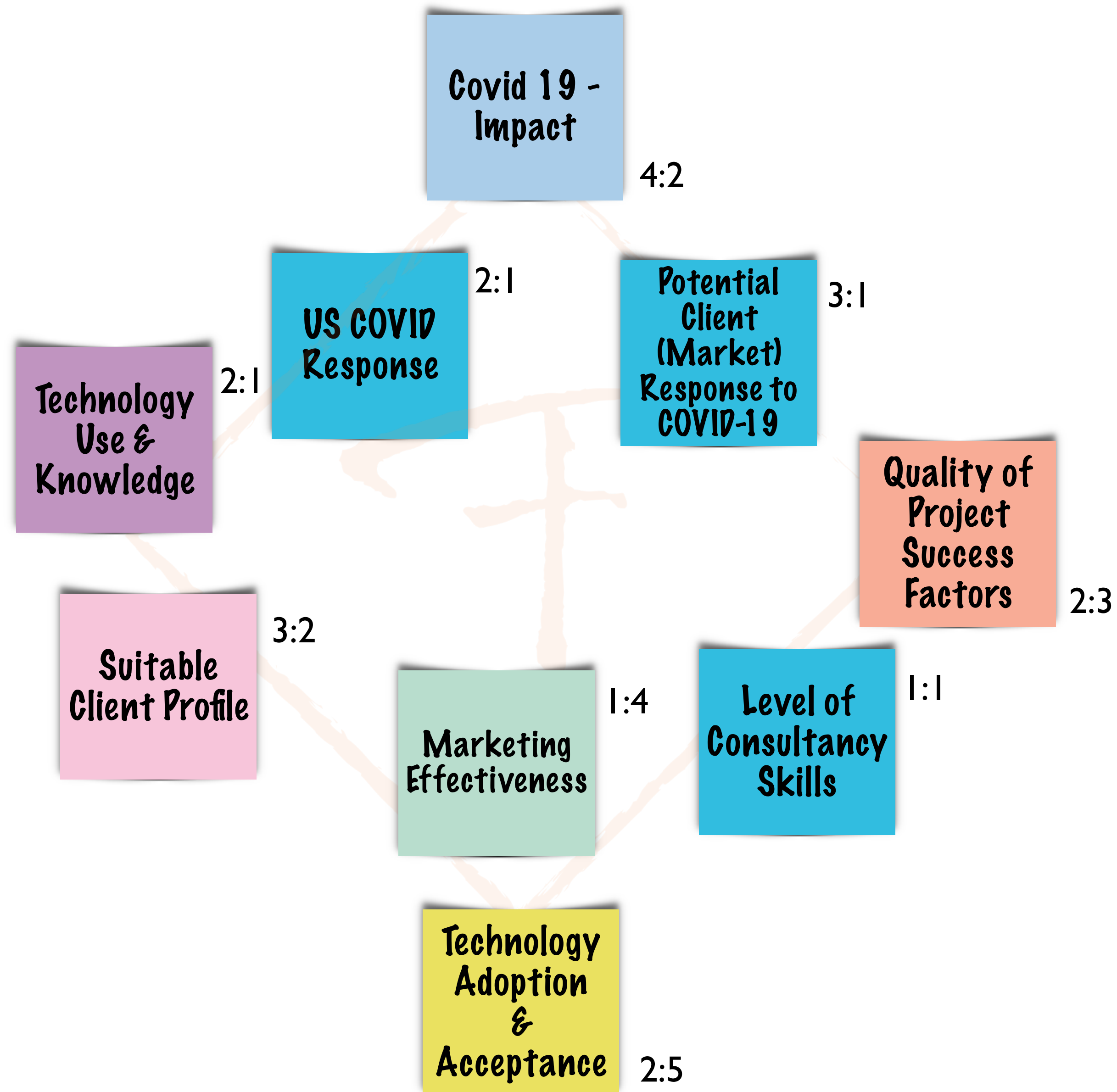


# How do these interact with each other?

## Interrelationship Digraph



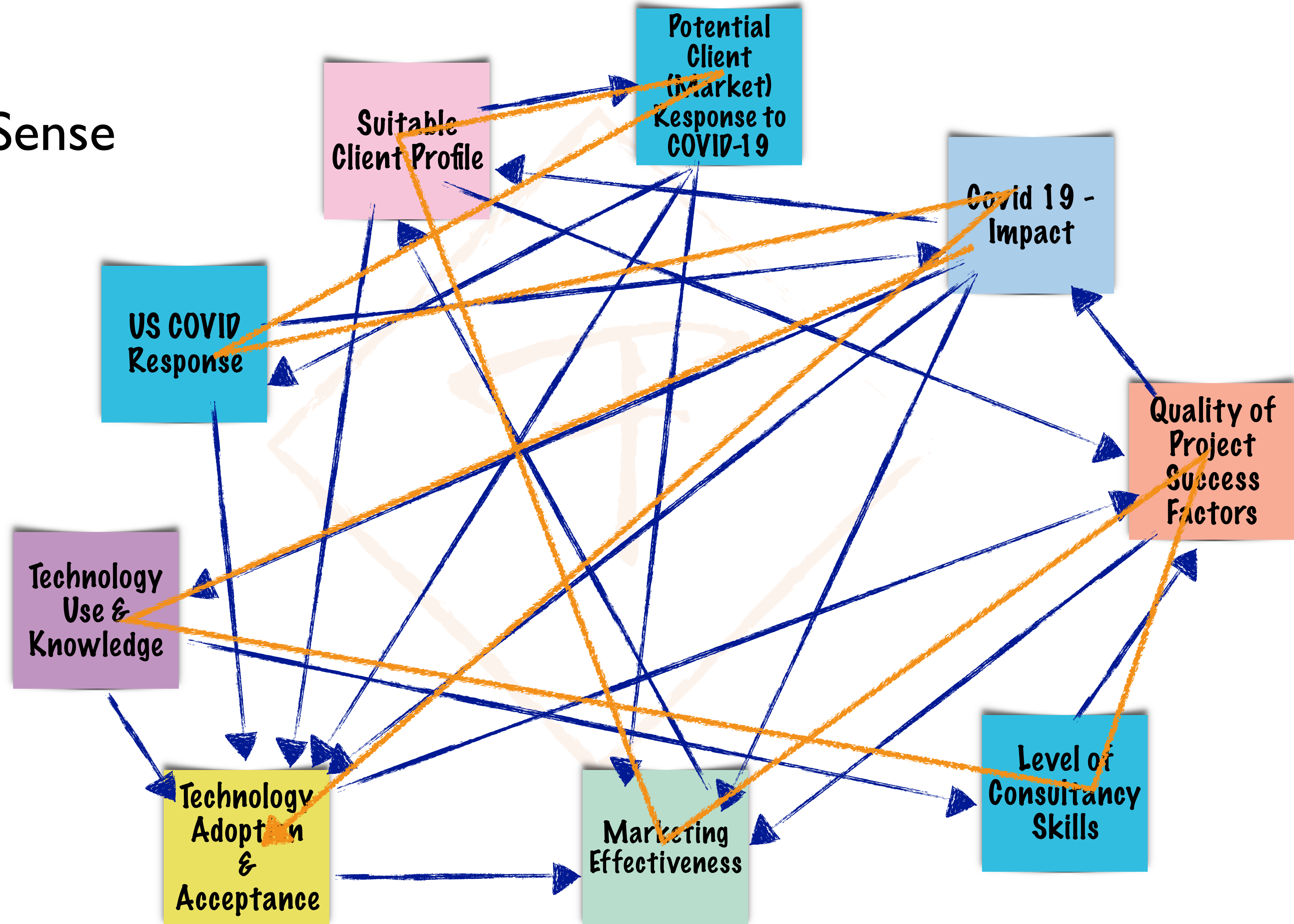
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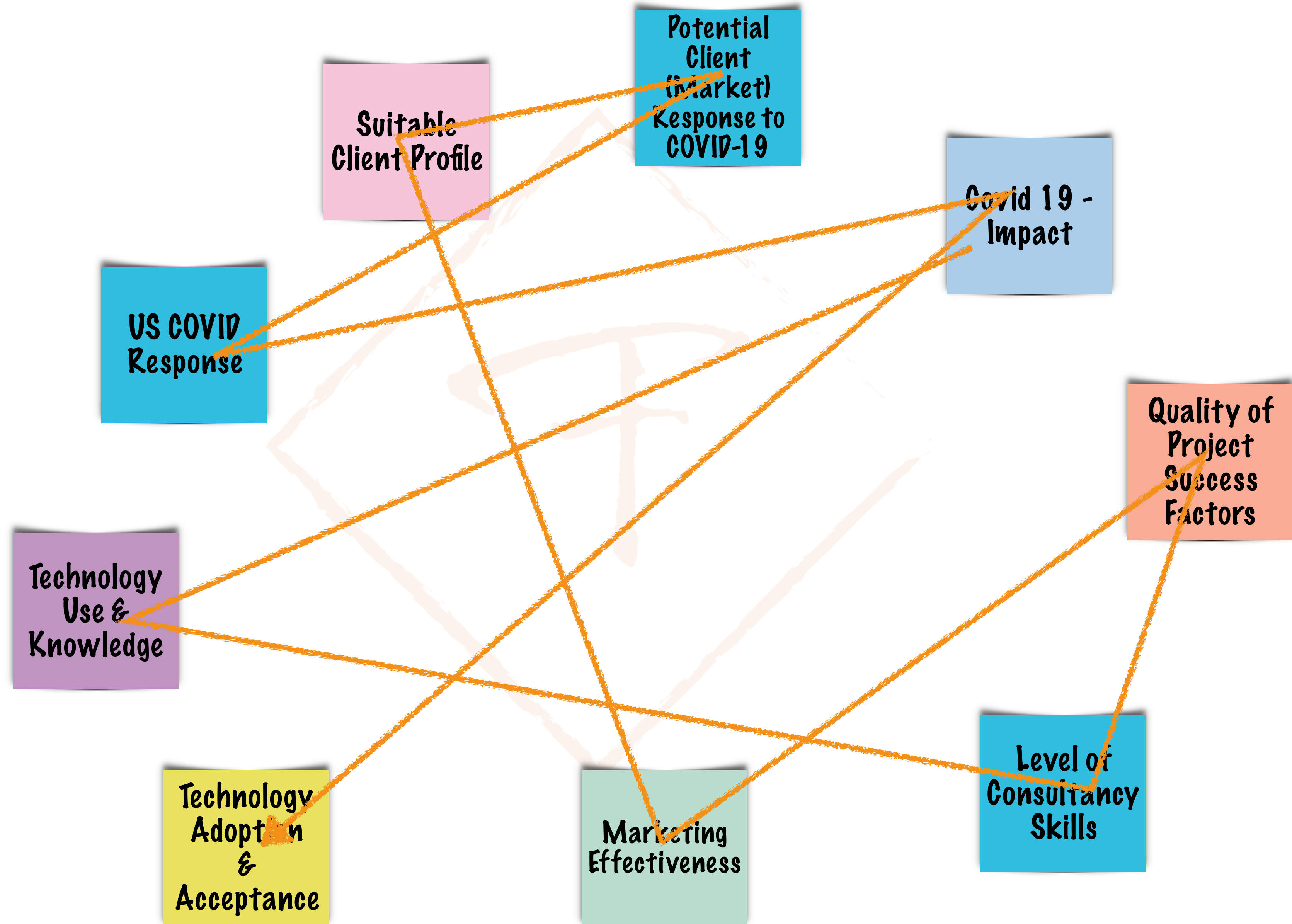


# How do these interact with each other?

Make Sense

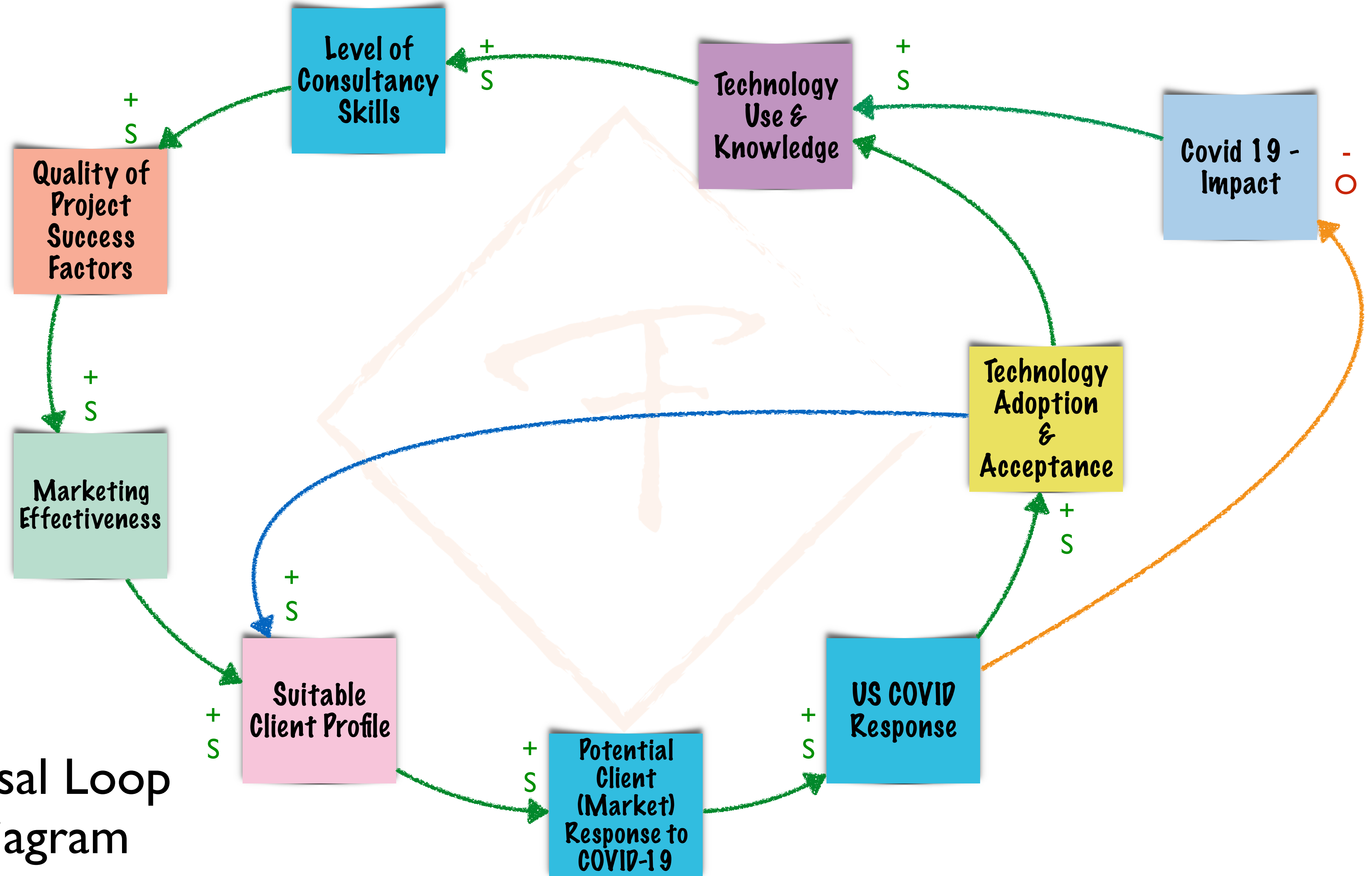


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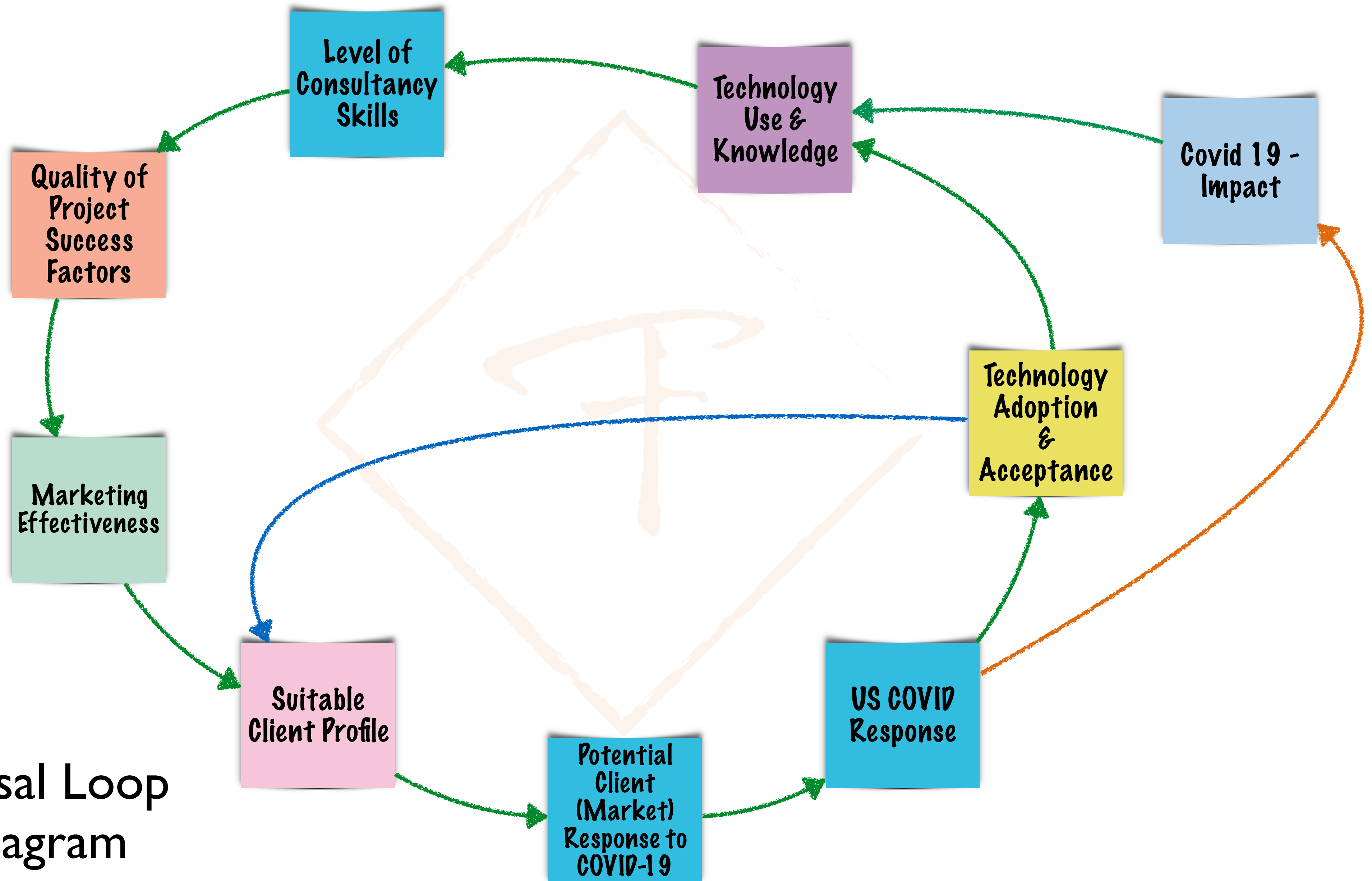


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# Causal Loop Diagram

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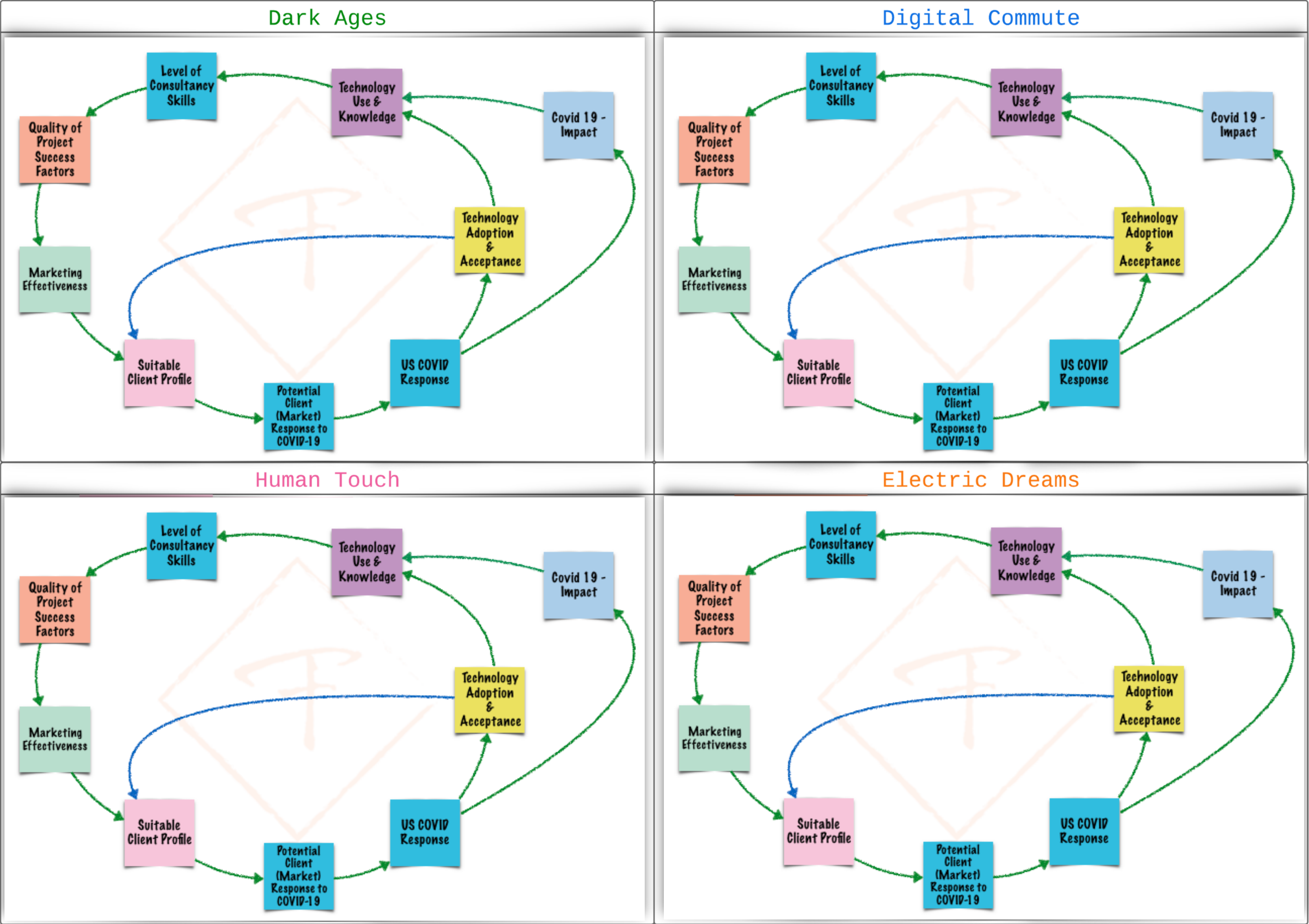




# ARTICULATE

COVID-19  
IMPACT

high



poor

good

TECHNOLOGY  
ADOPTION  
&  
ACCEPTANCE

ARTICULATE

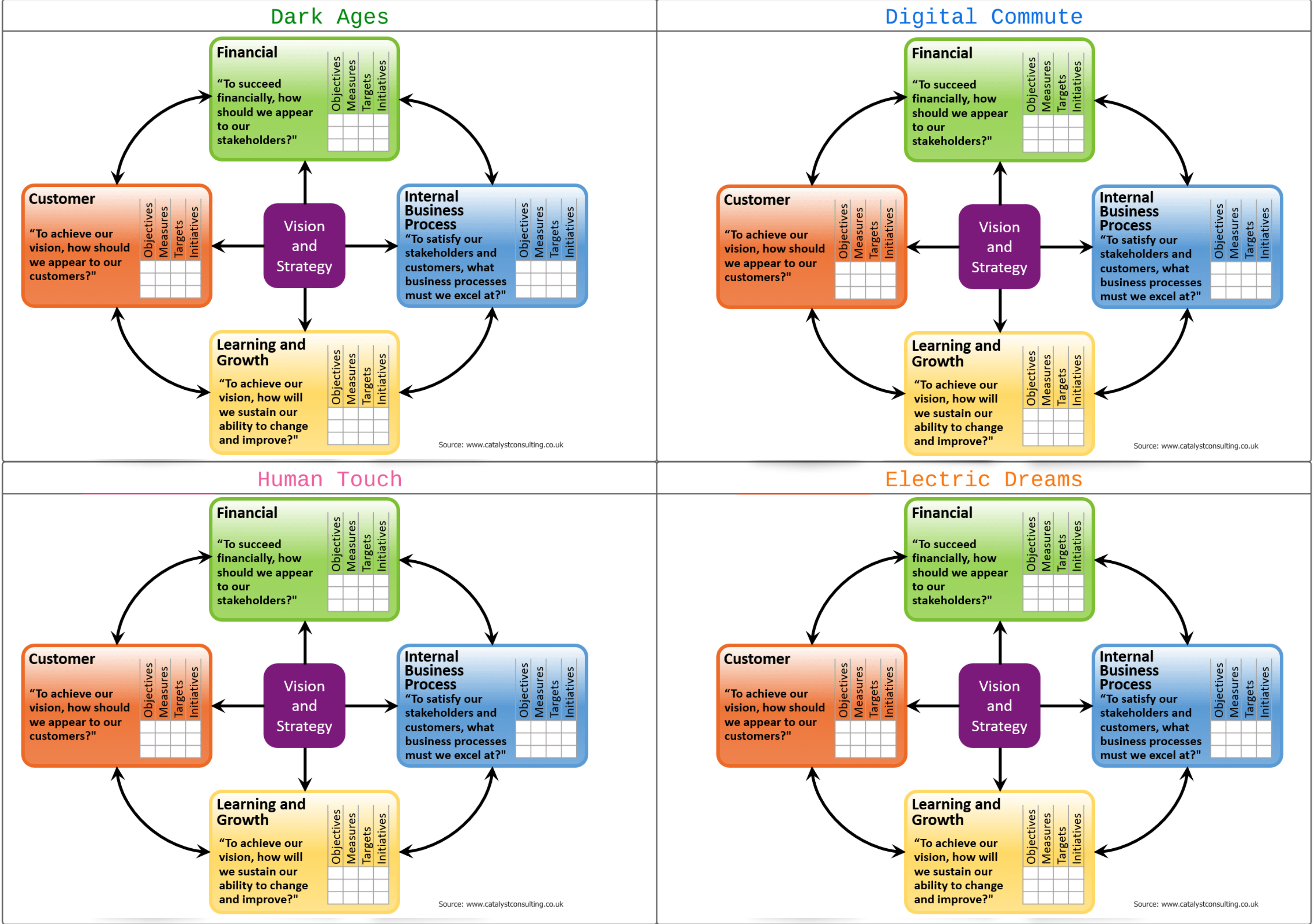
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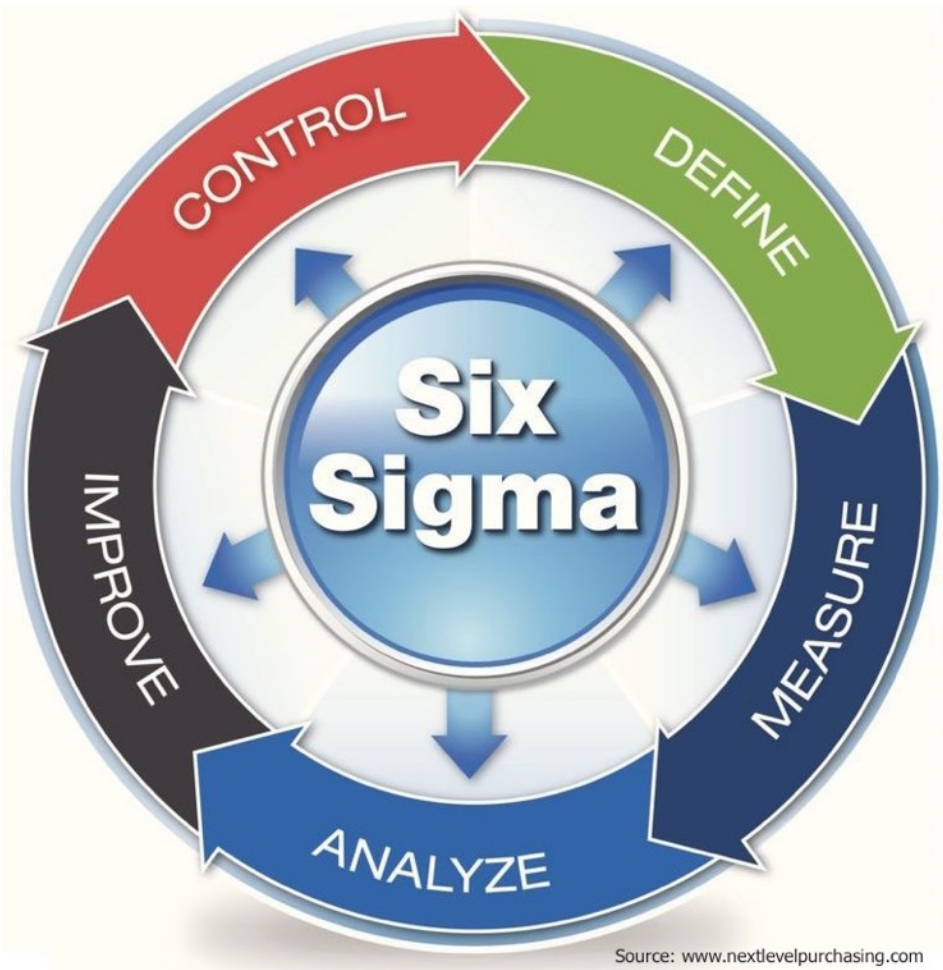
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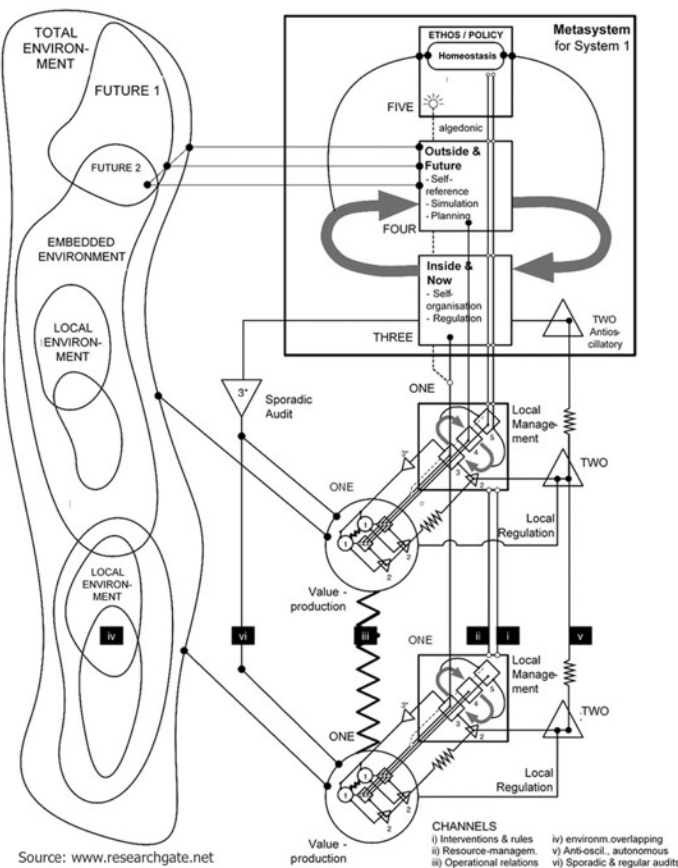
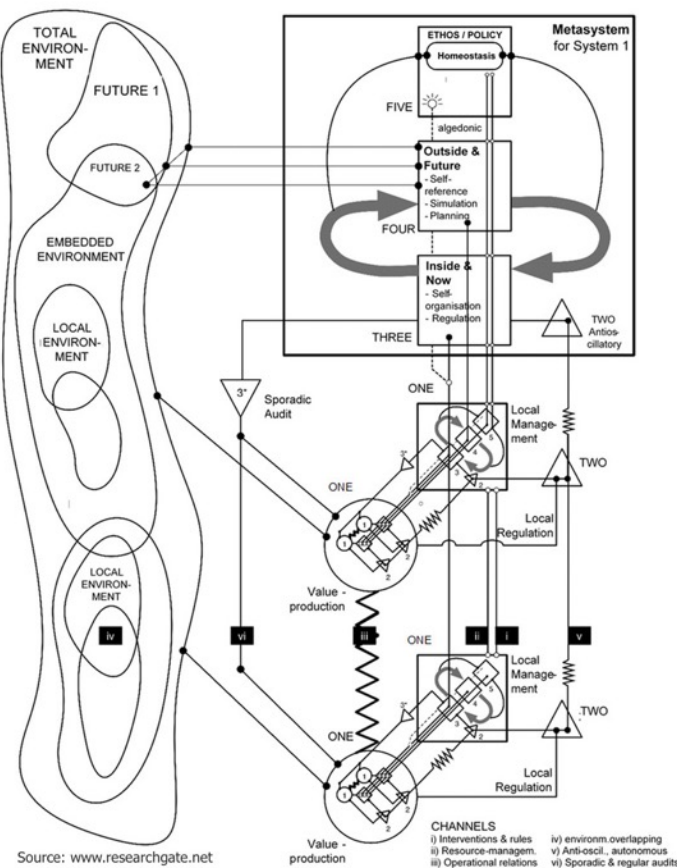
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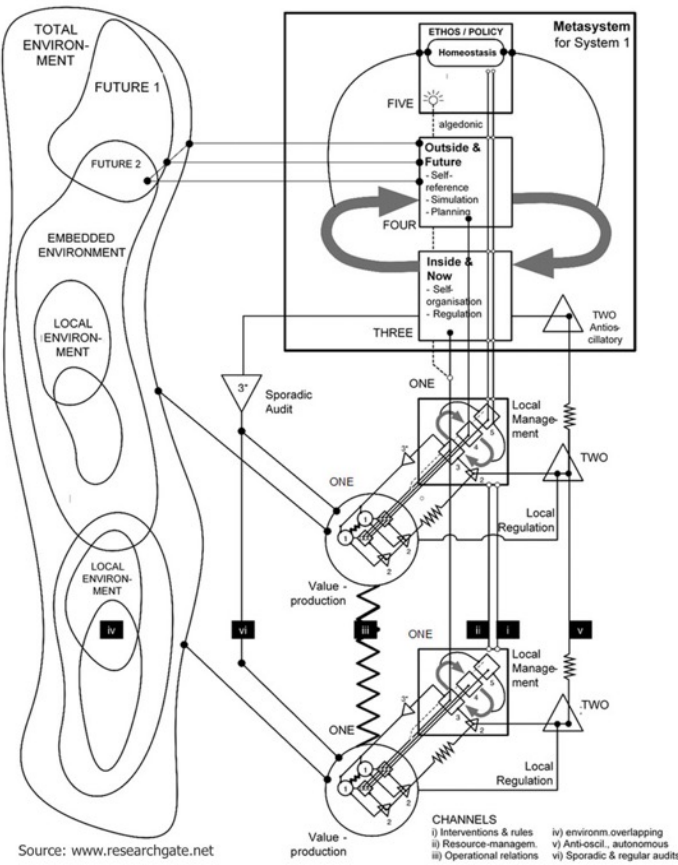
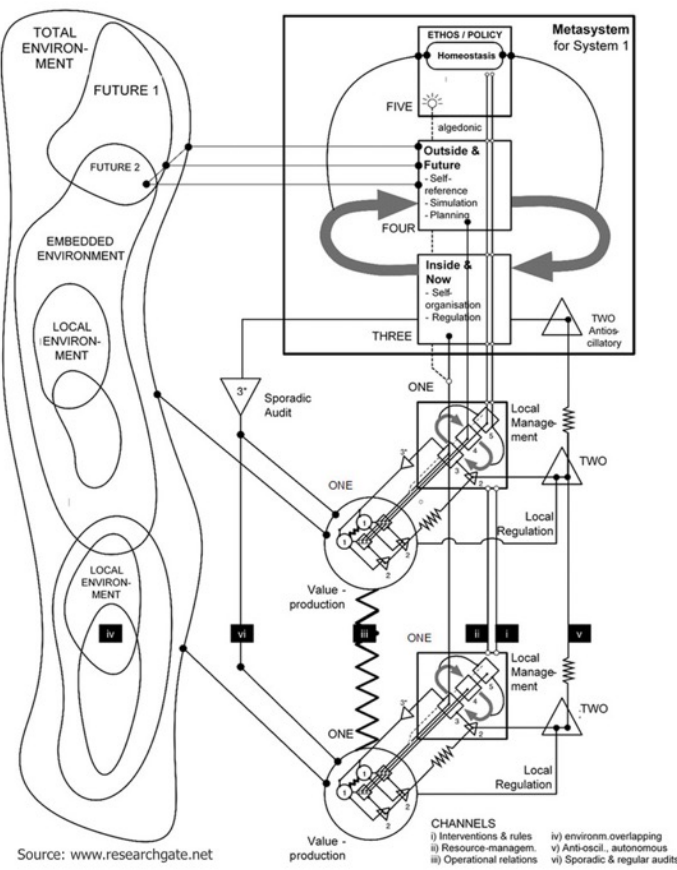
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# Business Capability Model

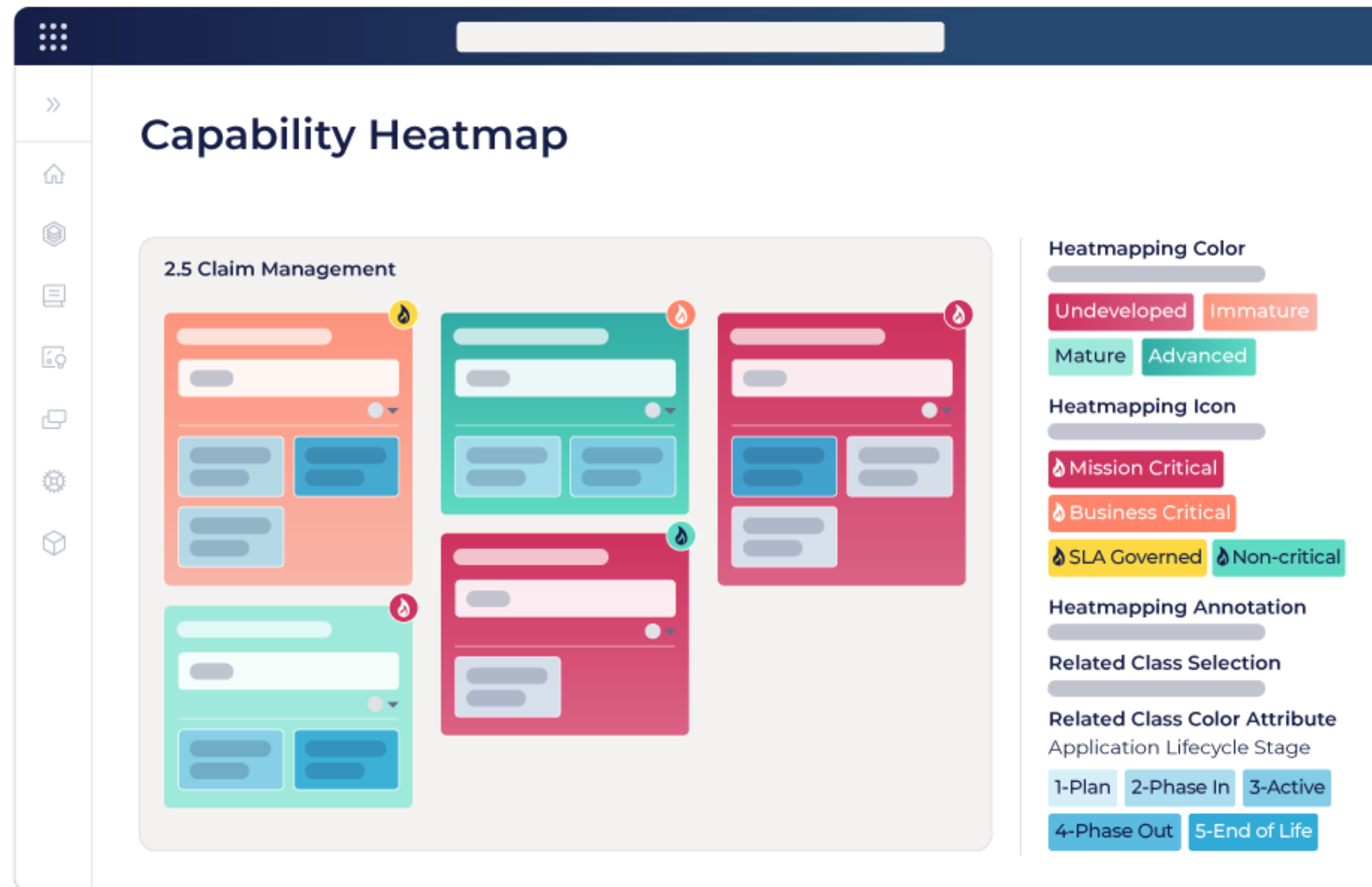
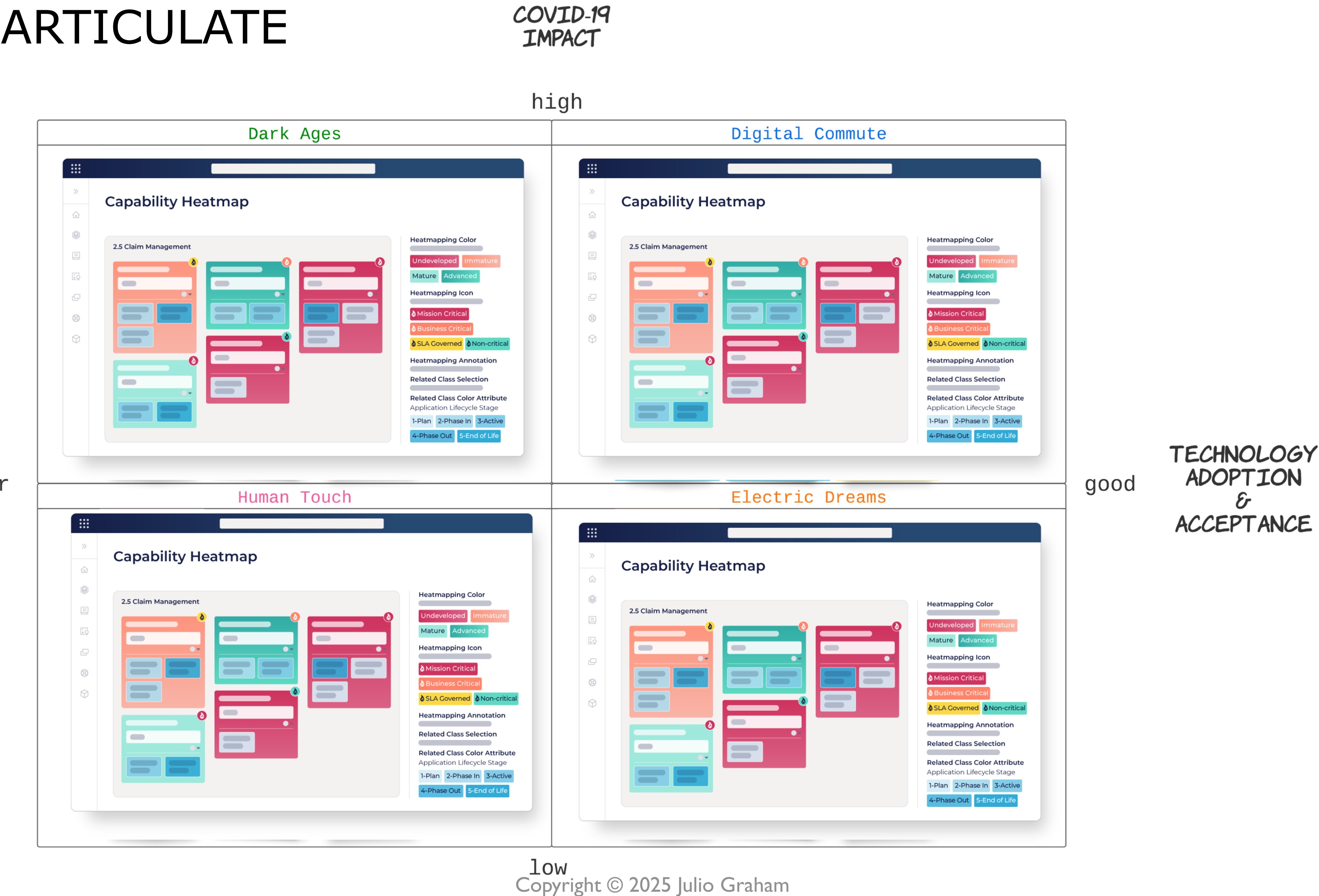


Image: Orbis Software





# Business Value Stream

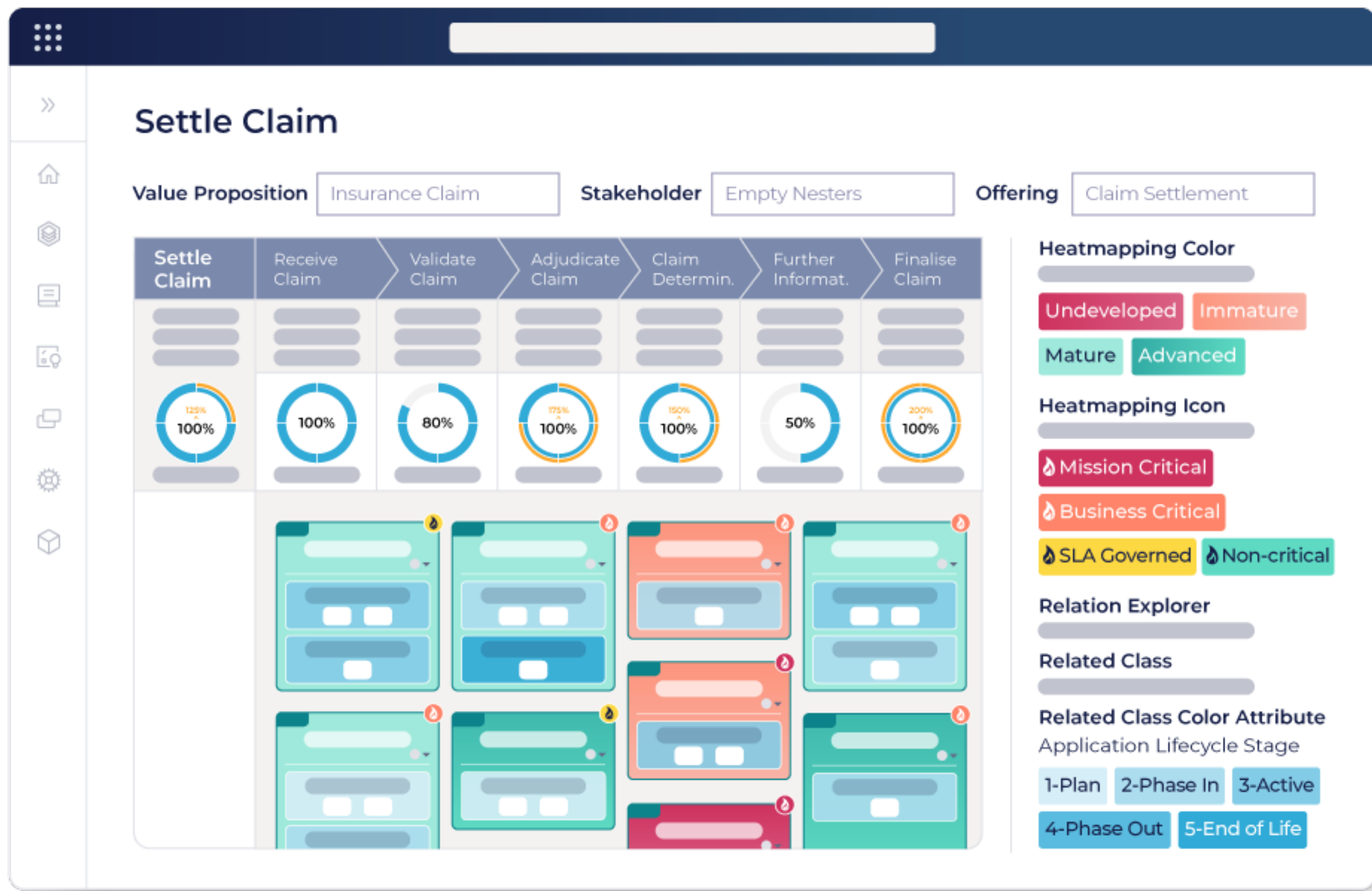


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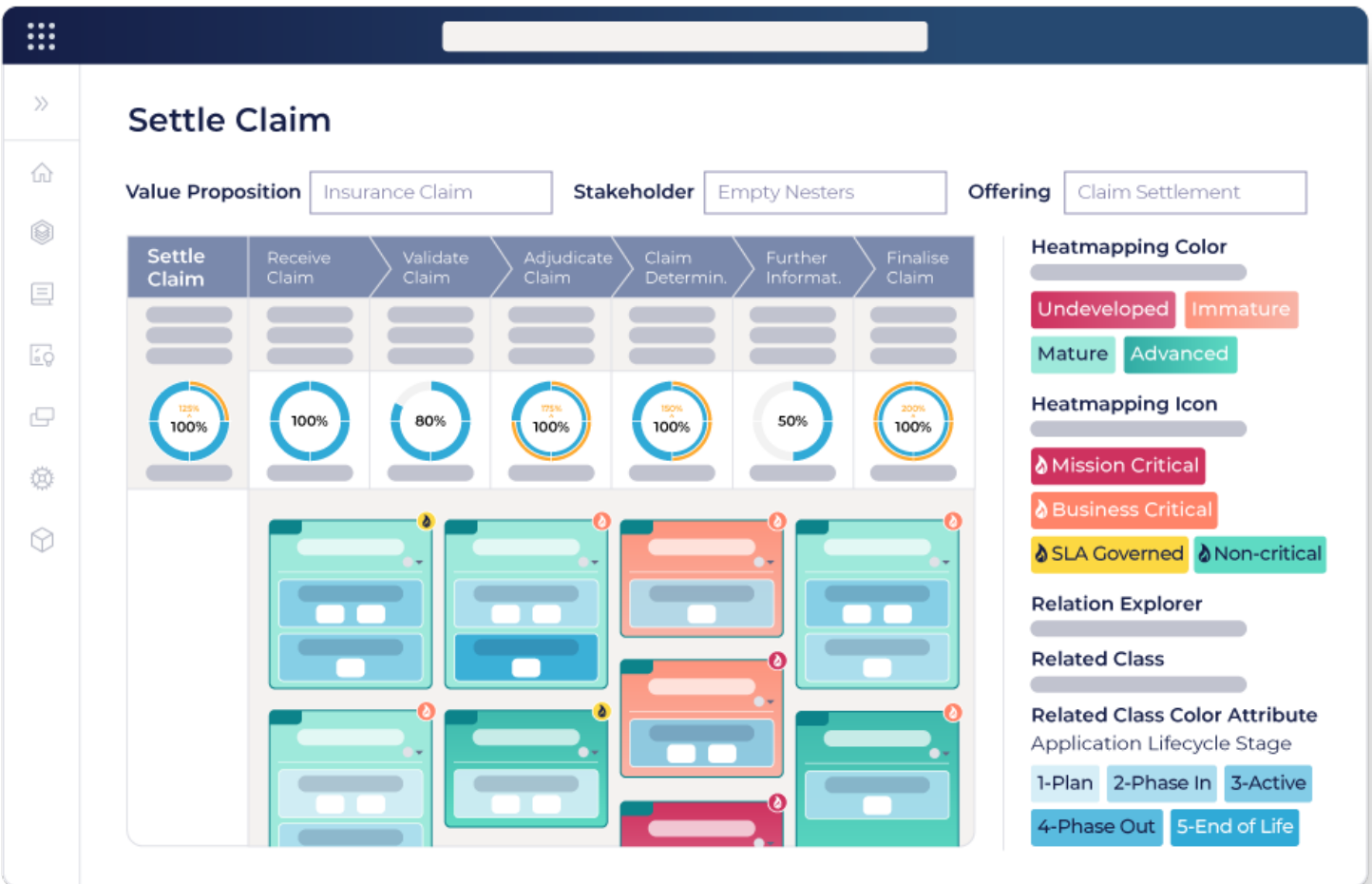
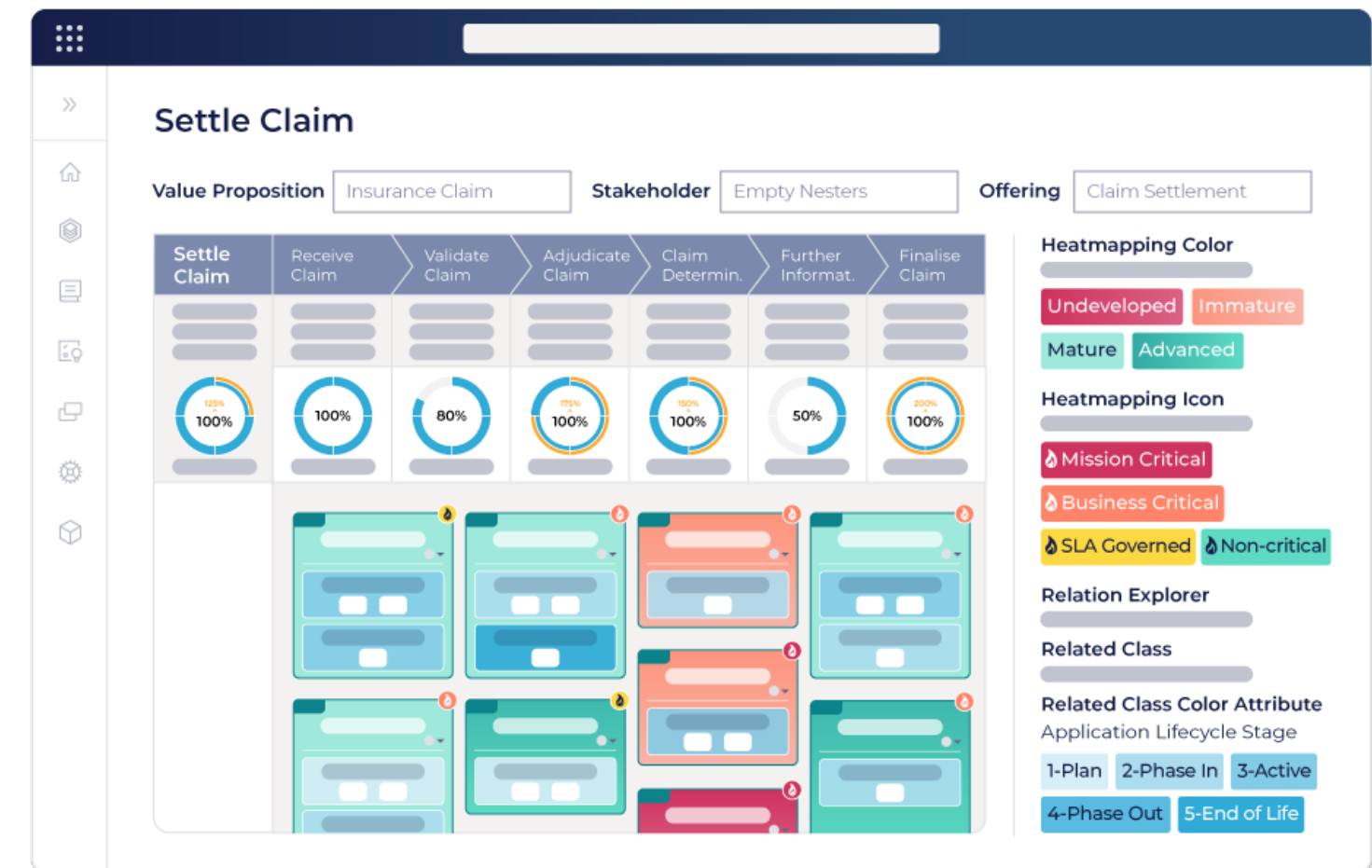
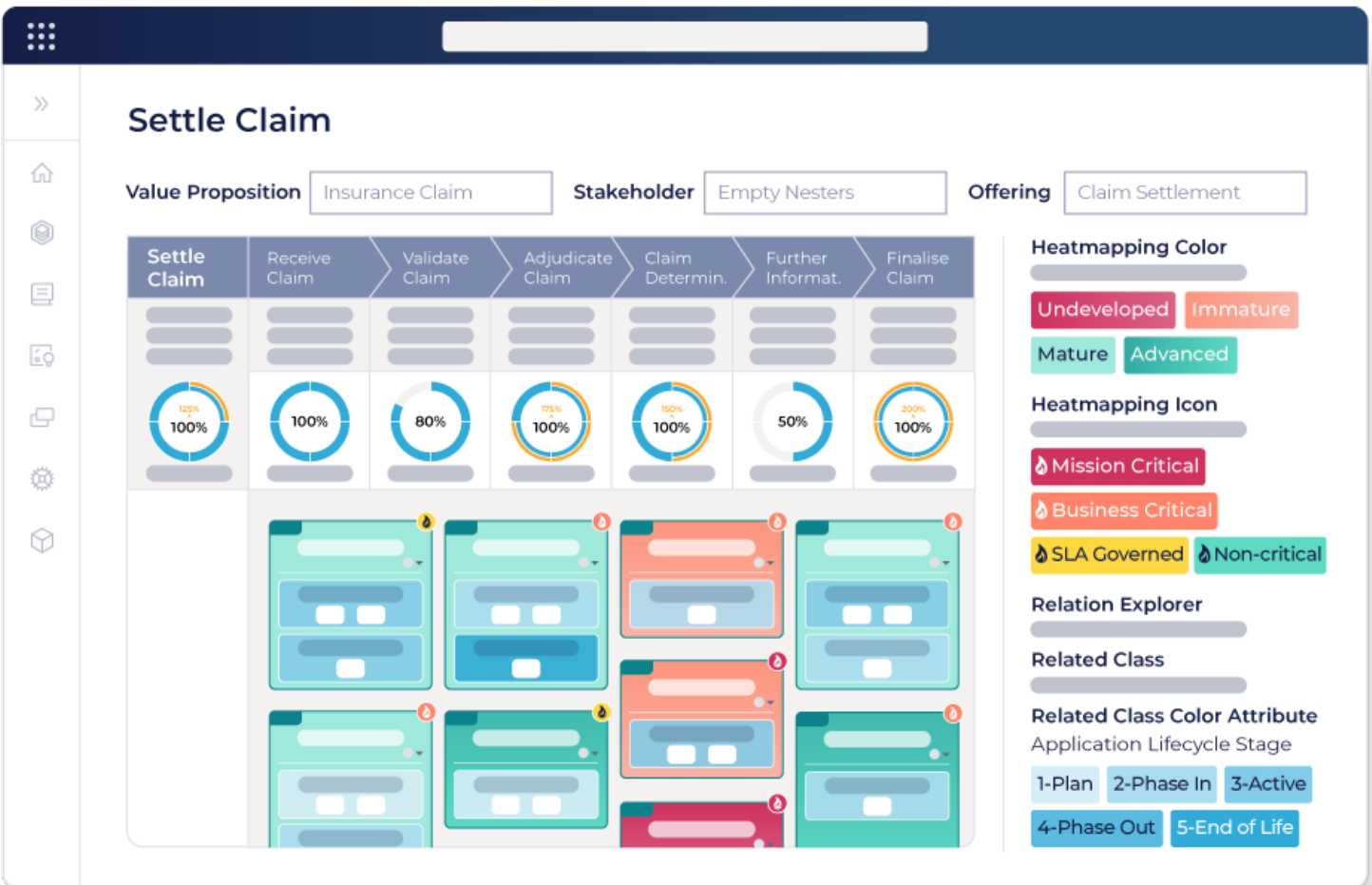
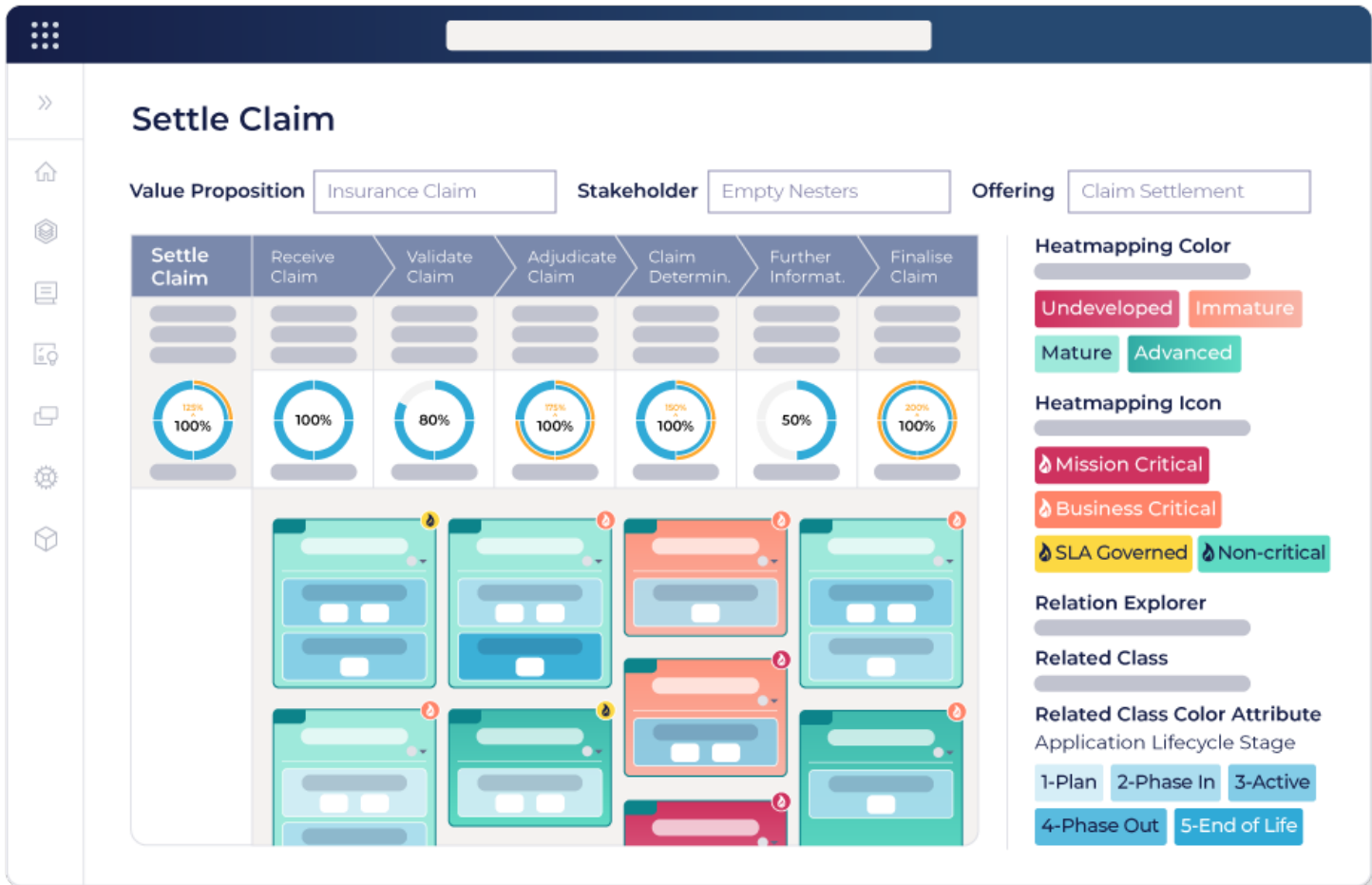
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A Systems-Based Approach to Strategic Readiness





# The Future Matrix

## RESOURCES

- email: [julio@juliograham.com](mailto:julio@juliograham.com)
- Detailed presentation to SCiO <https://www.youtube.com/watch?v=UFPmqgWnlnY&t=3s>
- The Future Matrix Course - <https://courses.juliograham.com/>

[juliograham.com](https://juliograham.com)