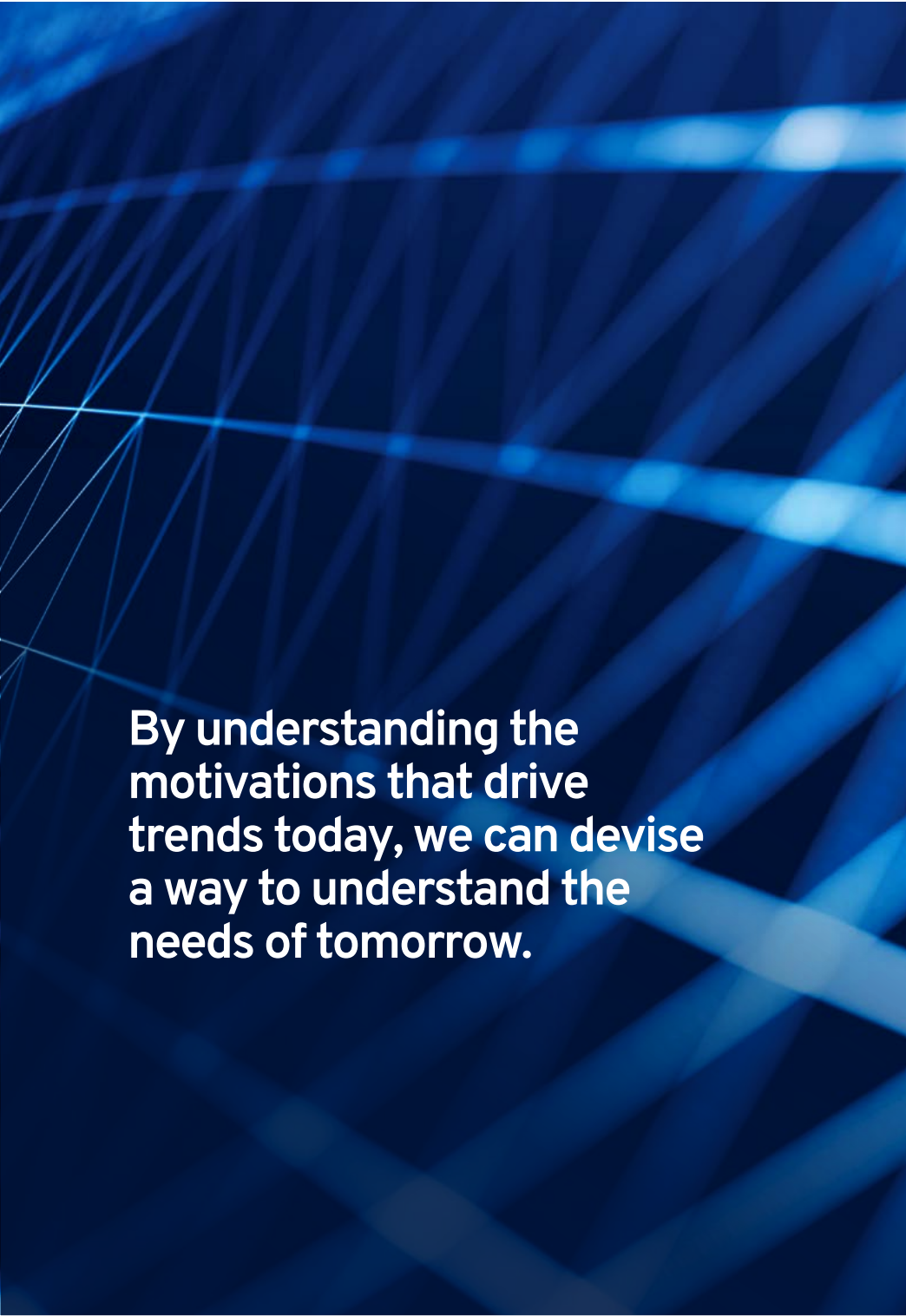


The background of the entire page is a deep blue with a complex, abstract pattern of glowing white and light blue lines. These lines form a series of overlapping, curved planes that create a sense of depth and movement, resembling a digital or architectural wireframe.

A CLEARER VIEW INTO THE FUTURE

SIGNATURE SOLUTIONS
for FORESIGHT DEVELOPMENT



**By understanding the
motivations that drive
trends today, we can devise
a way to understand the
needs of tomorrow.**

FUTURES THINKING IS A FLEXIBLE APPROACH



WHERE WILL WE GO NEXT?

It is clear we are living in a dynamic and uncertain world. It's difficult to plan for the future when the changing issues of the present seem hard to control. How might we consider the future of our coastal cities under the threat of climate change? How might we trust new media in the post-truth world? There are so many technical, environmental, political and social complexities that challenge organisations who are attempting to look forward and plan.

Futures Thinking is not about predicting the future, it's about collaborating to think deeply about complex issues, imagining new possibilities and recognising patterns of change. The fundamental objective of a Futures Thinking exercise is to lay down a path, a roadmap to a future objective or goal of an organisation. In order to accomplish this, a key task of the exercise is to identify the present-day steps required to reach these future goals and objectives.

Many organisations both public and private are often straightjacketed by the constraints of shorter term needs and the resulting policy can fall short in achieving the visionary outcomes initially planned.

Applying Futures Thinking methodologies can support leaders and policymakers in bridging the gap between guesswork and realisation.

From our experience, we know that there are key principles that make the process more successful:

- + being prepared
- + exploring possibilities
- + reading the signals
- + understanding change patterns
- + collaborating in a team



FUTURES THINKING IS BEING PREPARED

PREDICTIONS ARE NOT AS POWERFUL AS PREPARATION

Every organisation can benefit from having a concrete view of what will happen next. Imagine the power of knowing the next 'big thing' before it has reached a tipping point, or even yet invented. Imagine being able to employ the right people and tools so your organisation is ready for the disruption that might otherwise deliver a strategic shock.

Alas, being able to accurately and consistently predict the future is impossible. Large scale change and the social and technical complexities that drive it, make it impossible to build a truly clear and accurate picture. We can always make spot predictions based on specific conditions and data regarding a singular point in time and circumstance, but the larger much more complex transformation to come in our future can only be tackled with future thinking, and by understanding this process builds preparedness to respond to the myriad of possibilities that are coming.

OUR APPROACH

Noetic's Futures Thinking approach provides ways of addressing and shaping the future. It's not about seeing into the future, rather it showcases the ways in which policy, strategy and actions can be used to create desirable future outcomes. It helps to address and mitigate risks and outcomes that are perceived to be unwanted. This promotes strategic dialogue, enhances an understanding of the possible, strengthens leadership and informs decision-making.

OUR SIGNATURE SOLUTION

Using our deep experience and robust but flexible techniques, Noetic Group tailors a Futures methodology to suit the needs of your organisation. This might include longer-term strategic visioning, workforce capability planning to develop and nourish your organisation along a preferred roadmap or long-term strategic investment management. Whatever the case, a tailored approach to exploring possible futures will allow you to prepare with confidence and agility.



FUTURES THINKING IS EXPLORING ALL POSSIBILITIES

UNLEASHING THE IMAGINATION FOR BIGGER OUTCOMES

In many ways, Futures Thinking is as much a toolkit as it is a way of thinking. The key benefits can be found when participants can use unbridled imagination to explore futures to come. Immersing in a view of the future world and then creating a map of your circumstances in that world.

Futures Thinking deliberately places the subject matter on a timeline with a long but foreseeable goal date, about 30 years for example. In doing so, prospective approaches can be tested, and the 2nd, 3rd and even 4th order impacts can be examined. Defining a set of likely future scenarios where no ideas are too extreme allows for ideas to be rigorously assessed before we meet them in the real world.

OUR APPROACH

Noetic's tailored approach couples viable research, analysis and planning with several opportunities for imagination and ideation. We know that building a theme, or world-view, can help unlock deeper insights in research and horizon scanning stages. Continuing this theme through to immersive workshop experiences generates richer ideas and typically allows participants greater ownership in the outcomes.

OUR SIGNATURE SOLUTION

Our signature approach ensures the Futures Thinking experience is tailored and maximised for the participants. Our designers create all the workshop activities to fully engage the participant and produce the best insights. This includes designing as many thematic touchpoints as possible, allowing participants to let go of today and take the biggest of 'moonshots'.

This might include event design and theming, the use of new technologies, the design of immersive videos, themed workshop canvases, environmental design and presentation animation. Probably anything you can imagine.



FUTURES THINKING IS READING THE SIGNALS

FINDING EARLY INDICATORS OF CHANGE

A key part of thinking about the future is keeping a keen eye on the present day. Early indicators of change are all around us. Anything from a new quiet advance in technology, a new app that solves an unmet need like none before it, a product or service with an innovative approach or a way to change customer behaviour, a news story, or a piece of data. Those, often very small, very weak signals that have potential to disrupt the world they are quietly appearing in.

Sensing where these signals are occurring now can dictate the type of research you might proceed with, the stakeholders to engage and the types of exploration you might begin.

OUR APPROACH

When trying to sense the importance of a signal, you might simply ask if the event you are witnessing is a signal of something bigger. Leading to exploratory research on horizons, trends, drivers and the development of an insights paper to progress to ideation. The Futures Thinking approach plots signals, insights and trends on their contextual horizon. The process of horizon scanning gives you three horizons to consider. The first is the near horizon holding issues of strategic importance today but becoming less important over time. The second horizon holds those signals that may become important in the medium term, but drivers for how are not yet realised or clear. The third, more distant horizon holds on it those imagined events resulting from investigating the drivers of change.

OUR SIGNATURE SOLUTION

We work with you to ensure the mindset, environment, stakeholders and theme is just right for signal identification. Signals are a perfect starting point for looking beyond the now, beyond the possible and to the realm of the probable. By assisting you to look towards the future over a 20-30-year period, you can map different stages of the implementation of new long-term policy and understand the impacts of decisions that are made.



FUTURES THINKING IS LOOKING BACK

UNDERSTANDING PATTERNS OF THE PAST

A key indicator of how we understand the future is by looking to the patterns of the past. The data of the past cannot be relied upon in isolation. What is most important are the patterns that emerge time and again. The key is to draw out the larger stories, the behavioural patterns, the global context which may suggest how things might occur again.

OUR APPROACH

Historical research and a deeper understanding of the patterns we repeat is crucial to any approach to Futures Thinking. Bringing identified signals together with deeper historical understanding will help identify patterns of change.

Qualitative and quantitative research on the topic of concern is also crucial, as the present brings with it a launching pad and also a relevant place to plan from. Deeper dives into the relevant trends that present themselves in horizon scanning also add key insight.

OUR SIGNATURE SOLUTION

Noetic understands from experience that effective evaluations require sufficient quantitative data to ensure the evaluation is grounded in evidence, not anecdotes. Noetic sources its qualitative data from desktop research, document review, stakeholder engagement, site visits and online surveys. We tailor an Evaluation Plan that contains a Stakeholder Engagement Strategy outlining engagement with all major stakeholder cohorts. To ensure the data collected is valid and accurate, Noetic adheres to the principles of oversight; transparency; confidentiality; bias minimisation; identification of assumptions; and appropriate sample size.

With this robust approach to research we can tailor the right methods for discovering the patterns, presenting the insights and analysing the trends for exploration of the future.



FUTURES THINKING HAPPENS TOGETHER

BUILDING A COLLABORATIVE TEAM FOR THE BEST RESULTS

Thinking about the Future must be a highly collaborative affair. Firstly, in order to reach a sophisticated level of topical research, a wide variety of subject matter experts, stakeholders, thinkers, academics, innovators and historians should be sought for qualified opinion. You might also consider filmmakers (e.g sci-fi) or authors who might add to the creation of a future world-view.

Forecasting then is definitely a collective endeavour. It requires extensive diversity of thought and experience, so perspectives on the topic can be challenged, enhanced, assumptions can be checked and idea testing is robust.

OUR APPROACH

We bring together a diverse range of people from different experiential backgrounds and empower them to be involved in the process.

With our key stakeholders, Noetic enters a trusted partnership to co-design the best approach to proceeding through the sometimes intense and challenging futures process.

OUR SIGNATURE SOLUTION

Noetic has extensive experience in collaborating and co-designing with large organisations working at the cusp of innovative technologies and crucial decision making. We work in partnership to ensure that the right people are involved at every step of the project. Our research can include face-to-face interviews, focus groups and design sprints, which means our experience getting the most out of people is second to none.

We encourage a working style of openness and collaboration and devise techniques so every voice is heard. When our vastly experienced facilitators work through a Futures Thinking ideation session, you can be assured they understand the process, have a solid understanding of relevant research and can work with diverse groups to ensure balanced and engaging sessions.

The background of the slide is a dark blue field filled with a network of thin, light blue lines that crisscross and connect various points. Scattered throughout this network are numerous circles of varying sizes, some of which are a bright yellow, while others are a lighter blue, matching the lines. The overall effect is one of a complex, interconnected system or a futuristic digital landscape.

FUTURES THINKING FOR ASSURED GROWTH

INVESTING IN FUTURE NEEDS

We can't predict the future, but we can enhance our ability to anticipate change and direct our resources to build on the desired outcome. Noetic's Futures Thinking methodology bridges the gap between guesswork and readiness. It investigates your organisation's current state within the wider landscape, identifies signals and drivers of change and builds on trend analysis to inform what futures are probable.

Our multi-disciplinary approach involves analytical research and engagement with key stakeholders and subject matter experts. This allows us to define the timeframe and identify the key signals for change. We can work in collaboration with you and a wider team of academics, futurists, facilitators and designers to generate and assess multiple futures. This assessment allows for more robust planning, impact analysis, strategy and investment for the future. Noetic's expert facilitators help you to understand the opportunities and better manage unexpected situations.

By understanding the motivations that drive trends today, we can devise a way to understand the needs of tomorrow.

Noetic has worked with public and corporate sector entities, contributing to change and increased agility. We have a strong track record of providing highly specialised support to defence technology, intelligence, experimentation, future warfighting concepts, future technology scanning and simulation.

Our Futures Thinking is underpinned by our strong research and engagement, co-design and analysis, facilitation and visual design expertise. We support senior leaders communicate effectively about transformation, change and strategic futures.

Noetic's FUTURES THINKING LEADERS

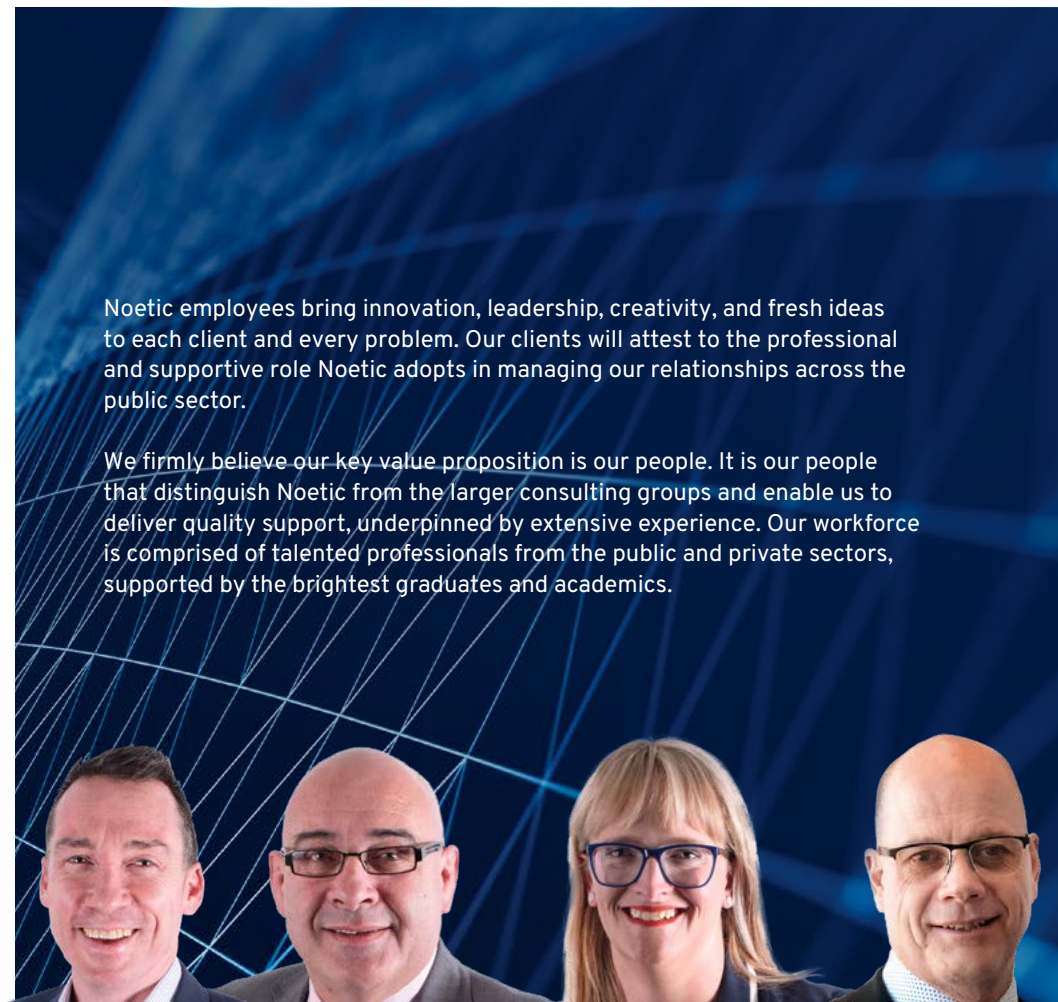


Michelle Todd
Director

Andrew Balmaks
CEO

Darren Moore
Principal

John JP Smith
Principal



Noetic employees bring innovation, leadership, creativity, and fresh ideas to each client and every problem. Our clients will attest to the professional and supportive role Noetic adopts in managing our relationships across the public sector.

We firmly believe our key value proposition is our people. It is our people that distinguish Noetic from the larger consulting groups and enable us to deliver quality support, underpinned by extensive experience. Our workforce is comprised of talented professionals from the public and private sectors, supported by the brightest graduates and academics.

Chris Doherty
Design Director

Liana Dobson
Director

Matthew Graham
Principal

Michael Ducie
Principal



Noetic is an Australian owned consulting firm focused on delivering positive outcomes. We work collaboratively with our clients to ensure our understanding and analysis will tailor practical, lasting and innovative solutions.

SIGNATURE SOLUTIONS

that will help our clients to be their best.

We pride ourselves on our highly-skilled people making a positive impact by bringing both considered perspectives and fresh ideas together with an energetic drive to the solutions we implement.

Noetic has built a strong portfolio of successful projects across government and the private sector enabled by our strategic and operational skills, enhanced by deep local knowledge and global expertise.

ORGANISATIONAL DEVELOPMENT
SCENARIO PLANNING
HORIZON SCANNING
SIMULATION
IMMERSIVE MEDIA DEVELOPMENT
CONCEPT DEVELOPMENT
POLICY DESIGN
TREND ANALYSIS
WORKSHOP DESIGN

SIGNATURE SERVICE & TOOLS

CHANGE MANAGEMENT
FUTURES ROADMAP
EXPERIENCE DESIGN
EVENT MANAGEMENT
EXPERIMENTATION
STRATEGIC PLANNING

SIGNATURE PROJECT

FORESIGHTING EMERGING DISRUPTIVE TECHNOLOGY

Noetic has been supporting the Defence Science and Technology (DST) Group in delivering its future technology forecasting program, through the delivery of the Emerging Disruptive Technology Assessment Symposiums (EDTAS) foresighting series, since 2015. DST seeks to identify future technologies (2040 timeframe) that are likely to have 'game changing' impacts on Australian Defence Force (ADF) operations. In doing so, DST recognises that these future thinking campaigns play a critical part in preparing the ADF to manage significant technology change and prevent future strategic surprise.

To deliver this technology forecasting Noetic has developed a complex and comprehensive series of foresighting activities.

For each EDTAS campaign, Noetic collaborates closely with DST's technology forecasting section and the specific scientific SMEs. We augment this team with leading Australian university academic partners and our internal visualisation and design teams to develop a truly co-designed approach.

We know that to deliver truly effective foresighting requires a strong understanding of where the technology potential is now and where current scientific research is leading. For each EDTAS program we develop a comprehensive research and engagement plan to explore the current trends and also identify the early indicators of change. This analysis is necessarily broad and seeks to engage with not only the accepted experts in a field, but also the disrupters. For each EDTAS technology this analysis culminates in a forward looking Insights Paper which primes the next stage in the EDTAS foresighting process.

A critical element of Noetic's EDTAS approach is the design of immersive symposia events where we bring together a diverse, specifically selected, audience of subject matter experts. We encourage them to develop deeper insights and explore all the future possibilities. Our foresighting techniques are directly linked to the technology theme and DST's endstate requirements, which allows all the symposia insights to be directly transposed into a final Strategic Analysis Report. This report informs DST's future Defence emerging technology research areas.

Together with DST, Noetic has played a leading hand in identifying key Defence technologies in areas including autonomous vehicles, artificial intelligence, future material and manufacturing, human biotechnologies, space and directed energy technologies.

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