



# COMPLEX FORESIGHT VISUALISATION

## Defence – Navy RAS-AI Strategy

Warfare Innovation Navy (WIN) was on the cusp of developing its Robotics, Autonomous Systems and Artificial Intelligence (RAS-AI) strategy and campaign plan. In order to promote and develop this future concept coherently, WIN would need to visualise the pathway and communicate complex ideas to the wider organisation and beyond.

### Overview

Noetic worked with future-focused research, problem solving, goal-setting and innovation. Outputs included branding, brochures and strategy publications, as well as writing and directing strategy videos for the RAS-AI strategic vision. Over the 2-year contract, Noetic engaged with strategists, researchers and senior Navy stakeholders to ensure fit-for-purpose visualisations and communications.

### Outcome

The visualisation of RAS-AI architecture, strategy, and campaign plan has promoted thought leadership in RAS-AI Directorate that will help the Royal Australian Navy to play its part in achieving Defence's new strategic objectives.

