



# The Future Matrix

A Practical Approach to an Uncertain Future

Julio Graham



**I help businesses  
see their future  
and plan for it**





# Introductions



Name

Julio Graham

Company

Olive Professional Services

Business Activities

- Executive Training

- Consulting

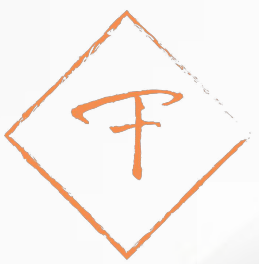
Mission

Help you improve the  
performance of your business



# Presentation Outline

- Introduce a scenario planning process that has been modified for quick deployment with iteration as required
- Add another dimension to finding solutions for businesses, who may already have complicated and / or complex systems
- Show you a quick way of identifying low hanging fruit
- Show you that we CAN prepare for an 'unknown' future



You can find more profit

or

cut more costs

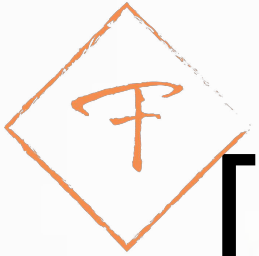
if you implement ...

[insert new method here]



# 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 / insurance / succession planning
- Appetite for Risk - what are we prepared to do to get the job done?
- Recognising opportunity - industry disruption, pivoting based on external pressures







2020 - 2021 - 2022 - 2023 ...


**[Insert Current Disaster Here]**  
**[Insert Uncontrollable Factor Here]**

- COVID-19
- US Elections
- Brexit
- Nuclear Non-Proliferation
- Climate Change
- Gas Prices
- Legislation
- Free Markets
- Wildfires
- Civil Unrest
- Virus Variants
- Security Breach

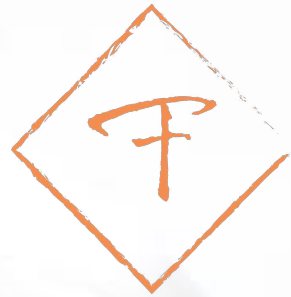


# You are already doing scenarios

-  If you drive you are already doing scenarios in your head - probably 10 a minute
-  Catching a bus, tube or a train, you are doing scenarios all the time
-  Buying goods on eBay - you guessed it, you are probably doing scenarios too
-  Ever had to deal with children - scenarios on the fly!

A close-up photograph of a hand holding a soccer ball. The ball is white with black and blue panels. The hand is visible on the left side, with fingers wrapped around the ball. The background is blurred, showing what appears to be a field or stadium.

What difference would it make to you and your business if you could understand 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 data collection phase



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**Classify** - understand your data, it's relevance and importance



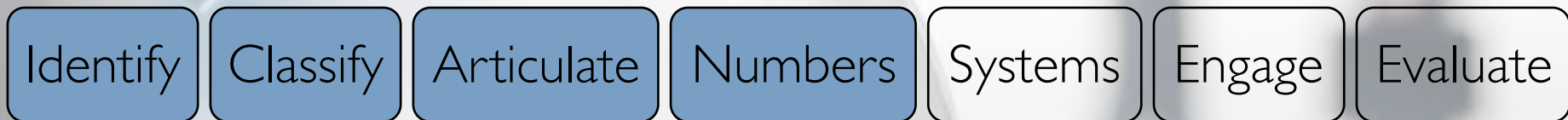
The process to produce The Future Matrix consists of 7 phases.



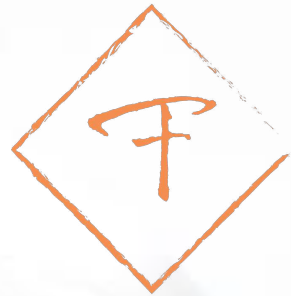
**Articulate** - describe all the possible futures based on the available data



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




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



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**Systems** - Balanced Scorecards, SWOT Analysis, Leadership, Management and Operational Processes and Plans. This is where your business expertise really comes into its own.



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



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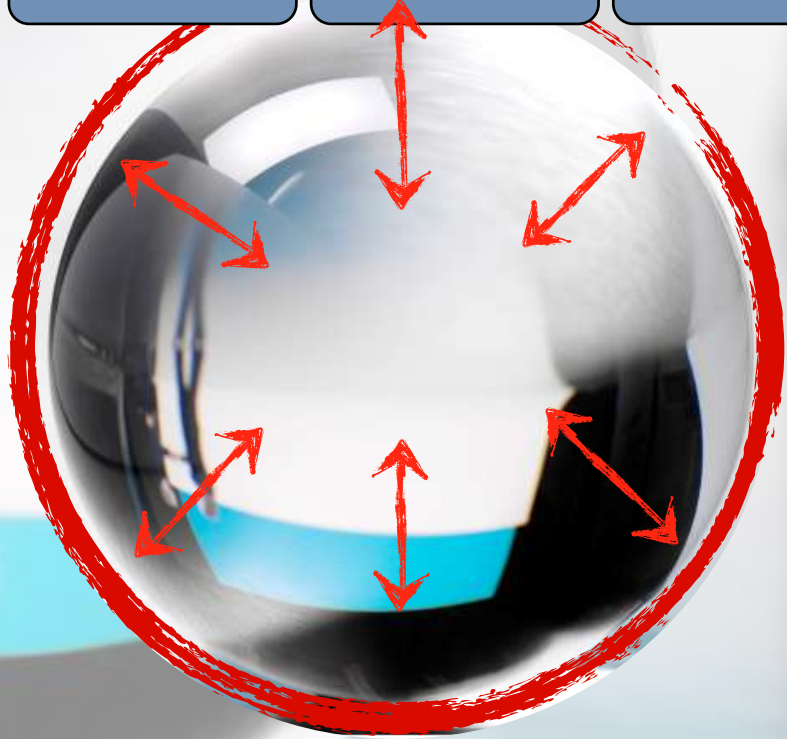
Evaluate



**Evaluate** - Monitor your plans and adjust your actions, develop and maintain your business dashboard

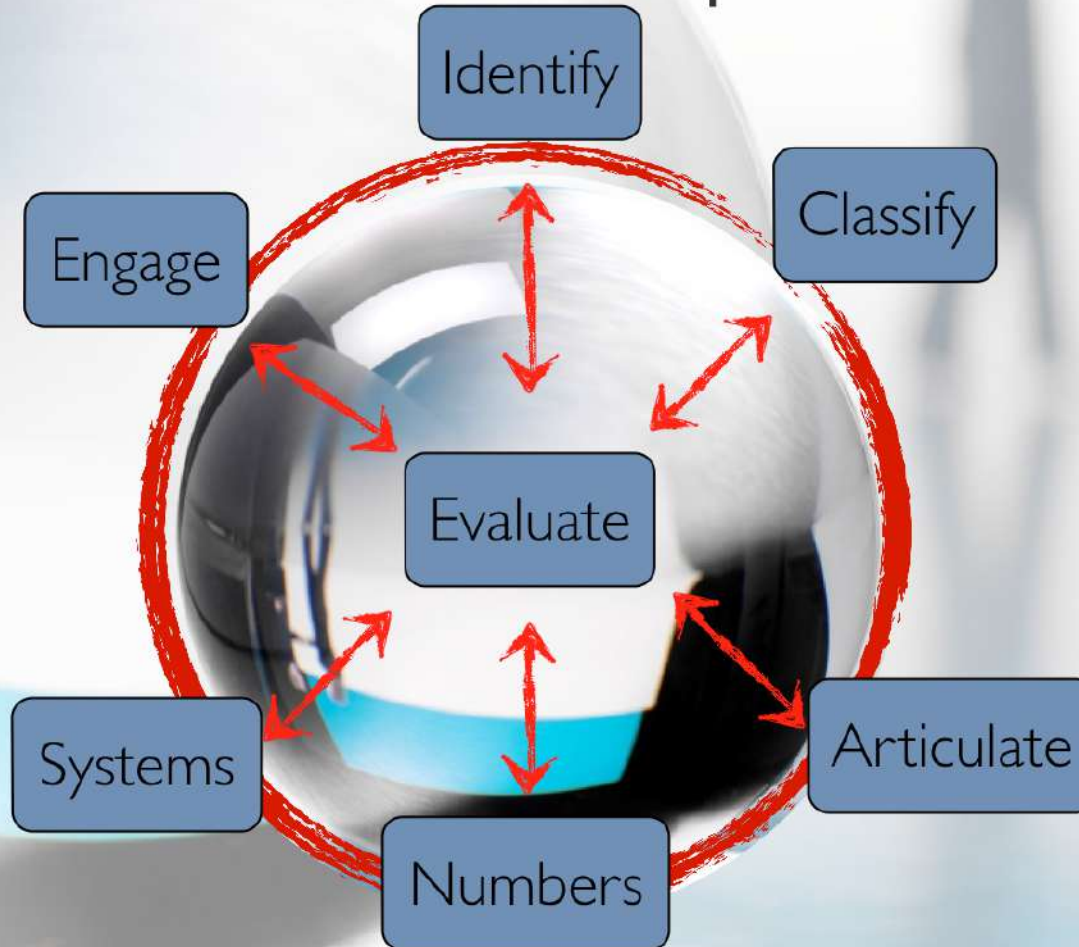


The process to produce The Future Matrix consists of 7 phases.





Rinse and Repeat





# The Future Matrix

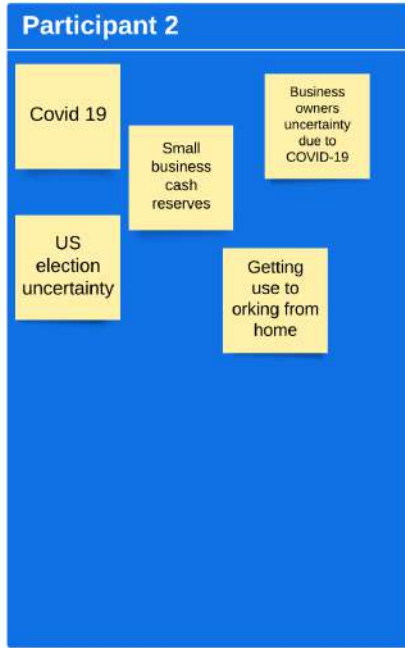
Let me walk you through part of the process using a real life example



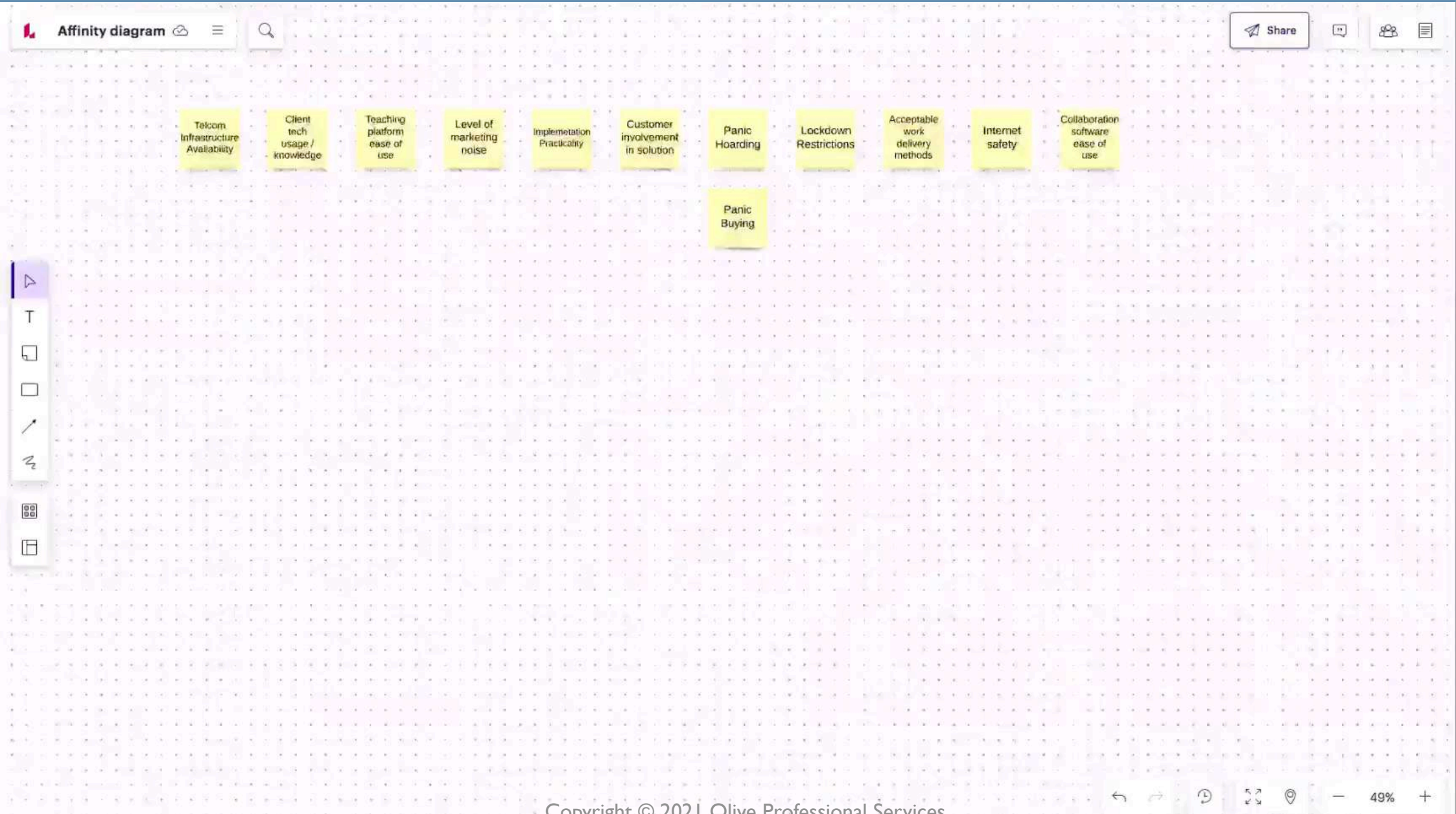
## Real life example

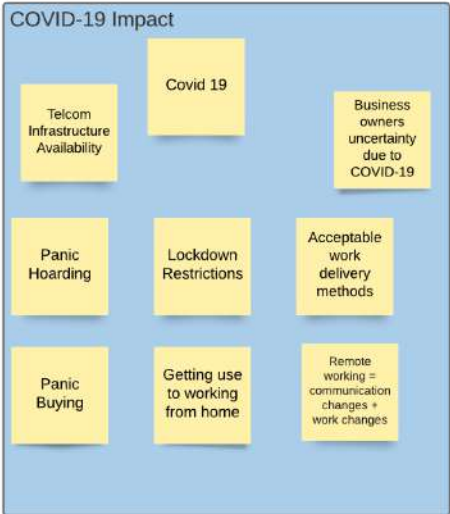
What factors, *both negative and positive*, affect the successful delivery of consulting services (such as process creation, business interventions, etc.) right now (June 2020)?

# IDENTIFICATION

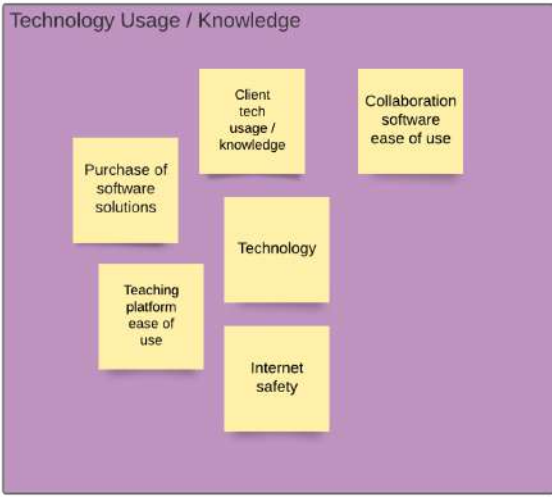


# CLASSIFICATION

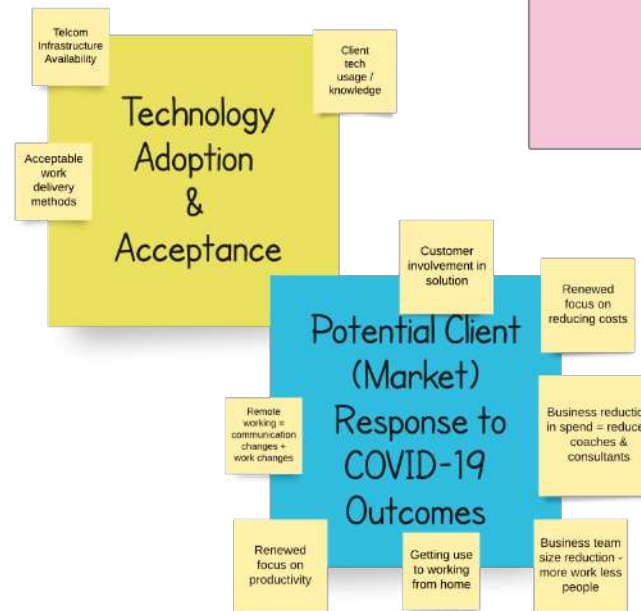
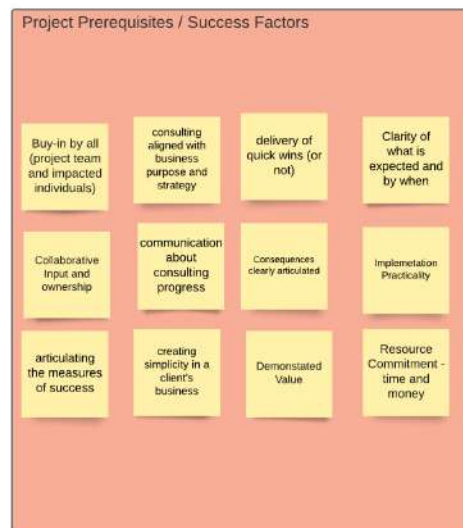
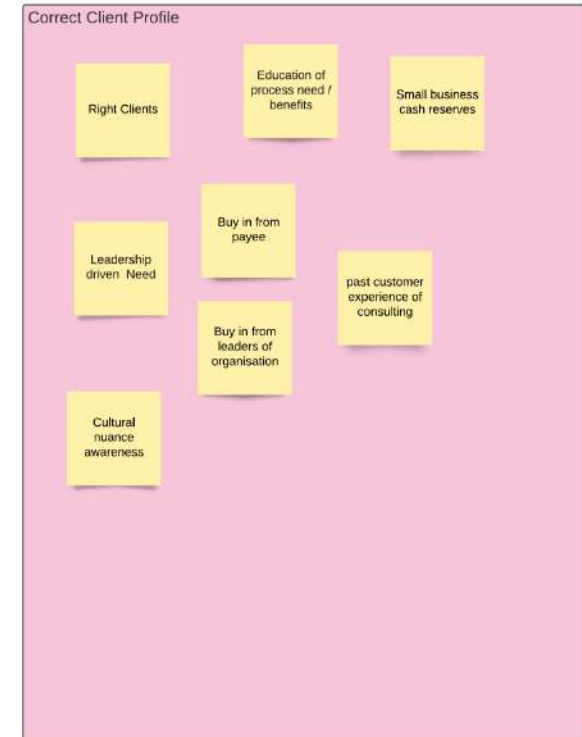
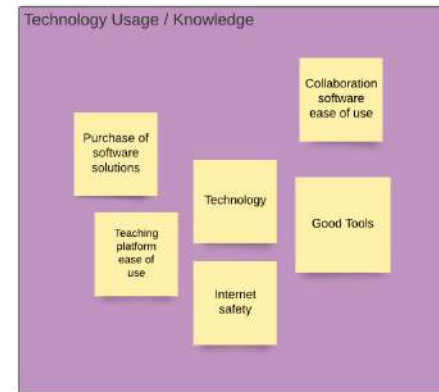




US election uncertainty



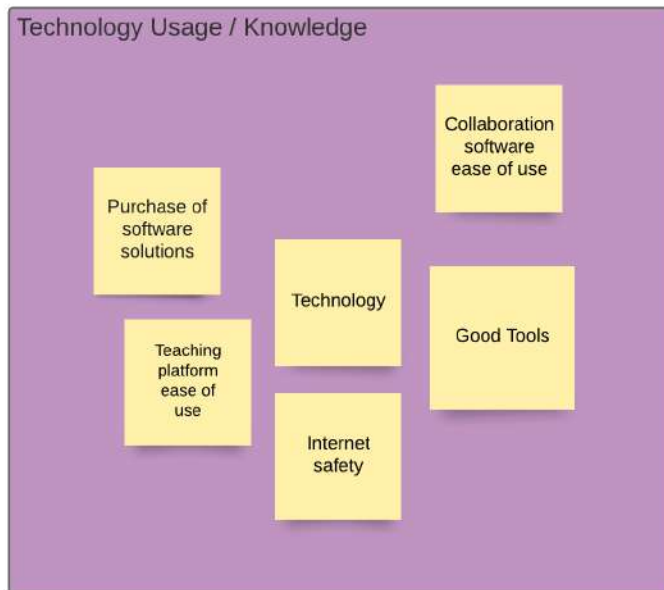
# CLASSIFICATION



## Groups of Factors

We don't lose the detail

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



LEVEL OF CONSULTANT SKILLS

SUITABLE CLIENT PROFILE

COVID-19 IMPACT

TECHNOLOGY USE AND KNOWLEDGE

MARKETING EFFECTIVENESS

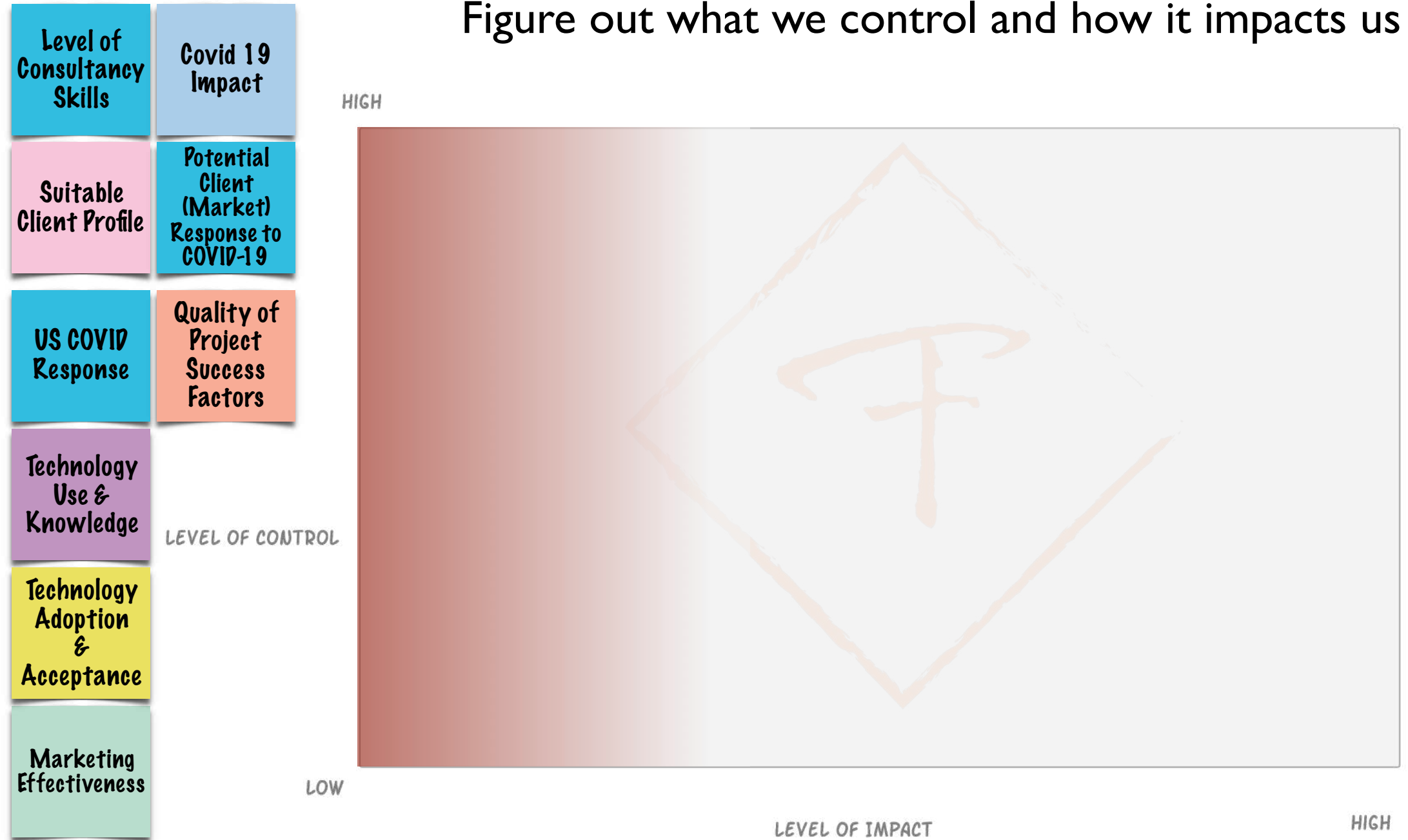
POTENTIAL CLIENT (MARKET) RESPONSE TO COVID-19 OUTCOMES

QUALITY OF PROJECT SUCCESS FACTORS

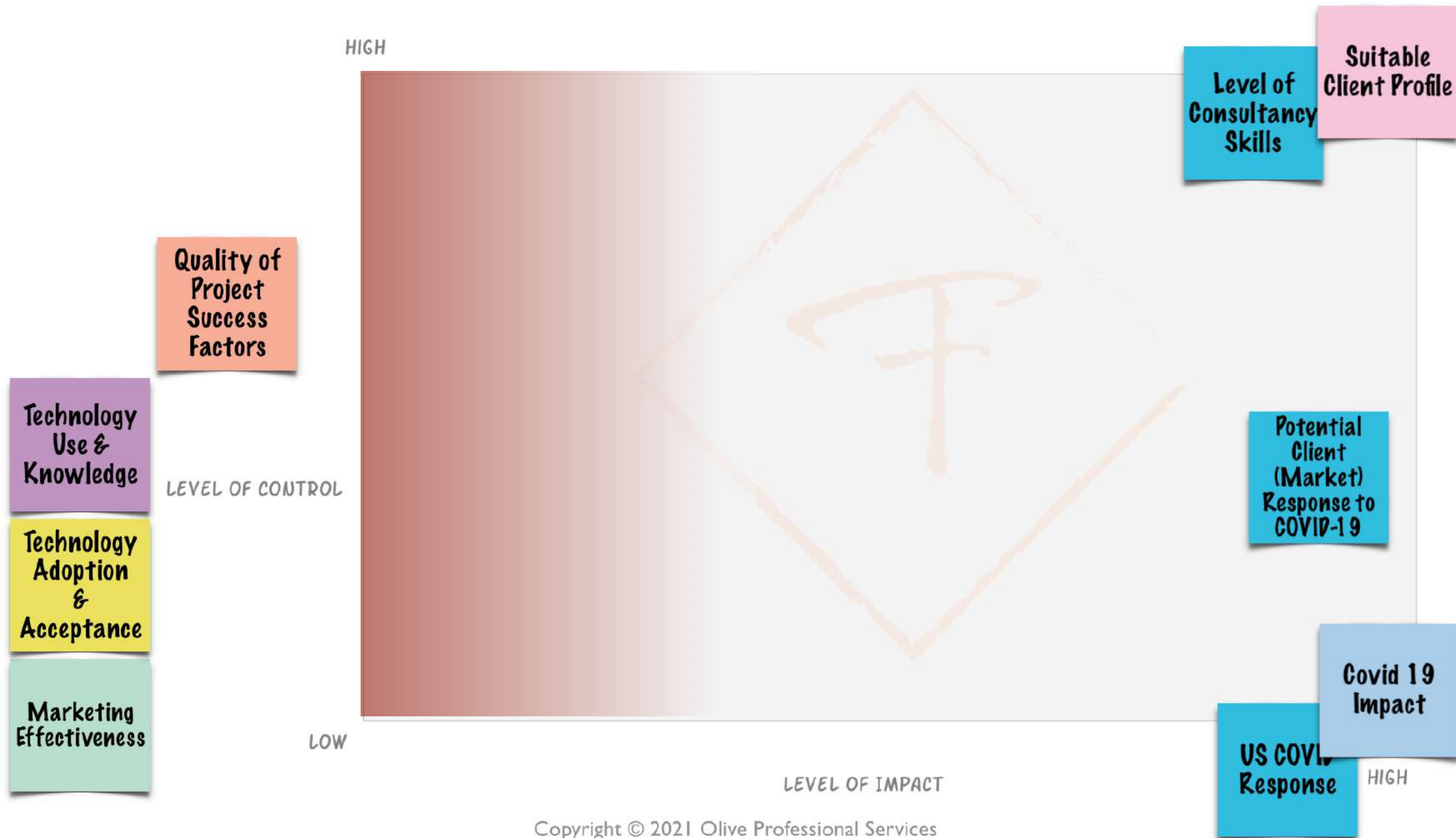
US ELECTION UNCERTAINTY

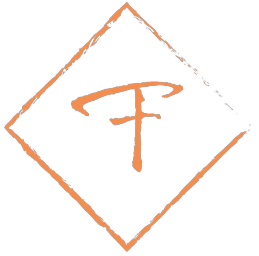
TECHNOLOGY ADOPTION & ACCEPTANCE

# Figure out what we control and how it impacts us



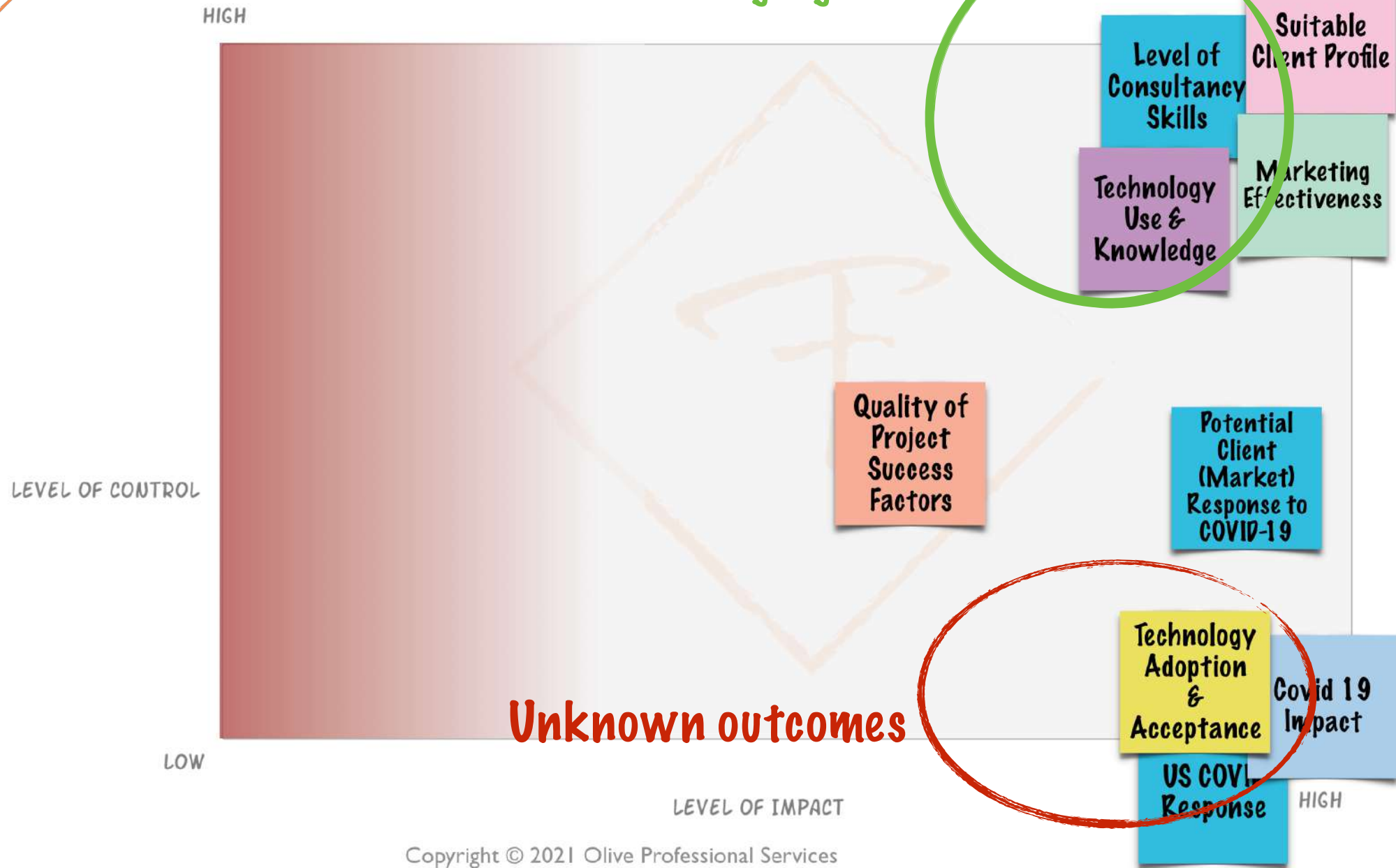
# Figure out what we control and how it impacts us





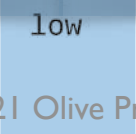
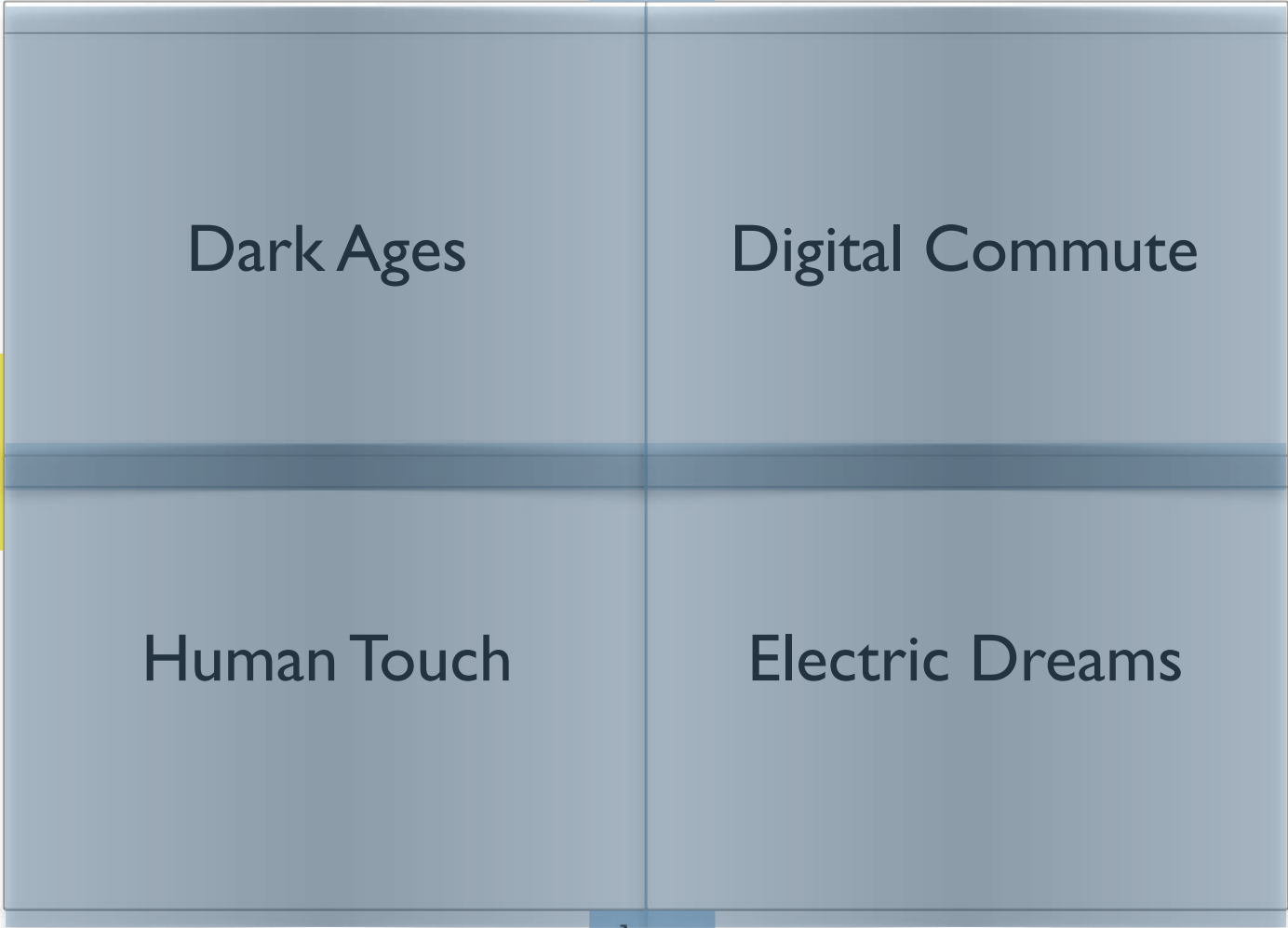
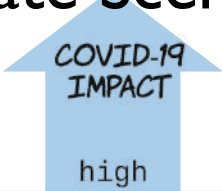
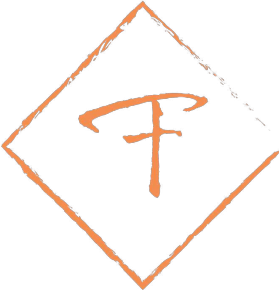
# Figure out what we control and how it impacts us

## Low Hanging Fruit



# ARTICULATE

## Create Scenarios



# ARTICULATE

COVID-19  
IMPACT

high

poor

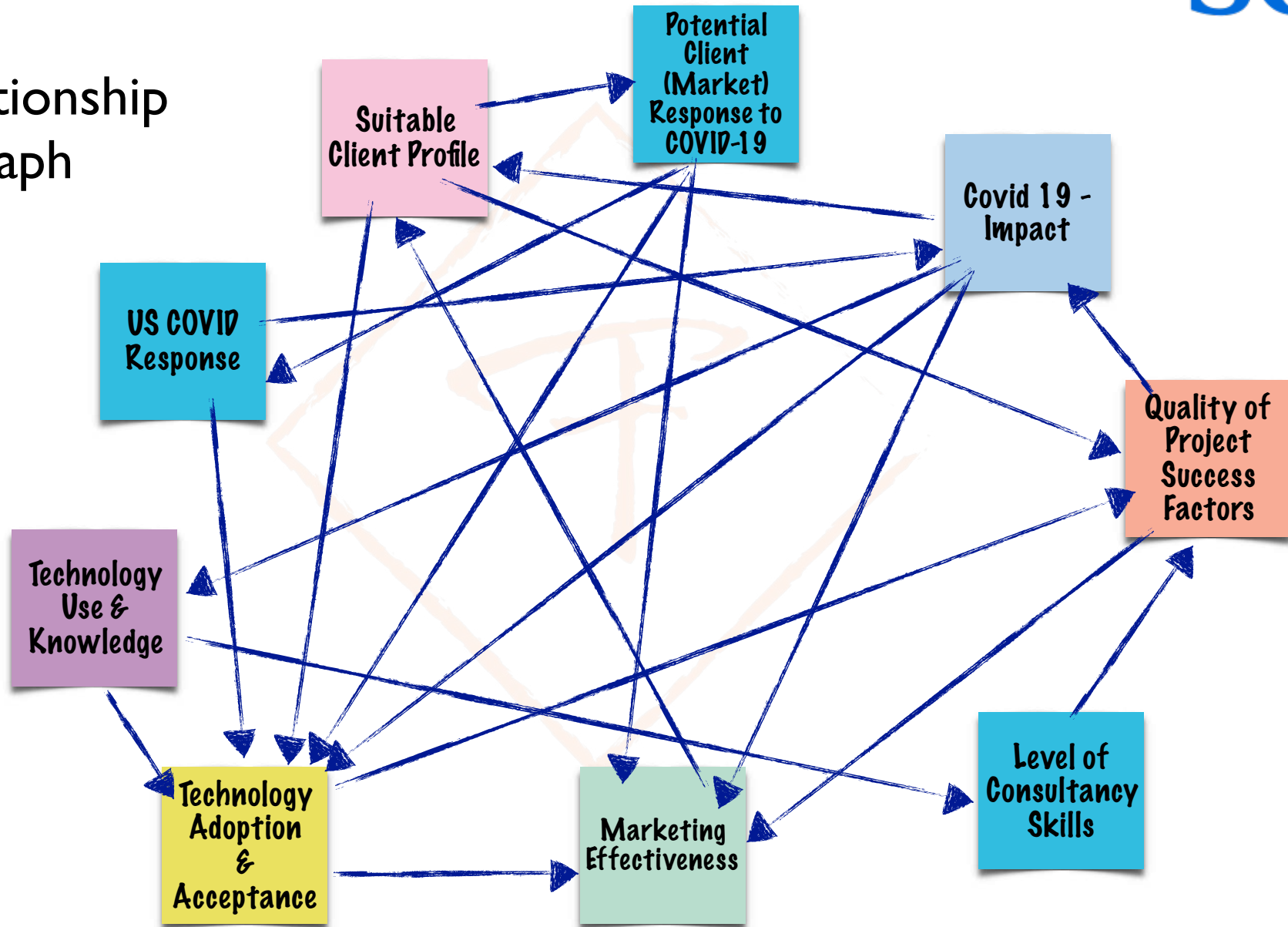
good

TECHNOLOGY  
ADOPTION  
&  
ACCEPTANCE

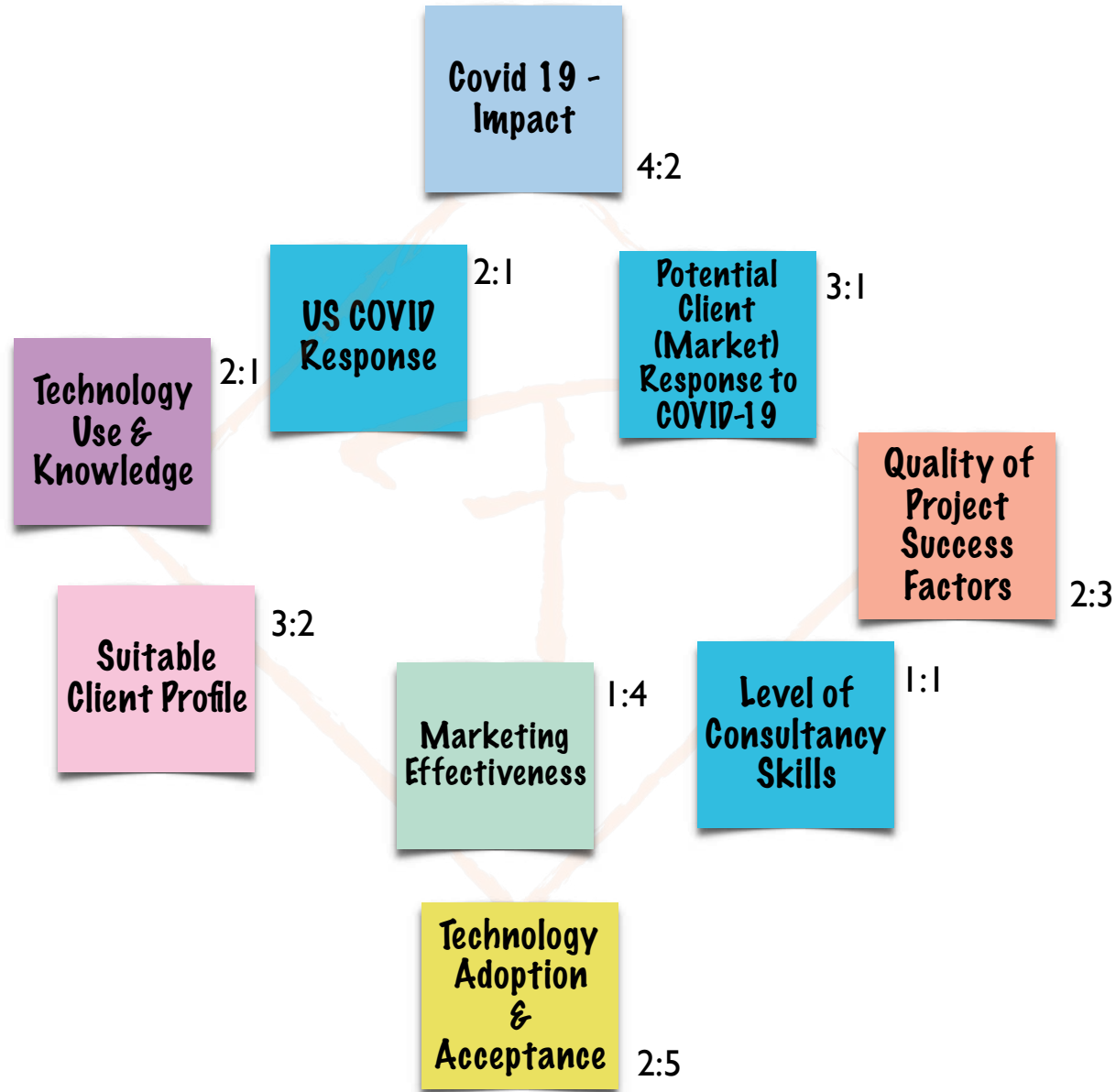
Dark Ages			Digital Commute		
LEVEL OF CONSULTANT SKILLS	SUITABLE CLIENT PROFILE	COVID-19 IMPACT	LEVEL OF CONSULTANT SKILLS	SUITABLE CLIENT PROFILE	COVID-19 IMPACT
TECHNOLOGY USE AND KNOWLEDGE	MARKETING EFFECTIVENESS	POTENTIAL CLIENT (MARKET) RESPONSE TO COVID-19 OUTCOMES	TECHNOLOGY USE AND KNOWLEDGE	MARKETING EFFECTIVENESS	POTENTIAL CLIENT (MARKET) RESPONSE TO COVID-19 OUTCOMES
QUALITY OF PROJECT SUCCESS FACTORS	US ELECTION UNCERTAINTY	TECHNOLOGY ADOPTION & ACCEPTANCE	QUALITY OF PROJECT SUCCESS FACTORS	US ELECTION UNCERTAINTY	TECHNOLOGY ADOPTION & ACCEPTANCE
Human Touch			Electric Dreams		
LEVEL OF CONSULTANT SKILLS	SUITABLE CLIENT PROFILE	COVID-19 IMPACT	LEVEL OF CONSULTANT SKILLS	SUITABLE CLIENT PROFILE	COVID-19 IMPACT
TECHNOLOGY USE AND KNOWLEDGE	MARKETING EFFECTIVENESS	POTENTIAL CLIENT (MARKET) RESPONSE TO COVID-19 OUTCOMES	TECHNOLOGY USE AND KNOWLEDGE	MARKETING EFFECTIVENESS	POTENTIAL CLIENT (MARKET) RESPONSE TO COVID-19 OUTCOMES
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# How do these interact with each other?

## Interrelationship Digraph

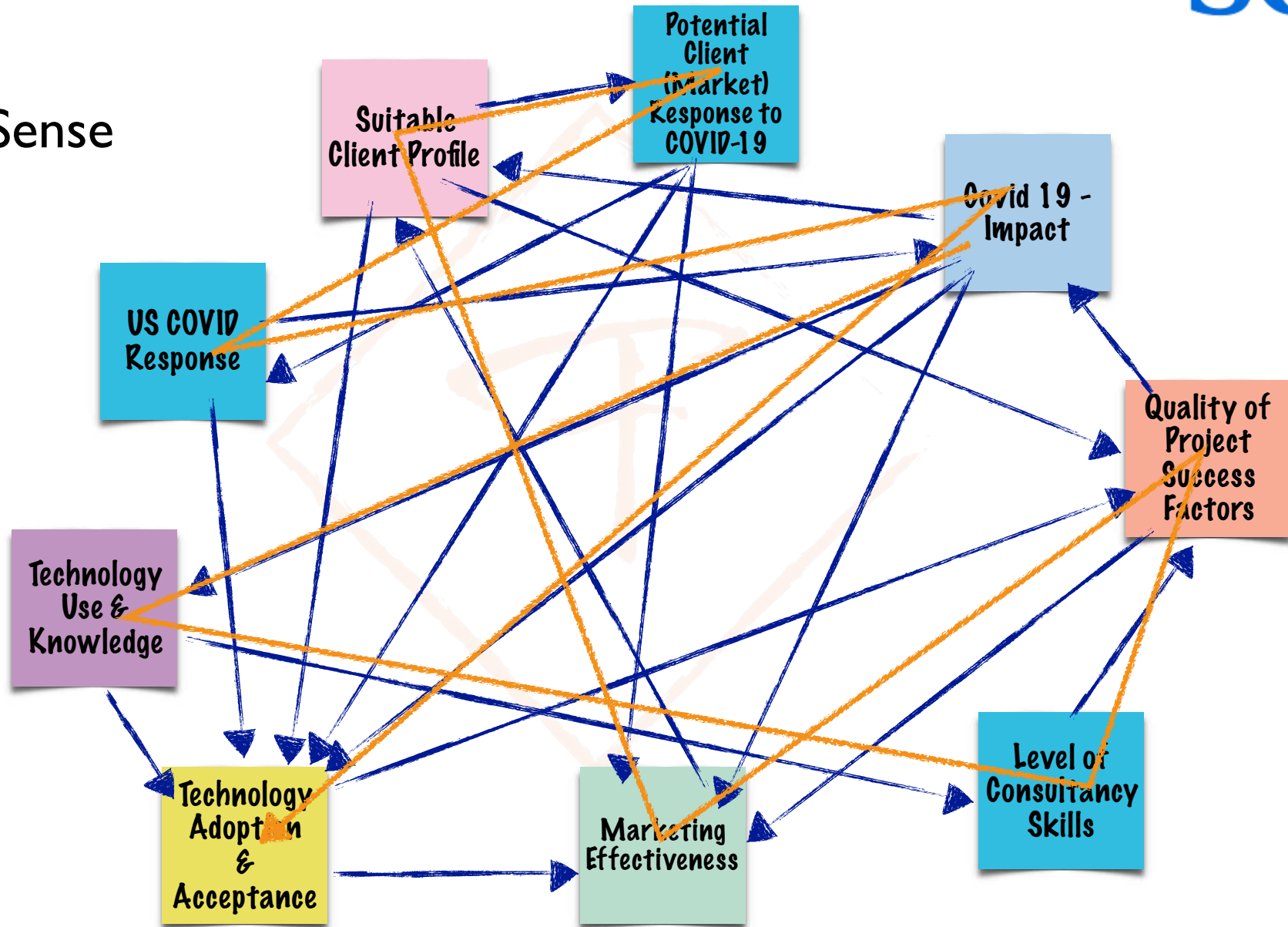


# How do these interact with each other?

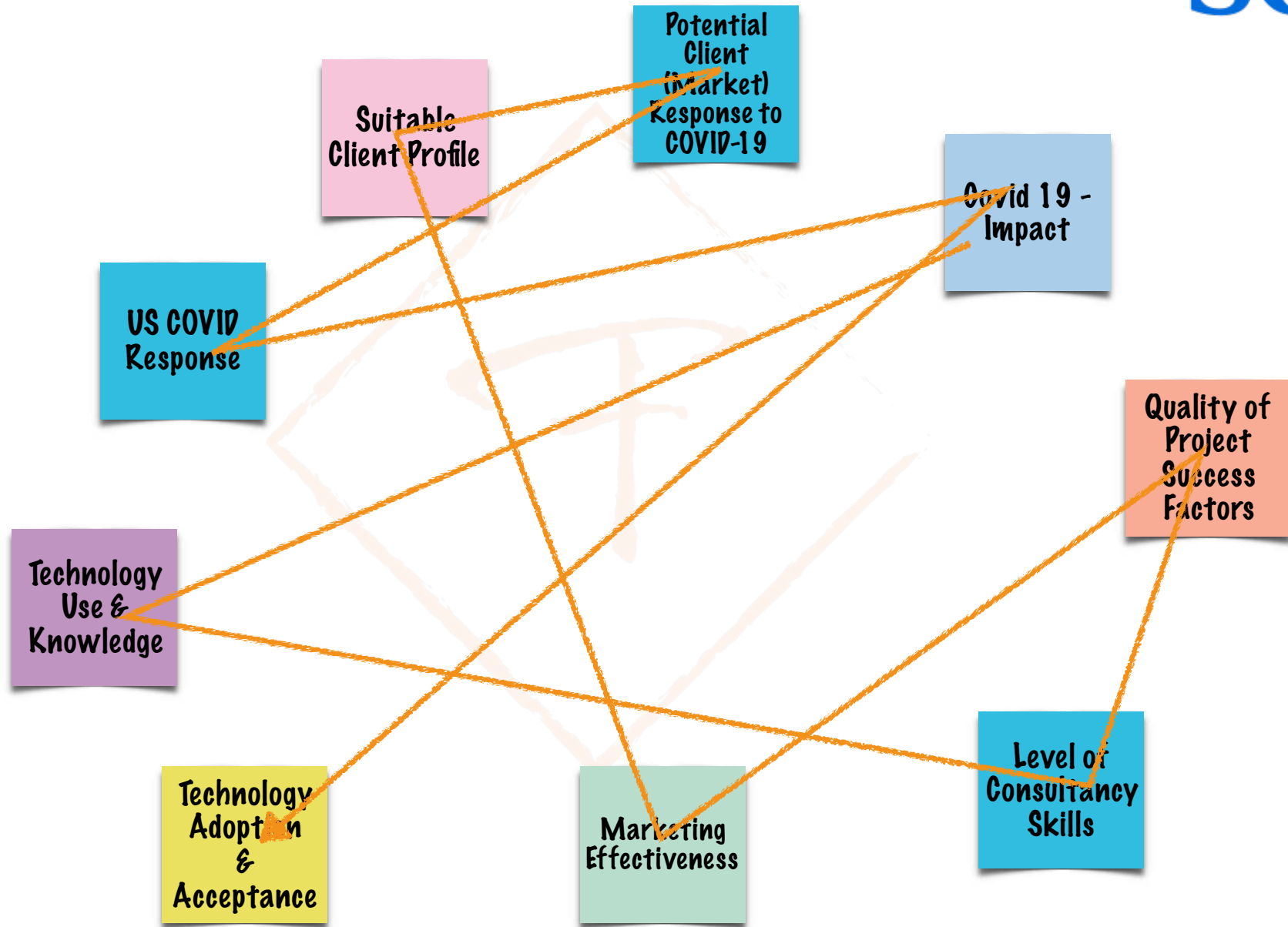


# How do these interact with each other?

Make Sense



# How do these interact with each other?





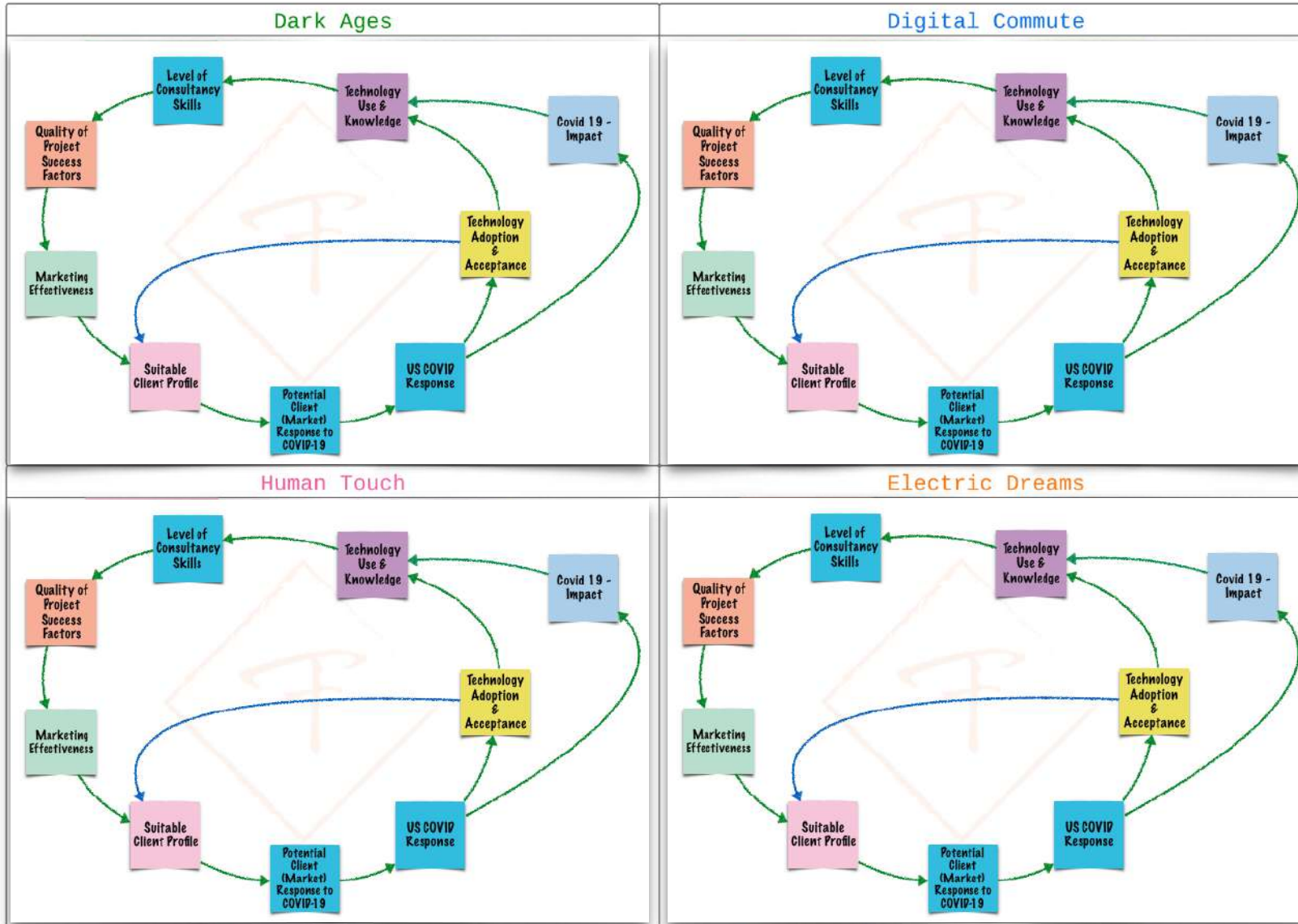


# ARTICULATE

COVID-19  
IMPACT



high

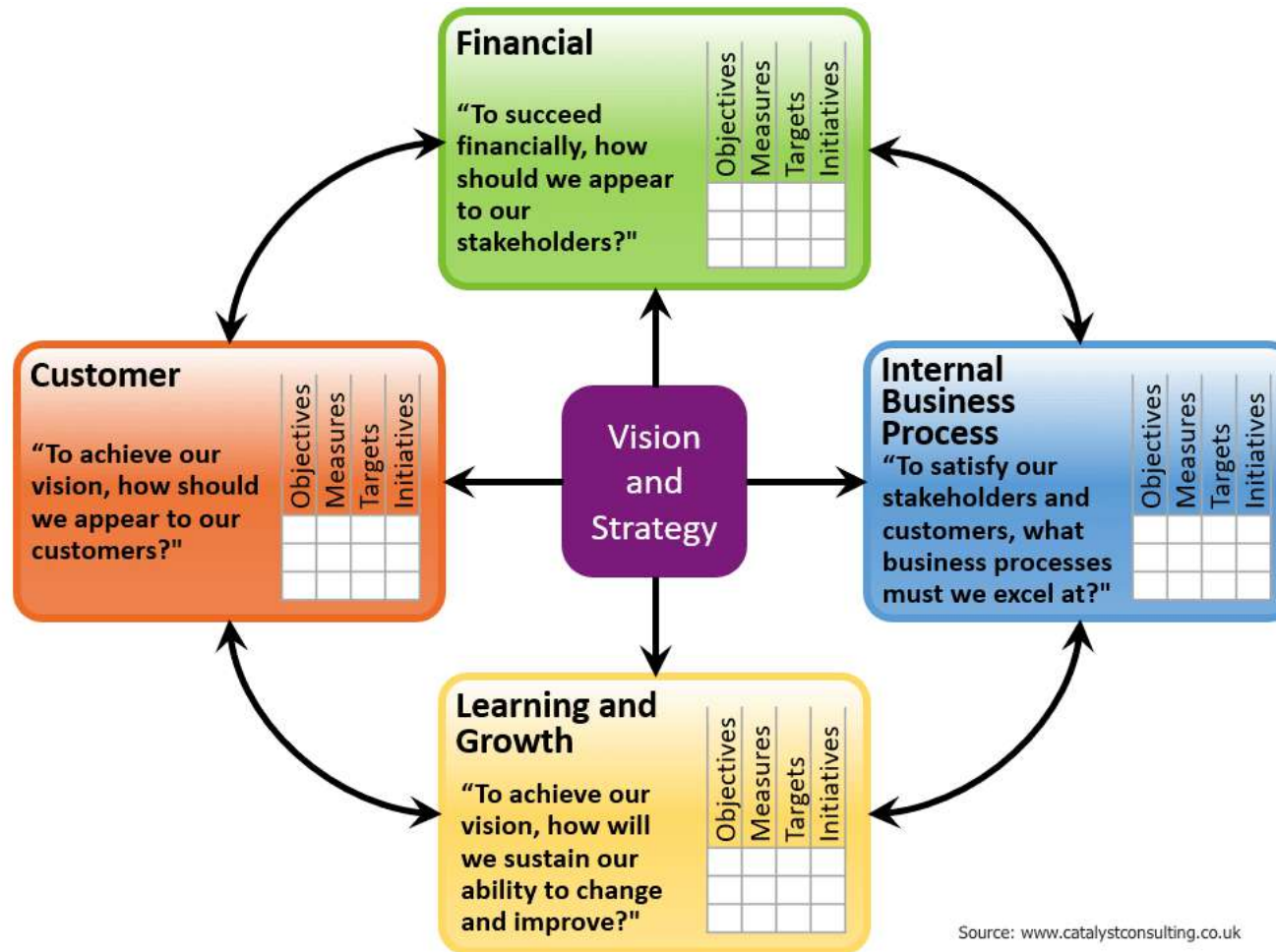


poor

good

TECHNOLOGY  
ADOPTION  
&  
ACCEPTANCE

# Balanced Scorecard



# ARTICULATE

COVID-19  
IMPACT

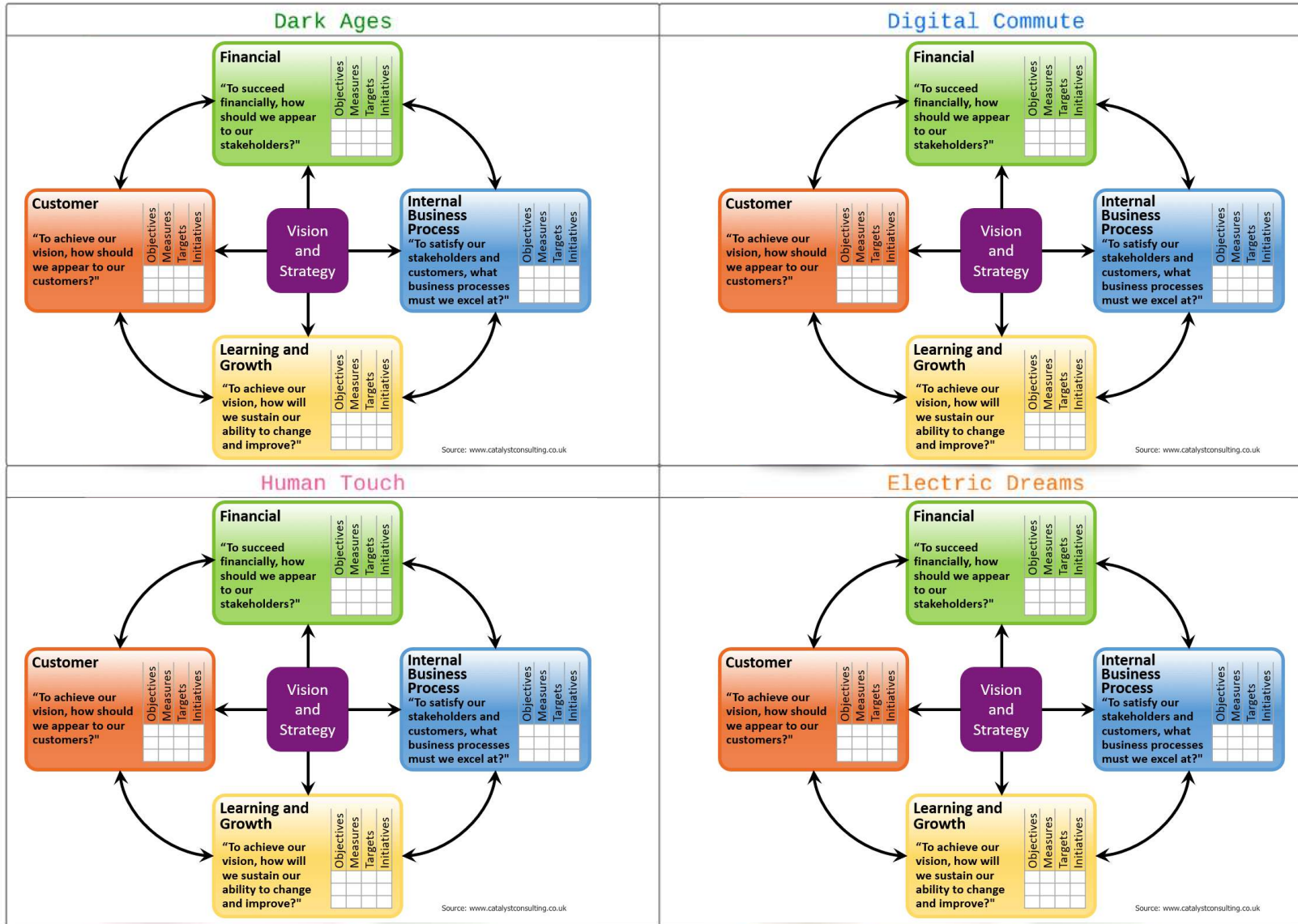


high

poor

good

TECHNOLOGY  
ADOPTION  
&  
ACCEPTANCE



# Six Sigma



# ARTICULATE

COVID-19  
IMPACT

# SciO

high

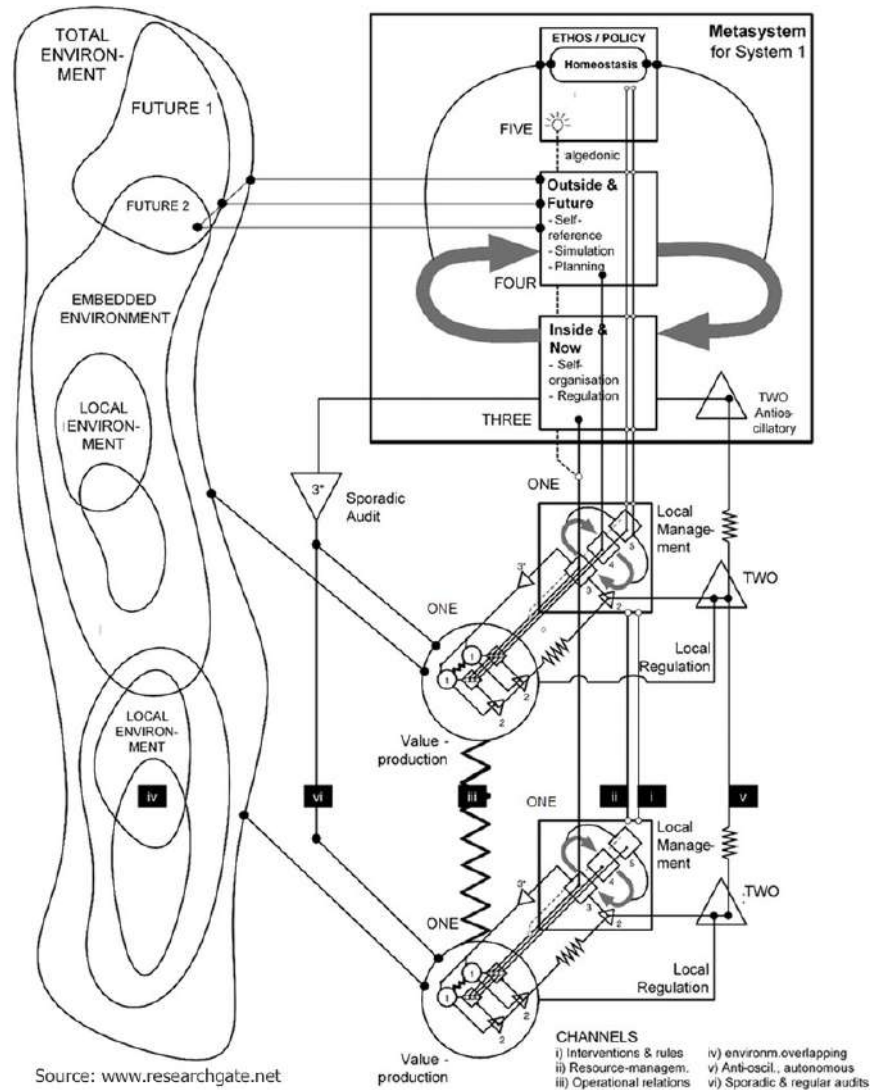
poor

good

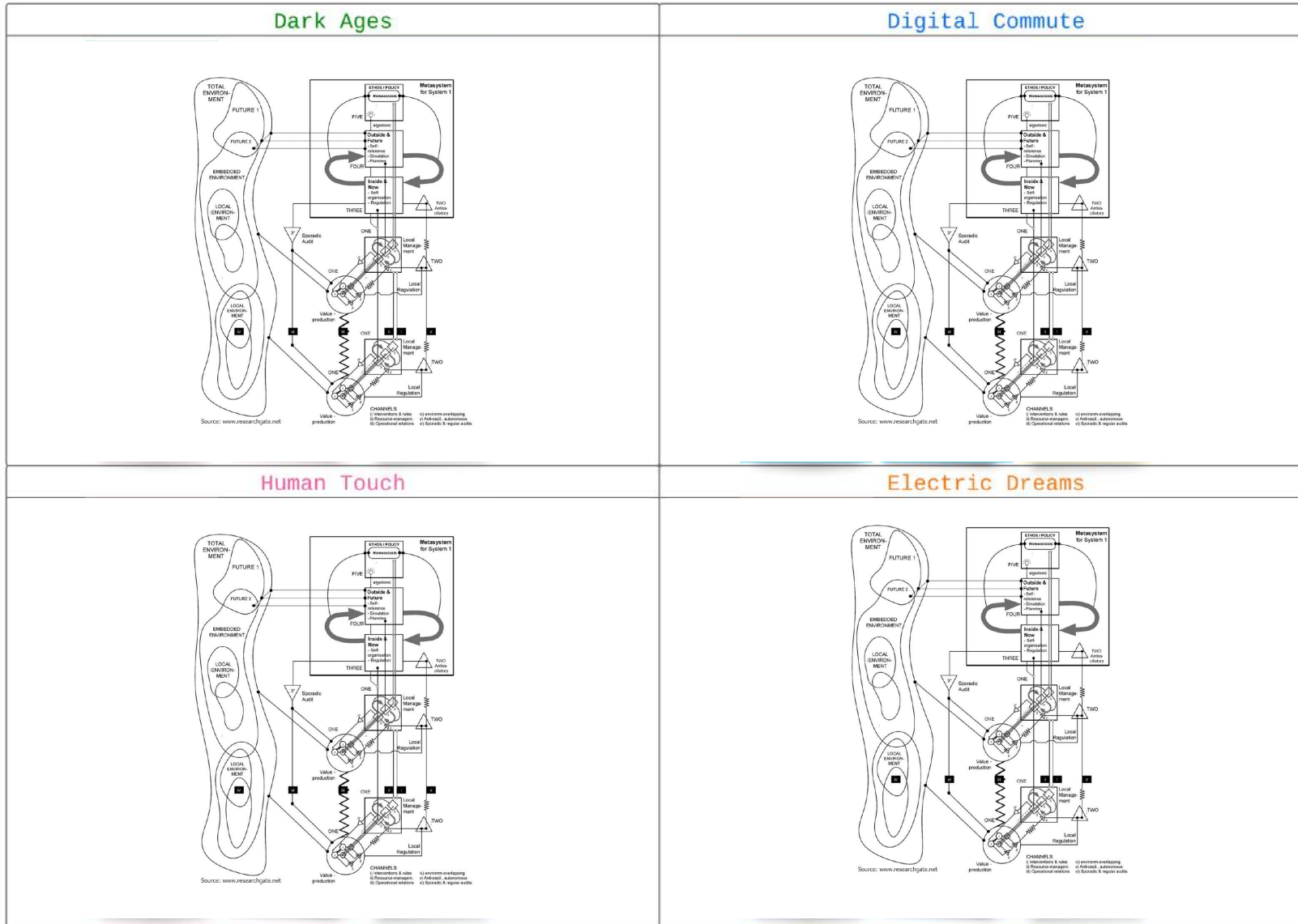
TECHNOLOGY  
ADOPTION  
&  
ACCEPTANCE



# Viability System Model (VSM)



high



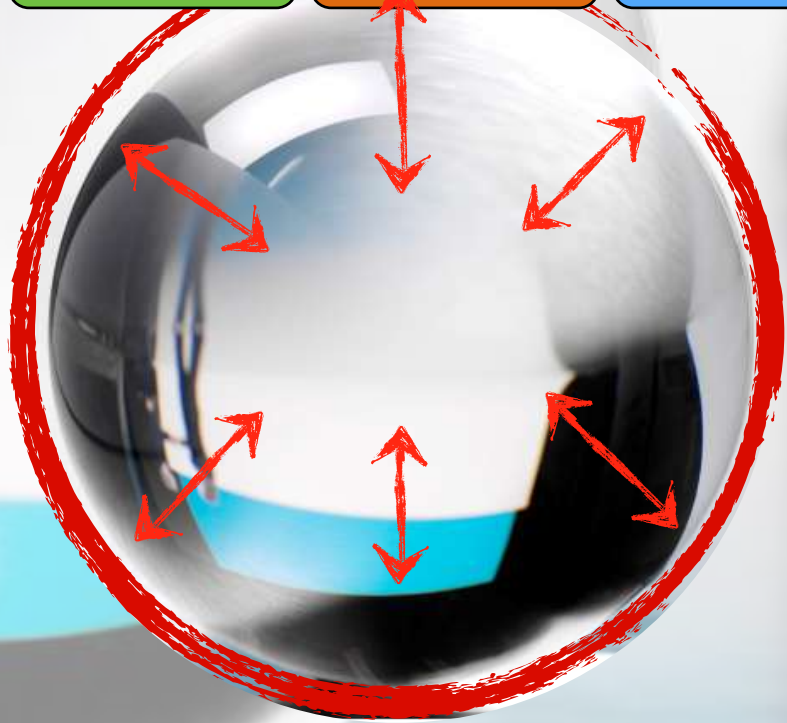
poor

good

**TECHNOLOGY ADOPTION & ACCEPTANCE**



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





Evaluate and Adjust

Identify

Classify

Engage

Evaluate

Systems

Articulate

Numbers



# Questions / Discussion

*The Future Matrix*



## The Future Matrix

### RESOURCES

- Lucid spark - <https://lucid.app/>
- Miro - <https://miro.com/>
- Screenflow - <https://www.telestream.net/screenflow/>
- Statistica - <https://www.statista.com/>
- SCiO - <https://systemspractice.org/>
- email - [juliograham@oliveps.net](mailto:juliograham@oliveps.net)

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

[oliveps.net](http://oliveps.net)