

Get Smart

Responses to the Global Financial Crisis have raised contestable world views as to its cause and implications. These are critical for businesses and organisations which serve citizens who are increasingly active in the evaluation of the social quality, ethics and effectiveness of the services provided.

There is one response to the mess we are in which suggests that the future is safe only if we regress to a simpler social framework in which everything gets turned off, we kick back against technology and change the way we live our lives to echo the credos of the Amish communities; Plymouth Brethren and the like.

Well, I hope not. Wouldn't that be really boring! Imagine a world lacking sex, colour and movement and the excitement of exploration and technological innovation. Rather a world of collaboration and real human connectedness in which we strive to change the world and not be defeated by it.

This is what we call the 'smart planet' scenario for the future. Not that there is just one of these scenarios. There are many ways to skin a cat.

However, if we make 'smart planet' world our preferred vision for the future – how exciting it then is to explore these alternatives and see how they might impact our strategy and how our strategy might impact the future.

For example, imagine every car in Australia is an electric car and each one has a storage capacity which can be linked to the grid and be a player in the NEM!

Imagine we harness the potential of what Australia has most of – wind, sunshine and (sea) water – to generate new sources of power in a carbon neutral world.

Or imagine that every electricity supply does not end up on the outside of the building being serviced but makes the extra yard or two inside the building and becomes a hub of energy analytics and alternative service provision such as broadband with its ramp of digital media.

There's an art to being 'smart' and the sort of work you do when you contextualise strategy using scenario planning is just one way of honing your skills.