SHAPING TOMORROW
MAKE BETTER DECISIONS TODAY

BEIS Future Framework Prospectus

https://www.shapingtomorrow.com

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TREND ALERT

SOCIAL FUTURES

One billion people will be displaced from uninhabitable land and food and water shortages will occur worldwide, leading to social breakdown and outright chaos. Over the next ten years, the world of work is set to rapidly change.

READ MORE

Anticipate trends, uncertainties and predictable surprises to remain agile and resilient to emerging change

Latest driving forces (from 376,576 total forecasts):
By 2024, 60% of all new midsize core financial management application projects, and 30% of large and global-

FREE TRIAL

HUMAN-LED DEMO

COMMUNITY

What can I do here?
- Act on emerging opportunities and risks
- Innovate and transform

How do I do that?
- AI horizon scanning & trends research
- Use social, strategic thinking methods

What are the benefits?
- Stay ahead
- Increase results

FIND EXPERTS

WELCOME TODAY   20,179 MEMBERS

Bridget Cooper
UK

Adam Sawyer
Switzerland

Lawrence Njoroge
Kenya

ENDORSEMENTS

All postgrads studying my strategy modules get hands-on experience of using the system, and without exception, they are "blown away" by its capabilities.

Paul Buszard, Wolverhampton University, UK

SEE MORE

QUOTES

"While the difficult takes time, the impossible just takes a little longer."
Art E. Berg

AWARDS

ACQ5
2019 INTERNATIONAL
GAMECHANGER
OF THE YEAR

Partners

PASSION LED US HERE

Why us

CONTACT

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Our Purpose

Shaping Tomorrow helps organisations worldwide to better anticipate trends, uncertainties and predictable surprises so as to remain agile and resilient to emerging change.

Our intent is to make foresight instant, seamless and comprehensive for any professional person, anywhere, anytime.

Our Unique Selling Points

Shaping Tomorrow is the world's first, and multi-award winning digital, strategic foresight consultancy using a multilingual* AI driven robot, in collaboration with 20,000+ members, partners and human experts, under the control of clients. We instantly scan the horizon for ongoing change and help them respond in good time to emerging change.

Strategic foresight choices, policy and strategy briefs that used to take weeks, months or even years, can now be collaboratively made by decision-makers in a few hours using our fully automated, next-practice futures toolkit, hence also dramatically reducing project costs and increasing your strategic thinking time.

How we work

Briefings:

The AI is the first in the world to produce complete, fully evidenced and detailed policy and strategy briefings (~30 pages) on any topic chosen by you or your team, in minutes.

These are written summaries and visualisations of possible futures outcomes, machine/human generated explanations of the implications and advice on potential routes forward They are available as either ready-made PDFs, Powerpoint or Google Slides in the form of 'vantage point' pages as follows:

Vantage points

Slide

1. Front page	13. Maturity	25. Graph-It	37. CLA
2. Purpose	14. Warning	26. Trend waves	38. Scenarios
3. Introduction	15. Constraints	27. Sentiment	39. Three horizons
4. Slide index	16. Dilemmas	28. Influencers	40. SWOT
5. Driving forces	17. Bubbles	39. Pie charts	41. Questions
6. Directions	18. Inflections	30. Geographies	42. Potential responses
7. Causes	19. Shocks	31. Cities	43. Sources
8. Consequences	20. Outcomes	32. Heat map	44. Evidence
9. Solutions	21. Extremes	33. Challenges	45. Athena
10. Discoveries	22. Cloud	34. PEST	46. Keep up to date
11. Fringe	23. System	35. Alternate futures	47. Take action
12. Emerging	24. Radar	36. Complexity	48. Contact us

You can find an example report on Social Futures here:
https://www.shapingtomorrow.com/home/alert/8167288-Social-Futures

*English is included, other languages are available for additional costs

Human input:

Our further advice and human notes to support the robot's findings are reviewed by Dr Michael Jackson who has long-standing experience of writing futures briefs and deeper dives. He is supported by our senior team. Draft reports will be shared with you before final publishing.

We would expect to produce a high-level, draft briefing report in less than a day. Please note that our private clients can already produce or amend these reports themselves without our involvement, other than an initial 1 hour training session.

Deeper Dives:

We can add more robot-assisted human research by searching our database for more contexts, dimensions, alternative futures, contrasting parallels and substitutes to add to the final report. The time required to add more research is not likely to be more than 2 weeks of manual research effort with the robot's assistance.

Communications:

Armed with the above, we can also produce a number of inspiring, engaging and enabling automated publications and human-produced communications.

- A weekly challenge report created by the robot on new forecasts gathered in the last week, delivered automatically to a client site or via email, on specified topics
- Regular newsletters or news-feeds delivered through mobile and/or desktop channels
- Energising talks either virtually or face-to-face
- Stakeholder digital surveys with AI interpretation of aggregated responses
- Digital expert panels with AI interpretation of aggregated responses
- Training in foresight, communications and project management techniques. The system is designed to train people on a learn-as-you-go basis and is increasingly robot, voice and text led with many textual, video and side help functions embedded throughout the site. We also train people online and in face-to-face, collaborative workshops
- Short human or robot led videos available through the system and Youtube videos or audio files
- Virtual and face-to-face workshops facilitated by our slate of leading futurists

Workshops:

Shaping Tomorrow runs virtual and face-to-face, collaborative workshops using its extensive futures toolkit. Our workshop toolkit includes 120 best practice, fully digitised, strategic foresight, change management and forward competitive intelligence methods. Organised in a logical project management sequence (the most advanced and completely automated strategy and policy toolkit in the world) it includes most of the UK Government's Futures Toolkit which can be easily extended if required.

Our clients choose extensively from these uniquely automated methods to suit their purposes. Our most used methods are:

- **Options Analysis**: fastest method to explore the future and develop a ranked and agreed listing of strategies that can be employed by you leading for the creation of digitised plans
- **Complexity analysis**: quickly identifies complicated, complex and chaotic forecasts and elicits participants' robust responses to dealing with uncertainty

- **Scenario planning**: auto generates 4 strategic scenarios as the basis for storytelling and participant determination of required responses
- **Causal Layered Analysis:** segments forecasts by myth, litany, worldview and system to help participants develop transformational solutions to existing paradigmal challenges
- **SWOT**: displays the latest external strengths, weaknesses, opportunities and threats in your external environment
- **Three Horizons**: identifies managerial, leadership and entrepreneurial forecasts as information to improve and innovate your service
- **Gapfinder**: analyses an organisation's strategy and offers instant robot-created advice on where potential future gaps might be
- **Design Futures**: offers immediate possible solutions to a design issue being implemented by others

Our AI automatically and uniquely generates the underlying analysis used by each method to save considerable manual effort and provides challenging alternative futures that then require agreed human inputs and responses from workshop participants. Clients can engage our senior team as virtual or face-to-face facilitators and are taught how to run these workshops in live sessions to further reduce costs and time.

The toolkit is coupled with the robot's ability to present the related future content in spreadsheet form, alongside the digitally pre-formatted workshop questions, electronic invitations to participate, a 'Learn more' text describing the method's benefits, uses and how to proceed plus automated cloud, *delphi* and *futures wheel* outputs. The resulting strategic conversation is captured digitally and becomes the client's organisational memory of its policymaking processes and strategic decisions which can be updated as the future unfolds.

Our workshops are designed to need no more than a day of participants' time to reach sound conclusions, agree potential opportunities and risks, test assumptions through wind-tunnelling and automated hypothesis checking and analysis with agreed and assigned timetabled actions.

Skills and Expertise:

Our senior team has collectively over 400 years experience of delivering foresight projects. We hold doctorate-level academic and professional foresight qualifications and have science and socio-economic backgrounds.

 We have unique and proven, multi-award-winning software delivered at ultra-low cost and collectively over 40 years of content resource management and AI expertise. Our core team consists of Dr/Mr Michael Jackson, Director, English | Mr Matthew Richardson, Director, English | Mrs Kerry Richardson, Webmaster, English | Mr Ed Chanter, Chief developer, English | Mr Walter Kehl, AI developer, German | Ms Melanie Dela Pena Dugay, Editor, Filipina.

We do not expect to grow our core team any time soon, preferring to handle additional growth by further automation and through global partnerships.

Our partners include Mr Ajay Bidarthy, Visualisations, Indian | Ms Patricia Lustig, Facilitator, Dutch | Dr/Mr Sohail Inayatullah, Facilitator, Pakistani | Mr Mike McCallum, Facilitator, Australian | Mr Alessandro Fergnani, Facilitator, Italian | Mr John Sweeney, Facilitator, American | Mr Marco Bevolo, Facilitator, Italian | Mr Dennis Draeger, Facilitator and Researcher, American.

Flexibility and innovation:

Shaping Tomorrow is a leading innovator in delivering strategic foresight. We pride ourselves on ultra-fast development and delivery of astounding results. We adopt a flexible approach and can often make almost immediate changes to the system in response to client requests, find temporary work-arounds or add to a scheduled version release. We also use our system to scan for new techniques. We usually make 6-8 significant software upgrades per year that include method upgrades and new techniques suggested by partners, clients and members.

In the last 3 years we have received 9 unsolicited awards including 'Global Knowledge Management Platform *4, '30 Fabulous Companies of the Year' award, a 'Technology Innovator Award' * 2 and just recently, a '2019 International Gamechanger of the Year' award.

Project management skills:

The system has a built-in project management process which is effective in handling briefings and deeper dives. For more in-depth human research, we operate to Prince 2.0 standards and use our standard questionnaire upfront to develop SMART objectives and milestones. We always ask for feedback through our standard questionnaire after the briefs or deeper dives are complete and act fast on suggestions for improvement.

We will meet all the project management requirements described in the BEIS, ITT of 29 July 2019: Reference No. 1902/05/2019 as required by your project manager.

Project risks are limited to availability of the system and our research team. Our system uptime has been over 99.9% in the last year. Dr Michael Jackson will oversee all client projects and will recruit foresight specialists if required from our standing slate of over 50 researchers, writers, facilitators, partners or from our general membership. He will be backed up by his partner and fellow founder-director, Matthew Richardson.

Knowledge of, or approaches to, working with large, complex organisations:

Shaping Tomorrow has worked with governments, commercial organisations and not-for profits across the globe for more than 17 years. We have, or are doing work for the UK, US, Canadian, Australian, New Zealand, Malaysian and Singapore governments, as well as international organisations such as the EU, OECD and NATO. The work has included the supply of private systems to these governments, writing of deep dive research briefs, foresight presentations, training, stakeholder surveys and workshop facilitation. We supply foresight services to The Red Cross, Ford, ING Bank and General Mills among many others.

We count among our longstanding government clients, the UK's Defence Science and Technology Laboratory (Dstl), the Science and Technologies Facilities Council (STFC/UKRI) and Public Health Dorset. They all have subscribed to our system through private licenses over years. We have worked with STFC on several workshop-based projects including the Department of Transport (batteries) and Glasgow University (cyclotrons), and with Public Health Dorset in preparing a briefing on the Future of Health delivered to their stakeholders and facilitated by us in a half-day actioning workshop session. We have run 100s of other research projects for foreign governments, commercial organisations and not-for-profits on the future of synthetic biology, aircraft, cities and marketing among others. We are currently researching the future of ethics, retail and parks for clients.

Shaping Tomorrow also offers our service to universities, colleges, schools, un-funded, specialist, not-for-profit, volunteer communities including futures societies/chapters, and global Innovation networks and digital libraries focused on promoting and teaching strategic foresight. Coupled with our other 20,000 members we are well placed to run specific surveys and complete expert and public surveys on any topic within 72 hours.

We monitor and measure our success by growth in our ecosystem and membership and are always aiming to inspire, engage and enable more people and organisations to be futures-ready and organisations to be better future-proofed.