

Maree Conway established Thinking Futures in 2007.

Why?

After many years of using traditional, short-term strategic planning methods that usually generated collective groans rather than excitement, Maree recognised the need to use futures approaches to create strategy that challenged people to move beyond the busyness syndrome and to think long-term.

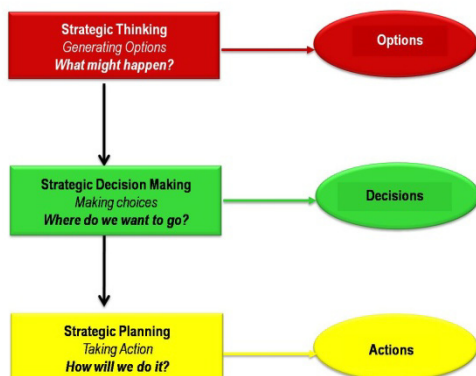
Futures approaches challenge business-as-usual assumptions about what will work in the future, connect the thinking with the doing, and generate futures ready strategy.

Futures ready strategy is flexible strategy that readies people in organisations to respond quickly and effectively to the challenges and uncertainties of the future. It is strategy that focuses on building robust and sustainable organisational futures rather than repeating today.

Maree established Thinking Futures to help people in organisations to identify their preferred future and then to write a plan to get there.

What?

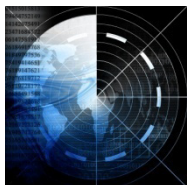
The services offered by Thinking Futures are framed around the three level strategy development and implementation model, shown here:



Environmental Scanning

Understanding the external environment in which organisations are seeking to position themselves requires a scanning system that identifies relevant and timely information to inform strategic thinking and decision making.

Thinking Futures helps to **tailor strong scanning frameworks** and processes for organisations, including embedding scanning into day-to-day activity.



About Thinking Futures



Strategic Thinking

Stretching thinking about possible futures **beyond the short term** is a real challenge in today's business world. But strategy developed without a long term

context to inform decision making tends to be superficial and compliance focused. Thinking Futures provides **scenario thinking** and visioning processes to build a plausible future view for each organisation.



Strategic Planning

Moving strategic planning **beyond compliance** needs a shift **away from formulaic approaches** to processes designed to take strategy from

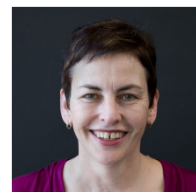
the plan to reality, as well as involving people before the plan is written. Thinking Futures reviews plans and framework, supports and helps to write high quality strategic plans that drive strategically focused action across an organisation.

Thinking Futures has particular expertise in **linking these three elements together** – embedding environmental scanning as the starting point of strategy development, involving people throughout the process to build a strong strategic thinking capability, and creating plans that will get the strategy implemented.



Who?

Maree was a successful tertiary education manager before establishing Thinking Futures to focus on integrating futures approaches into strategy work in organisations. Her last two positions were managing the planning units in large Melbourne dual sector institutions.



She has significant experience and expertise in strategy development and implementation. Her work is characterised by participative processes underpinned by leading edge thinking and research from across the globe.

Maree coordinates the Education Strategy Network on [Shaping Tomorrow](#) and works with people who are committed to making wise decisions today to ensure a sustainable future for themselves, their organisations and for the planet.

More?

For further information, case studies and testimonials, visit the Thinking Futures website at <http://www.thinkingfutures.net> or contact Maree on +61 3 90169506 or skype mkconway1.