



# NAVIGATING THE GEOGRAPHY OF CHANGE

Maps are our representation of the underlying reality. None of us make decisions without some kind of a mental map. In many instances the maps we create are more metaphoric, a mental map of the situation and issues that confront us.

**“Every Map Tells A Story”**

Maps are not just representations of places and locations. They are systems that helps us understand where we are and where we are headed. Maps open our minds to reality and they also fire our imagination. They depict our hopes and fears and shape our worldview.

A map will lead you to the brink of **Terra Incognita** and leave you there, or communicate the comfort of knowing **“You Are Here”**

- Simon Garfield, On The Map

It is when we look beyond the obvious, we realise how deeply ingrained Geography and Maps are within us.

While maps have been crucial to our understanding of the world, it is their influence on our thinking that stands out. How often do we use terms like “Navigating” “Disoriented” or “Bearings” as a part of our everyday conversations? A quick Google search for the phrase “Navigating Uncharted Waters” threw up 636,000 results.

Metaphors related to Geography and Maps rule our lives. In many ways, maps hold a clue to what makes us human and are an integral part of our thinking. As individuals, we feel the need to chart the course, get our bearings right and explore opportunities all the time.

## Metaphors of the Mind

Road Map  
Scaling the Peak  
Moral Compass  
Crossing the Chasm  
Riding the Wave  
Guiding Star  
Tipping Point  
Domino Effect  
Sailing in the Blind  
Wind in the Sails  
Tsunami of Change  
Flood of Information  
On the Horizon  
Anchor Your Decision  
Charting Course  
Explore the Possibilities  
Voyage of Discovery  
Feeling Rudderless  
Defining the Boundaries





# Maps Influence Our Beliefs and Open New Vistas

## Map That Changed Our Belief About Disease



John Snow's map of cholera outbreak in 19<sup>th</sup> century London, changed our understanding of the disease. In 1850s, we lacked any knowledge of germ theory and the common belief was that cholera spread by miasma in the air. Snow mapped the cases and it became apparent that all of them were clustered around a water pump. This changed our understanding of disease as water borne and its implications were huge for urban planning around the world

## Map That Gave Birth To A New Science

Geological maps are a fundamental tool for the Geologist. They are the starting point for exploring the Geology of a place and assess the availability of raw materials. William Smith spent 15 years surveying 175,000 square kilometres of Britain in the early 19th century. When published in 1815, his map would be of great value to locate coal, but also to agriculture. This was the first true Geological Map of the world and we can imagine the importance of this map for Geology and our resource dependent world.



# OUR CURRENT OPERATING ENVIRONMENT, CALLS FOR NEW THINKING

## Leaders Need To Embrace New Mental Maps

We are living in times of **Irreducible Uncertainty**. We need to revisit our current mental maps and assumptions in face of **New Challenges and Emerging Opportunities**. Our old ways of **Linear Thinking** will leave us handicapped in these times of **Exponential Change**. We need to move to a more **Prospective** and **Explorative** way of thinking and imagining possibilities

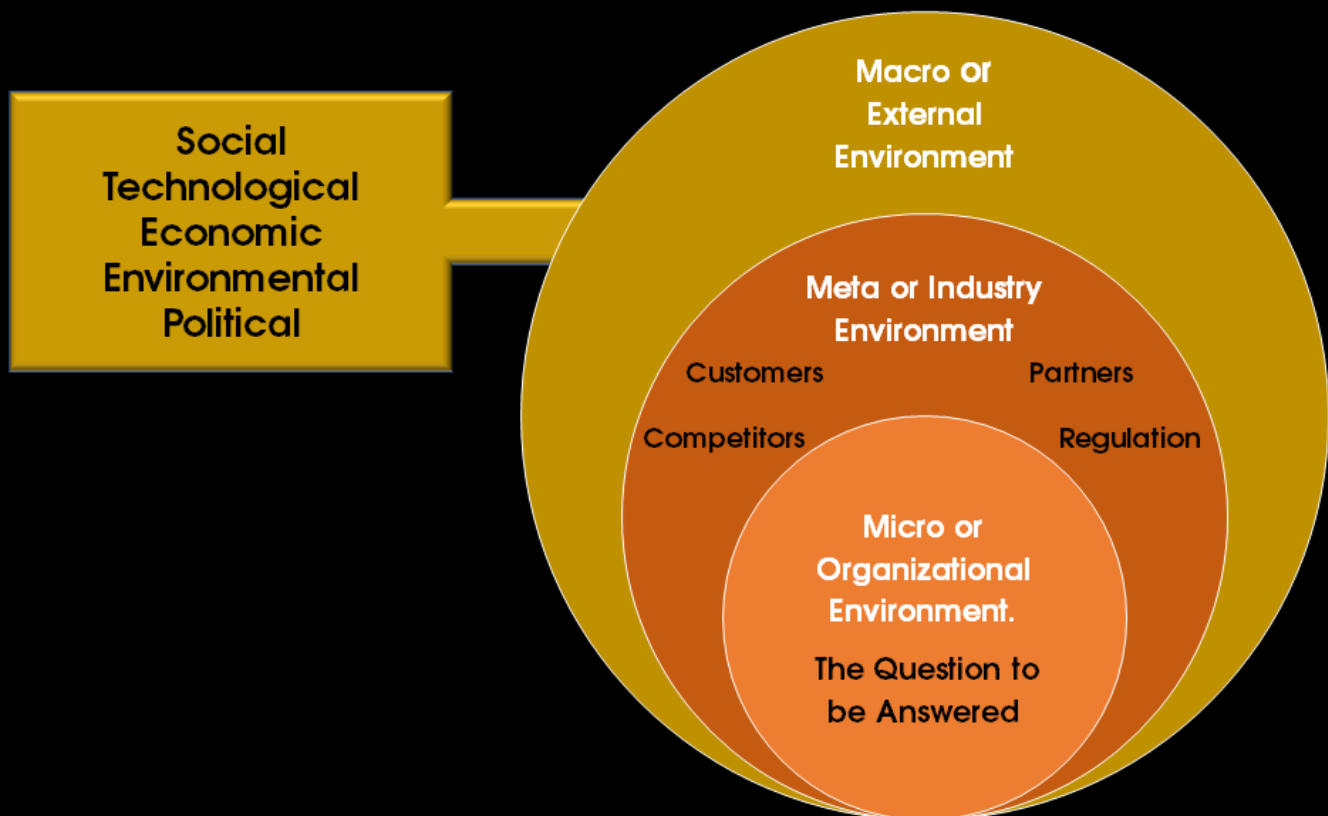


We Need a  
New Breed of Thinkers  
in Our Organizations...

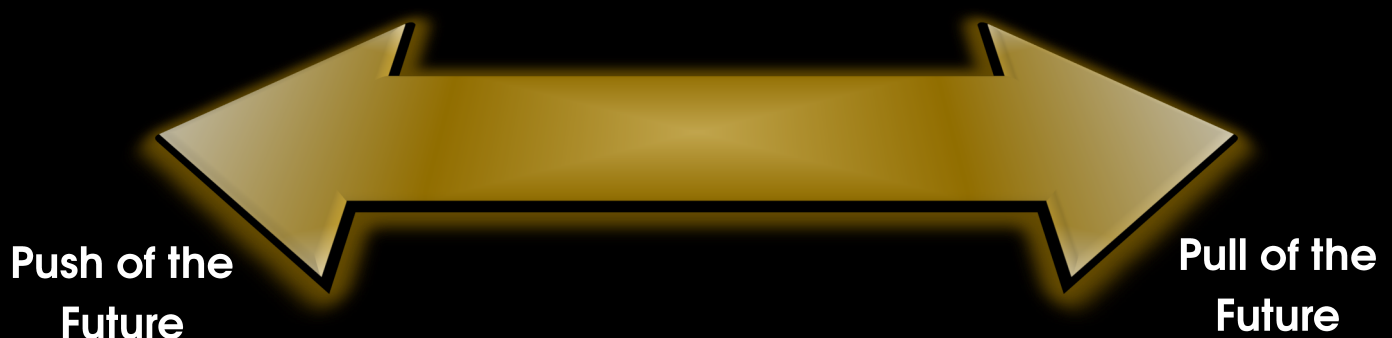
Those Who Can Look  
Ahead and Create New  
Maps of Opportunities,  
Innovation and Possibilities

# Mapping The Futures is about using Strategic Foresight

**Foresight Tools Help You Scan the External Environment for Trends and Leverage the Insights to Map the Emerging Possibilities**



**Strategic Foresight Allows Us to Leverage Both Ends of the Futures Spectrum, In Order to Discover the Future and Create it Today**



# Mapping The Futures

## Foresight Methodology



### Reorient

Challenge Assumptions and  
Reframe Problems



### Sense

Identify Drivers, Trends and  
Patterns



### Map

Visualise Possible and Plausible  
Future Scenarios



### Navigate

Design Road Maps and Action  
Plans

# Let's Map-On