



NAVIGATING THE GEOGRAPHY OF CHANGE

WE CANNOT PREDICT THE FUTURE, BUT WE CAN MAP IT

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 Of Imagination”

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.

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

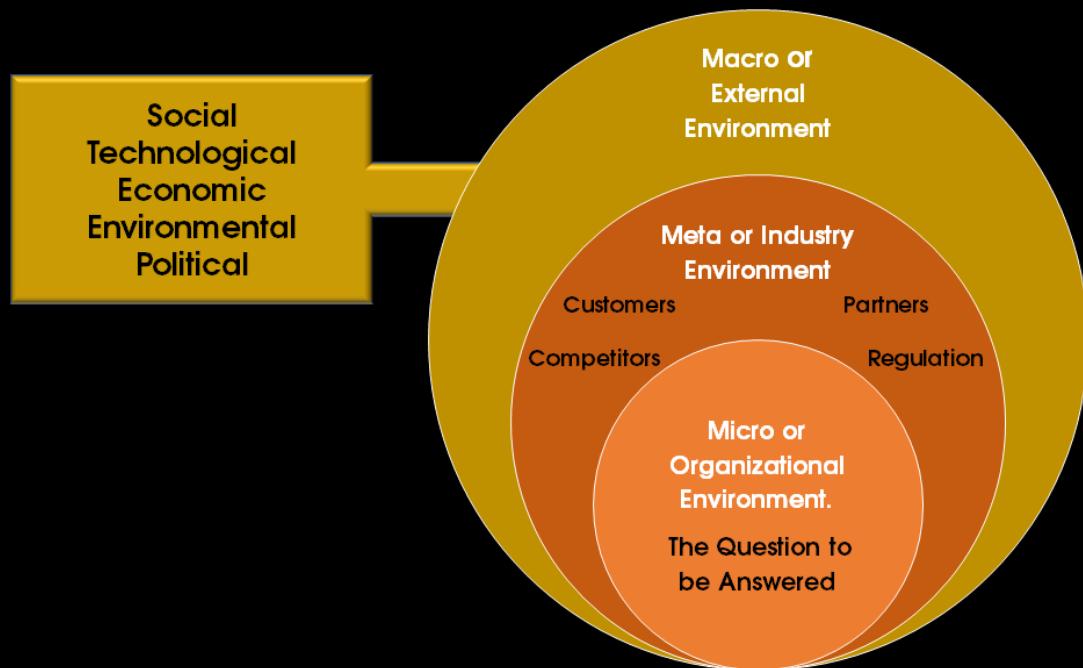


We Need a
New Breed of Thinkers
in Our Organizations...

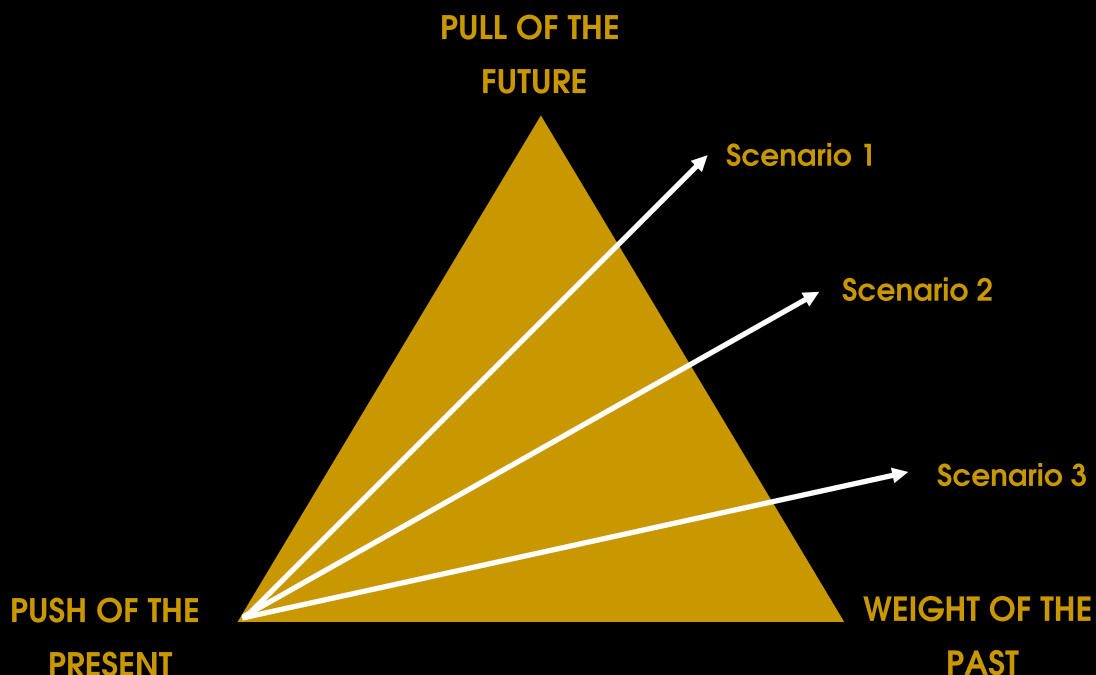
Those Who Can Look
Ahead and Create New
Maps of Opportunities,
Innovation and Possibilities

Mapping The Futures is about Strategic Foresight

Foresight Tools Help You Scan the
Environment for Trends



..... and Leverage the Insights to Map the
Emerging Possibilities



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

How Geographic Thinking Rules Our Lives

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



What's The Future? ...

... of Being Digital, Work, Experiences and Innovation

There has never been a more appropriate time for “**Mapping the Futures**”. In these times of unprecedented uncertainty, leaders, organizations and individuals need tools to chart the path ahead. They need to envision the futures and build **Strategic Narratives** about the possibilities and what it means for **Employees, Customers, Partners and Self**.

Let's Map-On



Srinivas Peri is the founder of Mapping The Futures and Storycrafting, whose goal is to enable leaders build Strategic Narratives. A history buff and intrepid traveller, he is passionate about technology and innovation. He has worked with large technology MNC's, responsible for scaling and building high performance teams. He holds Masters Degrees in International Business and International Affairs from Fletcher School @ Tufts, Harvard Business School and American University

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