

Envisioning Alternatives

GOOD TO DREAM,



BETTER TO AWAKE.



Engage stakeholders in long-term planning, to sense what is emerging and identify what is aspired to.

Succeeding in the new sustainability era requires companies and communities to think and plan ahead to envision inspiring new futures.

Inspiring visions are developed by thinking big, not small. Sustainability is challenging those in boardrooms, corner offices, and Council chambers, to be more creative, identify a range of options and alternatives, and, most importantly, adopt a mindset that embraces new possibilities. New conversations about the future must be instigated to identify a new preferred future, which will act as the “star on the horizon” guiding your organisation or community.

By deeply exploring what sustainability can mean for an organisation or community’s future, and how they can respond to key issues and sustainability challenges, it is possible to design back from the destination that your organisation and its stakeholders wish to arrive at. Moreover, once the destination has been identified, you can start to discuss bringing that vision into being and begin some truly inspired planning.

With our ‘Envisioning Alternatives’ services Futureye ensures that you identify and clarify your preferred future and gain stakeholder buy-in. This way you begin to make your dreams a reality.

Our services

- **Organisational visioning** – developing a strategic sustainability vision;
- **Creative “what if” brainstorming** – step outside your comfort zone to identify a range of alternatives and test proposed options;
- **Backcasting** – plan in reverse and ask ‘what needs to happen now to move towards our vision?’
- **Community visioning and engagement** – identify community aspirations and concerns and engage them in long-term sustainability planning; and
- **Appreciative inquiry** – identify what your organisation or community does well and start leveraging the positive.



Futureye
Real solutions to real dilemmas

Whyalla City Council Case Study

'Engaging the community to develop Whyalla's 2022 Vision and Action Plan'

The brief

Whyalla City Council (WCC) is developing a long-term strategic vision and asked Futureye to facilitate a community forum to gain feedback on its draft vision and action plans. In particular, WCC wished to understand if the community shared its vision for the future and what concerns and issues they wanted the Council to factor in to long-term planning.

The solution

Futureye designed and facilitated an innovative community engagement workshop that utilised plenary session, table-based discussions, as well as a creative "Open Space" session.

Community members reviewed key elements of the strategic vision and action plan in small groups, before identifying key elements of agreement and disagreement as a group. Table facilitators acted as scribes to ensure rich feedback and commentary was gained on all key issues. This acted as a "validation and verification" process. Workshop participants were also challenged to brainstorm new actions that could help to make the vision a reality, through an open space session with themed small group discussions on "community wellbeing", "economic prosperity" and "environmental care". These sessions were led by Council staff, and everyone was encouraged to move between theme groups and offer ideas as they saw fit.

Futureye then reviewed and synthesised the community feedback in a workshop report that effectively captured the spirited discussion held on the community's future.

The result

WCC has gained very useful feedback from the community, which is influencing the content and format of its 2022 Vision and Action Plan. Vast arrays of ideas were stimulated, and key strategic issues identified, and these have been central to producing an inspiring and community-supported vision.

Futureye has been asked to assist with the finalisation of the Vision and Action Plans, as well as explore new ways which the Council could use to engage the community in an ongoing way.

“We were very happy with the way Futureye helped us to run our forum. The presenters were able to establish rapport with people at all levels. The process they designed encouraged people to offer their ideas into the planning mix and Futureye's report captured the mood and essence of what people were saying. We have been happy to place their report directly on our website as an independent statement of the findings from the day.”

Carmel Westbrook, Manager – Organisational Development, Phil Cameron, CEO – Whyalla City Council, and Jim Pollock, Mayor – Whyalla City Council

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