

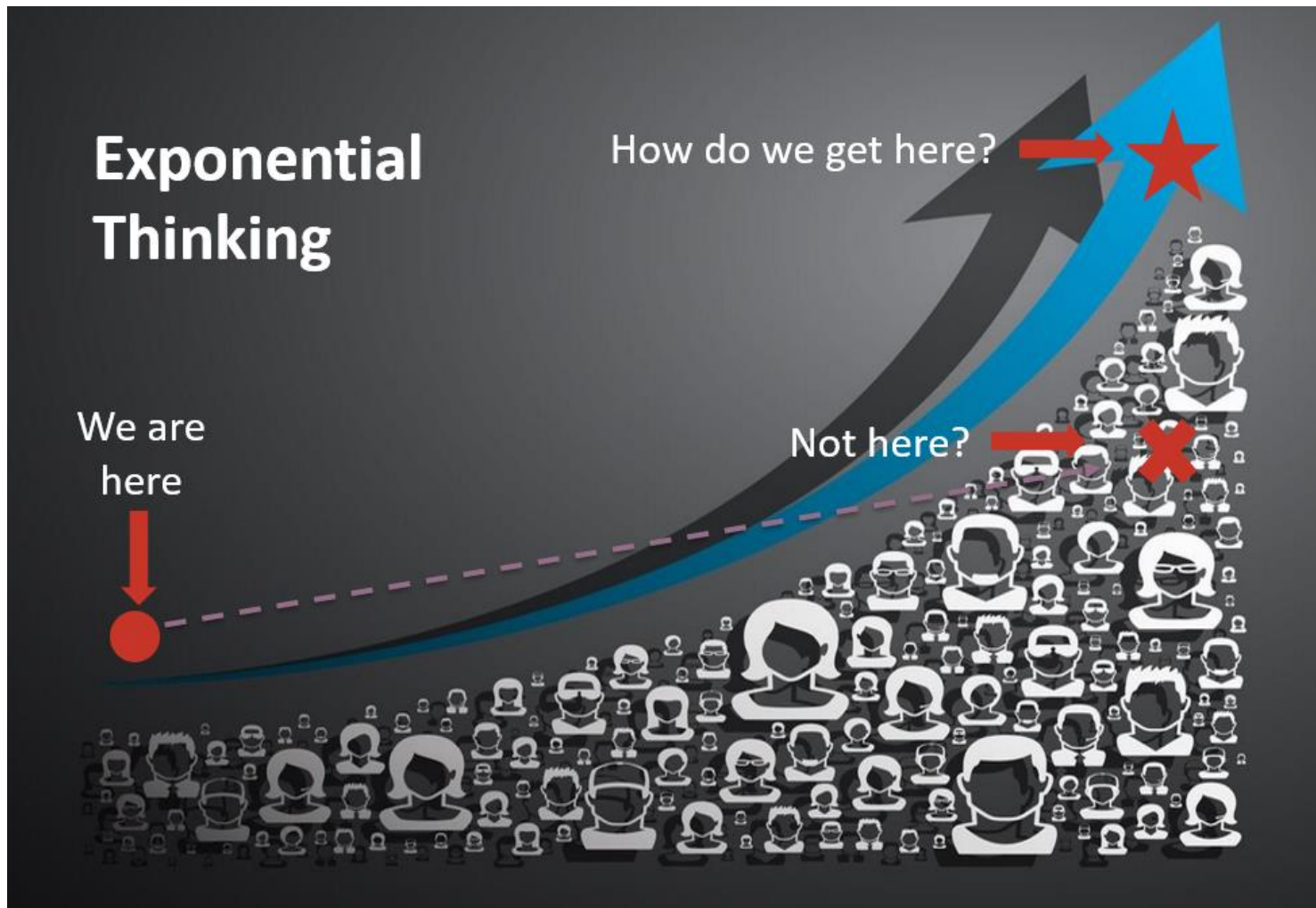
**FUTURE DESIGN
POSSIBILITIES
OVERVIEW**

CATALYST
CONSULTING



**BUILDING FUTURE READINESS AND IMAGINING EXPONENTIAL
POSSIBILITIES**

2019



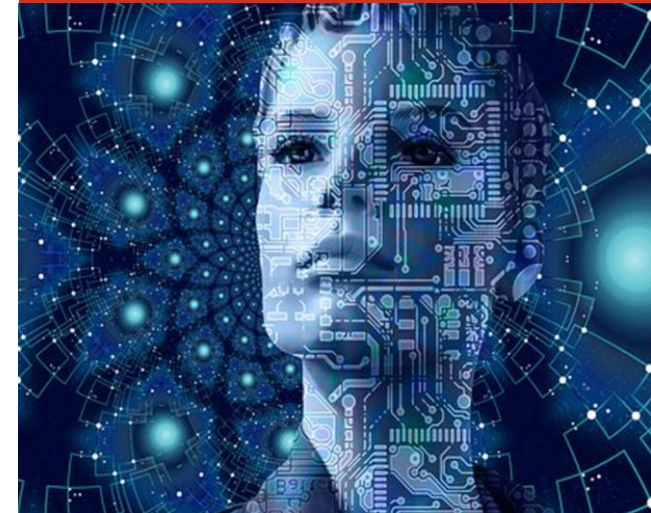
Immerse yourself into your future, where exponential technologies impact our way work and being in the world.

Why is Future Design Possibilities effective?

- We live in the most extraordinary times
- Emerging exponential technologies and business models are already shifting how we:
 - work with each other
 - interact and engage with each other
 - the mindsets, beliefs and skills that we need
- Can you imagine a world:
 - in which you are working in an integrated way with AI, robots, Virtual and Augmented Reality every day
 - where the internet is ubiquitous and information is continuously on tap
 - where you are bio-enhanced through embedded tech, wearable devices and live in a smart city
 - where jobs and roles have changed so significantly that we need a whole new set of skills
- Can you also imagine a world that has some real global challenges i.e. resource shortages, refugee crises, health risks, leadership and education crises, youth unemployment, terrorism and conflict, urban decay, poverty, privacy/ethical dilemmas, financial instability etc
- Now can you imagine YOU in this world?

TARGET AUDIENCE

Leaders, influencers and innovators who wish to be courageous co-creators, contributors and custodians of our future world. Also for those in need of a re-invention and a renewed sense of purpose and impact. This workshop can be customised for teams at various levels of functions



Learning approach



- Fully customised solutions that meet participants where they are at, encouraging them to explore exciting possibilities
- Engage everyone fully throughout the day to create a fun, stimulating, interesting, creative “vibe” with multi-modal activities including: visuals, music, team activities, reflection, discussion, movement, handouts, charts, video-clips
- Highly trained and internationally experienced facilitators who understand personal and team dynamics, accelerated learning and organisational transformation
- Learning enhanced with latest thinking on behavioural and brain science, positive psychology, NLP, coaching modalities, gamification, etc
- Excellent project management AND logistics
- Experience with integrating with digital learning platforms
- Work with the client to ensure alignment with objectives, themes, outcomes, culture, language etc.



Engagement: We use the principles of gamification to ensure participants remain engaged throughout. We use teams, healthy competition with leader boards, challenges, rewards, etc. We also a digital / mobile engagement tool for immediate idea sharing, comparing, voting, feedback, etc.

Learning outcomes – what you will get

- Gain exposure to emerging exponential technologies and innovations
- Experience The Mars 1 project in action
- Imagine possible scenarios for the future world of life and work
- Explore jobs and skills of the future
- Challenge assumptions to identify future personas for yourself and others
- Courageously step into your future persona and build your character and who you could become
- Create your future imagined world and your role in it – what would that take?
- Dream about your vision quest and key concept for your own unique impact
- Expand your mind and ability to innovate through Bad ideas, abundance consciousness and Exponential Moon shot thinking
- Time-line and future pace your best vision of yourself through a Retrocast process
- Learn powerful tools and techniques including visualisation, mindfulness, NLP timeline anchoring, immersion, play, story-boarding, graphic capturing, collaborative learning
- You will leave with a process, tool and activities that you can use immediately for transforming your own impact AND those that you work with



Your immersion guides

Debbie Craig

- Passionate adventurer, traveller, mountain climber, dolphin swimmer, philosophical dreamer, dysfunctional over-achiever, compulsive seeker & sharer, difference maker, patriotic South African, author, facilitator, yoga nut, wine snob, dog lover, guardian mom, step mom, wife and friend
- Debbie is founder and MD of Catalyst Consulting which has just turned 21. Debbie and her team are courageous, creative, collaborative Catalysts connecting people with purpose in the areas of talent, learning, change and HC transformation... with a key focus on systemic solutions and behavioural and mindset shifts.
- Debbie has facilitated work in 5 continents in over 12 countries and run over 50 deep personal transformation workshops.
- Debbie has published 3 books "I am Talent", "I am Alive" and "Accelerated Learning"
- Debbie has hiked to Machu Pichu, Kilmanjaro, Everest Base Camp and done the Spanish Camino and swum with dolphins in many places in the world
- Debbie holds a B.Com, PDM, an MBA and is a registered Master HR Professional through the SA Board for People Practices (SABPP). She is also a game ranger and Reiki master
- Debbie's motto: Live, love, learn, laugh and let go. Be unique, be bold, be kind, make a difference.



Armin Philipps

- Armin is a 'fully imported German' and enjoying South Africa since 1994 - the best year to come and start a life and career, ever!
- He spent nearly 14 years in the South African Motor industry, learning not only business skills, but also crafting his leadership capabilities.
- In 2006, he moved into the management consulting field as a senior resource, building businesses and getting exposed to many new fields within Leadership and talent development as well as to innovation in the corporate context.
- Here he fell in love with the people aspect of business and the development of talent, learning and creativity. He led many advisory interventions for corporates, in South Africa and internationally, over time.
- He is currently working in the Leadership & Learning space within Absa - an awesome experience!
- His passions are the development of people, innovation, new learning technologies, delivering life-long learning solutions and coaching
- Armin loves life, mountaineering, skiing, nature, his two sons and family; in his spare-time, he is passionate about continuous learning, reading at least one book a week, listening, searching and creating meaning for himself and others. He is currently busy setting up a start-up venture to provide a continuous, personal learning experience platform for anyone who is interested in learning.
- Armin holds a B(Com) equivalent (Finance & Marketing) from the Fachhochschule Landshut (Germany), a MBA (GIBS) and a M(Phil) Coaching from USB.



Outline: What you will learn



Module 1: Future world building	Module 2: Future character building	Module 3: Retrocast – back to the future
<ul style="list-style-type: none">• Emerging exponential technologies and innovations• The Mars 1 project in action• Future scenarios• Jobs and skills of the future	<ul style="list-style-type: none">• Future personas imagining• Character building – who you could become• Future world building assumptions• Vision quest and key concept	<ul style="list-style-type: none">• Innovation through Bad ideas• Mindset challenge on abundance consciousness• Exponential Moon shot thinking• Time-line and future pace - Retrocast process

You will leave with a renewed and reimagined vision, a process, tools and activities that you can use immediately for transforming your own impact AND those that you work with

Now >

SOCIAL

- Privacy obsolete; all interactions recorded and available to public
- Populations is nomadic
- Billions of refugees due to climate change
- People have moved south of urban centres
- Majority of population in urban centres
- Mass colonization
- Free life styles
- Free education for all
- Decentralised health care
- Decentralised education

TECHNOLOGICAL

- Ubiquitous AR/VR
- Ubiquitous autonomous vehicles
- Ubiquitous AI & Robots wide-spread
- Renewable energy is common
- Commercial space travel
- Telemedicine is common
- Most people have personal gene sequence
- Blockchain in common use for supply chain legal documents etc.
- Decentralised governance prevails

ENVIRONMENTAL

- Drinkable water is abundant
- Drinkable water is scarce
- Minor climate change
- Major climate change
- Major climate change was reversed
- Formerly desert areas are now fertile
- Macrobioses change farming
- Renewable energy is common
- Big agriculture disrupted; small local farming prevails

ECONOMIC

- One universal global currency
- Cryptocurrency is norm
- Favour economy prevails
- Affordable healthcare for all
- Free education for all
- Increased disparity between rich and poor
- Financial industry implodes
- Gold standard returns
- Decentralised investment funds prevail
- Universal insurance

POLITICAL

- Nations are mostly the same as today
- Mostly peaceful
- Small civil wars
- War due to climate change
- Universal digital currency
- Idologies, rather than countries
- Developing world to move centre of business and innovation
- Patents are obsolete
- Decentralised government prevails

2 2030 PERSONAS

Persona 1: Leo
Age: 22
Occupation: Freelance Designer
Lifestyle: Urban, active, tech-savvy
Values: Creativity, freedom, social media
Projections: Live in a smart city, work remotely, use AI tools, travel frequently, live in a smart city.

Persona 2: Ada
Age: 35
Occupation: Data Analyst
Lifestyle: Suburban, family-oriented
Values: Stability, family, education
Projections: Live in a smart city, work remotely, use AI tools, travel frequently, live in a smart city.

Persona 3: Mustafa
Age: 45
Occupation: Small Business Owner
Lifestyle: Suburban, family-oriented
Values: Stability, family, education
Projections: Live in a smart city, work remotely, use AI tools, travel frequently, live in a smart city.

Persona 4: Nita
Age: 55
Occupation: Retired Teacher
Lifestyle: Suburban, family-oriented
Values: Stability, family, education
Projections: Live in a smart city, work remotely, use AI tools, travel frequently, live in a smart city.

Persona 5: Carter
Age: 25
Occupation: Freelance Designer
Lifestyle: Urban, active, tech-savvy
Values: Creativity, freedom, social media
Projections: Live in a smart city, work remotely, use AI tools, travel frequently, live in a smart city.

Persona 6: Rishi
Age: 30
Occupation: Data Analyst
Lifestyle: Suburban, family-oriented
Values: Stability, family, education
Projections: Live in a smart city, work remotely, use AI tools, travel frequently, live in a smart city.

Persona 7: Jovita
Age: 40
Occupation: Small Business Owner
Lifestyle: Suburban, family-oriented
Values: Stability, family, education
Projections: Live in a smart city, work remotely, use AI tools, travel frequently, live in a smart city.

Persona 8: Amina
Age: 50
Occupation: Retired Teacher
Lifestyle: Suburban, family-oriented
Values: Stability, family, education
Projections: Live in a smart city, work remotely, use AI tools, travel frequently, live in a smart city.

4 2030 FUTURE DESIGN

Summary of the steep variables you imagine for 2030

SOCIOLOGICAL	TECHNOLOGICAL	ENVIRONMENTAL	ECONOMIC	POLITICAL
IN THE YEAR 2030, THE WORLD WILL BE MARKED BY _____ AND _____				
MY ROLE WILL BE _____ AND MY CUSTOMERS (OR STUDENTS) WILL BE _____ MY CUSTOMERS WILL NEED _____				
_____ AND _____ MY ORGANISATION WILL NEED _____				
IN ORDER TO _____ IN ORDER TO _____				
IN ORDER TO MAKE THIS HAPPEN I WILL NEED TO _____ AND _____				
IMPLICATIONS What do you need in order to be successful? What would you stop, stop or phase out now?		REFLECTIONS How ready are you for the future? What will you back now (ready)?		

5 2030 MOONSHOT IDEAS

CONCEPT NAME	OPPORTUNITY AREA	DESCRIPTION
HOW DOES IT ADDRESS / SOLVE FUTURE CHALLENGES?		
KEY USE CASES		
SKETCHES		
WHAT IS NEEDED TO MOVE THIS FORWARD?		

Partners, Co-creators, Technologies, Infrastructure, Support, Buyer

3 2030 RE-IMAGINED SELF

Who will you be in this future world?

NAME	SPECIFICATION	PURPOSE
Who will you be and what is your role?	Age and identity	What will your goals be in this future world?
TECHNOLOGIES & ENHANCEMENTS	WHAT WILL YOU DO?	PLAY
What technologies will you use? What have they added, subtracted, mutated on the body?	Occupational role - what will you do for work?	What will you do for play?
WHERE WILL YOU LIVE?	NETWORK	CUSTOMERS
Future location (urban/rural, physical / digital, etc.)	Friends, Family, Partners, Connective Tissue	Who will your customers or students be? How will they be different?
HOPES AND DREAMS	FEARS AND PAIN POINTS	
What are your hopes and dreams?	What are you afraid of? What are your challenges? What do you wish you could change?	

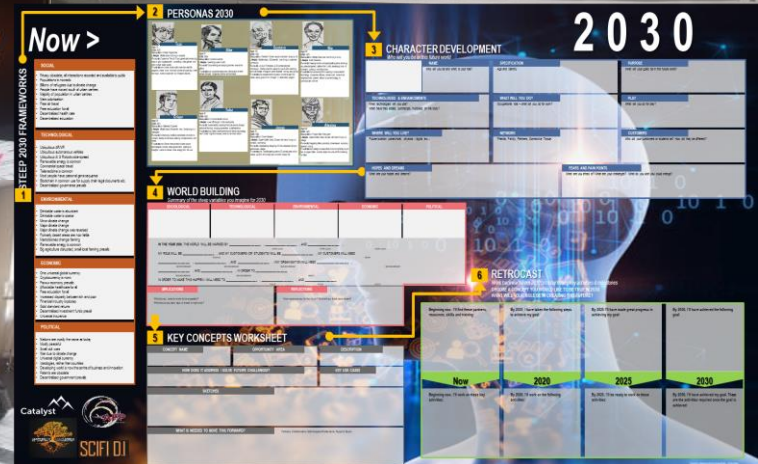
6 2030 RETROCAST

Work backward from 2030 to today noting key activities & milestones

CHOOSE AN IDEA YOU WOULD LIKE TO BE TRUE IN 2030. WHAT WILL YOUR ROLE BE IN CREATING THIS FUTURE?

Beginning now, I'll find these partners, resources, skills and training	By 2020, I have taken the following steps to achieve my goal	By 2025 I'll have made great progress in achieving my goal	By 2030, I'll have achieved the following goal
Now	2020	2025	2030
Beginning now, I'll work on these key activities:	By 2020, I'll work on the following activities:	By 2025, I'll be ready to work on these activities	By 2030, I'll have achieved my goal. These are the activities required once the goal is achieved.

2030





Our strategic change track record



HEINEKEN (2016 – 2018) www.heineken.com

Strategic Transformation Journey toward a High Performance Culture. Integration of 3 different groups of people post a restructure. Including strategic alignment, leadership on-boarding and coaching, high performance teams and change management. HR strategy and team alignment



RAND MERCHANT BANK (2015 – current) www.rmb.co.za

Change enablement, capacity building and team alignment for the RMB Technology Leadership Team and Corporate Banking. Culture transformation design, capacity building and project management in Business Enablement Division.



IMPERIAL GROUP (2015 – 2018) www.imperial.co.za

Strategic Change journey for organisation wide Talent and Succession Management and development. Building talent and change capability across project teams, HR and leaders. HR and leadership team alignment sessions and high engagement conferences (x 200 people).



TONGAAT HULETT STARCH (2011 - 2015) www.tongaathulettstarch.co.za

Strategic Transformation “Journey to Excellence”
Strategic and culture review and journey including quarterly review sessions, scorecard cascading, strategic project management, capacity Leadership Development and Alignment of exec and senior managers
HR Transformation Journey including HR strategy, value proposition, scorecards, HR processes, role clarity, structural realignment, HR & line toolkits and training, HR and Executive role profiling, HR competency profiling, shared service feasibility and transition plan
Talent and Competency Management – Strategy, Process and Tools.



BUCKMAN (2007-2015) www.buckman.com

(Africa, SE Asia, China, USA, Mexico, Canada, S America, Europe)

Strategic Transformation Journey from “Good to Great” including needs analysis, strategy, culture, talent, leadership, strategic project initiation and management, innovation, coaching, strategic reviews and change management.



JAGUAR/LANDROVER (2017 – current) www.jaguarlandrover.com

Strategic leadership alignment, high performance teams and leadership development of top leaders including assessments, coaching, digital micro-learning, master classes.

BANKSERVAFRICA (2015 – current) www.bankservafrica.com

Multi-year Human Capital Transformation Journey including: strategy, structure, HC architecture, people journey, process streamlining, performance management, system implementation support, DNA development, leadership & self-development, change management & capacity building across the business



Massmart (2016 - current) www.Massmart.co.za

Co-design and implementation of both talent management and talent development strategies for 4500 leaders. Complete reinvention of the Massmart Corporate University Leadership School. Building capacity in managing talent. Readiness for change through Licence to Learn and Lead Learning.



AVENG GROUP: Duraset (2012-2013) www.avengman.com

Strategic Transformation Journey High Performance Culture
High performance teams for Duraset leadership and capacity building on project and team tools.
Innovation Strategy and Capacity Building Session.
Talent Management Strategy, Toolkit and Capacity Building.



BRANDHOUSE (2013 – 2015) www.brandhouse.co.za

Self-Leadership – I am Talent for personal and career empowerment as part of an employee engagement strategy. Engagement conferences – 5 themed conferences across the business for over 800 people to build engagement mind-sets with self, team, change and Brandhouse.



LIBERTY GROUP (2016 –current) www.liberty.co.za

Performance Management – revamp, package and HC capacity building for performance management in Liberty. Self-Leadership – I am Talent for personal and career empowerment as part of an employee engagement strategy x 150 staff.



FIRST RAND GROUP (2017 – current) www.firstrand.co.za

Strategic alignment of HC strategic themes, technology and collaboration across franchises. HC Transformation Journey for the FR Corporate Centre



ETHOS (2013-2015) www.ethos.co.za

Talent Management Strategy, Process, Toolkits and Capacity Building including the Leadership Pipeline. Succession Management for Partners and new CEO. High performance teams for Partnership Team
Leadership Brand and Competency Development. Culture Transformation and Staff Engagement sessions.



Our strategic change track record



ARYSTA LIFE SCIENCES GROUP (2013-14) www.arystalifescience.com

Transformational Leadership including assessments, development workshops, coaching for top 40 leaders in SA. Self-Leadership – I am Talent career empowerment. Facilitation of strategic review and team alignment session with top 40 leaders across Europe, Africa and Middle East.



DE BEERS GROUP (1999-2004) www.debeersgroup.com

Strategic Transformation Journey over 5 years including strategic planning, restructuring and various strategic projects. Global Transformational Leadership Development Program (2500 leaders across 16 countries). Global HR Transformation Journey over 5 years. Talent Management Strategy, Process, Toolkits and Capacity Building including the Leadership Pipeline. HR Capacity Building Programs. High Performance Teams – a variety of functional and HR teams. (with MAC Consulting)



TRANSNET AND TRANSNET CAPITAL PROJECTS (2005-2012) www.transnet.net

Group HR Strategy and alignment across 6 operating divisions. Organisation design and restructure of Head Office. Leadership Pipeline, performance and competency standards across all leadership levels. Talent Management strategy, tools and capacity building. Rated most effective culture change intervention by external auditors. Group wide change management forum, toolkits and capacity building. High Performance Teams – for a variety of functional and project teams. (with the Resolve Group)



BHP BILLITON (2013 – 2015) www.bhpbilliton.com

Personal and leadership effectiveness journey with Supply Chain Leadership Team. Personal Transformation Process. High Performance Teams and Leadership coaching.



ARMSCOR (2016 – current) www.armscor.co.za

Change enablement, capacity building and executive team alignment for top 50 leaders in Armcor in support of the turnaround strategy (in partnership with FeverTree Consulting).



PARAMOUNT GROUP (2017) www.paramountgroup.com

Strategic planning, change capacity building and leadership alignment – facilitation of strategic review sessions with top 40 leaders and for each division including international group executives

ENGEN (2009 – 2013) www.engen.co.za

Talent Management Strategy, Process, Toolkits and Capacity Building Retention Strategy implementation in partnership with the Senior HR Leadership Team and line talent champions. Leadership Competency Profiling, HR Capacity Building Programs. High performance teams, Change Management toolkit and capacity building (TM in association with Accenture).

MMI HOLDINGS (2018) www.mmiholdings.co.za

Group Learning Strategy facilitation and operationalising through project charters and project teams.

ABSA BARCLAYS (2016 – current) www.absa.co.za

Inaugural Learning and Leadership Conference – design and facilitation for 170 people.

NEDBANK (2017 – current) www.nedbank.co.za

Group Learning Strategy session and strategy document with project charters and team.

DEVELOPMENT BANK SA (2000-2005) www.dbsa.org

High Performance Teams journey for DBSA Exco & HR team Change management and capacity building for Operations team Strategic Planning, engagement sessions and high performance teams for Northern Cluster Leadership development workshop for women in business

BASF (2016 – 2017) www.basf.co.za

Strategic leadership alignment – facilitation of strategic review and team alignment session with top 30 leaders including international group executives (with Mark Berger Training).

CQS (2014) www.cqs.co.za

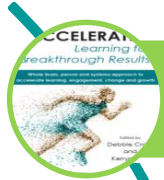
Culture transformation design and capacity building. Leadership Brand development and leadership engagement. Staff Engagement sessions.

RANDGOLD RESOURCES (2012) www.randgold.com

Strategic Review and Leadership Alignment Workshop Board Review and Alignment Workshop



Why partner with Catalyst



Accelerated Learning and Leading Edge Learning Design



Highly engaging, interactive, mind-set shift learning approaches



Deep expertise in Integrated Human Capital and Talent – identify, assess, engage, develop, retain



Extensive experience in partnering with clients to co-create and walk a journey with them for capacity building and real business value



Integration with digital learning and gamification tools to support and expand the learning process



Distinguished track record in many leading organisations locally and globally




Contact Us

Catalyst Consulting (Pty) Ltd

Phone +27 11 465 6270
Email admin@catalystconsulting.co.za
Web www.catalystconsulting.co.za

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