



Future-Ready: Five Strategy Questions Every CEO Needs to Ask

Dr. James Canton, CEO Institute for Global Futures www.GlobalFuturist.com

High complexity and uncertainty in business today demands a flexible, adaptive and focused strategy to guide the resources and plans of action. Too much change is happening too fast to focus on yesterday's strategy to meet tomorrow's demands in business. Not enough organizations are looking ahead and becoming Future-Ready—they have a strategy sustainable for the long term. If this is the case in your organization then it is time to change the strategy to meet the demands of NOW.

The future for every organization comes in stages: next month, next year or ten years from now. The key is whether your organization is looking to the future of what is influencing customers, the market, technology and the competition. What are the trends of the future we need to know about today?

Having the right strategy is the core of a viable and sustainable business. Though no leader would argue this point conducting a Strategic Refresh of the role strategy plays in business is not always the case. A Strategic Refresh can be undertaken by asking the tough questions, the ones few are willing to ask.

Figuring out what are the right Strategic Questions maybe more important than actually rushing this exercise. Strategy formulation is based on having the right perspective of the environment, the organization, the marketplace and the competition.

Asking the right questions about what's coming next, how customers are changing and do we have the right people to envision and execute could make the difference between the demise or growth of an organization. If you want to survive in business today you have to refresh your strategy continually or be swept away by change.

1. Do we look ahead enough to anticipate what's coming: Are we ready for the future at the organization?
2. How are customers changing: what do customers want and need in the future?
3. Do we have the skilled and Future-Ready talent at our organization to meet the future?
4. What is the ideal future scenario that would enhance our leadership, prosperity and success?
5. What is the mountaintop that we want to own and what actions do we take today to get there?

