

## STRATEGIC PLANNING & FORECASTING

KNOW  
THE  
TIMES™

We specialise in futureproofing organisations through forecasts, strategy and research using the DESTEL™ Environmental Scanning Tool.

### DESTEL™ Environmental Scan:

A strategic workshop process that provides an environmental scan across 6 categories to detect early signs of opportunities and threats that could most impact an organisation's current and future strategic plans.



DEMOGRAPHIC



ECONOMIC



SOCIAL



TECHNOLOGICAL



ENVIRONMENTAL



LEGISLATIVE

*"Quick turnaround time of results & reports"*

*"Innovative visualisation of processes & research results"*

*"Very engaging facilitator"*

*"I enjoyed this a lot"*

*"The results helped us to clearly identify the most important landscapes and enabled the Sydney Water Executive to focus further on the important few that will drive future strategy."*

**Sydney Water**

## DESTEL Strategy Workshop



### INTRODUCTION [ DESTEL™ ]

An overview of the DESTEL™ tool and analysis of the current external environment.



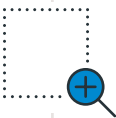
### IDENTIFICATION [ TRENDS ]

As subject matter experts, workshop participants are then invited to identify and develop trends across the six DESTEL categories based on current realities that relate to the future of their organisation.



### PRIORITISATION [ MEGATRENDS ]

Participants then categorise the identified trends into trend clusters and prioritise them based on the impact they will have on the organisation's future.



### INTEGRATION [ LANDSCAPE ]

Comprehensive analysis is conducted of the megatrends to identify value pools and plausible future scenarios.



### IMPLEMENTATION [ STRATEGY ]

A futures matrix is developed to help shape and test the organisation's strategic plan.

Through this rigorous approach, an organisation taking part in a DESTEL™ environmental scan is able to leverage the combined insights of their executive and senior teams and develop solid, robust, and future-focused strategies in response to the key emerging trends.

## Who is it for?

DESTEL Environmental Scan Workshops are for:



**SENIOR LEADERSHIP TEAMS & DIRECTORS** seeking to make well-informed business decisions



**MARKETING & COMMUNICATIONS TEAMS** seeking to respond to industry trends that shape consumer attitudes and behaviours



**NOT-FOR-PROFIT ORGANISATIONS** positioning themselves in an increasingly complex and competitive donor market



**GOVERNMENT INSTITUTIONS** seeking to adapt service provision in an ever-changing environment



**EDUCATION BODIES** taking the next step to guide, influence, and shape the learning environment of tomorrow

As leading social and market researchers, we help organisations analyse the population, understand the times and track the trends.

Our clients include some of our region's largest multinationals, some of the nation's best known brands, many government organisations and agencies, and some of Australia's most recognised not-for-profits. We have run demographic studies for numerous local, state and national government organisations, generational reports for some of Australia's largest employers, customer research for leading entertainment brands and social analysis for many large companies.

Our profession is designing and deploying best practice research. Our expertise is analysing findings to communicate insights and strategies. Our passion is empowering organisations to thrive in changing times.

## SOME OF OUR CLIENTS

