



# Future Search

Purpose-Based Strategic  
Planning



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# Context

Covid-19 has impacted the ability of teams to collaborate with agility, coordination and effectiveness. Working from home, that used to seem inconceivable, has become the norm for most organizations. Today, people are physically apart and need to feel bonded by a strong purpose to boost their team-work.

To come out stronger from the contingency and face this new context, organizations need to make agile decisions considering all its stakeholders. Today, they must plan in a different way to how they have done until now.

In 2021, leaders face the challenge of visualizing and transmitting an idea of the future that points direction amidst an uncertain environment, generates alignment toward a common purpose and helps organizations do things better than before.

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## Facts

Organizations committed to Shared Value, meaning those that generate value for all its stakeholders, greatly outperform the results of their peers.

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## Opportunity

Conventional strategic planning has not worked as expected because the world is changing fast. The Covid-19 contingency represents a before and an after for organizations. 2021 is an opportunity to do things better than before.

## Solution

**At Integralis, we believe there is a way of planning that is effective and integral, two important features in this challenging and uncertain context. Future Search is a strategic planning oriented towards a clear purpose that creates alignment within the Leadership Team and throughout the entire organization.** It integrates the perspective of all stakeholders, and defines clear strategies and goals aimed to achieve better results, and obtain the best performance out of people.

As a result of executing Future Search, the organization will have clear initiatives that can be triggered immediately.



# Strategy on a Page

- 1. Purpose:** *The purpose is a short phrase or paragraph that motivates, inspires and answers the following question: What will the world miss if our organization disappears?*
- 2. Principles:** *Values and criteria to make decisions.*
- 3. Personality:** *Answer the question: Who do we want to be?*
- 4. One Big Thing:** *Identifies the only thing that should be achieved in order to fulfill our purpose*
- 5. Achieving X:** *The way in which we would achieve the One Big Thing in exponential terms.*
- 6. KPI's:** *Definition of business critical KPIs.*
- 7. Sandbox:** *Where and who do we play with?*
- 8. Stakeholders:** *How do we design an organization that is good for all stakeholders.*
- 9. Key Decisions:** *Key decisions that shape the culture.*
- 10. Stop / Continue:** *Practices that we need to stop doing, continue doing and start doing.*
- 11. Mid Term Goal:** *What do we have to do to make sure that we are closer to the One Big Thing in the mid-term?*
- 12. One Year Goal:** *What do we need to achieve in the short term in order to ensure that we are getting closer to the mid-term goals, in order to ensure that we are closer to the One Big Thing?*
- 13. Tracks:** *The initiatives that the team will carry out to reach results in an agile way. Who does what and by when?*

*Today, we are successfully executing Future Search virtually, allowing each organization*





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We believe together we can build  
a Better Normal.