

Four Futures of Generosity

EMERGING ISSUES & GLOBAL TRENDS TRACK

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Emerging Issues & Global
Trends Track
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Balanced Effect

What is Scenario Mapping?

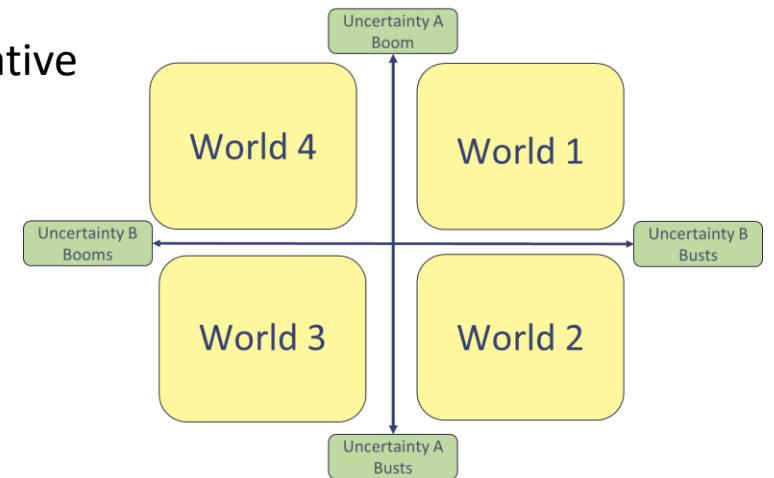
Scenario planning is a method of exploring possible futures using a specific set of uncertainties.

Why use Scenario Mapping?

Planning for the possible rather than betting on a specific future

It engages teams and helps leaders shape the narrative

Builds an organisations adaptability



The Process

Mega Trend
Distillation

Identification of Axes of Uncertainty

Applied lenses

Diversification

Implications

**Desk research:
100+ Trends**

Signals
Non-Obvious Trend
Report into the Public
Sector (BCG)
Future of Work (PWC)
CSIRO 2030
Accenture Life Trends
World Values Survey
OECD Global Scenarios
KPMG Future State
Deloitte Journey to the
Future
Planning Institute
Australia

Divergent
Axes
Creation

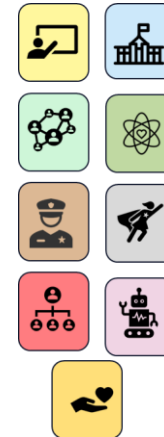
Convergent
axes
Evaluation

World
1

World
2

World
4

World
3



Innovators

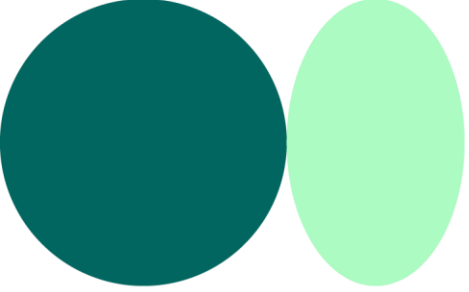
Activists

Practitioners

Leaders

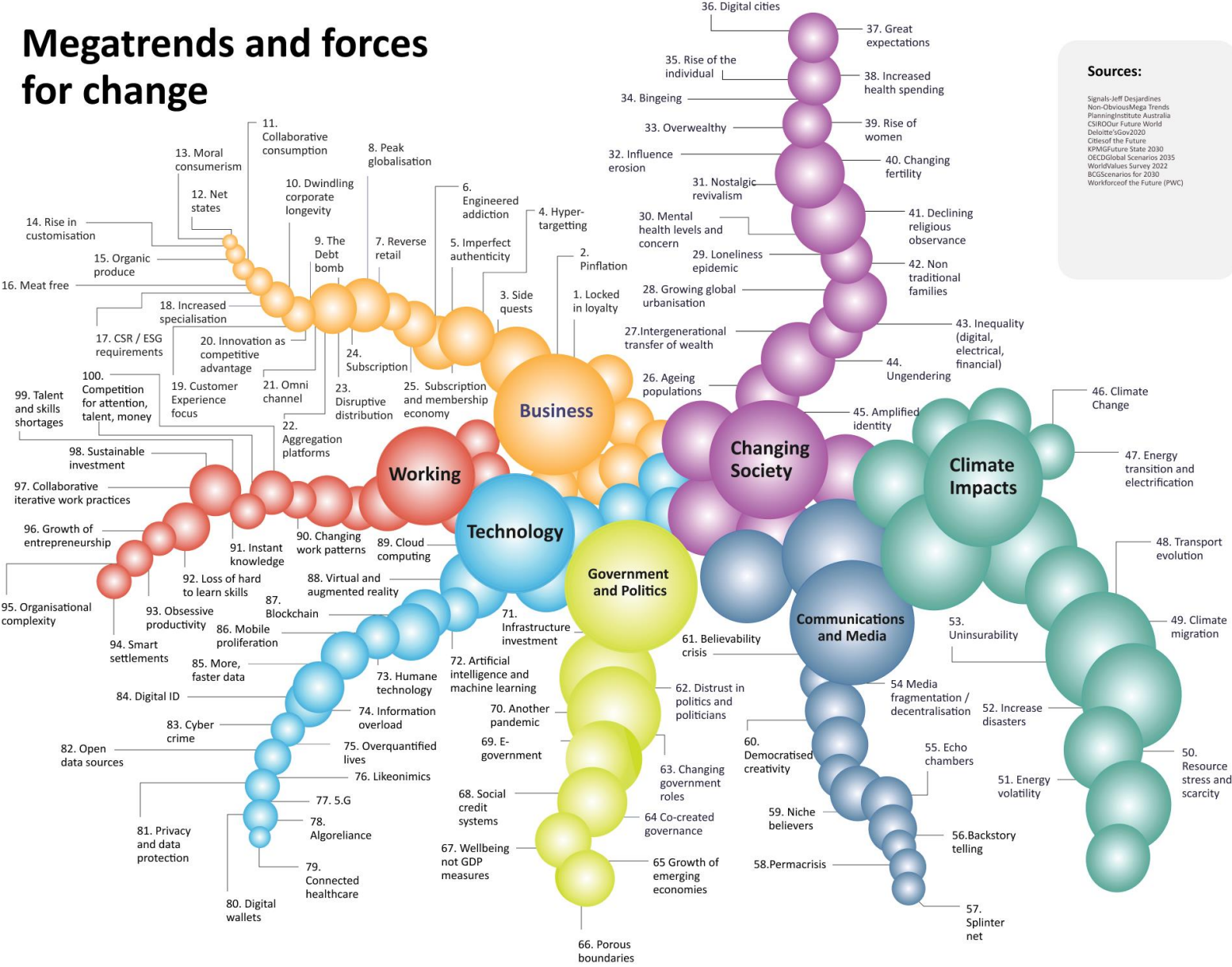
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Impact



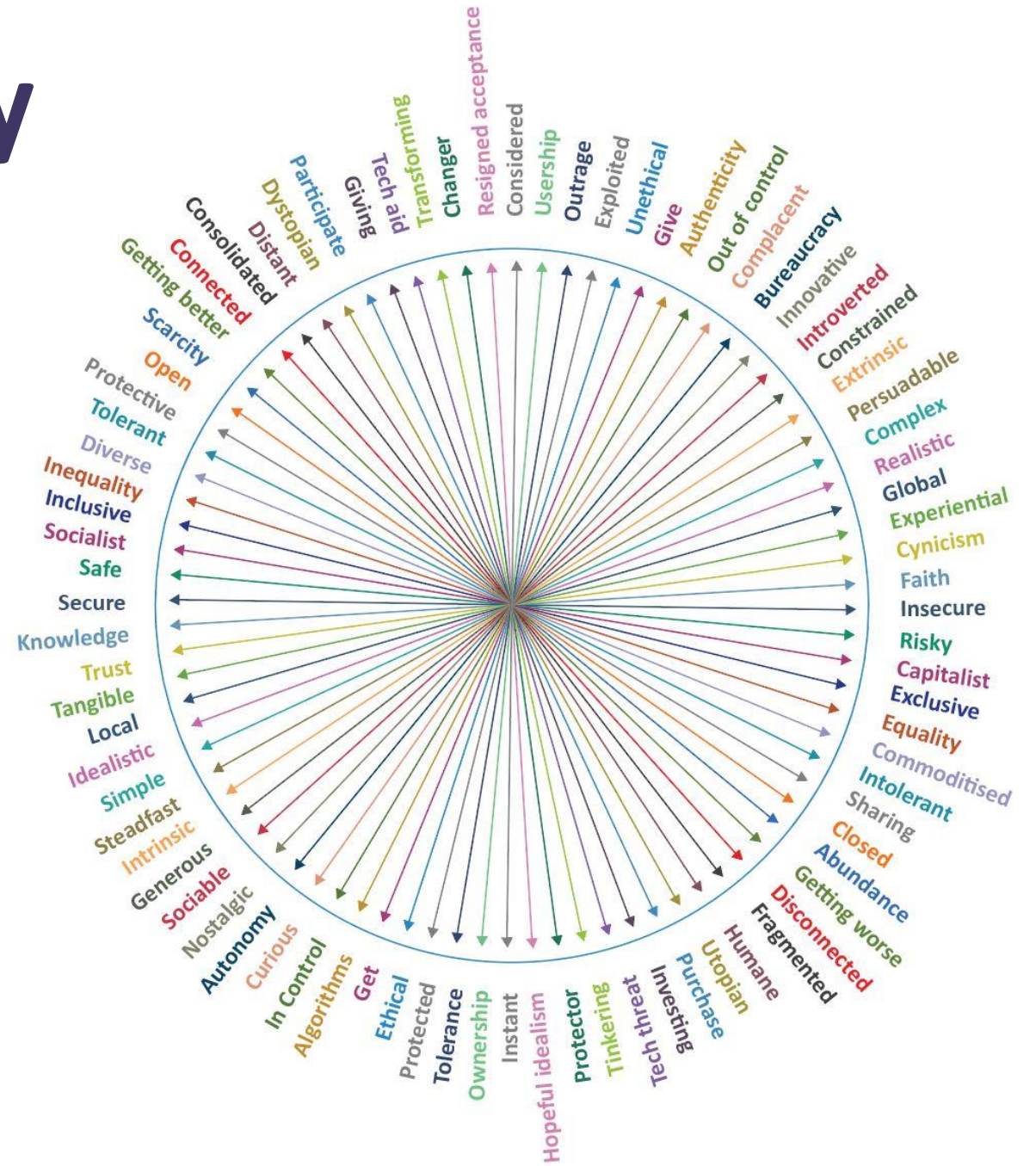
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Megatrends and forces for change



Sources:
 Signals-Jeff Desjardins
 Non-Obscure Mega Trends
 PlanningInstitute Australia
 CSIRO Our Future World
 Deloitte Gov 2020
 Cities of the Future
 KPMG Future State 2030
 OECD Global Scenarios 2035
 WorldValues Survey 2022
 BCG Scenario for 2030
 Workforce of the Future (PWC)

Axes of Uncertainty



Converging Axes

Apolitical

Measurable

10 Years

High impact

Ambiguous

Universal

Simple

Significant

Bipolar

Relevant

Individualistic

An icon showing a single hand with the index finger pointing upwards, holding a small heart above it.

Collective

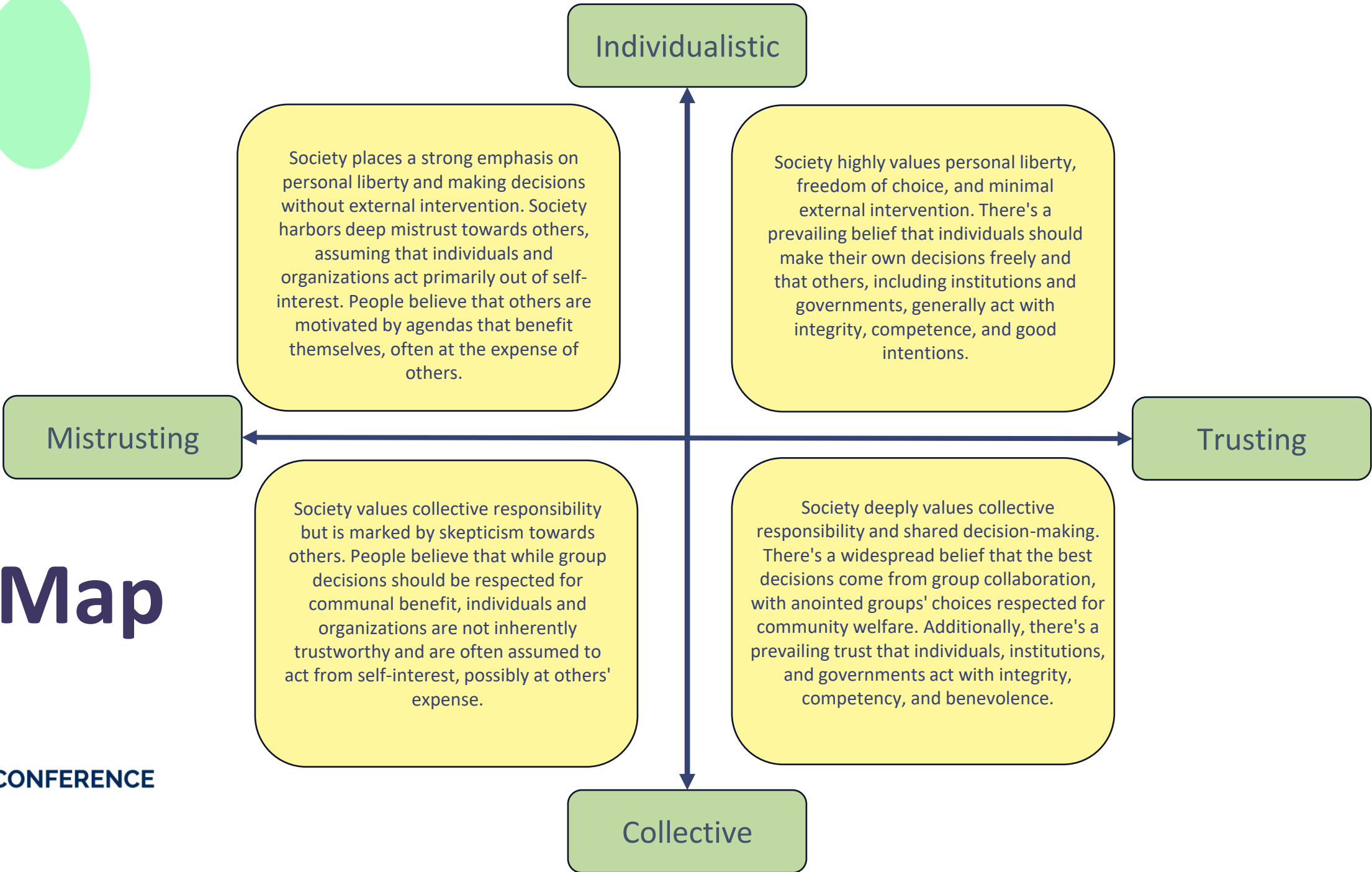
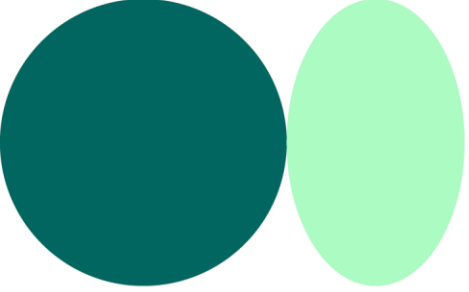
An icon showing three hands of different sizes reaching upwards to hold a heart together.

Mistrusting

An icon showing a hand with a question mark inside the palm, suggesting uncertainty or lack of trust.

Trusting

An icon showing two hands shaking, representing trust, agreement, or partnership.



The Map

Individualistic



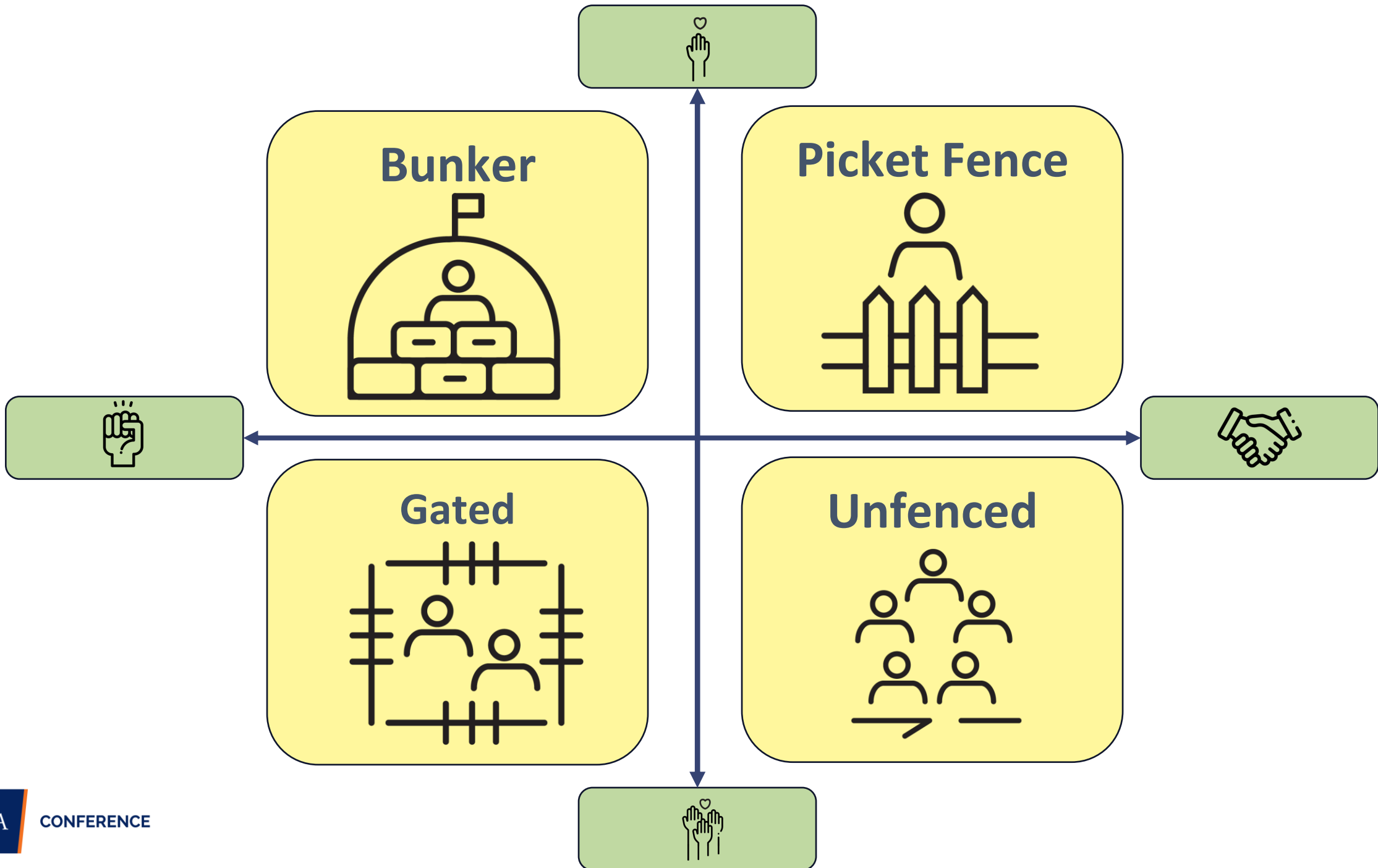
MasterChef

Mistrusting

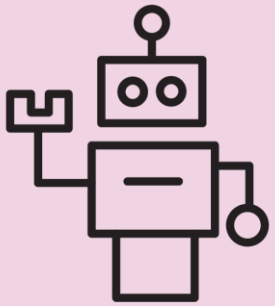
Trusting



Collective



Lenses



Technology



Government



Learning



Media



Law



Business



Values



Heroes



Generosity

The Fundraisers



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The Political Activists



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The Innovators



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**In The Picket Fence World,
life is a canvas for self-
expression and trust in
benevolence, celebrating
personal liberty and
celebrity influence.**



The Unfenced World is a tapestry of shared responsibilities and mutual trust, woven together by acting for the greater good, despite occasional personal sacrifices..

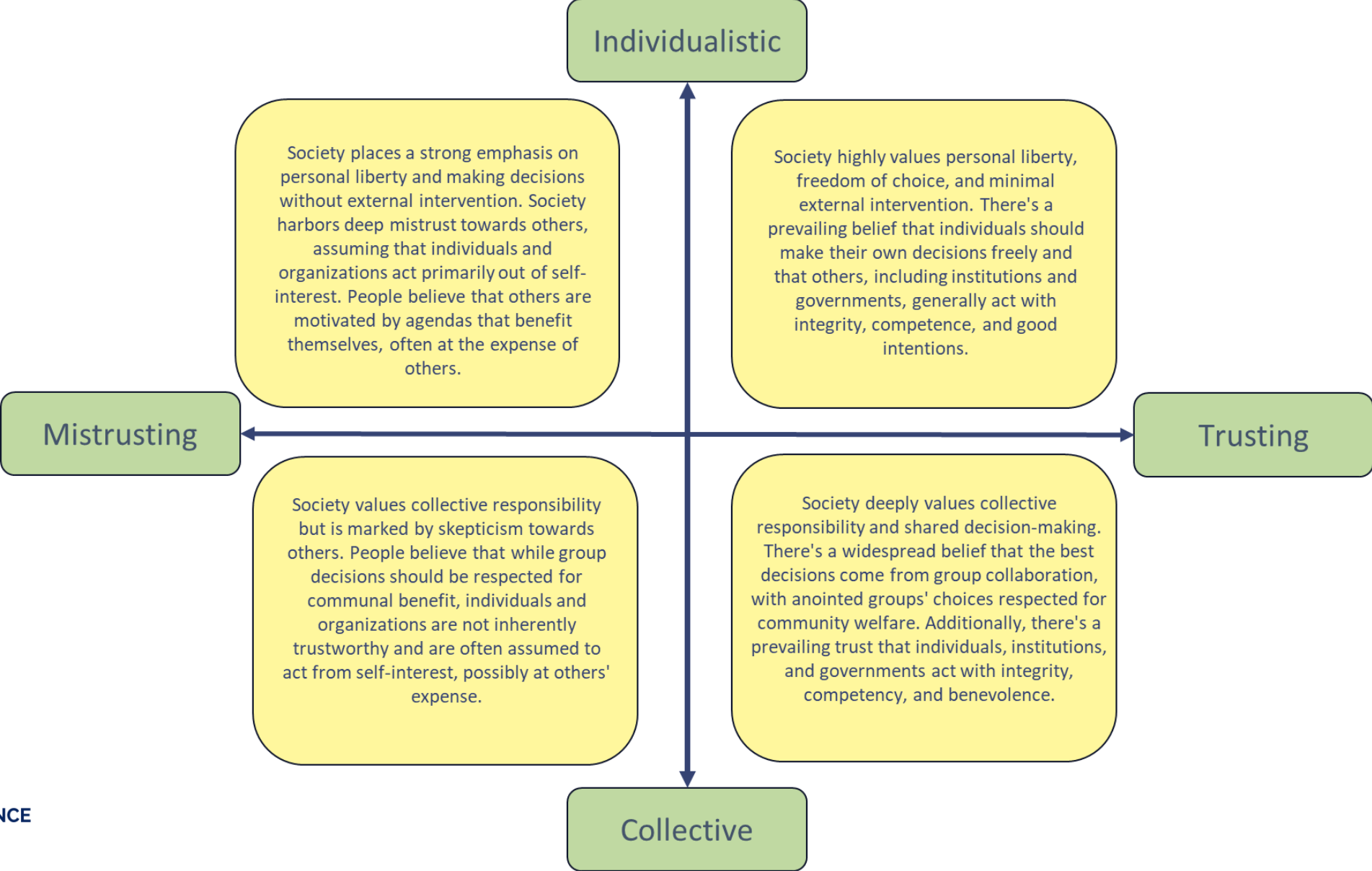


Life in the Gated World is about finding strength within one's tribe, a sanctuary built on mutual suspicion and fierce commitment to local interests.

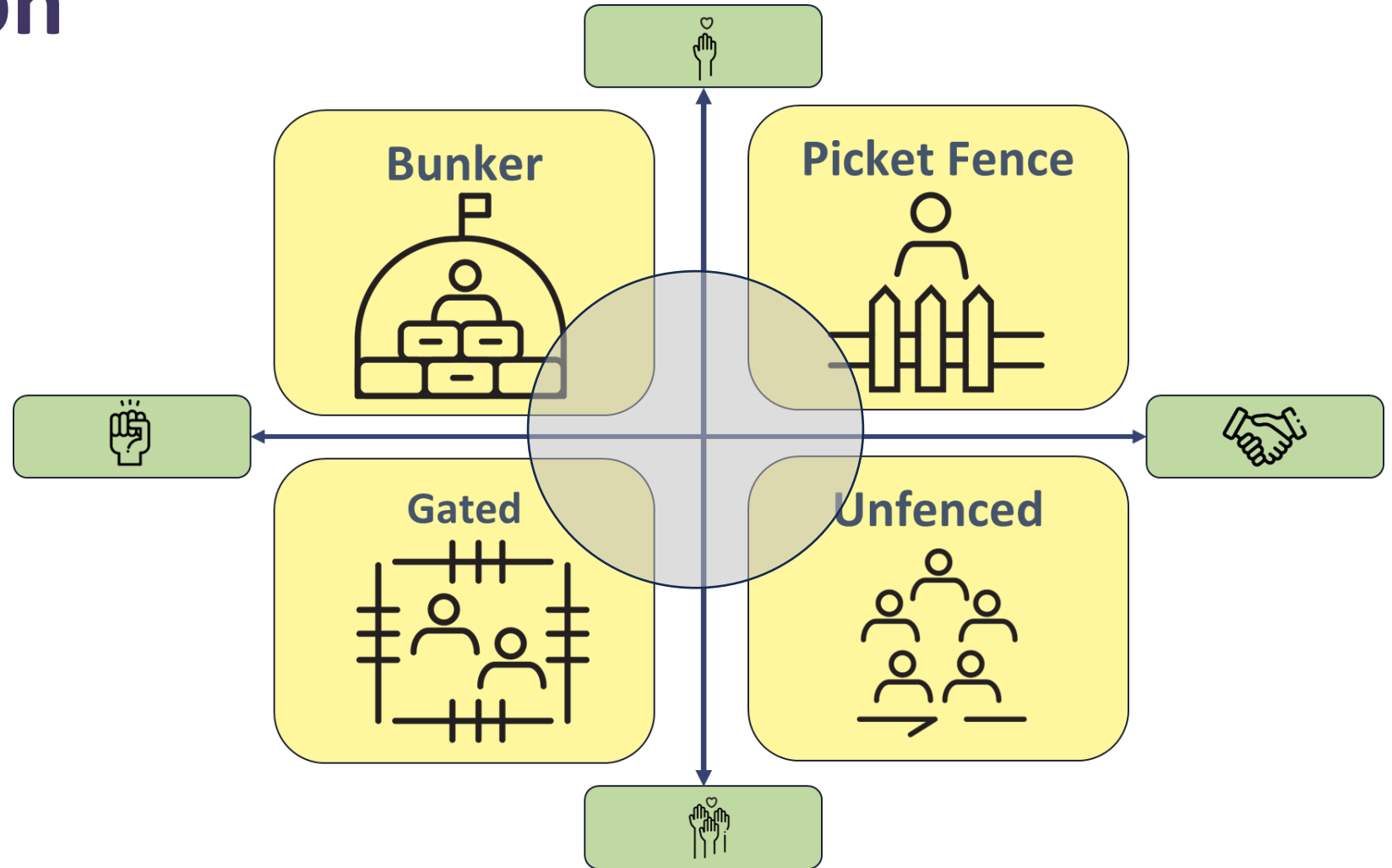


In the Bunker World, life focuses on survival, personal victories, and protecting one's own, creating a society of independence but lacking broader community support.

How will you raise funds in this world?



What common implications are there for NFP's?



Common implications

Be Ready

Shape the narrative

Maintain Relevance

Listen + Connect

Nurture

The case

Next Gen

THE FOUR FUTURE OF GENEROSITY Scenario Mapping 2035



rod matthews

gets the perspective across



World 1:

Individual and trusting: Picket Fences

In The Picket Fence World, life is a canvas for self-expression and trust in benevolence, celebrating personal liberty and celebrity influence.

Individual and trusting: Picket Fences

In 2035, Sydney, Tian and Auckland are the Picket Fence World, a society celebrating individualism and trust. In a connected neighbourhood, there is a celebration of individual self-expression, celebrating personal liberty and trust in societal good leadership. Individuals are likely to embrace the Picket Fence World, embracing the values of personal branding and being heroic.

Individual and trusting: Picket Fences

Individual and trusting: Picket Fences

Individual and trusting: Picket Fences

Individual and trusting: Picket Fences

- Technology** is an enabler of overall societal progress that drives growth and innovation. It is likely to be a key driver of the Picket Fence World.
- People and character** will likely define the world. They will act with a high degree of individualism and self-expression. People will be more likely to embrace the Picket Fence World and less likely to embrace the Bunker World.
- Individuals** will likely embrace the Picket Fence World as a way to celebrate their individuality and personal branding. They will be more likely to embrace the Picket Fence World and less likely to embrace the Bunker World.
- Government** will likely be more supportive of individualism and personal branding. It will be more likely to support the Picket Fence World and less likely to support the Bunker World.
- People** will likely be more likely to embrace the Picket Fence World and less likely to embrace the Bunker World.
- Large companies** will likely be more likely to embrace the Picket Fence World and less likely to embrace the Bunker World.
- Individuals** will likely be more likely to embrace the Picket Fence World and less likely to embrace the Bunker World.
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Axes of uncertainty

The Axes of Uncertainty are those trends where the trajectory or implications are unclear, substantial and significant. They form the basis of the key question in scenario mapping "what if...?"

Factor **Description**

- Revenue**: Revenue from non-public organisations, the new businesses should not be based on a public philosophy or being.
- 10-year horizon**: To be relevant, we need to work on the 100 horizon, beyond our current planning cycles.
- Unclear / ambiguity**: To ensure we explore the possible rather than the probable, we need to consider those areas that have greater uncertainty and ambiguity.
- Impact Australia**: There are many global megatrends, and we are interested in all that could impact Australia. Generosity.
- Rise to great**: The axes must be simple to explain, create order to provide not confused in the process and be logically different.
- Bigger**: There must be elements that clearly separate the possible paths. We start from the perspective we are in the middle and movement in either direction is equally likely.
- Measurable**: There should be mechanisms for measuring where we are on the axis and how we are moving.
- Impact Generosity**: There must be a strong link to the amount, type and direction of generosity on the shifts social.
- Uncertainty**: The axes should be applicable to a wide range of contexts and audiences, including different demographics.
- Significant and strong**: The axes must capture large and high impact shifts, not just noise and trends. They should be the cause of others not the outcome of other shifts.

Selected axes

For our selected axes, we traced our starting point for Australians overall was not varied, with an average score of 3.5 out of 5 for the current levels of individualism and collectivism. It is a very tight line between being collective. This has an expected to shift towards the individual with an average score of 4.0. Most Australians don't perceive significant change.

Direction

63% 22% 15%

Becoming more individualistic Little change Becoming more Collective

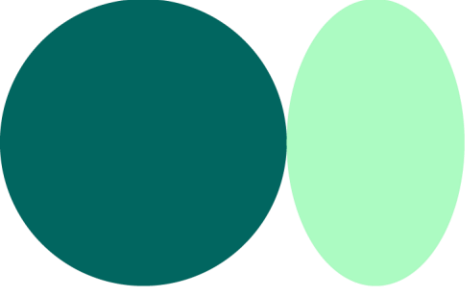
Key: Today, Future.

Distribution and skills

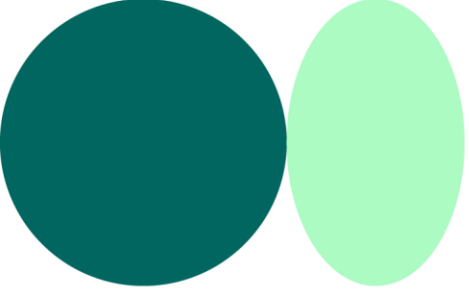
Direction

16% 63% 21%

Becoming more trusting Little change Becoming less trusting



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Conference
2024

See you in the future ...

Thank you



Martin Paul



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