

# The Bruadarach Method

*An Overview*

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# Positioning in a Complex World

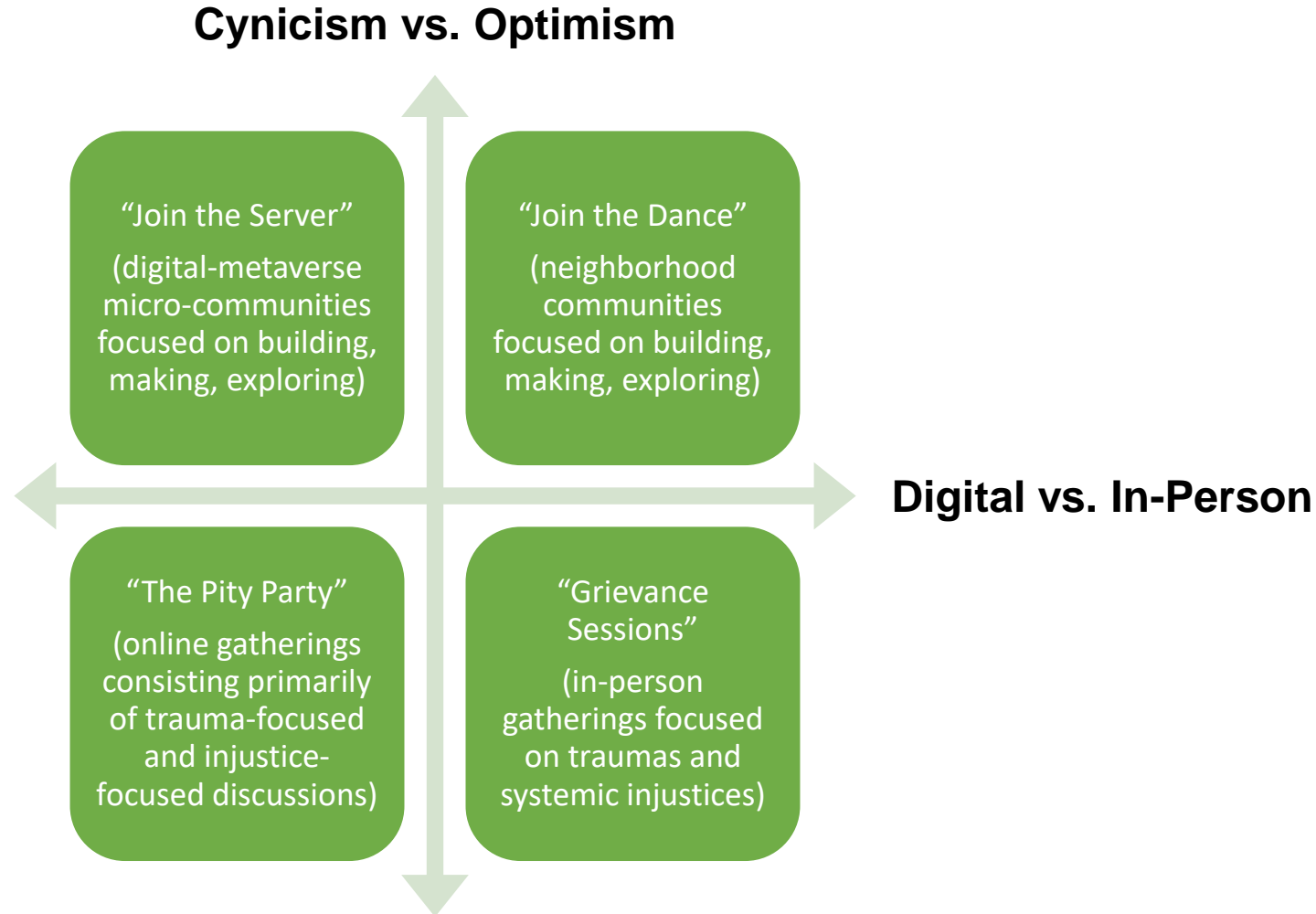
- In landscapes characterized by disruption, volatility, and increasing rates of change, it can be difficult to adopt a strategic position for longer than a year or two.
- However, by adopting tools from professional futurology, peace studies, and business strategy, it is possible to elegantly expand your organization's vision of possible futures and take sophisticated positions in your industry or sector.
- The *Bruadarach Method* can be bolted onto any traditional strategic process, and is particularly well-suited for organizational, marketing, and product strategies.



# The Bruadarach Method

- Step 1: Define Project Scope
  - *Who are the primary stakeholders? Is this a near future or far future exercise?*
- Step 2: Turn on Your Radar
  - *What data points are we seeing that might relate to our organization and context?*
- Step 3: Sensemaking
  - *What does this data mean? What are the implications? What insights can we draw?*
- Step 4: Scenario-Building
  - *What are two values conflicts we perceive? How do they intersect?*
- Step 5: Future-Sharing
  - *How can we communicate what we see to our stakeholders?*

# Example: A Youth-Related Charity



Armed with a view of four possible futures, each entirely likely depending on cultural and social preferences, this charity will be able to position their services and strategies to insulate against “surprises”.

The charity may also review these futures and decide that they want to take action towards a preferred future, giving them a genuine leadership position in the sector.



# Value of the Method

- Preparing for multiple possible futures at once
  - *By making some simple additions to traditional strategic processes that yield four possible futures, your organization gains a great deal of strategic foresight and strategic agility.*
- Stakeholder-driven research process
  - *By grounding the scenario-building process in a stakeholder-driven framework, your team will be able to step outside of their own worldviews and think about what the future looks like for clients, employees, and society.*
- Develop new capacities in employees
  - *Thinking about four futures at once is a developmental driver that will support your team members in become more flexible mentally and even emotionally. The fancy jargon for this kind of worldview is “provisional scenario-based stance”.*
- Improve morale, clarify your vision, energize your team
  - *When approached in a structured way, the future can be very exciting!*



# For More Information...

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