

Jones' octagon of success and the importance of foresight planning

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Abstract

It is often said that that life appears to speed up as we become older, well the current pace of globalisation would appear to indicate that the same is true in regards to economic cycles and the commercial and geo-political landscape. In an increasingly interconnected (and seemingly fractured and unstable) world individuals and organisations have become increasingly reliant on diverse technological devices and platforms. Technology has become so ubiquitous and integral to our lives that short of being a hermit or a member of a remote Amazonian tribe we are all dependent upon them. With this dependency comes risk and with that risk is a need for a greater appreciation of the factors that help us avoid dangers, but also anticipate and plan for them, not just weeks or months ahead, but in some cases decades ahead.

Optimising our chances of personal and organisation/institutional success requires a clear appreciation of the elements that play their part in deciding positive or negative outcomes. Jones' Octagon of Success (JOOS) helps not only in the elucidation of those key factors, it also fosters a more cogent and holistic approach both a personal and professional level. Growing out of clear, success orientated thinking is a greater understanding of the importance of thinking beyond the straightjacket of quarterly financial statements and short term goals. Admittedly that is easier said than done. The reality is that many of the signs are already there if only we are prepared to look as well as see. Demographic projections make a clear case for far greater foresight whether this be in regards to public utilities, health provision or market growth and decline. Whilst we labour under the tyranny of short-termism, risk, including cyber risk, remains acute. Future success, indeed future security, lies in the ability to plan ahead and to put in place the personnel, resources, policies and procedures that enable a pragmatic approach, yet one that has a clear vision. To use an agrarian analogy we must prepare for famine during the years of plenty. 'Foresight' and more especially 'foresight planning' by its mere absence from the current commercial and political lexicon should be a matter of concern for all.

