

OBSERVATORY

We go to The Observatory to look to the future. We scan the horizon for opportunities, possibilities and innovative approaches. We look beyond the house to new markets, new business models and new challenges. We use this form of thinking to imagine what the future will bring and seek the inspiration that will form a new vision. It is a strong part of our search for purpose: the vision and direction that gives meaning to our lives.

In the Observatory, we work on generating new ideas, seeking inspiration from multiple sources. We challenge assumptions and the status quo. We take risks and are prepared to fail, as part of the innovation process. We collaborate with others, seeking connections and bringing together disparate parts into new wholes.

When we are working effectively in the Observatory, we are using:

- Our ability to imagine things that have not yet happened
- Our ability to suspend judgement and keep options open
- Our ability to make unusual connections and make meaning from them
- A desire to ask, “What if...”
- A willingness to take risks and to reward experimentation
- Skills in visualisation and mental rehearsal to build “rich pictures”
- A focus on the big picture
- Flexibility to deal with uncertainty and change

Strengths

- Visionary
- Flexible
- Thoughtful
- Insightful
- Intuitive
- Creative
- Open minded
- Risk taker

MOTIVATION: MEANING

Challenges

- Inadequate follow through
- Indulgent
- Indecisive
- Lacking pragmatism
- Volatile
- Difficulty prioritising
- Idealistic

FEAR: LACK OF PURPOSE

Questions asked in the Observatory

- What is going on in the wider world?
- What are the possibilities we can see?
- What else could we explore?
- Where and how have other, similar issues been resolved?
- What would we do without any constraints?

