

# Changing the Status Quo Planning with Strategic Foresight

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# What we will talk about

- 1 Changing the paradigm
- 2 Why we wanted change
- 3 How we did it
- 4 What we do
- 5 How can we refine this



“

If I would've asked people  
what they wanted, they  
would have said  
faster horses.”

HENRY FORD



# The Joy of The Status Quo

- Basis of the plan: projections – demographic, economic, & land use
- Community Engagement: the usual suspects – noisemakers, pain-in-the-xxx residents
- The document itself: a shelf ornament

# Why change?

## Inspiring Action



# The need for change

- To be effective planning must...
  - Future thinking - preparing for the inevitable, preempting the undesirable, and controlling the controllable
  - Inspire - Integrated decision making and coordinated activities

*"Plans are useless, but planning is everything"*  
*Dwight D. Eisenhower*





# How we did it?

## Thinking Out-of-the-Box

# START

## WITH WHY

Simon Sinek

www.startwithwhy.com

TED TALK

People don't buy WHAT you do, they buy WHY you do it.

DO BUSINESS with people who believe what you believe

IT LINKS DIRECTLY to how our BRAIN works

Few PEOPLE or ORGANISATIONS KNOW WHY they do what they do.

INSPIRED leaders and organisations communicate from the INSIDE OUT

LAW of DIFFUSION of INNOVATION



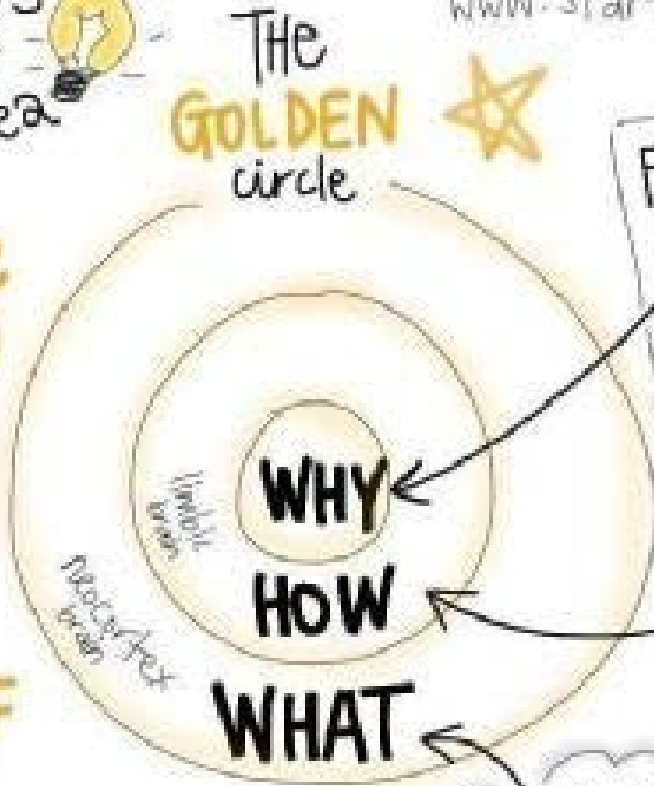
We KNOW How we do it

I BELIEVE

We KNOW WHAT we do...

MARTIN LUTHER KING

by www.lynnecazaly.com



All the great leaders and organisations communicate the same way...

It's the WORLD'S simplest idea

YOUR PURPOSE (not PROFIT)

YOUR CAUSE

YOUR BELIEF

Why should anyone care?

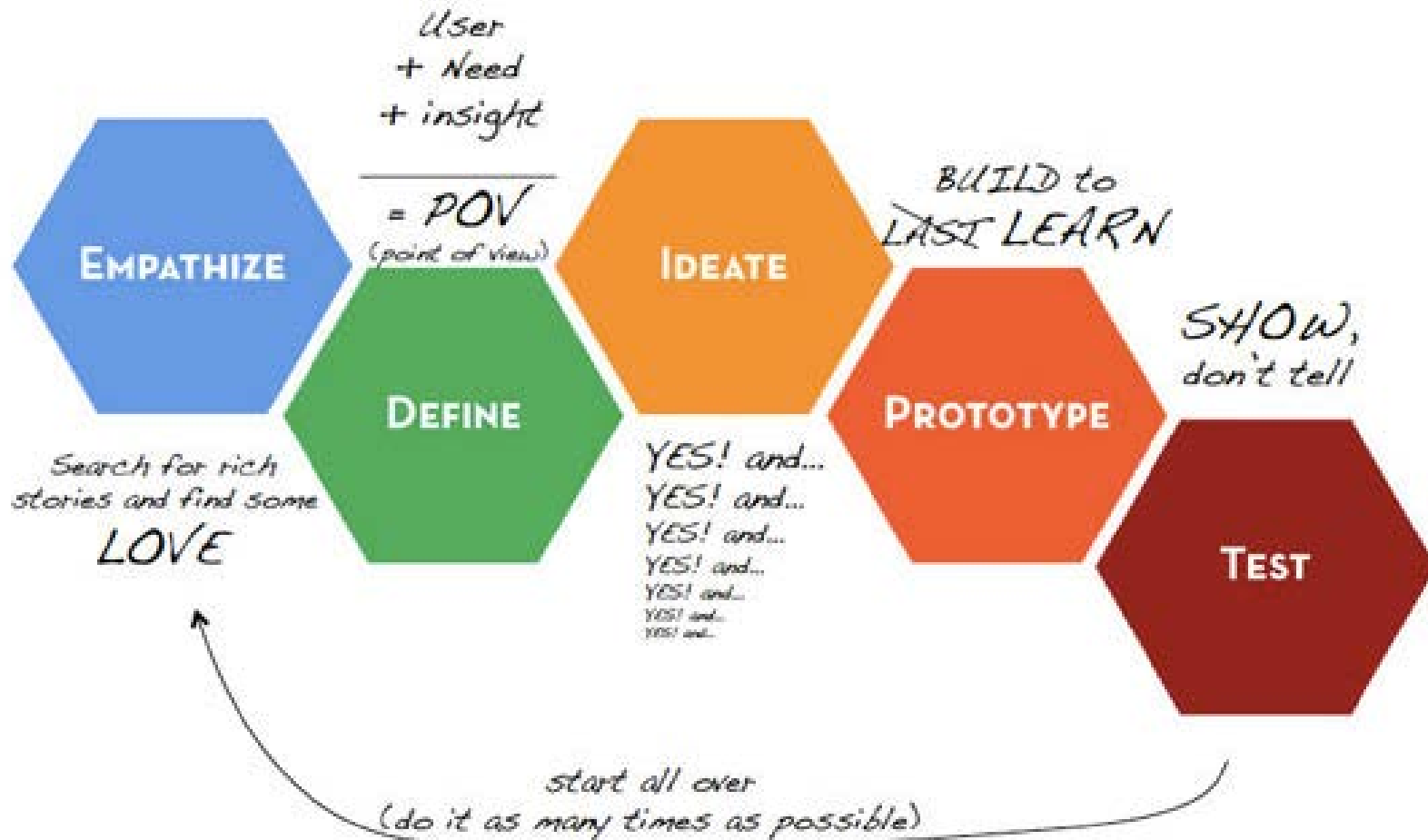
# Strategic Foresight

“We’re all going to live in the future. So why should we base our “plans” on the past?” – Rebecca Ryan, NGC



# Design-Thinking

## The Stanford d.school Design Thinking Process

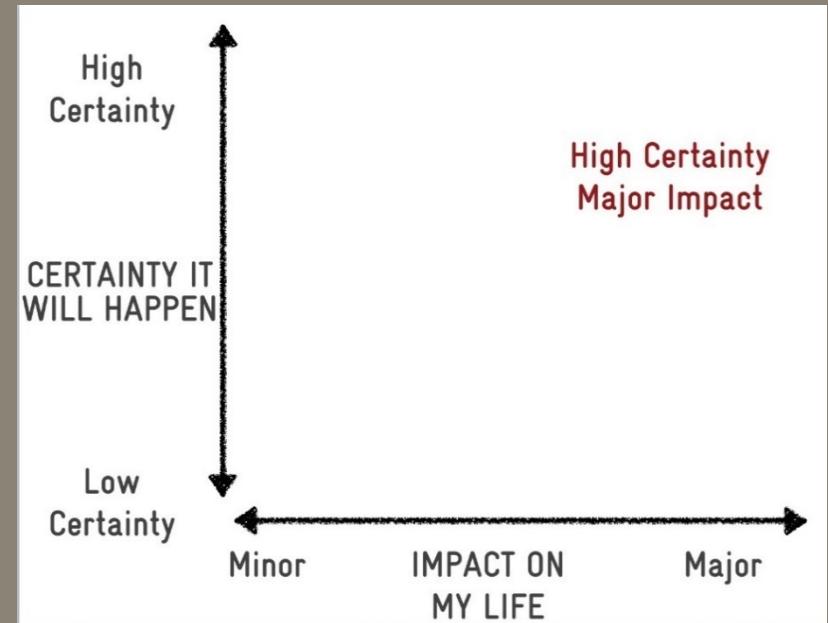


# What we do?

## The Northlake Story

# Start with Strategic Foresight

- Plan for the future, not the past - Foresight Laboratory
  - Frame Domain
    - Focus
    - Time Horizon
  - Forces and Trends
    - (STEEP)
    - Certainty and Impact
  - Future Scenarios
    - Stay the course
    - Negative disruption
    - Positive disruption
    - Blue Sky
  - Common Themes - Vision
  - Dials and Variables - Recommendations



# Getting to “why”

- Vetting the vision from the foresight lab. with surveys, focus groups, visual preference survey
  - A picture is worth a 1,000 words but sometimes we need to use our words...
- Getting people to turn up...
  - Which people though?
  - How?
    - Food
    - Prizes
    - Flyers, flyers, everywhere flyers
    - yeah, social media too...
    - Timing is everything
    - Location, location, location
    - Manipulation is ok if benevolent



# Strategic Doing





# Different Uses?

- Comprehensive Plan/ Development Strategy/ Growth Strategy
- City/Departmental Strategic Plan
- Council Retreat – annual work plan/budget
- Creating a public consensus/ building trust/ starting open communication

# Questions? Discussion?

How can we refine this further?