

## Joel Barker's **IMPLICATIONS WHEEL®**

### What is The IMPLICATIONS Wheel®?

The IMPLICATIONS Wheel® is a strategic exploration tool developed by the world-renowned futurist, Joel A. Barker, representing over twenty-five years of research and experimentation. It is a powerful decision-enhancing tool that can be used any time you have an issue to explore that may have an impact on the future. The remarkable results achieved for over two decades using the IMPLICATIONS Wheel® with Fortune 100 companies, public sector, government and organizations of many kinds has proven again and again its value and power as a strategic business planning and decision-making tool.

Today the IMPLICATIONS Wheel® has evolved into an easy-to-use, computer-based tool that can bring together group wisdom across your organization, exploring the short-term and long-term positive and negative consequences of any change you are wanting to make.

### What will strategic exploration using The IMPLICATIONS Wheel® help you do?

Strategic exploration using the new computer-based IMPLICATIONS Wheel® will help you...

- Define the questions most important to the future of your organization.
- Broadly surface, gather and synthesize the relevant knowledge inherent in your business to consider for the future.
- Develop a clear understanding of critical paths to success.
- Build deeper awareness of what is most important to future success.
- Avoid unintended consequences and unanticipated results that affect capacity, resources, momentum and business success.
- See business change in a dynamic visual model that highlights alternatives and implications of your actions and inaction.

*Strategic Exploration is the front-end  
to the future you want.*

— Joel Barker

### Strategic Exploration is the scouting process that precedes strategic planning.

It helps you...

- take a look into the future, gathering observations about what might occur.
- search for possible positive and negative outcomes.
- discover the implications of action and inaction.

### IMPLICATIONS Wheel® Applications:

Below are a few business issues where strategic exploration is a powerful process:

New product and services introductions  
Cross-functional collaborations  
Sales and marketing programs  
Productivity issues  
Financial investments  
IT system changes/innovations  
Planning process improvements  
Weighing action vs. inaction  
Emerging trends  
Building alliances  
Competitive strategic advantage  
Improving communications  
Business successes/losses/recovery  
Behavioral/skill level change requirements  
Research & development  
Forecasting results; risk analysis  
Infrastructure changes  
Conflict clarifications for negotiations  
Exploration of course correction  
Mergers and acquisitions  
New product discoveries  
Product pricing and strategies  
Location changes  
Re-organizations  
Culture shifts  
Internal policy or process changes  
External policy or process changes  
Employee career explorations

What others come to mind?



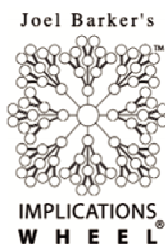
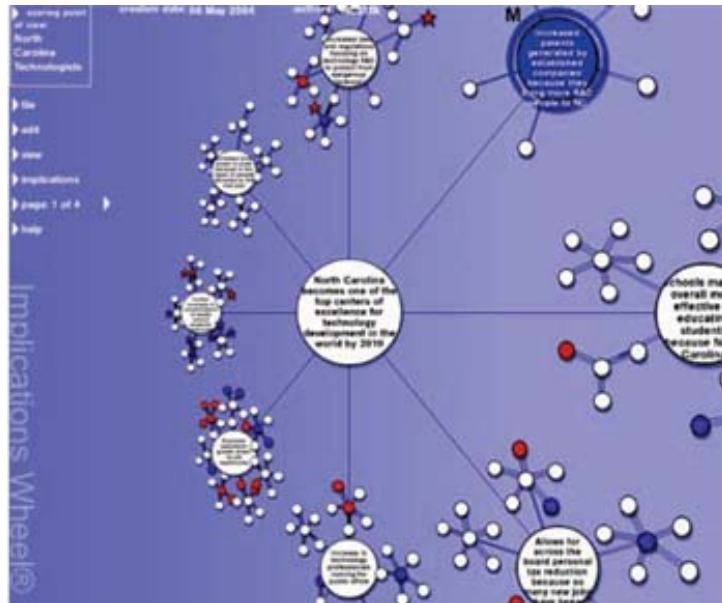
## Joel Barker in his own words...

**The Implications Wheel®** is the fastest, most inclusive way to collect valuable information about the future. It will improve both the quality and efficiency of your strategic planning process and greatly enhances the likelihood of achieving ambitious goals and objectives. Not only does *The Wheel* dramatically reduce the time and related costs required to make informed decisions, but also it rapidly engages stakeholders, business partners, employees, and clients and other stakeholders in a non-threatening environment of discovery. The IMPLICATIONS Wheel® is a new medium of communication for the 21<sup>st</sup> Century. It casts the widest, most inclusive net to gather and synthesize diverse and valued input for decision-making and strategic planning.

Unintended consequences happen to everybody and in every organization ...and they almost always cost money to correct. I believe those organizations that know how to anticipate long-term implications will have a HUGE advantage over those who do not. This is why I am focusing my efforts on helping organizations become masters of exploring the future with one clear goal: To help them discover the long term positive and negative consequences of their decisions and actions.

I believe The Implications Wheel® strategic exploration process in its new computer-based format is the only solution in the world that makes the process of discovery fast and effective.

— Joel Barker



### Ways The IMPLICATIONS Wheel® can help your organization...

- Building skills and confidence in decision-making and planning
- Improving organizational communication
- Increasing employee involvement in setting direction
- Increasing support for organizational change efforts
- Reducing costs of data collection
- More effective planning
- Reducing time to make effective decisions
- Building better understanding of potential future outcomes
- Reducing of negative unintended consequences
- Providing an historical record of input of decisions
- ...and much more.