
Creative Foresight and Execution.

“WHY

it matters to BAM.”

Creative foresight and execution is more important than ever in today's world. What some would call “the Arts” or “Creativity” has a bigger role in the business of Risk Management, Mitigation and Response than at any time in our history.

For most of us, creativity and the field of design is invisible. It is the hidden agenda of professional and consumer product and service companies the world over, to make design so invisible, to make it seem so easy and graceful that things are taken up into our cultures all over the world without notice.

It is the embedded, nearly genetic instinct of the radical to become benign. Products and services like Pepsi, the Ipad, satellite communications and air travel. Infrastructure Projects like highways, air ways, telecommunications and nuclear power route their way (often first through Western Culture and then out into the World) with this singular, in-built goal to move from the novel to the banal. Businesses call it market penetration. Governments call it community adoption.

Whatever you call it, both product and infrastructure fail when it is obvious, outstanding or unobtrusive, and wins when it becomes embedded in our culture. Until it fails.

Most of the time we live our lives blissfully unaware of the music pumping into our ears, the calls reaching us on the streets of anywhere in the world, the airplanes, roadways and bridges that transport or connect us with ease from one mental or physical place to the other.

Accidents, disasters and crises have the temporal revelation of systems, products and infrastructures that have been stressed beyond their limits and revealed to us at their locus. Sports domes become mourges or worse. Banks become a place to loose money, our voice and electronic communication facilities fail us.

And in those moments, the shock is not that the accident or disaster actually happened, it's that it rends away the patina of penetration and adoption and reveals these complex systems in their broken down state. We suddenly become aware of real life, what is actually happening, our

senses get sharper... and our underlying dependance on the systems of design fall into question.

Creative Foresight

Creative foresight, as applied by BAM in our engagements, involves the ability to consider the data, systems and infrastructure as it is presented to us, to peel away the marketing gloss and reveal what's probable and possible in those technologies, what happens when they fail.

The same pattern recognition and intuitive decision making used by modern military systems (sometimes referred to as the 30-second assessment) are of great utility when deployed by experienced design professionals. Being able to see an object, complex system or landscape for what it is, a benign person, place or thing in a state of stateless perfection, and being able to look beyond that state and into its potentials and possibilities.

This is not dowsing for water. The very design principles that render these things invisible to us are applied to render their values and the adjunct impact of loss. Cool hunters and Storm Chasers share the same gene. They can read the weather. Trend Spotters and U.S. Troops share the same training; they both use pattern recognition to rapidly assess groups and identify the alpha leader.

Creative foresight has as much utility in product design as it does in disaster preparedness and response. While many 20th Century practitioners of Risk Management, Disaster Recovery and Business Continuity cling to the notion that risks can only be quantified by their probability and impacts have completely missed the point: We have passed the tipping point in which manmade systems are discernible to the untrained eye from complex weather systems, and the practitioners of the previous century; with few exceptions, were good at predicting resulting impacts from either coming unleashed.

Most of our practical reasoning with risk and its probabilities has to do with inductive inferences, not the hard sciences of mathematics. **Who better to understand risk, to apply creative foresight, than those trained in human behavior, systems design and the very core of man-made systems themselves, creative design, which obscures and hides the notion that anything we make could break at all?**

“Businesspeople don't need to understand designers better. They need to be designers.”

- Roger Martin, dean, Rotman School of Management

Practical design judgment and creative foresight is an important tool for conducting the business of risk management, mitigation, disaster response,

disaster recovery and business continuity. Expert intuition coupled with supplementing this foresight with resting, refinement and historical data is core to BAM's value statement.

Creative Execution

Creative execution and delivery of risk management, mitigation, disaster response, disaster recovery and business continuity tools is a given requirement in the face of new generation workers and responders whom are not, and never will be, easily acclimated to the pen and paper (even though all of BAM's deliverables include manual, no-tech tool sets for use in the absence of power, communication and/or those infrastructures critical to their deployment). Today's skilled knowledge worker requires more than a folded wallet card and notepad to respond effectively to the ever more complex, technology-related disasters of the New Century.

BAM is a creative foresight, execution and delivery company because core to our values is to deliver a legacy of success with our customers. This means that the tools we leave behind will be of utility not only to today's middle manager but his increasingly younger replacement. Worldwide, the population is shifting to fewer (with the exception of China and India) and younger college educated responders and workers. This is not a far off phenomena. In fact, the most dramatic effects will be felt in the next decade as Gen X moves into the role of decision maker and Gen Y moves in next to them to fill the gaping whole left in the workforce as Boomers start to retire.

"Underlying all of this will be the single most important fact of the twenty-first century: the end of the population explosion. By 2050, advanced industrial countries will be losing population at a dramatic rate. By 2100, even the most underdeveloped countries will have reached birthrates that will stabilize their populations.

The entire global system has been built since 1750 on the expectation of continually expanding populations. More workers, more consumers, more soldiers, this was always the expectation. In the twenty-first century; however, that will cease to be true. The entire system of production will shift. The shift will force the world into a greater dependence on technology-particularly robots that will substitute for human labor, and intensified genetic research (not so much for the purpose of extending life but to make people productive longer).

What will be the more immediate result of a shrinking world population? Quite simply, in the first half of the century, the population bust will create a major labor shortage in advanced industrial countries. Today, developed countries see the problem as keeping immigrants out. Later in the first half of the twenty-first century, the problem will be persuading them to come. Countries will go so far as to pay people to move there. This will include the United States, which will be competing for increasingly scarce immigrants and will be doing everything it can to induce Mexicans to come to the United States—an ironic but inevitable shift."

- Stratfor

And whether these immigrant workers are welcome here in America or other 1st world countries is less important than the need for creative technologies that enable them to deal with risk, disaster mitigation and disaster recovery and business continuity in a completely new way.

These younger workers are tuned to social networks (a form of consumer grade unified communication), twitter (a form of real-time reporting) and gaming (a form of scenario planning and strategy deployment) that relies on the digital interface, not the pounds of plan produced for auditors, and used by the engineering and military communities of the last century.

BAM's commitment to creative execution and delivery is exhibited in all that we do, from our web site, to our document design. In advanced digital imaging systems that render disaster scenarios and impacts in three dimensions to advanced disaster recovery and business continuity plan and wallet card design (learn more in our Services Section).

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