



Preparing you today for
the opportunities and
threats of tomorrow



Futures driven policy



Futures Framework
Prospectus

Our Team

ForgeFront is a team of experienced futures, policy and data experts founded by Sam Douglas-Bate and Aaron Yamoah. Aaron and Sam's paths first crossed in 2018 as two of the forming members of the Cabinet Office's Priority Projects Unit (PPU). The PPU deals with the department's most important and high-profile policy and future challenges. ForgeFront colleagues have worked on projects in the Cabinet Office, the Foreign, Commonwealth and Development Office, the Treasury, the Department for Environment, Food and Rural Affairs, the Department for Exiting the European Union, the Financial Conduct Authority and the European Parliament. ForgeFront's new offering is based on our team's experience working with consultancies in government and prior work in the private sector for two large public affairs firms.

"The team at ForgeFront are an invaluable port-of-call when I need policy advice. They have a real understanding of the policy formation process and key players, but uniquely combine this with project delivery skills and horizon scanning expertise. For me, ForgeFront is a consultancy offering something unique to the market." -
ForgeFront client



Our Services

ForgeFront's futures service brings together our team's deep policy expertise, coal face experience at the heart of government and futures knowledge to create a gold standard delivery structure for your futures project. We call this bespoke methodology **Future.Ctrl**.



How We Help

Future.Ctrl allows our clients to identify future scenarios, threats and opportunities and then design, implement and track policies to deliver desired outcomes. This tried and tested evidence-based methodology provides critical information to support your organisation's decision making and strategy.



The Problem

Futures thinking can often feel nebulous and opaque. Short term 'fire-fighting' often takes priority, especially for senior leaders. Measuring progress towards distant horizons feels impossible. Data to inform long-term decision making can be scarce. Avoiding the perils of institutional 'group think' can be a secondary priority, especially when budgets are tight. High employee churn makes institutional and sectoral knowledge building difficult.

Does this sound familiar?

Future.Ctrl tackles these and wider issues by taking an academic and methodological approach to futures thinking. This provides you with:

- Accurate forecasts with probability scores.
- Stress testing to identify scenarios that ensure you and your stakeholders are prepared.
- Training for colleagues to help build their knowledge of your futures.
- Legacy building so our tools can be used after we have gone.
- Engaging with leaders on strategy: working out what you should and should not be focusing on.

To deliver this capability we have partnered with two leading suppliers in the futures space:

Good Judgment Inc (GJI) – founded by Professor Philip Tetlock, author of 'Superforecasting: The Art and Science of Prediction'. New York based GJI grew out of the academic team that won a seminal four-year forecasting competition run by the US intelligence community. They operate a group of international Superforecasters® who are able to predict future events with striking accuracy. Recent and ongoing clients include *The Economist*, the UK and US governments, think tanks, US universities and large international companies.

Dr Frank Shaw – founder of the Centre for Future Studies, based at the University of Kent. Dr Shaw is the author of seminal articles and academic papers on the theory and implementation of futures thinking. He helped lead the team that drafted the UK Government's original Futures Toolkit and has worked with Pfizer, Bayer, Philips Morris International, the Canadian and Egyptian Governments and EU Commission.

Our Suppliers

GOOD
JUDGMENT

centre for
FUTURE
cotudies

Our Solution



Horizon Scanning and Forecasting

We use the latest practical tools to uncover long-term themes and signs of change for your organisation. We incorporate the latest futures literature and digital developments into our approach, including embracing opportunities presented by AI and machine learning, to deliver practical tools and actionable intelligence. In addition, with GJI as our supplier, we offer bespoke custom forecasts on the percentage likelihood of future scenarios happening as well as access to private dashboards of the most important global forecasts.



Workshops, Wargaming and Red Teaming

We offer virtual and in-person training on the latest futures tools, how to correctly identify futures and the implementation of superforecasting techniques. This helps establish the broader understanding and deeper expertise within your organisation that leaves a legacy after we have gone. In addition, we run single or multi-day wargaming exercises, stress testing your organisation for potential futures or threats. We establish and operate red teams to uncover bias, test plans, identify logic flaws and challenge 'group think'.





Long-term Strategy

We help leadership across the public and private sector take a step back by testing your organisation's strategy against future scenarios. Working with leaders to understand the economic, societal, environmental and sectoral shifts that will impact your organisation. Then understanding opportunities and emerging threats and advising and inputting evidence-based alterations to your strategy.



Data

We deploy a range of data sources and tools to deliver greater certainty to projects. We understand futures work often results in abstract findings so our work is bespoke, targeted, trackable and measurable. ForgeFront colleagues have deep data expertise and are Azure and Power BI qualified. As standard we quantify outcomes using Brier scores, utilise clear monitoring and identifying methodologies, have implementable 'STAR' based goals and distil findings into engaging visuals.





Project Management

We incorporate elements of Waterfall, Agile and Lean, as well as our own experience of delivering ministerial priorities, into our Future.Ctrl methodology. Projects are managed using clear SMART objectives, solid risk management procedures and data-led monitoring and evaluation tools. This is supplemented with committed 'constant contact' support and the flexibility Agile brings to adapt mid-project to 'unknown unknowns'. ForgeFront colleagues are experienced PRINCE2 practitioners and apply this to particular projects as needed.



Our Experience



Detailed case studies are available on request.

Let's forge new
fronts. Together



Futures driven policy

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