Preparing you **today** for the opportunities and threats of **tomorrow**
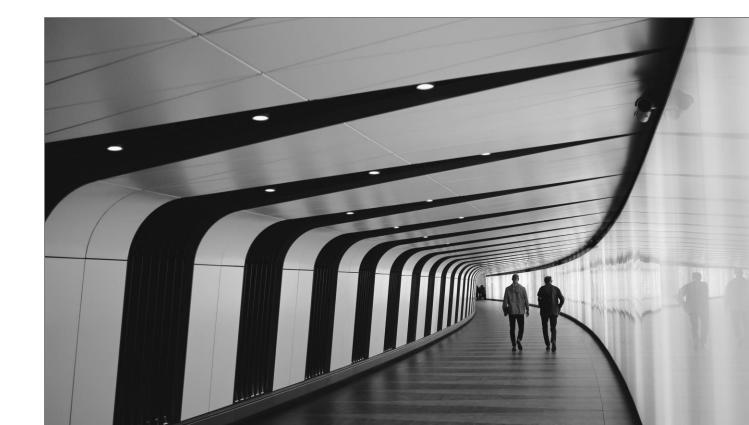
ForgeFront

Futures driven policy

Futures Framework
Prospectus

Our Team

ForgeFront is a small team of experienced futures, policy and strategy advisers led by Sam Douglas-Bate and Gavin Moore. The company grew out of the Cabinet Office's Priority Project's Unit (PPU), an internal team dealing with the UK Government's most important policy and project challenges. Gavin and Sam have deep experience working on areas related to international relations, the environment, trade and manufacturing, crypto, and the charitable sector. We have worked for the UK Government, the European Union and international governments. ForgeFront's offering is based on our team's experience working in government and with the private sector.

"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 Work

The primary focus of ForgeFront is futures and policy work. Our 'USP' is linking futures thinking to tangible public policy delivery.

As part of this we are a supplier to the UK Government through the Futures Procurement Framework, a closed list of trusted partners of government. We are also on a framework for research and innovation.

We are members of the Association of Professional Futurists, the Global Futures Society and have many close links with colleagues and institutions across the world. We have a strong partnership with the American company Good Judgment Inc – founded by Professor Philip Tetlock, author of Superforecasting: The Art and Science of Prediction. GJI help us develop Brier Scores and probability-based forecasts in much of our work.

We own a bespoke methodology called '**future.ctrl**' which allows our clients to identify future scenarios, threats and opportunities and then design, implement and track policies and strategies to deliver desired outcomes.

ForgeFront is a deliberately small business with a flat structure and entrepreneurial mindset. We love embracing uncertainty, being curious and thinking deeply about our clients' needs.

الشبكة العالمية لمؤسسات استشراف المستقبل
GLOBAL FUTURES SOCIETY

ASSOCIATION OF PROFESSIONAL FUTURISTS

GOOD JUDGMENT

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.

Our Partner

To deliver this capability we partner with **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.

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**.

To deliver this capability we partnered with

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.

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'.
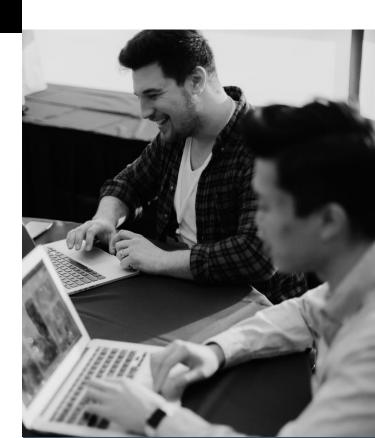
Long-term Strategy

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

European Parliament

NATO OTAN

ZURICH Municipal

SIEMENS

HM Treasury

LAING O'ROURKE

Foreign, Commonwealth & Development Office

FCA FINANCIAL CONDUCT AUTHORITY

Government Digital Service

Department for Exiting the European Union

Department for Environment Food & Rural Affairs

Cabinet Office

Detailed case studies are available on request.

Let's forge new
fronts. Together

Forge Front

Futures driven policy

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