

Pre-Learning Exchange Questions to Future Search Clients / Sponsors / Organisers

Your Name and Position: Bernadette van Dijck, Dept. general manager RNTC
(at the time of the FSC)

Future Search Topic(s): Media and development; future scenarios for
international cooperation

Year of Future Search(es): 2008

1. What was it that made you decide to take the responsibility and initiative to work with the principles of FS and the FS method for the (strategic) future of your organization, community or group. What kind of experience, knowledge and insights played an important part in your decision making process to use FS? Did you consider any other process or methodology? What exactly made you go for it?

RNTC has used the methodology of FS on several occasions as the starting point of development programmes for community media in Latin America and Africa. In our experience a FSC offers a concise and coherent methodology to work with a large group of stakeholders in developing shared (development) goals. We had never used the methodology to develop a shared thinking about our own organisation. The FSC in June 2008 was organized on the occasion of RNTC's 40th anniversary for an international group of media and development partners: 60 professionals from broadcast media in the North and the South, NGOs working in the field of development and communication, government agencies, donors and policymakers. They came from all over the world; all in all from 30 different countries, including 23 developing countries and countries in transition.

We did consider other methodologies for working with large groups (Appreciative Inquiry), and in the end also used some of those to slightly adapt the programme, also because we were forced to limit the conference to 2 days.

We 'went' for the FS because we are/were convinced the methodology had something to offer to our partners and stakeholders; it was a way to let them get acquainted with something that we find very useful. The process was as important as the result.

2. What was the outcome of the FS Conference for your organization, community or group in terms of new insights, new solutions, new policies, process improvement, innovation in products and/or services and unique unexpected results worth mentioning etc. What was the most significant outcome?

The most significant outcome was the collective 'learning experience' of this extremely mixed group of persons. The FS invited them to actively participate, share stories and experiences and to develop a 'shared language' for international cooperation. The FS methodology acknowledges differences

between people, and instead of covering those differences, they are used to broaden the thinking. For almost all of the participants this was a new experience.

3. What happened after the FS Conference? Who was responsible for the follow up, how was the follow up planned/designed, who took part in it and what was the result?

The FSC deepened RNTC's partnerships and was fruitful ground to the multi annual plan which we had to write later that year. Most of the themes that came up in the conference, found their place in RNTC's strategy and activity planning. We published a booklet in which we shared the results of the FSC and send it to all participants. The FSC also led to new partnerships and connections between people and organisations in the North and the South. RNTC management was responsible for follow up.

4. Can you see certain ripples at this moment in time as a result of the FS process? Name two ripples that are visible in and outside the organization, community or group now.

No, not at this moment. We could see and feel the ripples in the 2 years after the conference, in which we renewed our subsidy. But right now reality has changed tremendously. So no ripples

5. What were the most memorable moments in the FS process for you personally. Name two unforgettable moments that still stand out at this moment in time.

The moment we made the spider map was extremely powerful. All people in the room actively took part in the shared thinking.

The part in which the participants made future scenario's in mixed groups. This was cheerful and inspiring.