



INNOVATION FOR CHANGE

New drivers for tomorrow's forestry

National Conference • Edinburgh • 2 – 3 May 2018

National Conference

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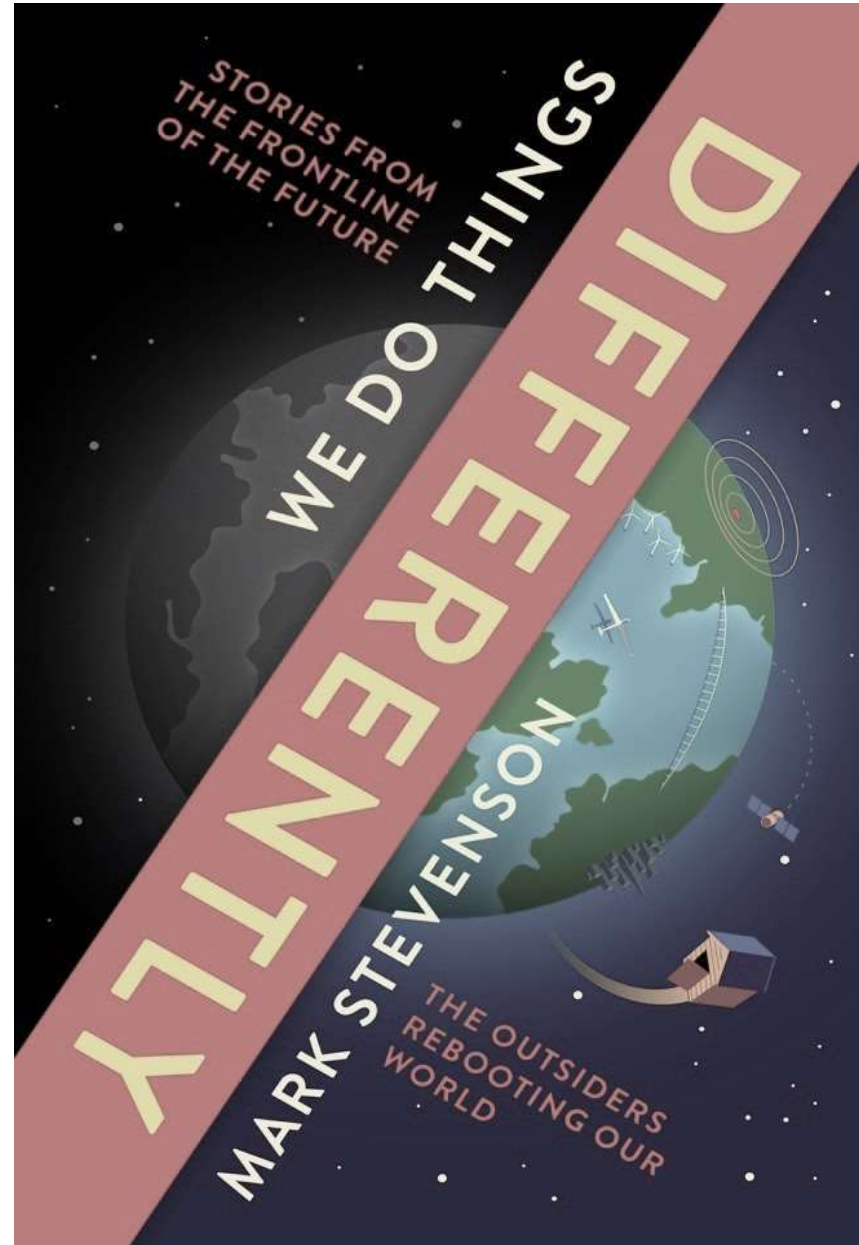
1772

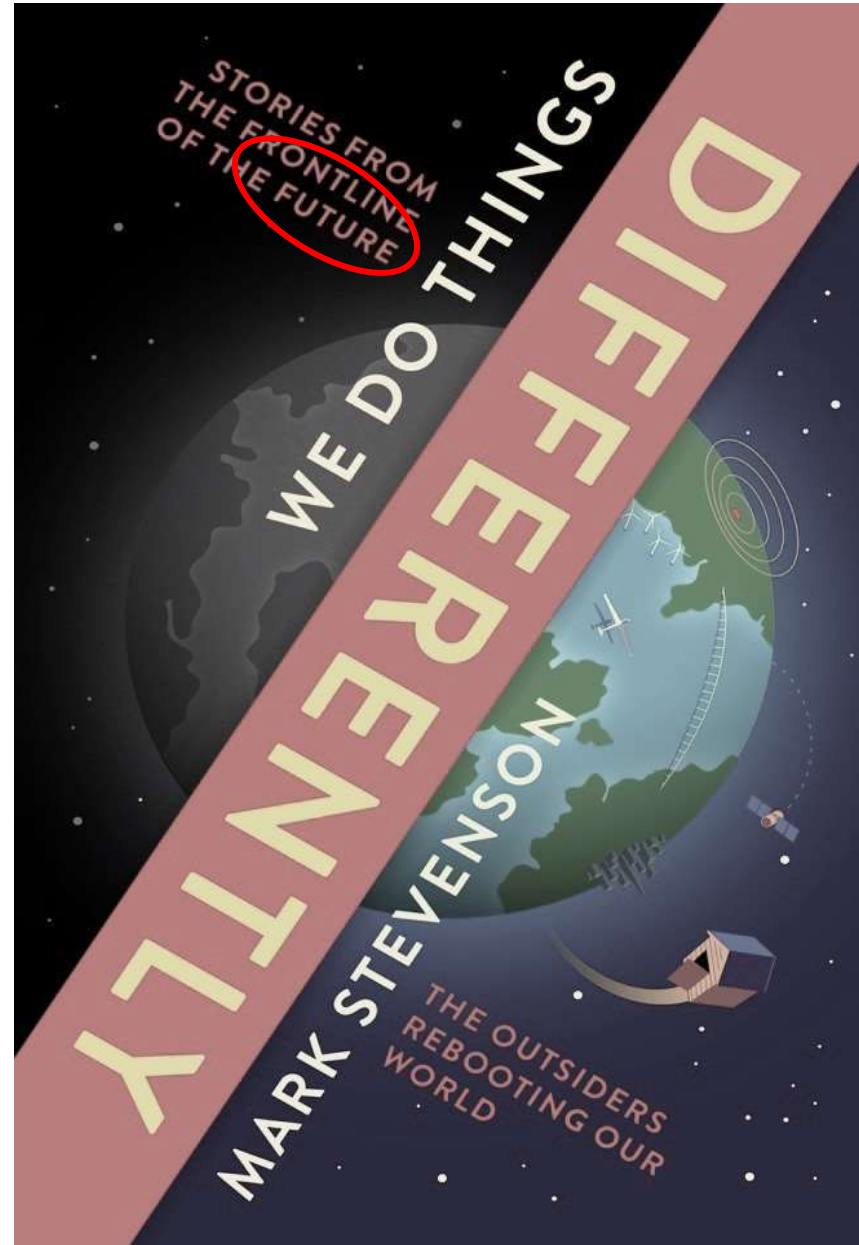


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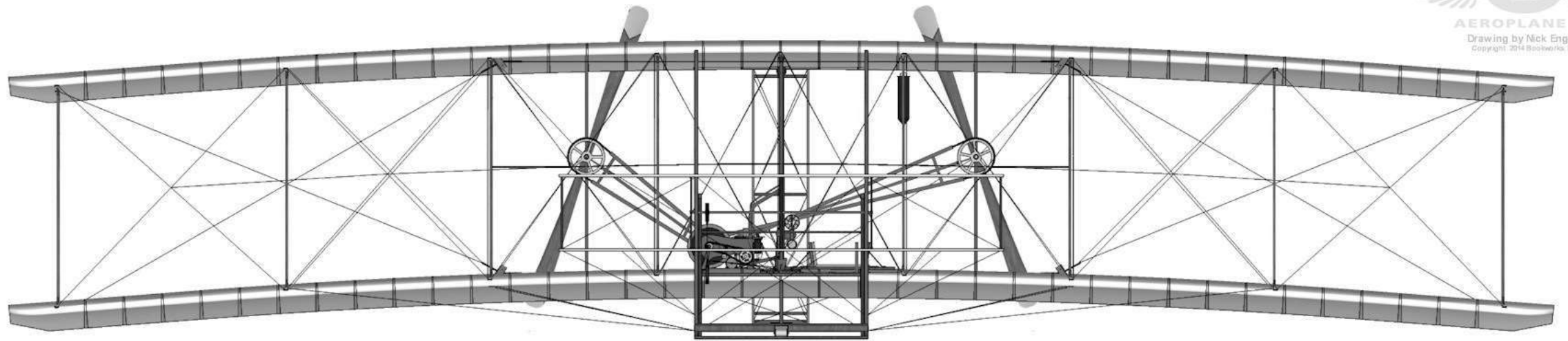
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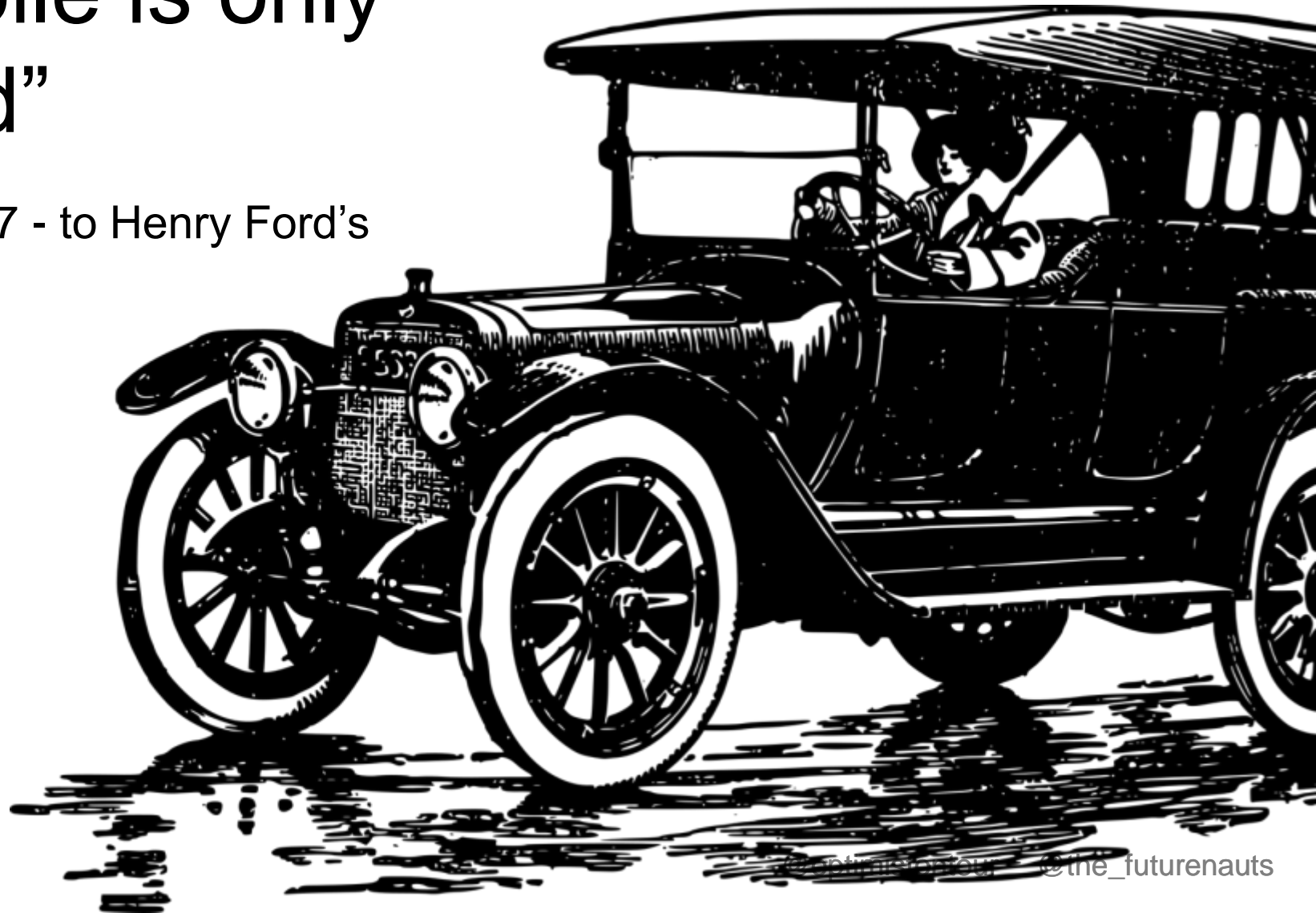
“Man will not fly for 50 years”

Wilbur Wright 1901

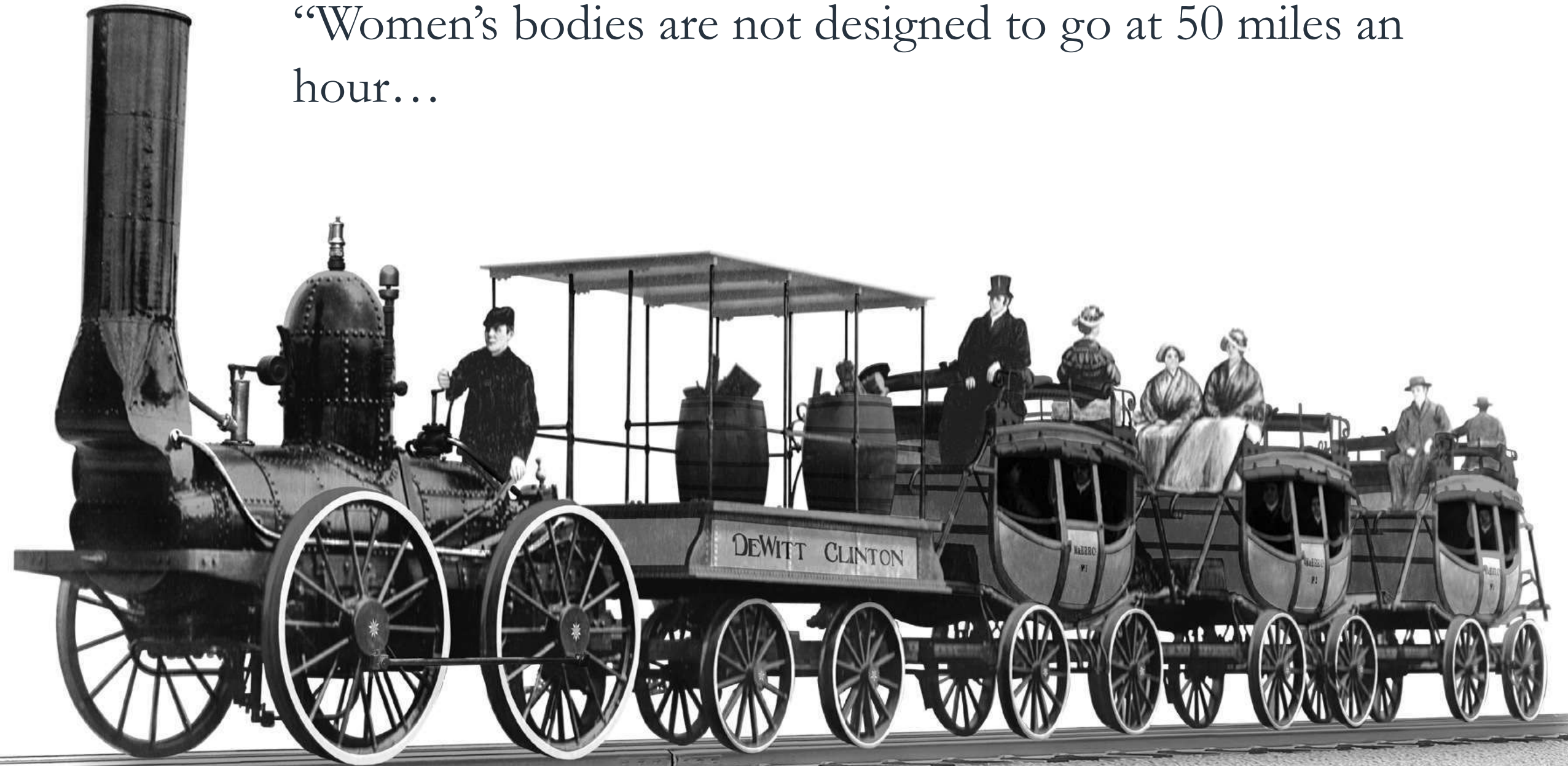


The horse is here to stay
but the automobile is only
a novelty – a fad”

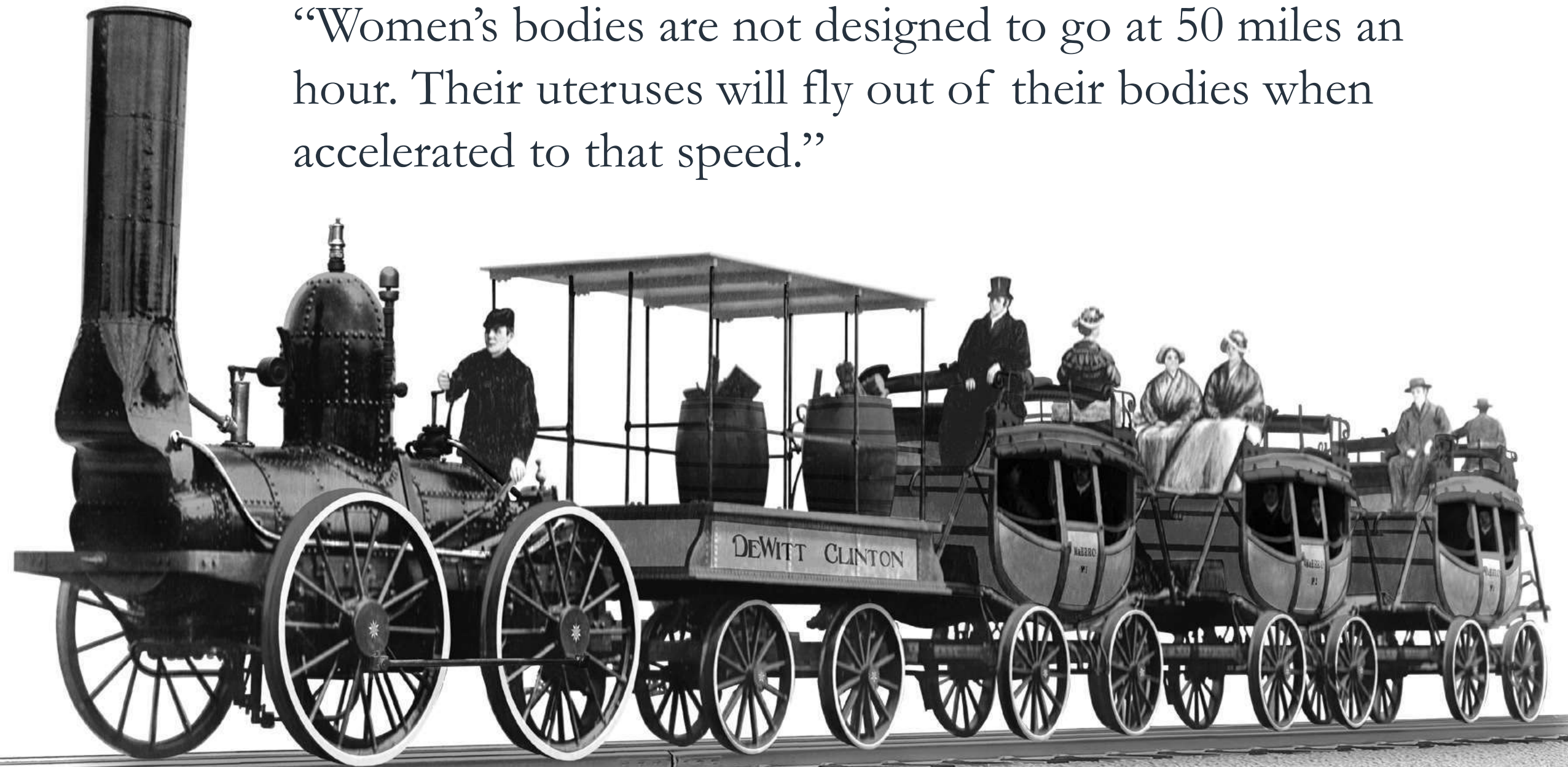
President of Michigan Bank 1927 - to Henry Ford's
Lawyer



“Women’s bodies are not designed to go at 50 miles an hour...”



“Women’s bodies are not designed to go at 50 miles an hour. Their uteruses will fly out of their bodies when accelerated to that speed.”





SOUTHERN



**“WHO THE HELL
WANTS TO HEAR
ACTORS *TALK*?”**

HARRY WARNER (WARNER BROS) 1927

A promotional image for the movie 'Fast & Furious 8'. It features two main characters: Dwayne 'The Rock' Johnson on the left, wearing a dark tactical vest over a blue t-shirt, and Vin Diesel on the right, wearing a black tank top. They are both looking forward with serious expressions. The background is a blurred cityscape. The title 'FAST & FURIOUS 8' is overlaid in a large, stylized, metallic font across the center of the image.

FAST & FURIOUS 8





Institute of
Chartered Foresters

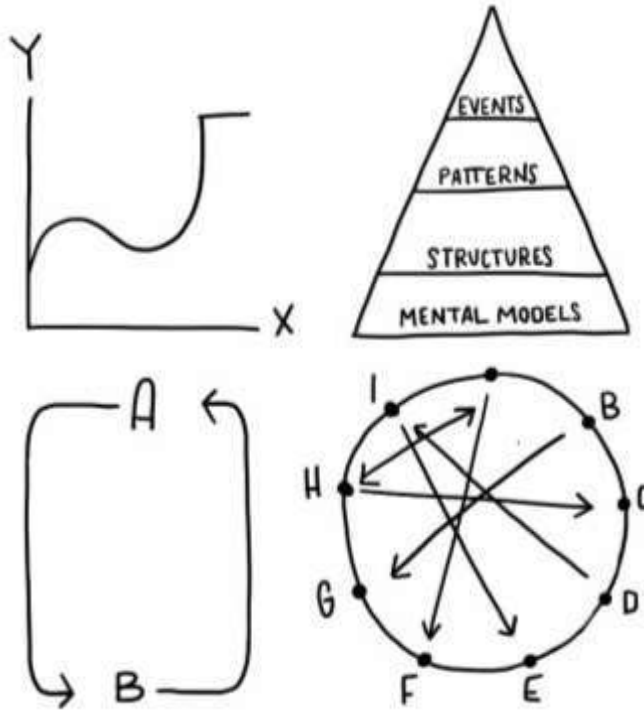
2013



Foresight



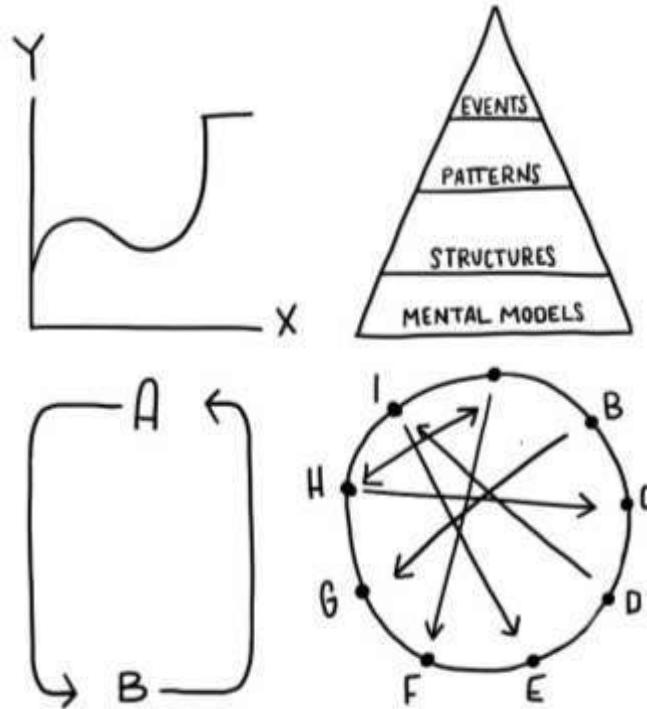
Foresight



Systems thinking



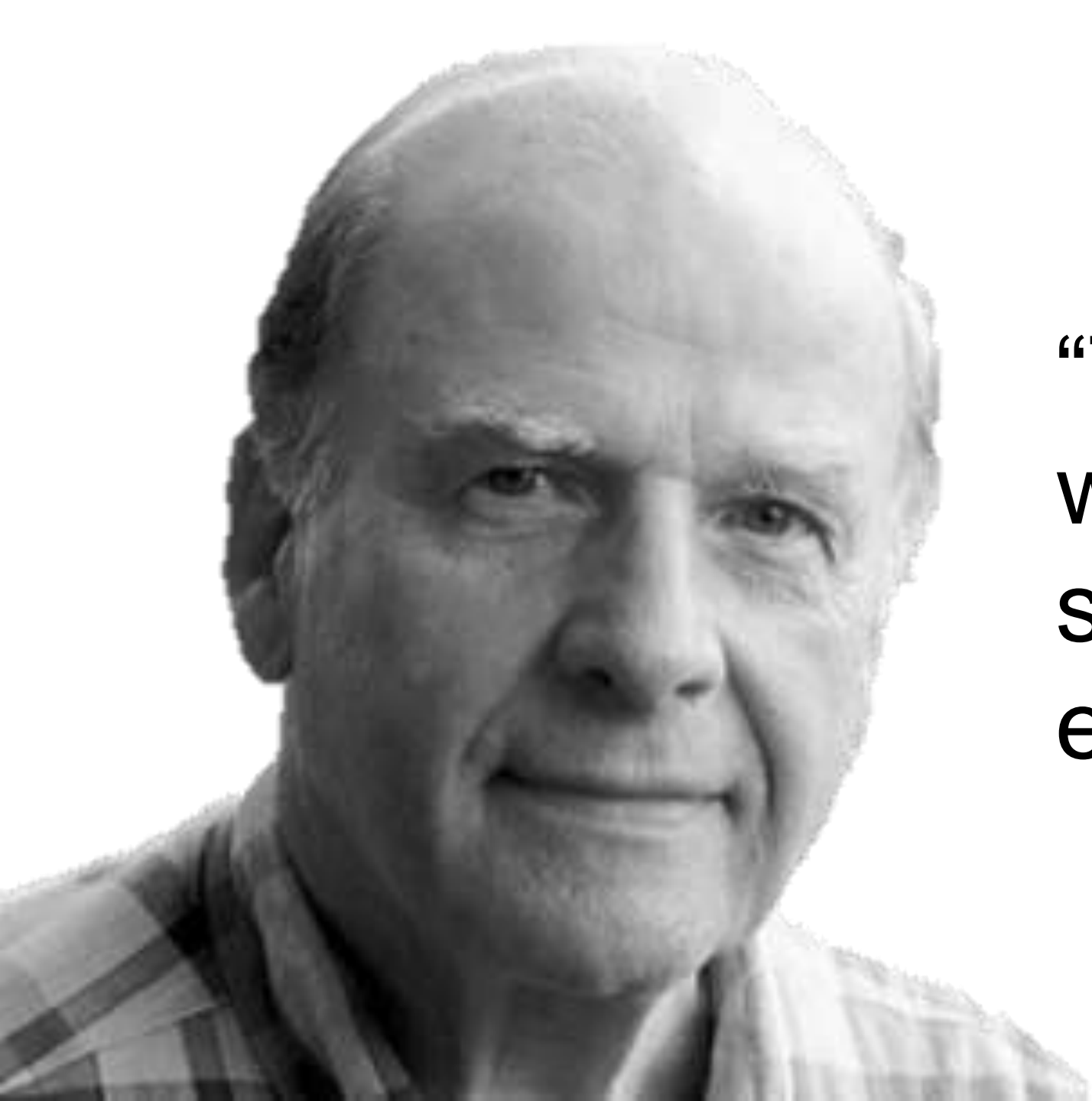
Foresight



Systems thinking



Modesty



“The economy is a wholly owned subsidiary of the environment”

“a masterclass in how to
build an economically viable,
environmentally sustainable
industry”

THE 8
PRINCIPLES OF
SUCCESSFUL
OPTIMISTS

An unashamed
optimism of ambition
about the future



“The future
belongs to
those who
believe in the
beauty of their
dreams”



Engage in projects
that are
bigger than you



Philosopher



Philosopher Farmer



Philosopher

Farmer

Sailor



Philosopher

Farmer

Sailor

Sculptor





“I will have
under-floor
heating!”

You are what you do,
not what you
intend to do



Scientist



Scientist Lumberjack



Scientist
Lumberjack
Surgeon



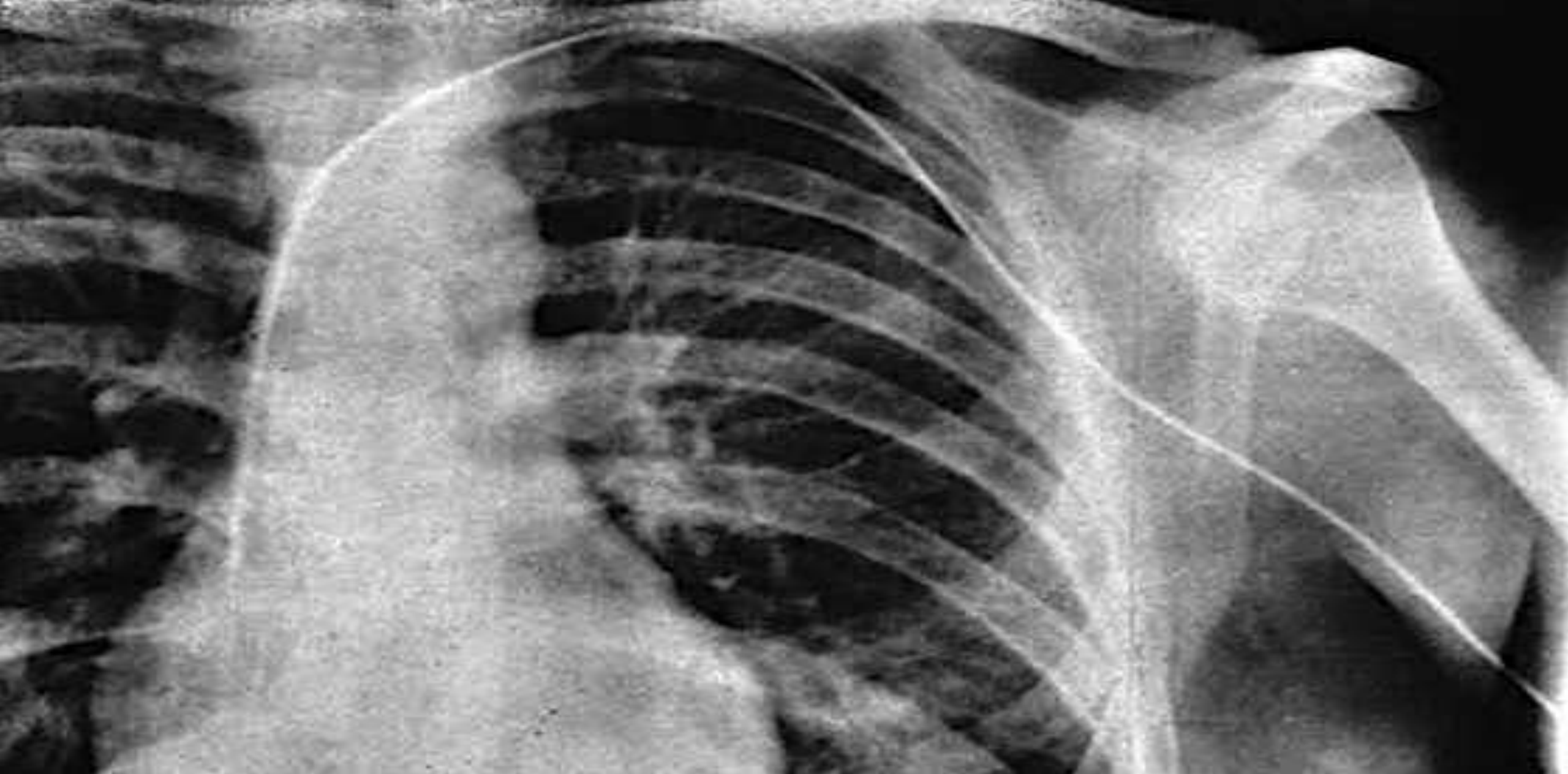
Scientist

Lumberjack

Surgeon

Cigar enthusiast





@atlasfuture @wearewdtd

@optimistontour @the_futurenavts

“The most
effective way to do
it, is to do it”



“Never interrupt
someone doing
something you
said was
impossible”



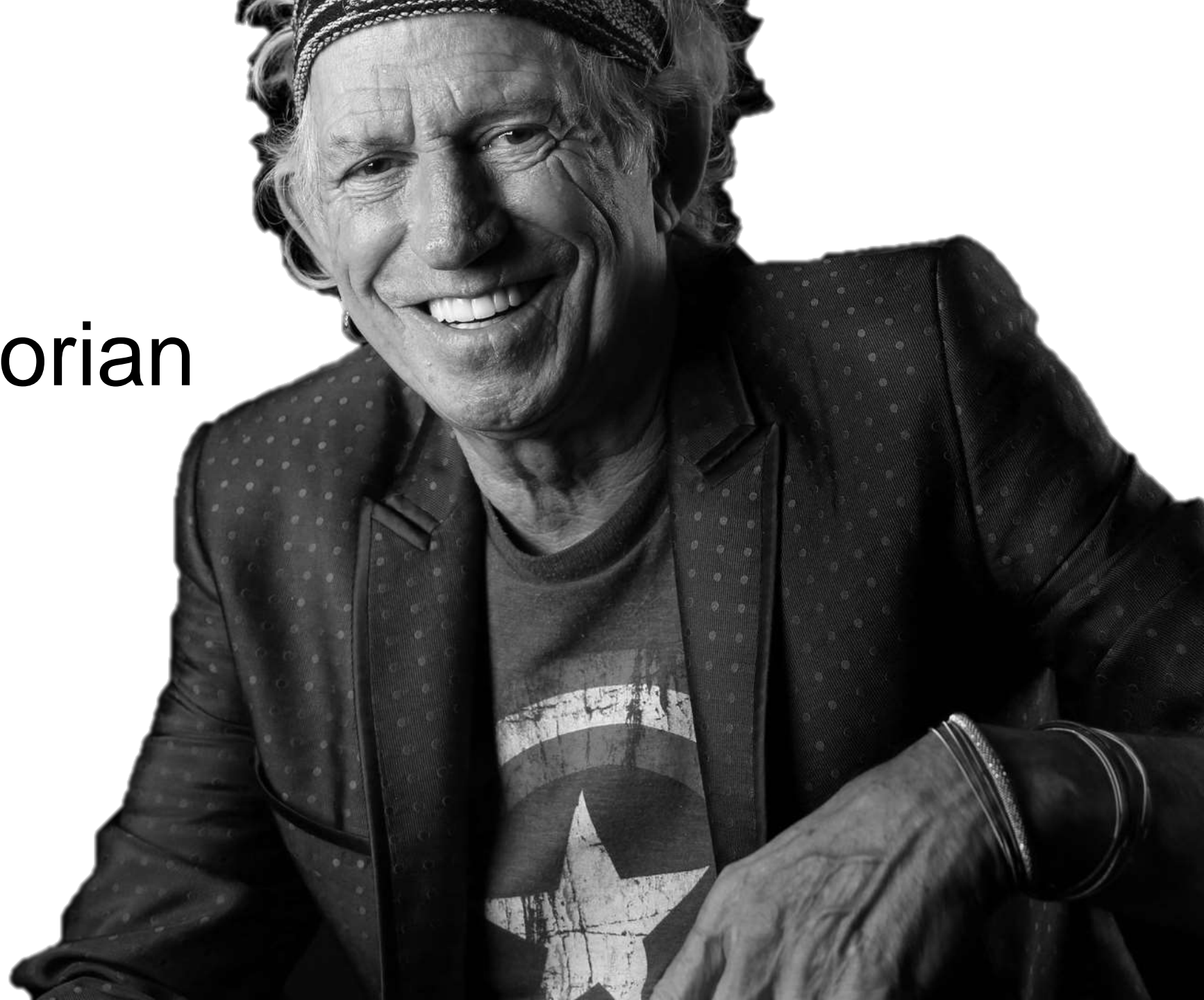
Making mistakes is
OK, not trying is
irresponsible

Songwriter



Songwriter

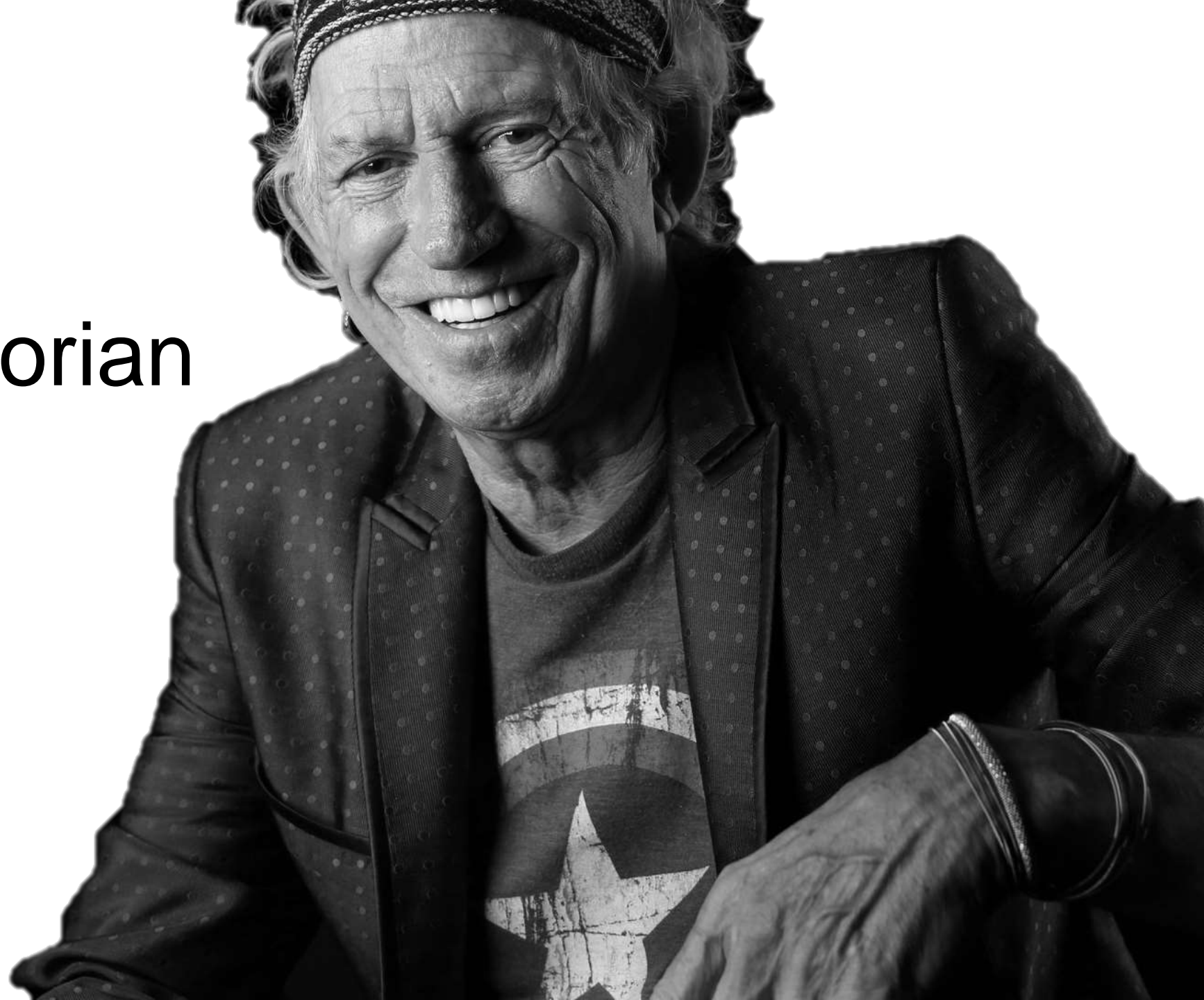
Amateur historian



Songwriter

Amateur historian

Hellraiser

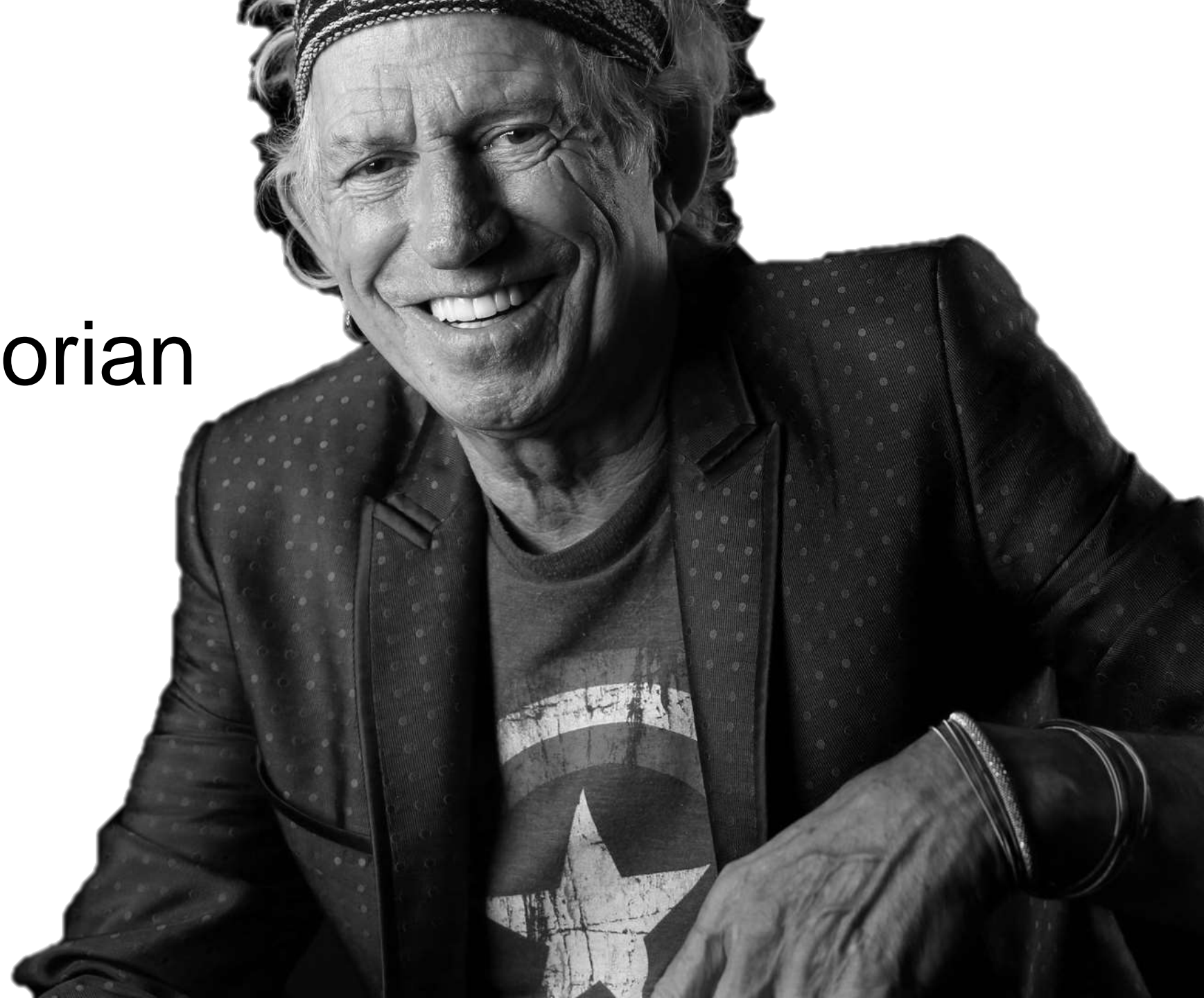


Songwriter

Amateur historian

Hellraiser

Author







“If you obey all the rules, you’ll miss all the fun.”

Engineer Serendipity



“Every child is
an artist. The
problem is how
to remain one
once we grow
up”



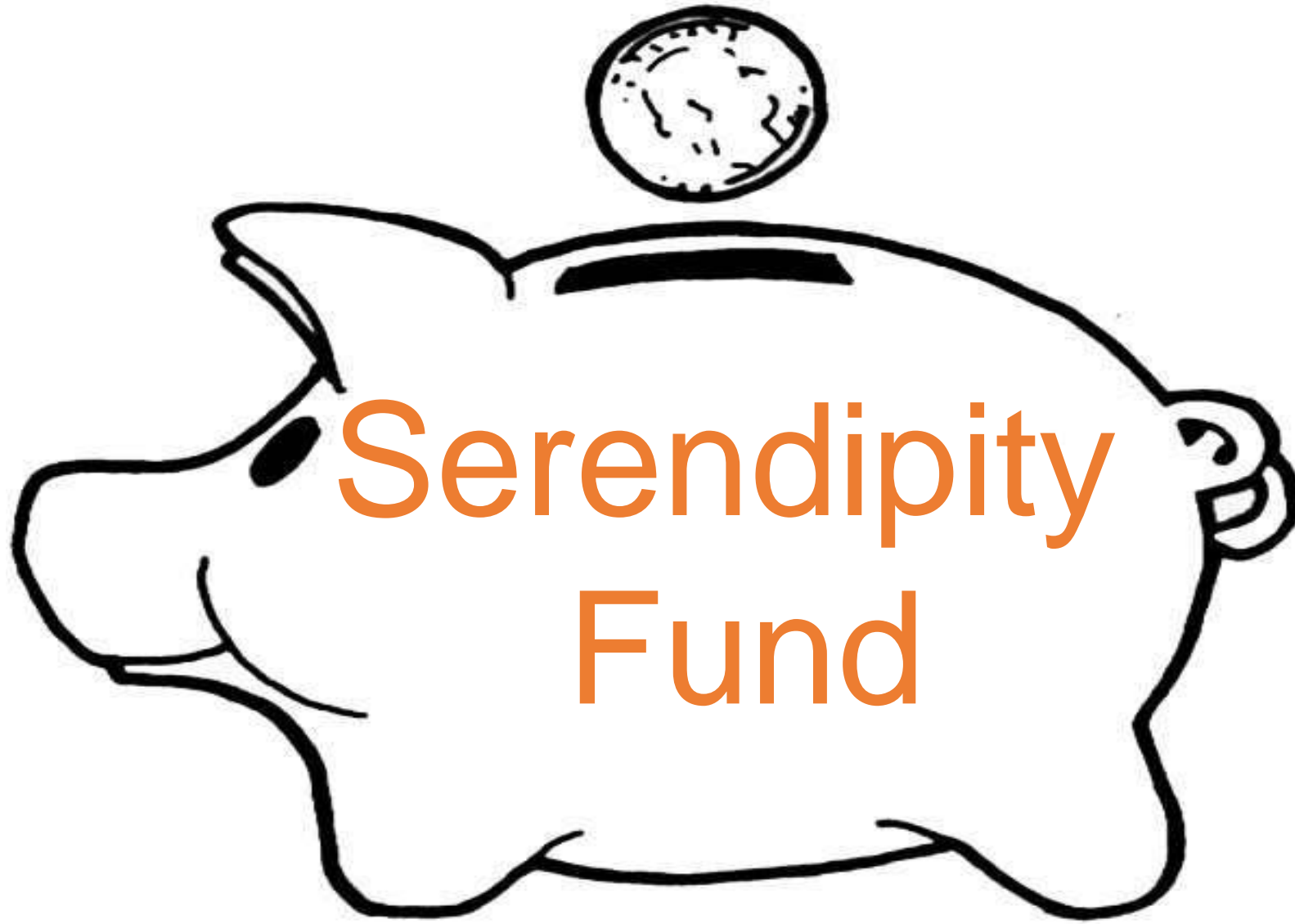
@atlasfuture @wearewtdt

@optimistontour @the_futurenavts

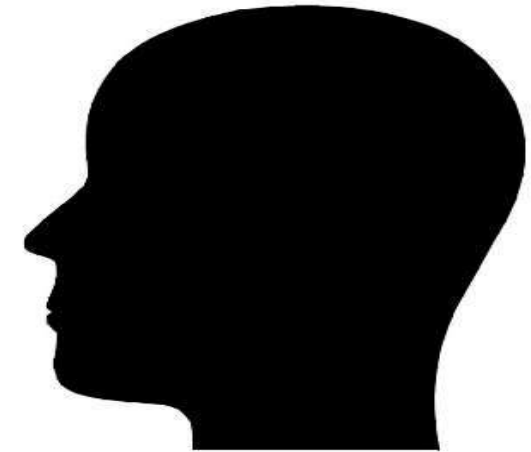
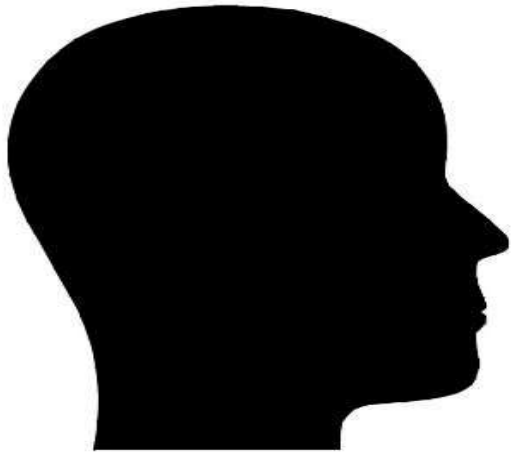
Your
comfort
zone



Where the
magic happens





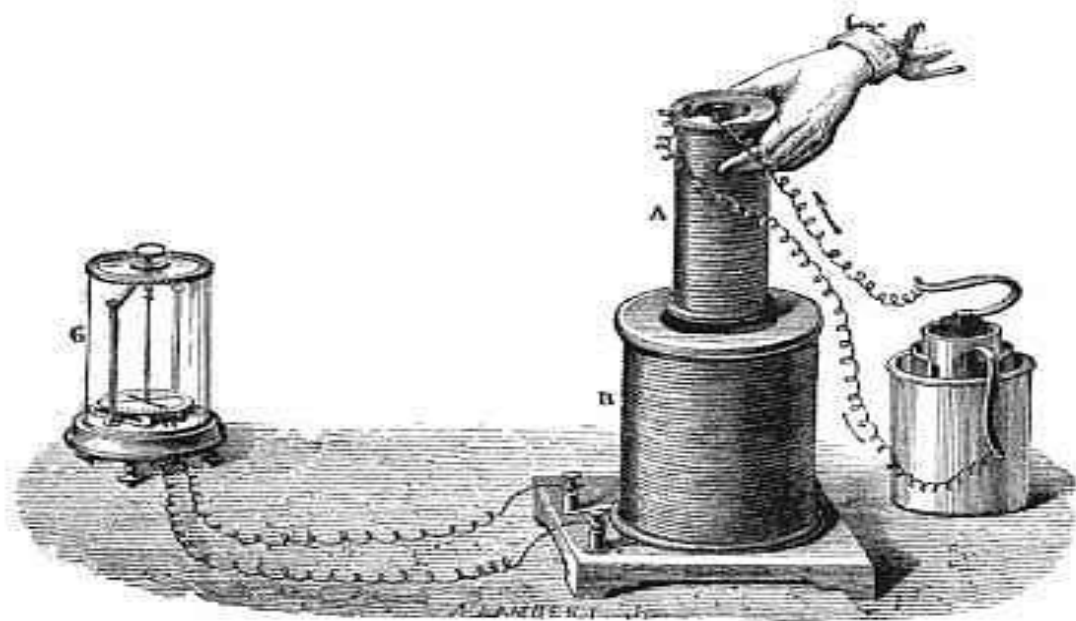


Think like an
engineer, not like a
politician

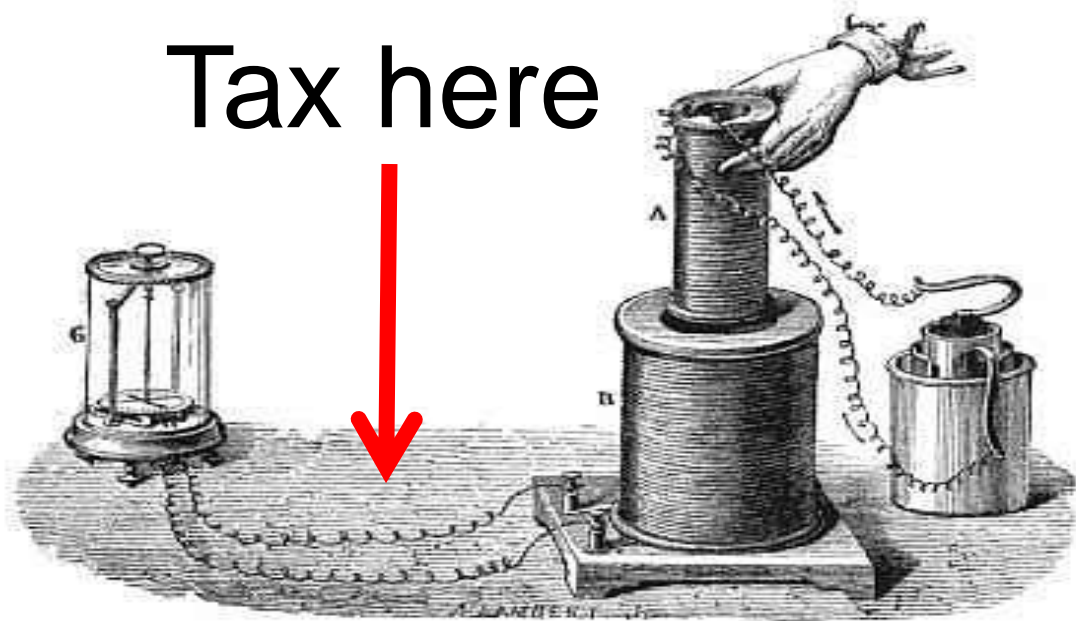


@atlasfuture @wearewtdt

@optimistontour @the_futurenavts



Tax here



Play the long game
(aka 'lose a lot')





"Maverick"



"Thought Leader"

"Maverick"



"Early Adopter"



"Maverick"



"Thought Leader"

The new normal



"Loser"



**“The road to success is
littered with corpses....**



**“The road to success is
littered with corpses....**

...But they’re all suicides.”

Police your own
cynicism



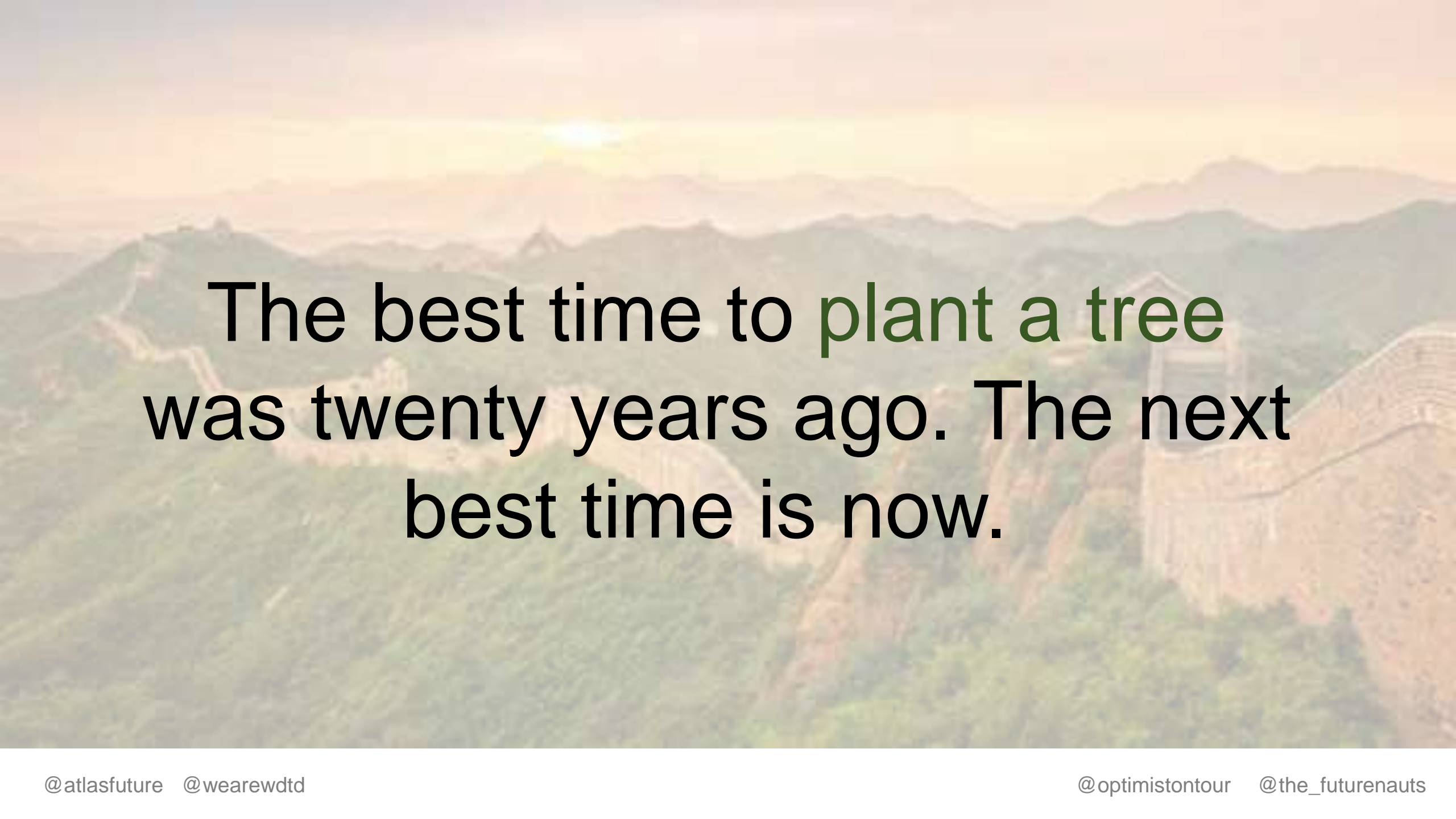
@atlasfuture @wearewdtd

@optimistontour @the_futurenavts

Be defined not by what
you own...

Be defined not by what
you own...

...but by what you create.



The best time to plant a tree
was twenty years ago. The next
best time is now.



The best time to **talk to a forester**
was twenty years ago. The next
best time is now.



World you
inherited



You

World you
inherited



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New drivers for tomorrow's forestry

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