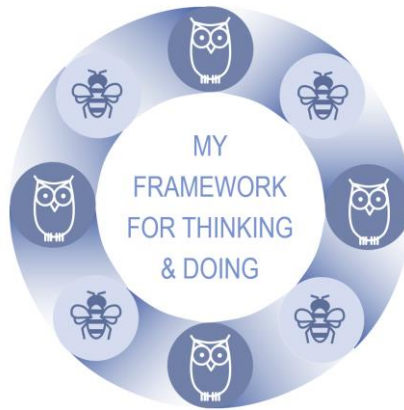




Develop your own **Framework for Thinking and Doing** to help you constructively embrace an uncertain future and build a rewarding career while making a difference.

This course is offered by Kobus Mentz and is based on his book: *The Future Embraced: career insights for urban professionals who care about the planet and its people*. The book has been enthusiastically received by noted professionals, from around the world, reviews have also been favourable (see the links below).

Uniquely, participants of the course will develop their own personalised *Framework for Thinking and Doing* based on the imperatives we need to adhere to to deliver impactful change. They will explore *future-relevant* thinking, challenges and skills within the following topic areas:

1. Be Future Relevant.
2. Develop your own Compass.
3. Convert Global Challenges into Local Opportunities.
4. Shape your Career.
5. Be an Effective Player.
6. Be an Agent for Change.
7. Be a Cross-Border Raider.
8. Be an Urban Choreographer.
9. Be a Thought Leader.
10. Embrace the Future.

Who should attend

The course is for urban professionals particularly architects, planners, urban designers, landscape architects, environmentalists and those concerned with social issues.

Responses from course attendees

- 'I came away with a greater sense of purpose and clarity on how to navigate toward meaningful professional opportunities and greater confidence in my career path.'
- 'This workshop goes far beyond surface-level skills. Kobus invites professionals to reflect deeply on their discipline and ethical stance—perfect for those ready to evolve, not just perform.'
- 'In these complex times, the course helped me develop a clear values-based framework and practical tools to face future-challenges'.
- Kobus combines personal insight with practical advice, inspiring a future-ready mindset that truly resonated with me.

Course structure

- Participants to purchase a copy of *The Future Embraced* in advance of the workshop.
- Each participant will receive a template for their own *Framework of Thinking and Doing* (FTD) which they will complete as they work through the book.
- The workshop will comprise presentations and tutorial style reviews of the participants' draft FTDs chapter by chapter. The emphasis will be on what the insights mean for each participant personally. An introductory on-line session and an online follow-up session is included.

The workshop date and venue

- The in-person workshop will take place on **Friday 14 November** from 9am to 5pm.
- **Venue:** JTP Studios, Unit 5, The Rum Warehouse, Pennington Street, London E1W 2AP

Cost

- General fee: £300
- Young Urbanists (Academy of Urbanism): £150
- Students: £150

Registration

Email info@urbanismplus.com mention the course name: # 010 London

We will send a Registration Form, FTD Template and payment details.

Buy the book

Purchase the book *promptly* so you can start working on your template. Hard Copy (best quality) and Paperback available on:

<https://www.amazon.co.uk/Future-Embraced-insights-professionals-people/dp/B0CZF67TF1>

Facilitator's profile

Kobus is the director of Urbanismplus since 2004. In 1977 he qualified as an architect and in 1987 acquired a post-graduate degree in urban design at the Joint Centre for Urban Design in Oxford. He has practiced in Africa, the UK and since 1994 in New Zealand. He has had additional professional and academic forays into Australia, India, China, UAE, USA, UK and Canada. Urbanismplus is a boutique urban design practice specialising in complex urban issues here and overseas. They have worked in over 80 towns, cities and settlements. Their work has attracted numerous national awards including *Best Master Planned Community in Australia*. The RIBA book: *20/20 Visions* lists their Dunedin Warehouse Precinct as one of the 20 best world-wide exemplars of collaborative planning and placemaking. This project leveraged \$52m private investment off only \$1.1m private sector spending. Their Melbourne 2030 Growth Strategy saved the Victorian economy \$25-43m as well as 23% reductions in travel time resulting in significant reductions in carbon dioxide emissions. Kobus has delivered training for over 1,000 mid-career professionals and the National Urban Design Curriculum under the NZ Urban Design Protocol. He has lectured at 10 universities, in recent years as Adjunct Professor on the Master of Urban Design Course at University of Auckland. He has published numerous articles and co-authored the first national urban design guide for NZ.

- For his practice's profile see: <https://www.urbanismplus.com/>
- For his book see: <https://www.TheFutureEmbraced.com>
- For reviews and interviews see: <https://spacing.ca/vancouver/2024/08/19/embracing-the-future-an-interview-with-kobus-mentz/> / [Book review: "Like a good Christmas cake, The Future Embraced is rich, deep and dense" | Urban Design Forum](#) / <https://urbandesignforum.org.nz/2024/10/general/the-future-embraced1/>

Images from the book

**The one book aspiring urbanists need
in these uncertain times.**

Right now, many urban professionals are:

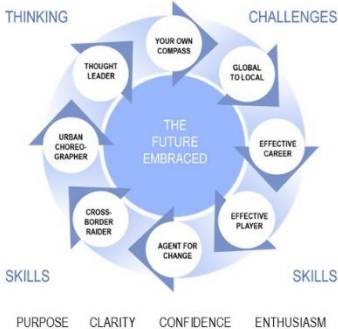
Overwhelmed by the complexity of our global challenges.
Disappointed when our leaders put the future on hold.
Troubled by the growing culture of denial.

This book will enable you to:

Embrace the future constructively.
Develop your own framework of thinking and doing.
Build a rewarding career while making a difference.

It will also help you identify:

Future-relevant thinking and the new imperatives we need.
Future-relevant choices that address our global challenges.
Future-relevant skills to shape your career.



The Future Embraced

KOBUS MENTZ

KOBUS MENTZ

The Future Embraced

You have some agency
over your future
and
a little over that of
the planet.
Use it!



career insights for urban professionals who care about the planet and its people

The Future Embraced

A book by Kobus Mentz, available on Amazon.com

for aspiring urban professionals who care about the planet and its people

1 BE FUTURE-RELEVANT
Engage with future-relevant challenges, develop future-relevant thinking and acquire future-relevant skills.

In recent years I have detected a growing restlessness amongst aspirational professionals. A yearning to shape the future. To be part of the solution, not just the problem.

the world is changing at an alarming rate. If you are 20-something today, by the time you are 40 your world will have grown by 1,600,000,000 people

Don't let your future be shaped by events alone.

With the right approach you can, over time, achieve significant ethical, professional, and financial rewards.

2 DEVELOP YOUR OWN COMPASS
Navigate independently through the complex array of choices and challenges.

Define the constants that inform your conduct, how you reason and what you stand for.

Left and right mindsets differ on which issues are global, and which are local.

LEFT OF CENTRE	RIGHT OF CENTRE
progressive	conservative
inclusive	exclusive
community first	individual first
nurturing love	self-reliance
others must obey	freedom to succeed
level playing field	free trade
fair trade	other must not interfere
environment first – then economic potential	economy first – then environmental impact
social first then economic gains	business first then trickle-down

Current mainstream approaches don't reflect the global urgency. We need new imperatives.

THE NEW IMPERATIVES IN SEQUENCE

IMPACTFUL	Transformational Significant scale Systemic change
EFFICIENT	Less space/resource/energy Less consumption/waste Right thing in the right place
BALANCED	Resolves competing objectives Secures multiple benefits Mitigates or compensates
ENRICHING	Inspirational Cultural Spiritual

3 CONVERT GLOBAL CHALLENGES INTO LOCAL OPPORTUNITIES
While global challenges seem overwhelming, they can be translated into manageable local opportunities.

The upside to global connectivity is that it can also be run in reverse so local efforts can impact global challenges.

COMPACT
Cities and Regions
Making towns and cities compact. Putting the right stuff in the right place.

CONNECTED
Cities and Regions
Reducing proximity poverty. Making travel healthy, fun and green.

COMPETITIVE
Cities and Regions
Making cities smarter. Making cities and regions more competitive. Designing with prosperity in mind. Capitalising on local creativity.

HUMAN
Cities and Regions
Confronting poverty. Prioritising those most in need. Unleashing local economy. Designing responsive environments. Making places that inspire, involve and enrich.

GREEN
Cities and Regions
Making natural environments healthier. Championing bio-diversity. Using less energy and keeping it clean. Shopping eco-smart for eco-authentic. Wasting and wasting less.

cities & REGIONS

4 SHAPE YOUR CAREER
Develop future-relevant career strategies

Leave a legacy. Align with impactful professional cultures

Position yourself on the innovation to production continuum

Fashion a future-focused persona.

Move in and out of the circle of conformity.

5 BE AN EFFECTIVE PLAYER
Master the fundamentals so you can be effective and influential.

- Maintain motivation.
- Manage your time.
- Understand with intent.
- Communicate persuasively.
- Mobilise your design skills.
- Master everyday technology.

OPERATIONAL
more related to day-to-day operations and work commitments

DEVELOPMENTAL
more related to the development of future effectiveness

LINE OF LOGIC

"LOGIC WILL GET YOU FROM A TO B BUT IMAGINATION WILL TAKE YOU EVERYWHERE"
ALBERT EINSTEIN

"HE WHO HAS IMAGINATION WITHOUT WINGS HAS NO FEET."
JOSEPH JOUBERT

"ARTISTS TREAT FACTS AS STIMULI FOR IMAGINATION WHEREAS SCIENTISTS USE IMAGINATION TO COORDINATE FACTS"
ARTHUR KOESTLER

A 400 page book with over 170 black and white images.

The Future Embraced

A book by Kobus Mentz, available on Amazon.com

for aspiring urban professionals who care about the planet and its people

6
BE AN AGENT FOR CHANGE
Drive change from within your discipline.

is the project on the right side of the ledger?

UNSURE

will it go ahead regardless of my involvement?

YES

will my involvement ensure a better outcome?

YES

will my reputation and future capacity to effect change be damaged?

YES

get on with it and make a difference!

NO

withdraw

NO

NO

NO

- Be on the right side of the ledger.
- Make wise choices.
- Drive change-initiatives.
- Live on the frontier.
- Join a myriad of courageous agents for change.

7
BE A CROSS-BORDER RAIDER
Influence disciplines that affect your field.

The most powerful person in the room is the one who knows the most about the other disciplines.

OTHER DISCIPLINES

Breach borders and boundaries.

- Disciplines dominate for different reasons.
- The diversity of our needs are reflected in the diversity of our environments.

SOLUTION-CENTRED APPROACH

NEEDS THAT BENEFIT

LESS RELEVANT BENEFITS

ISSUE-CENTRED APPROACH

MULTIPLE SOLUTIONS ADJUSTED TO NEEDS

8
BE AN URBAN CHOREOGRAPHER
Orchestrate integrated and transformative outcomes.

CULTURE	SETTINGS	EXPLORATION	RESOLUTION
ethics trust enthusiasm collaboration	scope issues objectives skills networks process	engaged rigorous creative comprehensive integrated	balanced strategic prioritised transformative deliverable

PEOPLE MOST AFFECTED

ISSUES

VISION

INQUIRY

STRATEGY

DELIVERY

PEOPLE CRITICAL TO SUCCESS

ITERATIVE & FEEDBACK LOOPS

Make complex strategies legible. Understand strategic inter-relationships. Convert strategies into outcomes. Back good ideas that can be realised.

functional but boring

good idea but poor functionality

great idea that works

COMPROMISE

logical elimination of options

logical elimination of options

creative burst

poor fundamentals

balancing and prioritisation

creative responses

strong fundamentals

INTUITIVE CREATIVE LOGICAL

INTUITIVE CREATIVE LOGICAL

INTUITIVE CREATIVE LOGICAL

9
BE A THOUGHT LEADER
Champion and invent new directions, agendas, methods and ways of thinking that address our global challenges.

NEW THINKING

EXPERIENCE MODERATED THINKING

CONTEXT MODERATED THINKING

BORROWED THINKING

- Influencing the influencers.
- Making better rules and policies.
- Inspiring good governance.
- Leading through exemplar projects.
- Reconciling significant competing objectives.
- Crystalizing large-scale complexity.

EVIDENCE BASED

CONSTITUENCY BASED

PHILOSOPHICAL BASE

Melbourne 2030

GROWTH STRATEGY

\$25-41 billion savings to the Victorian economy and freeing up resources for social, environmental and economic initiatives.

10% fewer vehicle-kilometres travelled.

20% less travel time resulting in a significant reduction in carbon dioxide emissions.

\$2,000 more jobs.

10
EMBRACE THE FUTURE
Embrace an unknown future with your own framework for thinking and doing.

- Add actions to feelings and thoughts.
- You are capable of more agency than you think.
- Your capabilities breach professional boundaries.
- Your journey is abundant with universal lessons.
- Many will help you on your way.

FEELINGS

THOUGHTS

THOUGHTS

ACTIONS

FEELINGS

- Exploit this book at will.
- Design your own framework.
- Adopt or amend the structure, content and ideas.
- Design a resilient process.
- Don't become obsessive.
- Make a start.
- Have fun!

YOUR OWN FRAMEWORK OF THINKING AND DOING.

A 400 page book with over 170 black and white images.