How might we do X better?
- Cost reduction and operational efficiency
- Increased reach of government programs and services
- Reliability of services

How might we achieve X?
- Achieving ambitious societal goals
- Aligning activities inside of an organisation towards a common overarching goal
- Inspiring external interest and investment in societal goals
- It can drive systemic change beyond any incentives (e.g. subsidies or grants) involved

How might our evolved situation change how we do X?
- Develop a diverse range of choices to solve emergent challenges
- Enable those close to the problems to create effective solutions that make sense for their circumstances
- Take advantage of newly available possibilities unknown to the organisation
- Match the pace of change outside the organisation to meet changing expectations
- Build and exercise a capacity for responsiveness in services and policies

How might emerging possibilities fundamentally change what X could or should be?
- Picking up on weak signals and engaging with them before a new course or paradigm is locked-in
- Exploration with emergent issues that might shape future priorities and future commitments
- Testing assumptions and exploring radically different possibilities
- Reduction of surprise