Strategic Foresight & Scenario Planning

If one thing is certain about the future, it is that it is uncertain. "Foresight" helps navigate these uncertainties by using methods to explore possible futures in a structured and systematic way. How does it do this? By creating plausible scenarios that illuminate the possibility space of the future and thus enable decision makers to create the necessary conditions and align their strategies with the opportunities and risks.

Professional Course: Illuminating Possibility Space & Forming Strategy

What will you learn in the course?

The participants conduct a detailed scenario process based on a concrete current issue and know how to set up a process. They can systematically identify key drivers, translate them into scenario paths and create a narrative from them. They use the findings to maximize opportunities and minimize risks and develop a strategy from them.

Who is the course for?

The professional course is targeted at decision makers and analysts from the public and private sector who want to gain a deeper understanding of foresight methods for strategy building in order to apply them independently (e.g. risk management).

Course Content

- Structured Analysis Techniques: Introduction & Basic Assumptions Check
- Strategic foresight and scenario planning: Defining the basics & the question at hand
- Separating the "wheat from the chaff": identifying key drivers of change
- Expressions of key drivers: "Un/-known unknowns" & morphological box
- Select scenario paths: Consistency Check & Scenario Cross Method
- Identify milestones through storytelling: Back-Casting
- From Scenario to Strategy: Leveraging Opportunities and Preventing Risks (Strategy Matrix)

We teach all methods through practical exercises based on concrete and current issues. The participants receive a handout with the methods and exercises used in each case.

We raised your interest? Get in touch with us:

Ansprechpartnerin
Elisabeth Primavera
+49 69 977 6855-0
ep@bureau-fz.eu

Location
Frankfurt am Main/ Online
Language
English or German
Time Frame
1.5 days on site + 0.5 days online
Price
750€

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