

€ TRAINING

Future Foresight



7 - 11 April 2025
Kuala Lumpur (Malaysia)



Future Foresight

REF: M2534 DATE: 7 - 11 April 2025 Venue: Kuala Lumpur (Malaysia) - Fee: 5300 Euro

Introduction:

This training program equips participants with the skills and methodologies to anticipate and prepare for future trends and challenges. It empowers organizations and individuals to proactively shape their futures and stay ahead of the curve in a rapidly changing world.

Program Objectives:

At the end of this program, participants will be able to:

- Understand the concept of foresight and its importance in strategic decision-making.
- Acquire the tools and methodologies for conducting future trend analysis and scenario planning.
- Foster a forward-thinking mindset and culture within organizations.
- Anticipate and respond effectively to emerging trends and disruptions in their respective industries.
- Gain guidance on integrating foresight into strategic planning processes and innovation initiatives.

Targeted Audience:

- Business leaders and executives.
- Strategic planners.
- Innovation managers.
- Entrepreneurs and startup founders.
- Policy makers and government officials.
- Professionals seeking to enhance their strategic foresight skills.

Program Outline:

Unit 1:

Introduction to Foresight:

- Understanding the Importance of Foresight in Today's World.
- Key Concepts and Principles of Future Foresight.

- The Role of Foresight in Strategic Decision Making.
- Case Studies: Examples of Successful Foresight Initiatives.
- Interactive Exercise: Identifying Blind Spots and Assumptions.

Unit 2:

Tools and Methodologies for Future Trend Analysis:

- Environmental Scanning Techniques.
- Trend Analysis and Identification.
- Technology Forecasting Methods.
- Scenario Planning: Building Alternative Futures.
- Conducting a Future Trend Analysis.

Unit 3:

Navigating Uncertainty with Scenario Planning:

- Introduction to Scenario Planning.
- Developing Plausible Scenarios.
- Assessing Scenario Impacts and Risks.
- Scenario Planning in Practice: Case Studies.
- Creating Scenarios for Different Business Contexts.

Unit 4:

Strategic Decision Making in a Complex World:

- Decision Making Under Uncertainty.
- Using Foresight to Inform Strategic Choices.
- Adaptive Strategy: Flexibility and Resilience.
- Strategic Alignment with Future Trends.
- Case Study Analysis: Strategic Decision Making in Action.

Unit 5:

Integrating Foresight into Organizational Culture:

- Building a Foresight Culture: Leadership and Communication.
- Fostering Innovation Through Foresight.
- Embedding Foresight into Strategic Planning Processes.
- Developing Foresight Capabilities Within Teams.
- Reflection and Action Planning: Applying Foresight Principles in Your Organization.