

Strategic Foresight and Novel Business Model Design Workshop

Overview



Future is not predetermined and predictable, but it is very possible to anticipate it. Future outcomes can be influenced by our choices and decisions in the present. Strategic foresight enables the organizations to create and sustain a high quality forward-looking view to detect threats and opportunities; shape robust strategies and ultimately to make better and informed decisions in the present. Strategic foresight tools help exploring new products, services and markets (i.e. novel business models) as well as successfully navigating the complex global environment and understanding how it might develop. Therefore, in today's volatile market the

future matters. It is vital to develop foresight capacity to be able to think about and explore what the future might hold in ways that are meaningful to us and enable us to act today.

The aim of this two-day workshop is to create novel business models through strategic foresight tools/methods for organizations in an efficient and systematic way. The workshop process helps analyzing and interpreting past and future trends to identify new opportunities and anticipate and formulate new strategies for business models.

By moving through multiple time horizons, you can advance and enhance your strategic thinking ability on emerging issues like:

1. How may AI-enable technologies challenge the current business models and business ecosystems?
2. How applying AI influences creating new business opportunities and strategies?
3. How to establish and integrate strategic foresight function into your organization? What possibilities can AI bring in this regard?

KEY BENEFITS

The strategic foresight process enables you to:

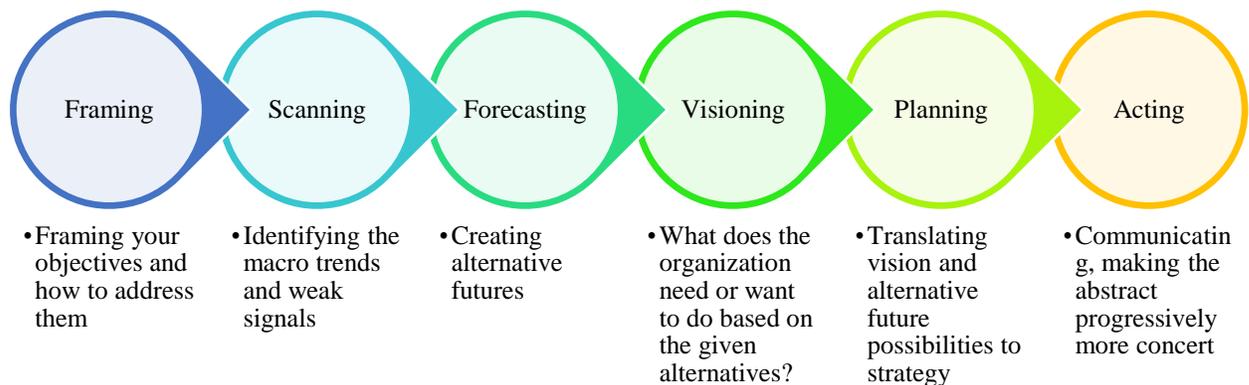
- ✓ **Forecast** the future of your organization by thinking strategically about its goals and objective and creating a roadmap that can guide you to get there.
- ✓ **Identify** unique opportunities through inspection of emerging issues in order to investigate the indicators of disruptive change and comprehend emerging new markets, stakeholders and value perspectives.
- ✓ **Anticipate** change and formulate competitive strategies for coping with

current and emerging business models in an uncertain, ambiguous and complex environment.

- ✓ **Develop** resilient organizations through future informed perspectives and developing broader strategies.
- ✓ **Enhance** strategic agility and adaptability of business models by focusing on long-term strategic perspectives.
- ✓ **Overcome** the cognitive distance between present and future by creating new knowledge.



FORESIGHT FRAMEWORK



STRATEGIC FORESIGHT AND BUSINESS MODEL METHODS

1. Environmental Scanning

- Exploring and identifying weak signals, trends, mega-trends, drivers and emerging issues related to the strategic decision.
- Assessing the likelihood and potential impact of those trends for that specific decision and the subsequent decisions need to be made.



- Discover what might cause a trend to transform.
- What might be substantial for us that others don't yet see?

2. Scenario Planning

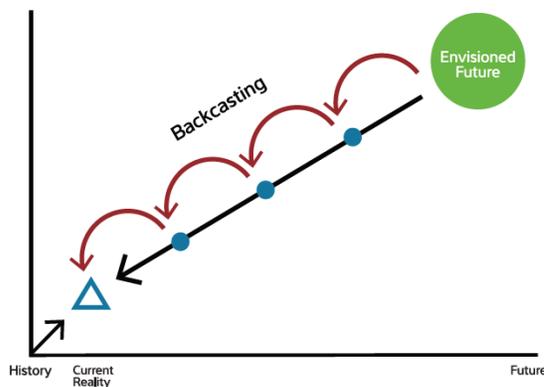
- Exploring potential futures
- Building a shared view of the future environment
- Formulating novel strategies
- Exploring and exploiting the uncertainties and building them into a planning process
- Enhancing your thinking and perception of the changing environment through strategic conversations
- Exploring new alternative thinking tools to be able to work with future

unknowns, disruptions and discontinuities

- Generate novel business models



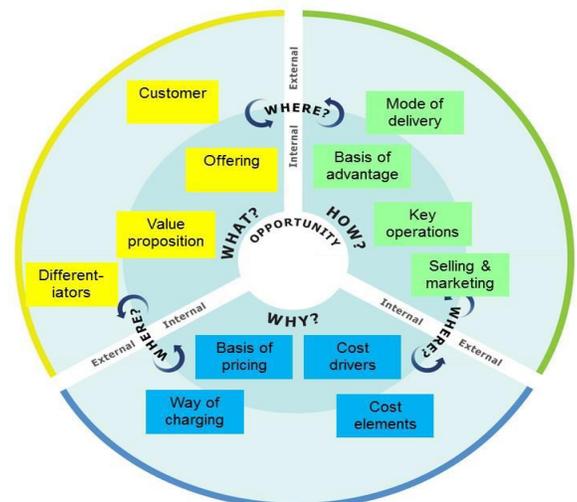
3. Backcasting



- Building a roadmap of development backwards to the present based on the preferred vision of the future.
- Making the alternatives obtainable by drawing clear directions to the desirable future
- Seeing new opportunities, identifying and making things actionable
- Illustrating the existing gaps between the current and envisioned business models and defining what needs to be done to bridge the gap

4. Business Model Wheel

- Planning and implementing strategies
- Deploying resources and capabilities more efficiently
- Linking the inside of the organization to the outside



- Focusing on the most important component of the business during a

certain lifecycle or within a specific environment

WORKSHOP FACILITATOR

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PRELIMINARY WORKSHOP AGENDA

Day 1/ Part 1	
10:30-10:45	Introduction: Mission, objectives and outcome of the workshop
10:45-11:00	Case study: The company's specific problem to solve
11:-11:30	Part 1-phase 1: Scanning the industry's environment
11:30-12:00	Part 1-phase 2: Scanning the company's environment
12:00-12:15	Break
12:15-13:00	Part 1-phase 3: Illustrating the company's current business model
Day 2 / Part 2	
10:30-11:00	Review and summary of Day 1 results
11:00- 11:30	Part 2-phase 1: Opportunity/goal creation (e.g. 2025)
11:30-12:15	Part 2- phase 2: Scenario planning
12:15-13:00	Break
13:00-13:45	Part 2-phase 3: Business model design (e.g. 2025)
13:45-14:45	Part 2-phase 4: Backcasting
14:45-15:15	Conclusion and evaluation