

FUTURE SCENARIOS AND STRATEGIC DESIGN

A FUTURE DEEP DIVE

PRESENTATION

Scanning for Trends, Weak Signals and Uncertainties and use this insights to build alternative scenarios for the future, are ways of making sense of change. They can provide a powerful framework for identifying and understanding changes in the business and global environments (be it in Technology, Politics, Economics, or in Consumer behaviors).

In this Future Deep Dive "FUTURE SCENARIOS AND STRATEGIC DESIGN" we will develop a two days Scenario Planning project for your company with a specific Strategic Focus and Time Horizon aiming to improve the capability of your organisation to think about trends, weak signals or critical uncertainties and use these as inputs to identify new opportunities and face critical challenges.

Although in a "fast-forward" way we want all the participants to understand how and why is so important and powerful to explore and act on the future. You will be able to understand the key concepts of Foresight, and start mastering some of the critical skills of a Futurist.

The project will follow the futures framework "SCANNING, SENSING AND ACTING", starting with the design of the process and the key decisions to be made in order to make it useful. From the definition of the Strategic Focus & Time Horizon, going through the different Scanning stages and the construction of a "Scanning Dashboard", we will identify and explore Megatrends, Trends, Weak Signals, Wildcards & Critical Uncertainties. From here you will be able learn how to design a fit-for-purpose Scenario Planning project and then make a strategic analysis of those possible futures.

In order to make the process more fluid, and also facilitate and accelerate the strategic conversations, we propose to open the Deep Dive with the keynote "A Future(s) Landscape: How to Anticipate and Explore the Future".

This Future Deep Dive is scheduled for (date to be defined).
Venue (to be defined).

A FUTURE(S) LANDSCAPE

Organizations need not only to have the “map” of their territory, but also the “radar” that can place and guide them in turbulent, ambiguous and uncertain environments.

The Future Deep Dive will start with the keynote "A Future(s) Landscape: How to Anticipate and Explore the Future", that can be open to other people from the organisation and additional invitations (vd. clients and partners).



SOCIETY



TECHNOLOGY



ECONOMY



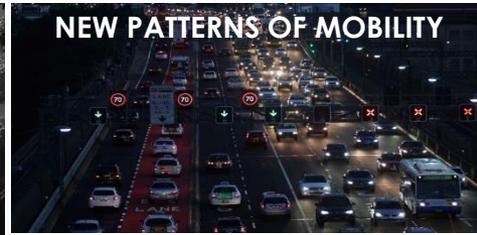
ENVIRONMENT



(GEO)POLITICS



SECURITY



Megatrends



SCANNING, SENSING & ACTING

FUTURE SCENARIOS & STRATEGIC DESIGN

2 DAYS \

JANUARY / MARCH

IN DETAIL

SESSION 1
2 DAYS \
JANUARY

Future Scenarios

Futures, Strategic Design & Innovation

Paulo Soeiro de
Carvalho

The program driving force is to help people in organisations to improve the way they face uncertain and turbulent contexts. We will help you develop the capacity to anticipate trends and explore scenarios and how this can improve your approach to strategy and innovation processes.



Making decisions in turbulent and uncertain environments.

IN DETAIL

SESSION 1
2 DAYS \ JANUARY

Paulo Soeiro de
Carvalho

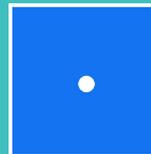
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A strategic framework to think and act on the future

Designing and training

SCANNING



Strategic focus and time horizon

SENSING

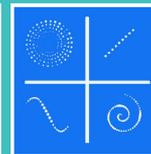


Scanning to the core: From the global to the transactional environment

ACTING



From megatrends, wild cards, weak signals and uncertainties to a "Scanning Dashboard"



Exploring critical uncertainties and building scenarios for the future



Scenarios as a Tool to explore and prone implications, options and strategic responses

Leading, organizing & embedding

IN DETAIL

SESSION 1 2 DAYS \

Paulo Soeiro de
Carvalho

Agenda

MOMENT/
EXERCISE

GOALS

DAY 1

FORESIGHT: THINKING AND ACTING ON THE FUTURE

What is Foresight/Futures?

- Origins, Principles and Schools of Foresight
- Key concepts of Foresight; Exploratory vs. Decisional Futures
- A Futures Toolbox
- Skills of a Futurist: It's not to know more about the future; and it's not (just) about methods and tools
- A first glimpse of the Futures Framework "Scanning, Sensing & Acting"

"SCANNING, SENSING & ACTING": A FUTURES FRAMEWORK

- Designing the process and making the key decisions** that will make the process relevant and useful;
- Defining the Strategic Focus & Time Horizon**;
- Scanning to the Core & Building a "Scanning Dashboard" - Megatrends, Trends, Weak Signals, Wildcards & Critical Uncertainties;
- Explore trends, critical uncertainties and scenarios** and use these as inputs to identify new growth opportunities, foster strategic agility, and simultaneously improve the strategic planning processes.
- Presentation and Discussion** of Case Studies (World Economic Forum, Siemens, Mercedes, Nokia, Ford, ...)

DAY 2

BUILDING SCENARIOS FOR THE FUTURE

- Brief exploration of **Scenario Planning** methodologies
- What can we influence in the context of our organization and what will most influence us/our success in the future?**
- What is the link between strategic planning and scenarios?
- How to design and implement a fit-for-purpose Scenario Planning project**
- Strategic Analysis of the Scenarios - Challenges and Opportunities
- Presentation and Discussion** of Case Studies (Shell, Siemens, IDEO, Mercedes, SAP)

PREVIEW DECK & MATERIAL

I'll send a draft version of the opening keynote i.e. with a preview of the themes I'm considering for this project 7 days prior to the event.

This PDF and other material should be used for internal discussion purposes only (i.e. not cleared for further use or distribution).

The final version of my presentation and material to be used in the sessions will only be available until shortly before the session, as it is being fine-tuned until that moment.

FINANCIAL PROPOSAL

During this session my role will be of a Keynote Speaker and facilitator of a strategic conversation in a two-days workshop with selected people from the organization.

Professional Fees (1): To Be defined (VAT not included)

This session should take place in an appropriate and prepared space/venue. The selection of this space/venue and associated costs are not included in this proposal.

(1) Estimated expenses for eventual travel (airfare, hotels, etc.) and general delivery expenses (prints, etc.) not included.

SHORT BIO



Paulo Soeiro de Carvalho is the Founder and CEO of "IF Insight & Foresight", and an expert in Foresight & Scenario Planning, Strategy and Innovation, with more than 20 years of experience in consulting, teaching and training projects in those fields.

Paulo Soeiro de Carvalho was for the last seven years the General Director for Economy and Innovation in the Lisbon City Council. He is responsible for the areas of Economy/Investment, Entrepreneurship, Innovation/Knowledge, Strategic Clusters and Employment in the City Council.

He has been working in consulting projects in the fields of foresight, scenario planning, strategy and innovation with public and private organisations in different industries including telecommunications, electronics, software and tourism. He has been coordinating and facilitating change and innovation projects in different types of industrial and services companies.

In the last years he has been very active in several academic and training activities in the fields of Scenario Planning, Strategy and Competitiveness, including the design and the scientific coordination of a Post Graduation in "Foresight, Strategy and Innovation", and the executive program "Futures, Strategic design and Innovation" at ISEG/IDEFE .

Paulo has a PhD in Management Sciences in the Université Jean Moulin Lyon 3, with a thesis entitled: "Scenarios as a tool to give context and sense to Weak Signals in a process of Competitive Intelligence". Paulo is graduated in Economics in 1994 (ISEG), concluded a Master in Economics and Management of Science and Technology (ISEG) in 1997 and a Master in Foresight and Strategy (Portuguese Institute for Financial and Fiscal Studies) in 1998.

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Lisbon 2019