

Foresight Foundations Master Class

Build Your Futures Capabilities with FTI

In this custom-designed master class, your team will develop foundational skills in strategic foresight. You will learn essential tools, frameworks and resources necessary to manage a foresight project from scoping to action.

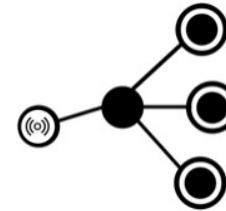
Strategic Foresight is an art and a science.

- Frame and scope foresight projects correctly to produce optimal results for your organization.
- Identify and analyze signals of change and long-term trends.
- Quantify the velocity of change to spot inflection points early.
- Explore the dynamics of uncertainty.
- Learn to write effective scenarios that lead to actionable insights and strategic decisions.



Identify Change

Forces, Signals, Trends



Map Implications

Scenarios



Strategic Actions

Big bets and incremental actions

FTI's Foresight Foundations Master Class is designed for teams that are tasked with trendspotting, innovation, growth, and longer-term strategy.

A course designed for you.

This custom-designed Master Class focuses on a question you'd like to explore as a team. FTI's clients have asked:

- *How should our company be thinking about blockchain and cryptocurrencies?*
- *What role should our company play in the metaverse?*
- *What opportunities and risks does AI present for our company?*



We offer three options to build your organization's capacity for foresight.

Course customization for your organization's specific needs

Proprietary training materials with frameworks, tools and case studies that can be used in your organization

Offered in-person or virtually

Option to take the master class module further with a foresight project in your organization

Access to coaches for office hours between class meetings

Full scoping to backcasting training engagement focused on a question relevant to your organization

Recommendations on how to build a cadence of foresight within your organization

	OPTION 1: Full Master Class	OPTION 2: Trends Portion Only	OPTION 3: Scenarios Portion Only
Course customization for your organization's specific needs	■	■	■
Proprietary training materials with frameworks, tools and case studies that can be used in your organization	■	■	■
Offered in-person or virtually	■	■	■
Option to take the master class module further with a foresight project in your organization	■	■	■
Access to coaches for office hours between class meetings	■		
Full scoping to backcasting training engagement focused on a question relevant to your organization	■		
Recommendations on how to build a cadence of foresight within your organization	■		



Option 1: Full Master Class Outline

Class 1	Class 2	Class 3	Class 4	Class 5	Class 6
<p>WHAT: Scoping</p> <p>TIME: 2 Hours</p> <ul style="list-style-type: none"> - Determining Key Questions - Time Horizons - Stakeholder Matrix - Research Processes - Hypothesis 	<p>WHAT: Exploring Trends</p> <p>TIME: 3 Hours</p> <ul style="list-style-type: none"> - Forces, Signals and Trends - Fringe Sketching - CIPHER to identify trends - Calculating velocity of trends 	<p>WHAT: Scenarios Preparation</p> <p>TIME: 2 Hours</p> <ul style="list-style-type: none"> - Uncertainties and Constants - Axes of Uncertainty - Scenario Logic Selection - Scenario Research Process 	<p>WHAT: Writing Effective Scenarios</p> <p>TIME: 2 Hours</p> <ul style="list-style-type: none"> - Scenario Building Blocks - Scenario Development - Scenario Presentation for Maximum Impact 	<p>WHAT: Rehearsing the Future</p> <p>TIME: 2 Hours</p> <ul style="list-style-type: none"> - External Input + Interviews - Stakeholder Discussion - New Insights - New Decision Points - Implications and Gaps 	<p>WHAT: Backcasting to Action</p> <p>TIME: 2 Hours</p> <ul style="list-style-type: none"> - Identifying Strategic Actions - Prioritizing Strategic Actions - Backcasting Process - Ongoing Detection + Monitoring



Option 2: Trends Portion Only

For teams that want to focus primarily on forces, signals and trends.

Class 1	Class 2	Class 3
<p>WHAT: Scoping</p> <p>TIME: 2 Hours</p> <ul style="list-style-type: none"> - Determining Key Questions - Time Horizons - Research Processes - Trends: Best Practices 	<p>WHAT: Exploring Trends</p> <p>TIME: 2 Hours</p> <ul style="list-style-type: none"> - Forces, Signals and Trends - Fringe Sketching 	<p>WHAT: Using Trends</p> <p>TIME: 2 Hours</p> <ul style="list-style-type: none"> - CIPHER to identify trends - Calculating velocity of trends - Using trends strategically within your organization



Option 3: Scenarios Portions Only

For teams that want a deeper understanding of scenarios, but do not want to develop capabilities in signal and trend identification.

Class 1	Class 2	Class 3
<p>WHAT: Scoping</p> <p>TIME: 2 Hours</p> <ul style="list-style-type: none"> - Determining Key Questions - Time Horizons - Stakeholder Matrix - Research Processes - Scenarios: Best Practices 	<p>WHAT: Scenarios Preparation</p> <p>TIME: 2 Hours</p> <ul style="list-style-type: none"> - Uncertainties and Constants - Axes of Uncertainty - Scenario Logic Selection - Scenario Research Process 	<p>WHAT: Effective Scenarios</p> <p>TIME: 3 Hours</p> <ul style="list-style-type: none"> - Scenario Building Blocks - Scenario Development - Scenario Presentation for Maximum Impact - Facilitating Stakeholder Discussions - Creating Action for Implications and Gaps



Outcomes

After the Full Master Class is completed, you and your team will be able to:

- Use foresight tools to better identify emerging signals and trends
- Prioritize trends with the greatest potential impact to your organization
- Develop strategic scenarios that deliver insights and actions relevant to your organization
- Backcast prioritized strategic actions to immediate and near-term activities
- Ignite a sense of urgency (when warranted) for trends and scenarios within your organization
- Develop a workstream and cadence for foresight activities within your organization

Ready to build your capacity for foresight?

FTI works collaboratively with organizations around the world to build their capacity for foresight. Master Classes are created for each of FTI's clients to align with their schedules throughout the year.

Learn More

To learn more about working with FTI on your organization's future, contact:

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