Scoping Foresight Work

A Guide To Getting Started With Foresight



Determining Desired Outcomes

For organizations embarking on a foresight initiative, the most important aspect to determine is the intended outcome. Are you looking for insight, or action? Do you want to focus on concepts that have some degree of certainty, or more nascent and emerging concepts?

Depending on your answer, Future Today Institute can determine the kind of engagement that would suit you best.

Need Actions -

Need Insights -

Tactical Actions

Find incremental actions that can be taken and measured under current conditions.

Inform Strategy

Determine how these trends support or challenge the organization's usual strategic direction. Data, evidence and models will help the ideas land internally.

Big Bets

Architect "big bets" that could help the organization achieve its goals in the future. Reverse engineer those big bets to the present for incremental actions.

Explore Ideas

Explore the recently plausible using an array of adjacent sources of ideas and inspiration. Look for new opportunity spaces to unlock, or emerging threats that haven't yet been considered.

Certainty About Trends

Defining The Core Purpose

Each approach to foresight serves a different purpose. In order to define the core purpose of any engagement, several details should be considered, including:

- Organizational readiness
- Willingness to inform strategy
- Cultural proclivity for future-focused thinking

Make a decision PURPOSE

Prepare for a board or executive meeting

Make near-term investments

Launch a product or service

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Certainty About Trends

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Discover trends that matter

Map insights to strategy or R&D innovation

Create new strategy or update existing

Understand possible near-term outcomes

Need Actions -

Tactical Actions

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Need Insights -

PURPOSE

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Big Bets

Architect "big bets" that could help the organization achieve its goals in the future. Reverse engineer those big bets to the present for incremental actions.

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Define new areas of growth PURPOSE

Define untested ways to address challenges

Align on capex / big investments

Justify spending / decisions

Explore VUCA spaces for insights

PURPOSE **Discover white spaces**

Understand drivers of exchange

Explore plausible long-term outcomes



Identifying The Approach

The foresight approach and methods chosen are selected to achieve the desired outcomes, align with required timelines and anticipated resources. Some examples are shown below, although all of Future Today Institute's engagements are highly customized to each organization's unique needs.

Fast Results

Signal Session Workshops

- **Custom Trends** Workshops
- **Uncertainty Generation** Workshops
- Axes of Uncertainty Workshops

Comprehensive Effort

- Trend Taxonomy & Insights
- Custom Strategic or **Visionary Scenarios**
- Scenario Response Workshops (Gap Analysis and Backcasting)

Capacity Building

- Masterclasses
- **Quarterly Workshops**
- **Dedicated Advisory** Hours

Future Today Institute

For an introductory conversation to learn how Future Today Institute can assist your organization with its long-term strategic planning and foresight needs, please contact inquiries@futuretodayinstitute.com