



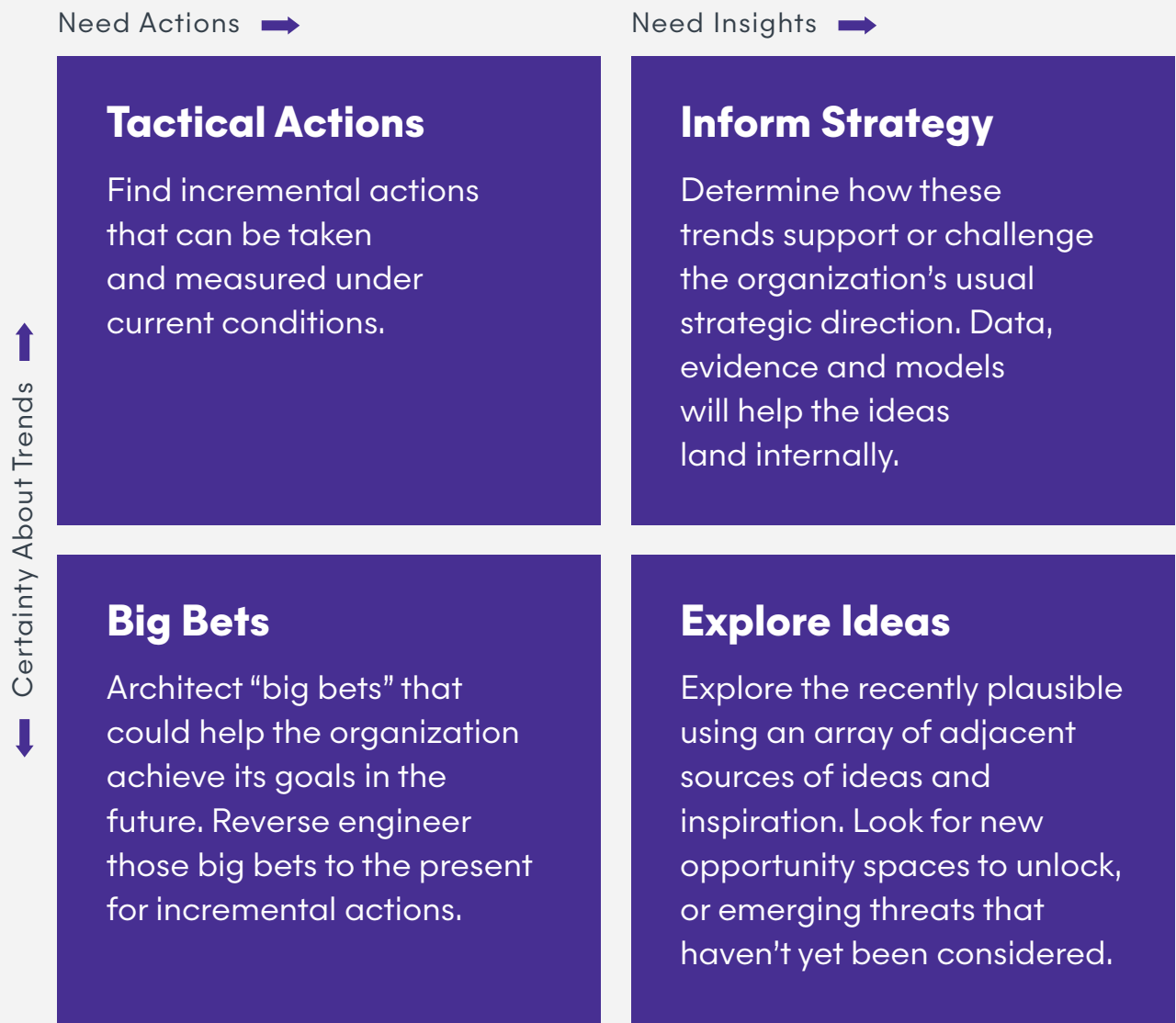
Scoping Foresight Work

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.



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



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



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