

MASTER CLASS SCENARIO PLANNING

COURSE DATES

14 & 15 November 2023
EBU Headquarters,
L'Ancienne-Route 17A
1218 Grand-Saconnex, Genève



BRANDS & VALUES

A structured process for understanding dynamics of change, planning for alternative scenarios, and futures-orienting organizational strategy through applied strategic foresight and futures studies.

WHO IT'S FOR

- Strategy directors
- Innovation managers
- Strategic planners
- Business developers
- People who want to get a head start working strategically with the future.

SKILLS LEARNT

- **Innovation:** Using scenario planning to explore different futures and understand the impact of innovation
- **Strategy:** Learn how to understand the strategic implications of different future, and to adapt accordingly

SCHEDULE

Day 1: From 09:00 to 17:00 CET

Day 2: From 09:00 to 17:00 CET

FEES

€ 1'450

PROGRAMME OUTLINE

Module 1: Become familiar with how to “use the future” through strategic foresight.

Module 2: Explore the process of exploring dynamics of change as the “bedrock”-practice of strategic foresight.

Module 3: Making sense of the uncertainties that matter the most.

Module 4: Discovering alternative futures perspectives that have relevance for decision-making.

Module 5: Transitioning from foresight to strategy - the strategic implications of alternative futures

FACULTY MEMBERS

Mathias Behn Bjørnhof

Advisor & Futurist, Head of Partnerships & Memberships, Copenhagen Institute for Futures Studies (CIFS)

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CERTIFICATION

After completing the 5 modules, you will be awarded a CIFS certificate

CONTACT

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