

## Program Overview

### Strategic Foresight: How to Anticipate + Activate Growth Opportunities



Foresight is widely considered the front-end of innovation: it forces us to consider the impact of emerging trends that are not yet on the radar of our customers, partners, or competition. In this program, participants join academically trained futurist Garry Golden in learning how to identify emerging trends – and how to lead innovation efforts that leverage those trends.

In the first half of this interactive session, participants will grasp key emerging trends and how harnessing them can create new opportunities for current products, services, and business models. Participants will then outline growth strategies to anticipate the trends that will most impact their business. In the second half, participants will envision their ideal future product, service, or business model, and design a roadmap that guides teams in their innovation efforts towards vision achievement.

#### At the conclusion of this program, participants will be able to:

- Identify and assess impact of key emerging trends
- Communicate growth strategies that consider opportunities and constraints
- Learn how to take smarter risks in the face of market uncertainty
- Develop a vision and roadmap for a new product or service

#### Activities + Conversations:

- In the News: Exploring distant signals of change
- Cone of Plausibility: Ensuring our innovation efforts consider multiple time horizons and outcomes
- Four Futures: Continued Growth; Constrained Growth; Transformed; and Decline/Collapse
- Emerging Trend Analysis
- Visioning + Backcasting

**Audience:** Up to 35 business unit leaders and their teams; senior leaders and/or executive teams

***“I learned how to read signals and think transformatively.”***

**- Boston Scientific**



**A LOOK INSIDE THE INTERACTIVE EXPERIENCE**

**Imagining the Future**



**Demystifying Foresight + Exploring Key Trends**



**Opportunities + Constraints**



**Futures Roadmap**

