



Horizon Scanning, Scenario Planning and Futures Thinking

Date: 17th and 18th September 2018

1. Overview

The world is changing. Fast. You need to make decisions in the face of uncertainty. Political shocks, rapid technological advances, shifting generational attitudes and economic upheaval show that change is happening everywhere – and in complex interconnected ways.

Straight-line forecasting or assuming the status quo continues are no longer – if they ever were – a basis for sound strategic planning.

Fortunately, there are tools and techniques to help you deal with this complexity. And SAMI Consulting is a leading expert in them. Delivered by our professional futurists, who have years' of top-level experience in a wide range of organisations, this course will equip you to take “robust decisions in uncertain times”.

2. How will this course assist me?

Attending this course will enable you to:

- Understand the requirements and roles of futures analysis
- Learn about the most common futures techniques and gain experience of using them via exercises
- Discuss the application of the techniques via case studies and sharing experience
- Learn about the use of futures analysis to review opportunities and challenges; and to develop and test policy options
- Understand how to identify and manage risk
- Network with others engaged in futures analysis
- Have the confidence to apply the lessons learnt
- Become a better manager, alert to a changing environment.

3. Methodology

The course is structured as:

- A series of inputs on various tools and techniques from the tutor; followed by
- Hands-on exercises, where participants practice using the tools; and
- Mutual discussion of practical issues.

4. Agenda

The course runs from 9.45am to 4.45pm on two successive days.

DAY 1:

Introduction to futures thinking

Exercise 1: Changes to the world of Work since 1987



Introduction to Horizon Scanning

Exercise 2: Identifying Trends

Horizon scanning tools and techniques

Drivers of change

Exercise 3: Generating drivers of change

Exercise 4: Prioritisation of drivers of change

DAY 2:

Introduction to scenario methodologies

Introduction to scenario axes

Exercise 5: Constructing the axes

Exercise 6: Scenario selection

Exercise 7: Scenario and timeline generation

Scenario presentation and plenary discussion

Exercise 8: Policy development

Exercise 9: Wind tunnelling

Introduction to risk analysis

Commissioning and delivery of scenario planning projects

Conclusions and reflections

5. Testimonials

- “I thoroughly enjoyed the course. I do not have any comments on improving it as it has fully met my objectives. Thank you very much for an engaging and interactive training on scenario planning.” (*Strategy consultant based in Dubai, UAE*)
- “For me, it was a really good and well-structured course, with excellent information and handouts. The material was comprehensive and clear – and you could ask any question you wanted.” (*Head of Legal, Construction Industry Training Board.*)

6. Who should attend?

- Heads of Strategy
- Strategy analysts
- Horizon scanners
- Finance Directors
- Non-Executive Directors

7. Instructor

The course will be delivered by SAMI Principal, Martin Duckworth. Martin is an experienced trainer, having run several tailored courses on Futures Thinking for the Civil Service, and publicly open courses as well. is a strategist, with a proven ability to develop business solutions and the processes needed to move an organisation forward.



He is experienced in assessing strategic situations, and in developing new markets and new business models: uses futures thinking and scenario planning to enhance the analysis of the external and competitor environment, and develop new business.

His SAMI projects have included work for the National Trust at Avebury, future proofing CSR for BNFL, for the Environment Agency on emerging themes and creating scenarios for the Health and Safety Executive.

8. Venue

The course will be held at the Worshipful Company of Information Technologists, in Smithfield, central London. This light and attractive space is easily accessible by public transport (nearest Tube: Barbican).

Lunch and other refreshments will be provided.

Reasonably priced accommodation is available nearby – contact us for suggestions.

9. Related courses

- Futures Thinking Bootcamp: a residential course for those wanting a more in-depth, academic understanding of the tools and techniques
- Futures Thinking Overview: for those with less time, this half-day course covers the same topics but with less hands-on activity.
- Megatrends and Mind-stretchers: focussed on the underlying changes rather than on techniques for managing uncertainty.
- Bespoke in-house courses: covering similar topics but tailored to your requirements, using case studies from your industry and run at your premises.

