

On Seeing Exoplanets Strategic Foresight

New Approaches for Creating Strategy

WU

EXECUTIVE
ACADEMY

YOU ARE A ...

Business or team leader, managing director, progressive thinker, and you are interested to explore the theory and practice of strategic foresight. You like to be exposed to unusual and paradox contexts like astrophysics, the humanities, and the arts, and you like to do experimental probing in the field in groups. You are curious about what you can learn from other disciplines to develop future-proof strategies and make future-oriented decisions. Participants come from a wide range of industries. They will benefit from their diverse backgrounds and experiences and will be able to apply the acquired foresight tools in their individual business environments.

YOU WANT TO ...

- › develop a solid toolbox for making future-oriented decisions
- › understand key methodologies in foresight, including scenarios, weak signals, wild cards and strategic holodecks
- › increase your sense-making of the past, the present, and the future success of an enterprise
- › learn about ways how to implement artificial intelligence into the scenarios equation
- › grasp the process and methodology of strategy development including completely different dimensions
- › work on real-life projects and implement your insights in your own professional environment

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INNOVATIVE
STRATEGY
PROGRAM FOR
MANAGERS
OF THE FUTURE
4 DAYS
OCTOBER
2019

The Program in Brief – Strategic Foresight

This program provides an interdisciplinary and hands-on approach to strategic foresight, leveraging ideas and theories from unusual contexts like astrophysics, the humanities, and the arts. Participants gain a sound theoretical foundation of the undercurrents of strategic foresight, and they will be able to put the theory to practice in inverted case studies and assignments.

The program takes participants on field trips to the Fine Arts Museum (Kunsthistorisches Museum) as well as the Planetarium where they will do experimental probing in groups.

Participants acquire a critical understanding of contemporary and future best practices. They learn from each other and benefit from diverse and mutual team

experiences, leveraging their futures literacy. They acquire a solid toolbox for making future-oriented decisions, considering knowns, unknowns, known unknowns, and unknown unknowns. Upon completion of the program, participants receive a certificate from WU Executive Academy.

KEY FACTS

- Lecturers:** Experienced academics from WU Vienna and distinguished experts from practice
- Location:** Vienna University of Economics and Business (WU)
Vienna, Austria
- Duration:** 4 days
- Language:** English
- Fee:** €3,800

MODULES

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| <p>DAY 1 October 28, 2019</p> <p>Crossing the Rubicon</p> <ul style="list-style-type: none"> › How scientific inquiry and discovery work › Insights from adjacent disciplines and natural sciences › Feral futures: how to get foresight wrong | <p>DAY 2 October 29, 2019</p> <p>Can We Foresee the Future</p> <ul style="list-style-type: none"> › Old strategic instruments seen from a new perspective › New avenues in strategic management › How to create and use a dynamic foresight toolbox |
| <p>DAY 3 October 30, 2019</p> <p>Where Are those Exoplanets</p> <ul style="list-style-type: none"> › Antecedents of open foresight › Driving innovation by open foresight | <p>DAY 4 October 31, 2019</p> <p>Towards New Horizons</p> <ul style="list-style-type: none"> › Data Science, Big and Small Data for scenarios › The cunning of AI and how to include it in your foresight practice › Insights from the arts and humanities |



PROGRAM ADVISOR

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