

# Applied Strategic Foresight

## Course Overview

Empower your organisation to **lead with foresight** by anticipating market changes and developing strategies to capitalise on emerging opportunities.

This course is designed for leaders seeking to hone and apply their foresight capabilities and drive strategic distinctiveness in a rapidly changing world.

## What You'll Learn

### Identify Key Industry Drivers

Identify the most significant weak signals, forces and uncertainties shaping your industry's future.

### Design Future Scenarios

Create actionable scenarios that enable executive decision making by making the strategic implications for your organisation clear.

### Strategic Identity and Vision

Broaden your organisation's strategic identity to capitalise on impending societal and industry shifts.

### Strategic Opportunity Identification

Assess changing industry dynamics and identify strategic and innovation opportunities.

### Design Strategy Under Uncertainty

Develop optimal and robust strategies that align organisational priorities and capabilities with emerging market opportunities.

### Develop a Horizon Scanning Framework

Establish a framework for ongoing horizon scanning that links emerging signals of change to internal strategy and innovation processes.

This course is designed for leaders seeking to make sense of their rapidly changing business environment and looking to seize opportunity from uncertainty.

## Program Format

This course can be delivered as a 2-day face-to-face, or as a 4 x ½ day virtual program.

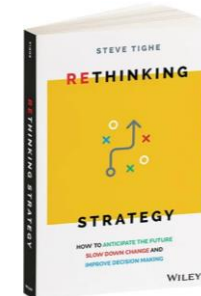
## Your Facilitator - Steve Tighe

Steve Tighe is one of Australia's leading advisors to business on the future, strategy and innovation.

Steve is the former Foresight Manager at global brewer Foster's, and has worked with some of Australia's leading companies, looking at the future of their industry and the strategic and innovation opportunities for their business.

Steve has a Masters in Strategic Foresight from Swinburne University and has completed the Oxford Scenarios Programme at Oxford University.

Steve's book, *Rethinking Strategy: How to anticipate the future, slow down change and improve decision making*, has sold over 10,000 copies. *Rethinking Strategy* has received international recognition for its thought leadership in the field of strategy.



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