



STRATEGY AND INNOVATION FOR THE FUTURE

MANAGING IN AN UNCERTAIN
AND FAST-CHANGING WORLD!

Online Certificate Program
April 2022

www.ifmasterclasses.com

SETTING THE STAGE

In a fast-changing and uncertain environment, leaders need to make informed decisions about strategies and innovation processes that will help their organizations to make a difference and stay at the edge.

This program is designed to improve the participants skillset and their strategy and innovation toolbox allowing them to improve the competitive positioning of organizations and use these as inputs to identify new growth opportunities, foster strategic agility, and design innovation strategies and projects.

KEY BENEFITS

- Use uncertainties and scenarios as powerful triggers to identify new growth opportunities, promote strategic agility and design innovation projects.
- Create future-proof strategies that perform well and are resilient to exponential change and disruption.
- Learn to use business model innovation strategies to adjust your competitive positioning.
- Identify areas of growth, and manage a portfolio of projects, products, services, or experiences.
- Design a strategic roadmap that will allow your organization to foster consistent innovation to sustain a competitive advantage.

WHO SHOULD ATTEND?

Professionals, from any industry, looking to become more resilient in the face of uncertainty and disruption.

Professionals and people who are (or want to be) involved in innovation, strategic decision-making as well as product development, and become change agents helping their organizations to be more agile and competitive in the future.

WHO WE ARE?

PAULO SOEIRO CARVALHO

Born in Lisbon, Paulo Soeiro de Carvalho is an expert in Foresight & Scenario Planning, Strategy, and Innovation, with more than 20 years of experience in consulting, teaching and training projects in those fields.

After years of professional experience, Paulo decided to create “IF Insight & Foresight”, a consulting studio that blends Foresight, Strategy and Innovation.



JOSÉ PEDRO ANTUNES

Born in Lisbon, José Pedro Antunes is passionate about sports, digital and technology, behaviour, economy, strategy, innovation, foresight, scenario planning, ecosystems and the intersection of all of this because, at the end, its all about people.

José Pedro is a Senior Consultant at IF Insight & Foresight and has more that 20 years of experience in business and technology strategic alignment in transformation to the disruptive digital world.

PROGRAM

1. THE FOUNDATIONS OF A BRAVE NEW WORLD

- Uncertainty
- Complexity
- Acceleration
- Convergence
- Digitalization
- Virtualization

2. 12 DRIVING FORCES CHANGING THE FUTURE OF BUSINESS

- Dataism – “Data is the Business!”
- Flying to the Cloud
- AlaaS- AI as a Service.
- Frictionless World
- No Humans Needed?
- Fragmented & Digital Ecosystems
- XaaS - Everything as a Service.
- Digital Remix
- Tracking to the Core
- Accessing, Not Owning
- Colab at Scale
- Human & Planet Centricity

3. THE SKILLS AND MINDSET OF A FUTURE-PROOF LEADER

- The Foundations: Purpose, Ethics and Values
- 10 Critical Skills for the Leaders of the Future
- Strategy and Innovation meets Design, Agility, Entrepreneurship and Emotional Resilience

4. BASIC CONCEPTS OF A FUTURE-PROOF STRATEGY AND INNOVATION

- Futures, Exponential and Systemic Thinking
- Zoom-In & Zoom-Out*
- Digital Transformation to the Core
- User, Human and Planet Centricity
- Innovation Ecosystems
- Innovation: Make It Distributed and Nimble
- Simplifiers vs. Multipliers*
- Talent: Scarcer than Capital

5. STRATEGY AND INNOVATION IN ACTION

- Use Case #0 – DAIMLER
- Use Case #1 – REVOLUT
- Use Case #1 – GALP
- Use Case #2 – SIEMENS

6. MASTERING A STRATEGIC INNOVATION FRAMEWORK – A DEEP DIVE

- Future-Proof your Strategy using a Business Model Playbox
- Create and Manage a portfolio of Core, Incremental and Transformational Actions
- Design and Monitor Strategic and Technological Roadmaps for the Future

In this Strategy and Innovation Deep Dive, you will have the opportunity to engage in a real project, using our strategic foresight framework “SCANNING, SENSING AND ACTING” ©.

From the Scanning of key driving forces (Megatrends, Weak Signals, Wild Cards and Uncertainties) and Scenarios for the future, you will learn how to translate these future insights into strategic actions and decisions, and (re)design Business Models and an Innovation process.

You will be able to understand the key concepts of Business Model Design, Blue Ocean Strategy, Transformational Strategy and Disruptive Innovation, and build a strategic agenda for the future of your organization.

You will have the possibility to experiment and explore a business model playbox, strategic and technology Roadmaps and design innovation and venturing labs.

KEY FACTS

- Online
- 12 hours
- 6 sessions
- 1h individual mentoring session
- Calendar: 19, 21, 22, 26, 28, 29 April.
6.00pm-8.00pm (Lisbon Time)2021
- Online Learning Platform
- Co-creative activities using MIRO
- 450€ - Early bird until February 15th
- 500€ - Regular Price

REGISTER AND RESERVE YOUR PLACE!

www.ifmasterclasses.com
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IF Insight & Foresight is a futures Think Tank and a consulting studio that blends Foresight, Strategy and Innovation in order to create lasting value and meaningful experiences for people and organizations.

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