Generative AI, Strategic Foresight & Innovation

Immersive Experiences & Journeys

INSIGHT & FORESIGHT

OVERVIEW

The "Generative AI, Strategic Foresight & Innovation" program is designed to equip leaders and professionals with the skills and insights necessary to anticipate and shape the future. This immersive learning experience combines cutting - edge knowledge of generative AI with strategic foresight tools, enabling participants to drive innovation and transformation within their organizations.

Participants will have firsthand access to the "SCANNING,SENSING AND ACTING" Framework, used to anticipate the future and build innovative strategies to solve strategic challenges.

The participants will use GenAI powered ORION platform during the program and will have full access to ORION Pro for 30 days

COORDINATION

Paulo Soeiro Carvalho

PRE-REQUISITES

None

	DELIVERY FORMAT	TARGET AUDIENCE	PARTICIPANTS	DURATION
Immersive Experiences	Presential	Small groups. From Board, C-Level and/or selected groups of managers	6-12	4h
Immersive Journeys	Presential	Broader audiences of leaders and professionals	12-18	12h – 16h

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Program Objectives

Our program aims to achieve the following key objectives:

- **Deepen Understanding of AI and Generative Technologies:** Provide participants with a thorough grounding in artificial intelligence, focusing on generative AI. This includes understanding how these technologies function, their potential applications, and their impact on their industries and organisations.

- **Promote Ethical and Responsible AI Usage:** Ensure participants are aware of the ethical considerations and challenges associated with AI. Emphasize the importance of human oversight, transparency, and inclusive design in developing and deploying AI solutions.

- **Foster Practical Application and Experimentation:** Encourage participants to apply their learning through practical projects and real-world scanning deep dives and scenarios within their organizations. This hands-on approach ensures that theoretical knowledge is translated into actionable strategies and projects.

Program Structure

A Deep Dive on
Generative AI

Strategic Foresight
& Innovation

Scanning, Sensing
& Acting
*
ORION.AI

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1. AI & Gen AI

A Deep Dive on Generative AI

Strategic Foresight
& Innovation
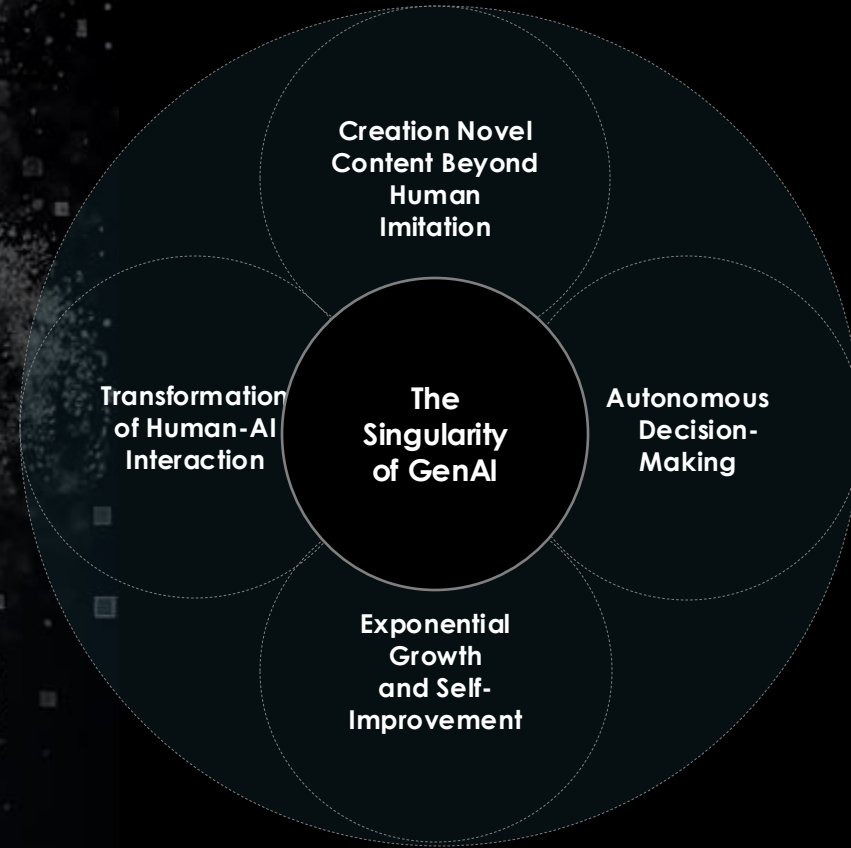
Scanning, Sensing & Acting

ORION.AI

A Deep Dive on Generative AI

Gain an understanding of artificial intelligence fundamentals, with a special focus on generative AI technologies. Participants will gain the ability to critically assess AI technologies, understand their capabilities and limitations, and apply Generative AI tools in practical settings.

A Deep Dive on Generative AI

The Singularity
of Generative AI

Creation Novel
Content Beyond
Human
Imitation

Transformation
of Human-AI
Interaction

The
Singularity
of GenAI

Autonomous
Decision-
Making

Exponential
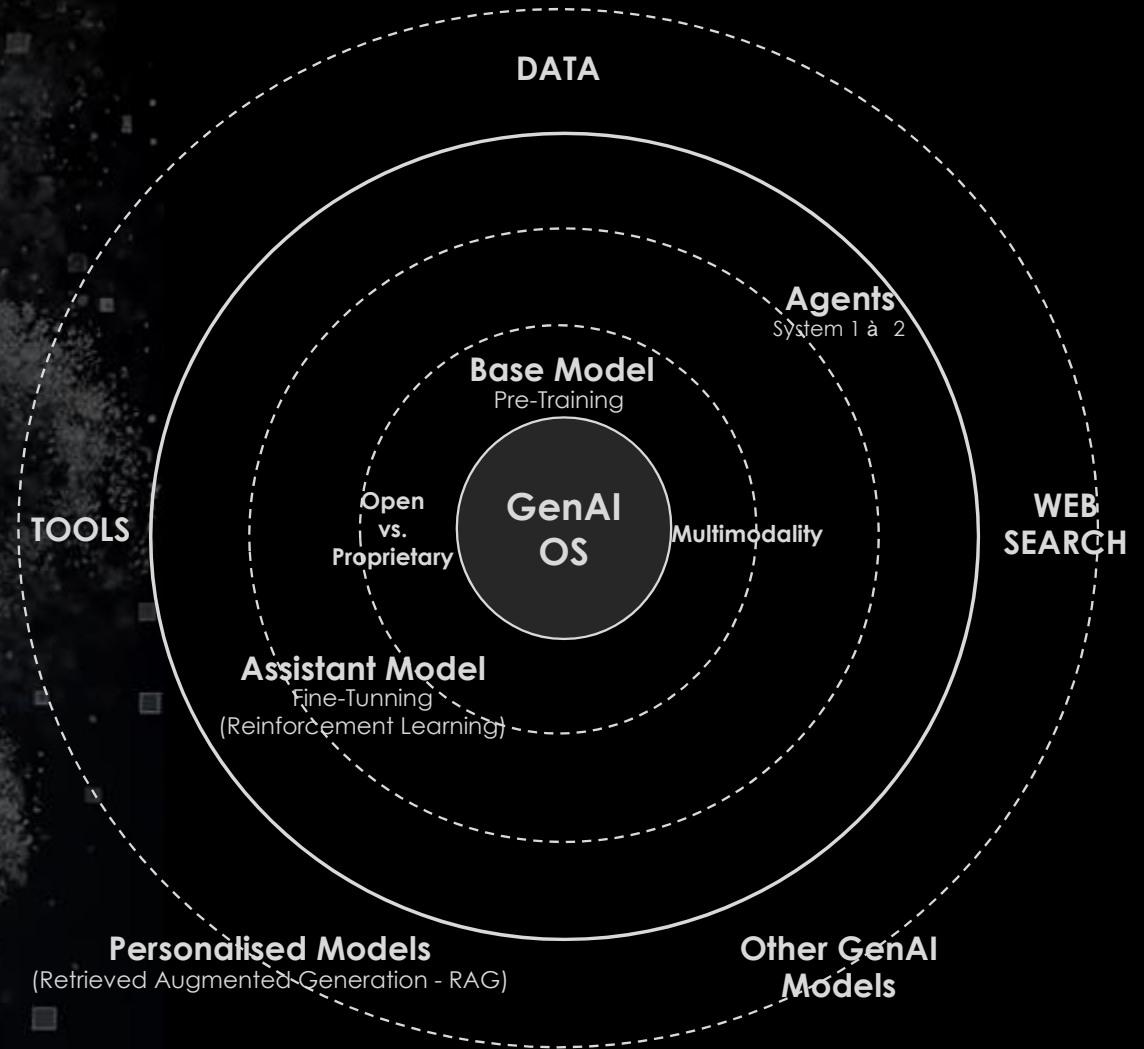Growth
and Self-
Improvement

A Deep Dive on Generative AI
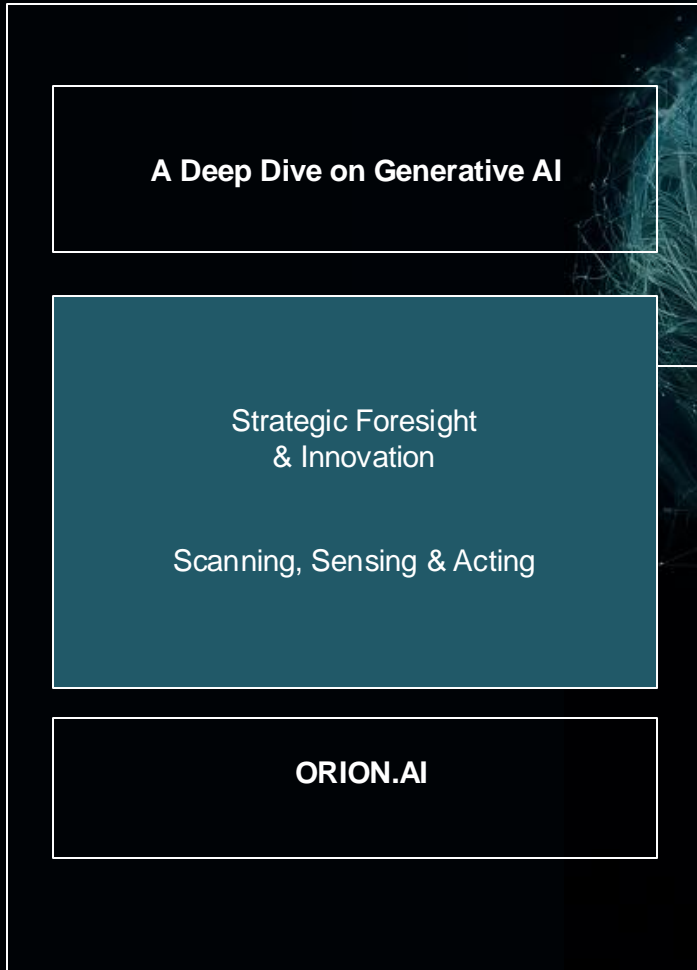
Generative AI as an Operative System

• Large Language Models (LLMs) - The Basics

• The Triade: Data, Algorithms and Computing

• Base Models and Pre-Training

• Assistant Models, Fine-Tunning (with reinforcement Learning)

• Large vs Small Language Models

• Open vs. Proprietary Models

• Multimodality

• Agents and Large Action Models – From System 1 to System 2 Thinking

Ethics and Responsible AI

• Human Oversight

• Transparency and Interpretability

• Mitigating Biases and Inclusive Algorithm Design

• Enhanced Data Privacy Measures and Informed Consent

DATA

Agents
System 1 à 2

Base Model
Pre-Training

TOOLS

Open
vs.
Proprietary

GenAI
OS

Multimodality

WEB
SEARCH

Assistant Model
Fine-Tunning
(Reinforcement Learning)

Personalised Models
(Retrieved Augmented Generation - RAG)

Other GenAI
Models

2. Strategic Foresight & Innovation

A Deep Dive on Generative AI

Strategic Foresight
& Innovation

Scanning, Sensing & Acting

ORION.AI

Onboarding into the Future

An Onboarding into the Future process for those who will be part of this internal community of future-minded people. Equip participants with strategic foresight & innovation tools that help anticipate and prepare for future challenges and opportunities. This includes training in scanning & intelligence, scenario planning, strategic transformation and innovation roadmaps.

Scanning, Sensing & Acting

We will use the framework designed by IF Insight & Foresight – Scanning, Sensing & Acting - in the development of the projects integrated into this program.

(*) In this "Generative AI, Strategic Foresight & Innovation" program, we invite the organization or the team to select a strategic focus that allows the exploration of GenAI in some topic or issue relevant for them.
However, the organization can always decide to explore a topic of their interested that don't need to be so focused on Generative AI.
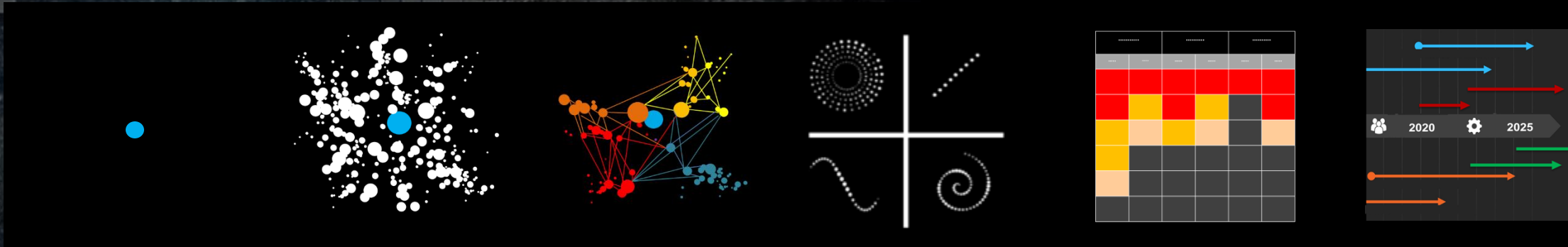
(**) Typically, the Acting stage of the Strategic Foresight Lab will be focused in one approach or tool. We usually present three options for the team to choose one:
- Implications and strategic options derived from the scenarios.
- Exploring "Where to Play/How to Win" framework
- Strategic Innovation Projects using the Three Horizons Framework

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SCANNING, SENSING AND ACTING

DESIGNING AND PREPARING THE PROJECT

Profiling the Company & Area, Decision Makers and Key Stakeholders I Defining the Rationales & Objectives I Selecting the Project Team and Experts I Setting-up the work environment

DEFINING THE STRATEGIC FOCUS & TIME HORIZON

- Select the Strategic Focus and the Time Horizon
- Collect and consolidate internal views on key driving forces, opportunities and challenges that lie ahead.

GLOBAL & COMPETITIVE SCANNING

- Identification and analysis of driving forces using databases, industry reports, patents, competitors, clients, market data & reports
- Initial interviews as critical inputs.

SCANNING TO THE CORE

- Select and categorize Trends, Wild Cards, Weak Signals, and Uncertainties.
- Co-create a Scanning Dashboard to map all the data and insights.
- Describe the building-blocks of the current strategy.

SCENARIOS FOR THE FUTURE

- Explore key driving forces and select Critical Uncertainties
- Build the Scenarios "Structures"
- Flesh-out and describe the Scenarios
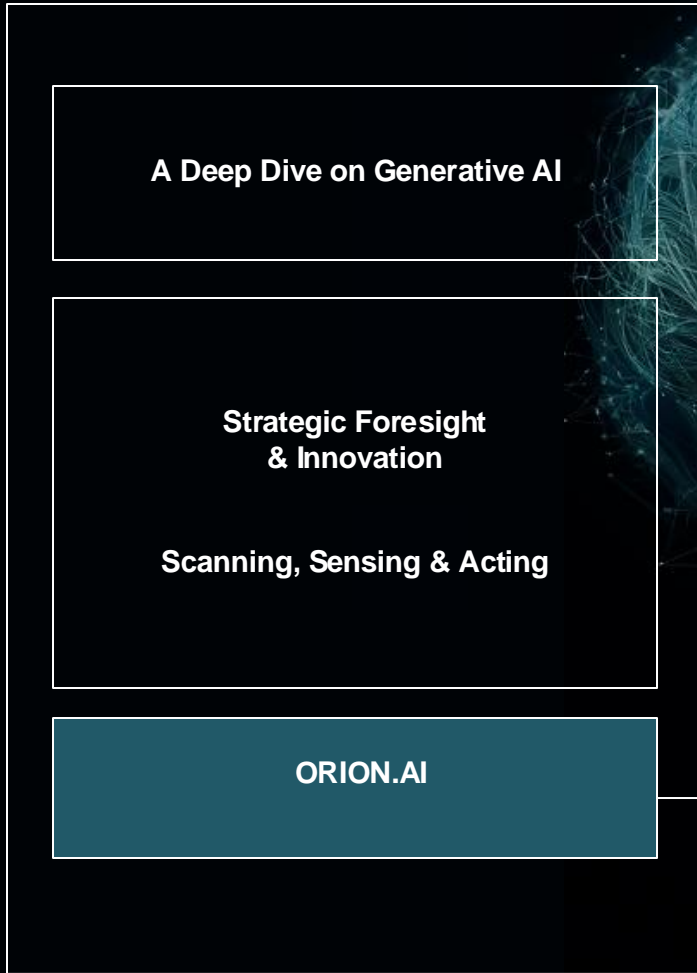- Identify and evaluate strategy alternatives.

EXPERIMENTING PROJECTS & STRATEGIES

- Identify key stress factors and opportunities the company will face in the Future
- Explore and Probe Options and Strategic Responses.
- Prepare for future ecosystems and value network shifts

STRATEGIC ROADMAP

- Setup the implementation of the selected strategy
- Envision what key projects should look like in the future

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3. Orion.AI – GenAI in Action

A Deep Dive on Generative AI

Strategic Foresight
& Innovation

Scanning, Sensing & Acting

ORION.AI

Learning from ORION.AI

ORION.AI is a Generative AI strategic foresight and intelligence platform that participants will use in the co-creative part of the program. ORION.AI will help scan, categorize and make sense of a multitude of driving forces, insights and signals of change in the global and organisational environment and use those as accelerators of future-oriented strategies and transformation journeys.

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Team

Paulo Soeiro Carvalho (Coordination)

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, consulting, research and teaching in the fields of Strategic Foresight, Innovation and Entrepreneurship, he decided to create "IF Insight & Foresight", a consulting studio that blends Foresight, Strategy and Innovation in order to create lasting value and meaningful experiences for people and organizations.

André Bello

Co-founder and advisor to the Singularity University Brazil Summit. Professor of MBKM (Master in Business and Knowledge Management) and WIDA (Web Intelligence & Digital Ambience), both of CRIE - Center of Reference in Business Intelligence (COPPE UFRJ).

Author and speaker in the areas of innovation and creativity. Co-responsible for the events TEDxRio 2011, TEDxRio+20, TEDxPiraí and TEDxRio Metropole 2014. Author of the book "Believe! - Design Thinking for Young People of All Ages ".

(*) See additional information and commercial conditions

Photo: Paulo Soeiro Carvalho, 2022

ADDITIONAL INFORMATION

Immersive Experiences

- The program is designed typically to 6-12 participants
- A program for selected groups of participants, from Board and C-Level positions to other managers with interest in this fields
- The program has a duration of 4h, organised in one half a day (this structure can be redesign with the client)
- The participants will use ORION platform during the program and will have full access to ORION Pro for 30 days
- The program will be designed and customised according to the needs and purposes of the organisation, business unit or team.
- The program integrates hands-on components covering key steps of a strategic foresight project.

Immersive Journeys

- The program is designed typically to 12 -18 participants
- A program for a broader group of participants, that can include leaders and professionals from multiple areas and departments
- The program has a duration of 12h-18h, organised in 2 to 3 days (this structure can be redesign with the client)
- The participants will use ORION platform during the program and will have full access to ORION Pro for 30 days
- The program will be designed and customised according to the needs and purposes of the organisation, business unit or team.
- The program integrates hands-on components covering key steps of a strategic foresight project.

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ABOUT US

IF Insight & Foresight is a leading consulting studio that blends foresight, strategy, and innovation to create lasting value and meaningful experiences for people and organizations.

Our global positioning and leading role are confirmed through partnerships and collaborations with organizations such as the World Economic Forum, Dubai Future Foundation, European Commission, and the European Environmental Agency, as well as a portfolio of clients that includes companies such as Randstad, Swiss Life, Zurich, Galp, among others.

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