Generative AI, Strategic Foresight & Innovation

An Immersive Learning Experience

September 2024

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

TARGET AUDIENCE
Multiple levels of Management

DATES
TBD

DURATION
12h to 16h

DELIVERY FORMAT
Online or Presential

PARTICIPANTS
6-14

Introduction

Our "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.

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 various industries.

- Enhance Strategic Foresight and Innovation Skills: Equip participants with advanced tools and methodologies to anticipate future trends, analyze emerging opportunities, and develop robust strategic plans. This will enable organizations to stay ahead of the curve and remain competitive.

- 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 scenarios within their organizations. This hands-on approach ensures that theoretical knowledge is translated into actionable strategies.

Program Structure

**AI &
Generative AI**

**Strategic Foresight
& Innovation**

**Scanning, Sensing
& Acting**

*

ORION.AI

1. AI & Gen AI

AI & Generative AI

Strategic Foresight & Innovation

Scanning, Sensing & Acting

ORION.AI

Artificial Intelligence Literacy and 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.

2. Strategic Foresight & Innovation

AI & 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.
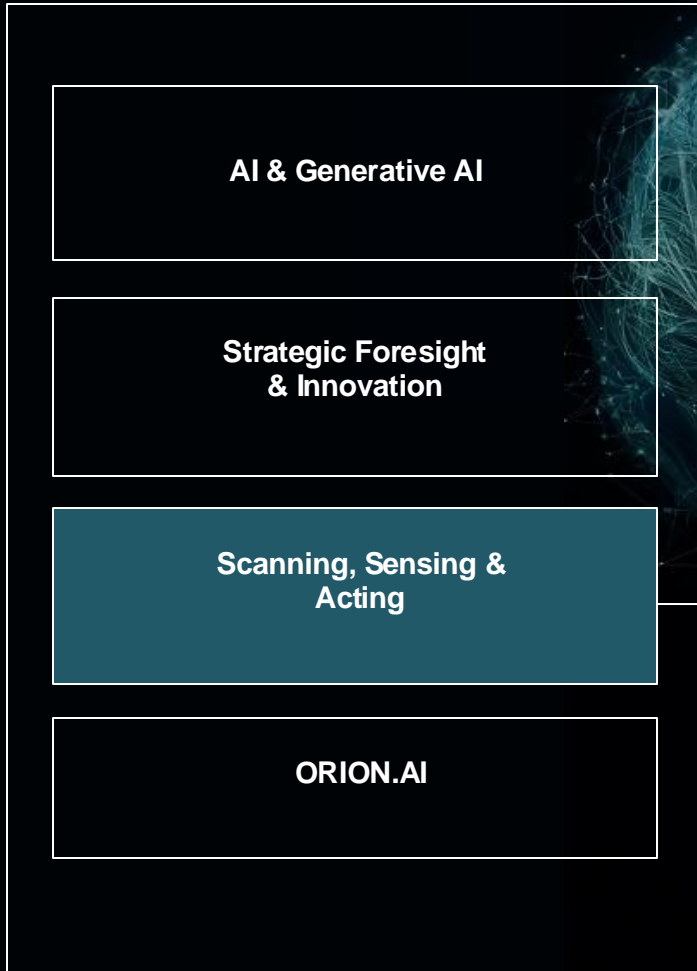
Participants will be able to conduct foresight analysis, interpret the implications of emerging trends, and develop robust strategies that address potential future scenarios.

This will allow the company to have an enlarged community of people that understand and apply the basic principles and concepts of strategic transformation and innovation in several projects and activities.

The program includes two Keynotes

1. Future-proof Leadership (Ana Rita Alemão)
2. Design for the Future (André Bello)

INSIGHT & FORESIGHT

3. Scanning, Sensing & Acting Framework

AI & Generative AI

Strategic Foresight & Innovation

Scanning, Sensing & Acting

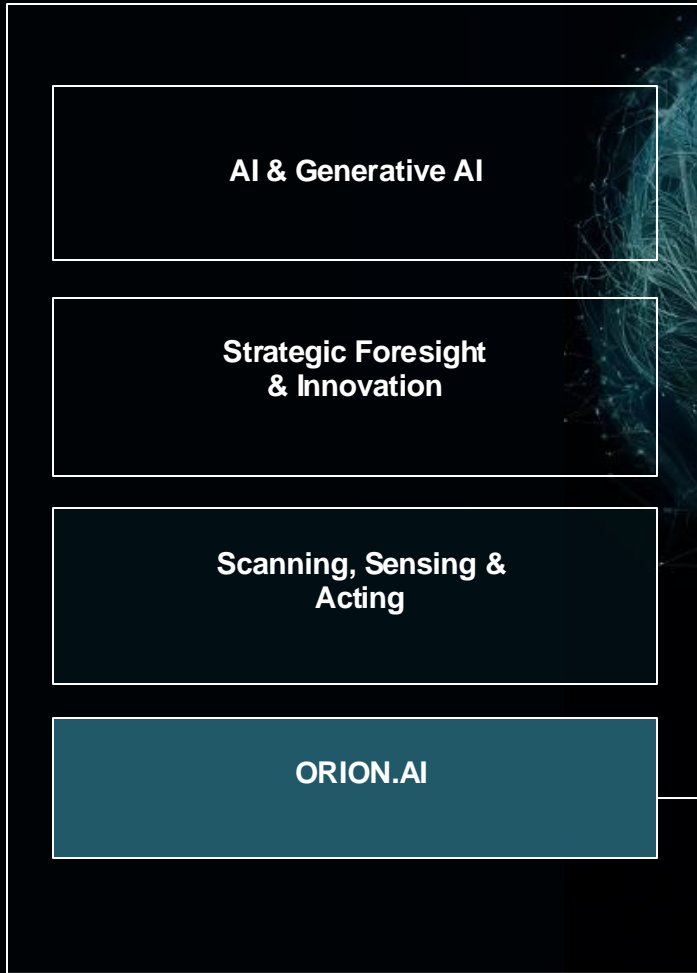| ORION.AI |
| --- |

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.

This framework is more than a method or a tool — it's a mindset. It's about nurturing agility, fostering a culture of continuous learning, and above all, allowing organizations and leaders not just to survive, but to thrive in a fast changing and uncertain future.

STRATEGIC FOCUS & TIME HORIZON

GLOBAL & COMPETITIVE SCANNING

SCANNING TO THE CORE

SCENARIOS FOR THE FUTURE

EXPERIMENTING PROJECTS & STRATEGIES

STRATEGIC ROADMAPS

IF INSIGHT & FORESIGHT

3. Orion.AI – GenAI in Action

AI & 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.

Modules of the the Program

ARTIFICIAL INTELLIGENCE & GenAI

What makes Gen AI Singular & Disruptive?

- Create new things. Go beyond expert human knowledge; Learn by self-improvement
- Make decisions by itself.
- It needs a "reward function" and a "World View"
- Grows exponentially

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

How GenAI will impact and change your industry, your organization, your skill sets and your work

STRATEGIC FORESIGHT & INNOVATION

Principles & Concepts of Strategic Foresight

- The Foundations of Futures Studies: Origins, Principles and Schools of Thought
- VUCA, Acceleration & Digitalization
- The Future as a Space of Possibilities

- What is Strategic Foresight?
- Basic Concepts of Strategic Foresight: Megatrends, Trends, Weak Signals, Wildcards, Uncertainties

Strategy Foresight in Action

- Strategy Foresight in Action (Case Studies): Foresight Applied to Public Administration / Government; Corporate Foresight; and Technology Foresight

Horizon Scanning & Scenario Planning

- The Basics of Strategic Intelligence & Horizon Scanning

- What are Scenarios?
- Why, when and how to use Scenarios

- Three Schools of Thought of Scenario Planning
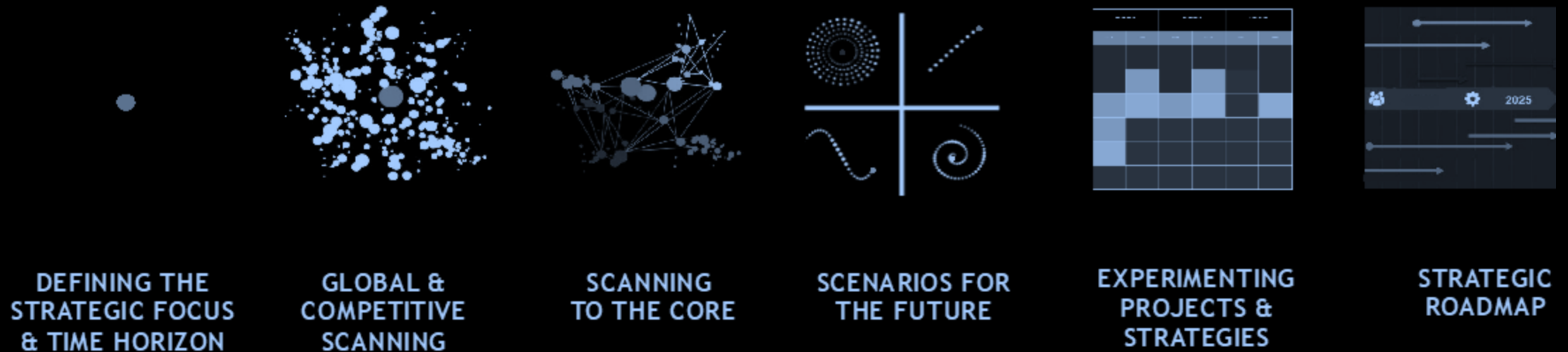- Building Scenarios from Critical Uncertainties

Strategy & Innovation for the Future

- Basic concepts of a future-proof strategy and innovation
- Strategy and Innovation for the Future: The Foundations of a Brave New World

- What is the link between strategy, strategic vision and scenarios?
- Strategic analysis of Scenarios: Challenges and Opportunities

Scanning, Sensing & Acting ©

The foundation of our work lies in the proprietary Scanning, Sensing & Acting (SSA) framework, which provides organizations with a structured process to anticipate trends, face uncertainties, build future scenarios for the future and use this to improve the approach to Strategy and Innovation.

DESIGNING AND PREPARING THE PROJECT

DEFINING THE STRATEGIC FOCUS & TIME HORIZON **GLOBAL & COMPETITIVE SCANNING** **SCANNING TO THE CORE** **SCENARIOS FOR THE FUTURE** **EXPERIMENTING PROJECTS & STRATEGIES** **STRATEGIC ROADMAP**

- **Scanning:** Recognize key drivers of change and use them to be better prepared for future challenges and new opportunities.
- **Sensing:** Build and explore scenarios for the future, combining them with tools of strategic design and innovation.
- **Acting:** Build responses to alternative scenarios, identify areas of growth, and design new business models.

Modules of the the Program

SCENARIO PLANNING LAB

Scanning Sensing & Acting: A Strategic Foresight & Innovation Framework

Presentation of the strategic foresight framework: "Scanning, Sensing & Acting

Scenario Planning Lab: Stage 0: DESIGNING AND SCOPING THE PROJECT
- Defining the Strategic Focus **(*)**
- Defining the Time Horizon
- Defining the Purpose and Objectives
- Stakeholders Analysis

Scenario Planning Lab: Stage 1 - SCANNING

Scenario Planning Lab: From Anticipation to Action
Stage 1: Scanning – Global Scanning & Scanning to the Core
- Identification and analysis of driving forces
- Selection and categorization of Driving Forces
- Co-create a Scanning Dashboard / Radar

Scenario Planning Lab: From Anticipation to Action
Stage 1: Scanning – Global Scanning & Scanning to the Core
- Group Presentations

Scenario Planning Lab: Stage 2 - SENSING

Scenario Planning Lab: From Anticipation to Action
Stage 2: Sensing – Scenarios for the Future

- Explore key driving forces and select Critical Uncertainties
- Build the Scenarios "Structures" & Flesh-out
- Description of the Scenarios (vd. system dynamics, storyboarding and timelines)
- Group Presentations

Keynotes

1. **Future-proof Leadership (Ana Rita Alemão)**

2. **Design for the Future (André Bello)**

Scenario Planning Lab: Stage 3 – ACTING (**)

Scenario Planning Lab: From Anticipation to Action
Stage 3: Acting: Implications and strategic options derived from the scenarios.
- Identify key stress factors and opportunities the organization will face in the Future
- Identify and evaluate strategic alternatives
- Group Presentations

Scenario Planning Lab: From Anticipation to Action
Stage 3: Acting: Exploring "Where to Play/How to Win" framework with Scenarios

- Scenario Planning Lab: From Anticipation to Action
- Group Presentations

Scenario Planning Lab: From Anticipation to Action
Stage 3: Acting: Strategic Innovation Projects from Scenarios: Exploring the Three Horizons Framework
- Describing a portfolio of projects and initiatives for the future
- Group Presentations

(*) In this "Generative AI, Strategic Foresight & Innovation" program, we tend to 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 Scenario Planning Lab will be focused in one approach or tool. We usually present three options for the organization to choose one:
- Implications and strategic options derived from the scenarios.
- Exploring "Where to Play/How to Win" framework with Scenarios
- Strategic Innovation Projects from Scenarios using the Three Horizons

Coordination

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, 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.

ADDITIONAL INFORMATION:

- The program is designed typically to 6-14 participants
- The program has a duration of 12h-16h, organised in 2 to 4 sessions (this structure can be redesign with the client)
- Profile of participants: multiple management roles and related functions/areas.
- The program can be online or presential
- 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 includes initial research on the organisation and areas relevant for the Project and Strategic Focus to be developed
- The program integrates hands-on components covering key steps of a strategic foresight and scenario planning project.

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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