

The Strategic Foresight Lab

Organisations in the UK and around the world are facing a significant future of uncertainty which is likely to continue for several months if not years. Many relate to the term: a VUCA world—a world of volatility, uncertainty, complexity and ambiguity, and the notion that this world is here to stay. Certainly, the Covid 19 Epidemic is resulting in new ways of living and working. This dynamic will continue to unfold. The anticipation of the future will play an important role in the safeguarding and improvement of organisations. Leaders of organisations must become aware of the key trends and patterns that are having an impact on the direction they are taking and their assumptions that are preventing progress. They must also engage in foresight planning so that they can develop futures thinking to adapt their strategy proactively to deal with the uncertainty of the times.

The Strategic Foresight Lab builds on the work of Futures Research Group at York Business School. Its purpose is to:

Enable leadership teams to build a future-oriented strategy

The process of the lab will be delivered using Zoom or MS Teams based on the following sessions of 2 hours each, agreed over two months:

Session 1: A critical consideration of the recent story of the organisation, to consider a desirable future. We will enable the team to explore key moments from the past, what worked well and what didn't, as well as well as key questions that need to be considered for the present, to ensure the successful direction of the organisation.

Session 2: Based on the questions that emerge, the team will consider the turbulence of their environment, to share information that would be useful to envision a desired future. They will consider, with the support of our team, the key issues for the organisation and the trends and patterns that are likely to impact the work of the organisation.

Session 3: A futures and foresight consideration of the next 5-10 years. We will start with the key questions to project forward to gain insight into the possibilities, and then use reverse extrapolation to draw out what needs to be done in the next year(s).

We will conclude the lab by considering how the findings can be built into the organisation's strategy and how future-oriented learning can be sustained.

Organisations working in the Lab can expect to:

- learn about the thinking processes, tools and techniques of Strategic Foresight
- develop a shared view about how their organisation's future might look, and the key factors that could influence this
- strengthen their ability to respond to future uncertainty by including Strategic Foresight in their ongoing strategic management.

The Strategic Foresight Lab provides dedicated space and time for leadership teams to focus on thinking about the future of their organisation.

The Strategic Foresight Lab will be delivered by members of the Futures Research Group.

Contact Professor Jeff Gold at j.gold@yorksj.ac.uk for more information