



## CONVINCED YET?

### THE KEY BENEFITS

After the course you will be able to:

- Lead a futures/foresight exercise in your own organization.
- Gain international perspectives. Practical experience + expertise: applicable and from practitioners.
- Strengthen the strategies of your organization.
- Learn and apply practical tools for trend analysis and scenario planning.
- Enhance strategic thinking and action in the organization.
- Build your international professional network.
- Improve decision making in turbulent environments and under uncertainty.
- Complement foresight skills with strategy – and vice versa.
- Use your own company and work with it as a case, and then go back to your organization and help your colleagues solve problems.
- Improve your ability to communicate strategies, change etc.

### THE COURSE PRACTITIONERS

Each course practitioner has specific expertise and experience in future studies, in training methodologies and in evaluation techniques. The future related methods used in the programme are developed by Kairos Future, a leading European consultancy in the field of future studies and strategy development, and the methods have been practiced in Sweden for more than 15 years.

The course practitioners come from six consultancy companies from Sweden, Finland, UK, Germany, Belgium, and Greece. They all work for strengthening Europe's industry and society and work in the fields of future studies, scenarios, visions, strategy, communication, and organisational development. Each of them has more than 15 years of experience in working with private enterprises and public organisations, on local, regional and national levels. For more detailed information about the practitioners, please visit the website of the course.

### APPLY HERE:

[www.certifiedfuturestrategist.com](http://www.certifiedfuturestrategist.com)



# International Certified Future Strategist

A LIFELONG LEARNING PROGRAMME

# WE WORK IN AN INCREASINGLY RAPLEX ENVIRONMENT...

...in which the rapid speed of change and the complexity is tremendous. In order to successfully cope, companies need to understand their current business environment, and visualise its future developments. Organisations need to anticipate and understand change and they need to proactively address it, so as to increase their resilience and secure their future competitive advantage. The "International Certified Future Strategist" (ICFS) programme will help organisations do just that. The development of the ICFS course and the profession of Certified Future Strategist is being funded with the support of the European Commission's Leonardo da Vinci Programme for life-long learning.

The course will follow a proven analytical framework called TAIDA, short for Tracking, Analyzing, Imagining, Deciding and Acting\*. It enables participants to understand step-by-step the theory and practice of futures thinking and strategy development. Each element will be taught in their own tailored modules, building on the skills and concepts learnt in previous modules.

The focus of the ICFS programme is on the practical application of the TAIDA model and how to implement future studies and strategy development in the participants own organisations.



\*TAIDA is a trademark of Kairos Future

# WHO, WHY AND WHEN?

## WHO SHOULD SIGN UP?

The ICFS is targeted at companies and organisations wishing to build the necessary in-house expertise for developing futures perspectives and strategy. It is a tailored executive education programme with an emphasis on learning in an international environment. The course is best suited to individuals in management positions, who have a responsibility to shape and enhance strategic thinking within their company.

An ideal candidate for the ICFS has:

- A few years of work experience or/and academic training
- A good command of the English language
- A managerial position in his/her organisation

Throughout the course we will recommend literature suited for the different modules. We foresee a "book club", where the participants read and share learning with other. In-between the modules, participants will have assignments, where they can practice their learning in their own organisations. To get the certification, participants need to hand in written assignments and make a couple of oral presentations

## THE LEARNING OBJECTIVES OF THE ICFS PROGRAMME

Individuals attending the course will be equipped with the skills and knowledge needed to address the changes facing their organisation.

The schedule for the 2015 ICFS is the following:

- Module 1: 28-30 January 2015 (week 5)
- Module 2: 4-6 March 2015 (week 10)
- Module 3: 15-17 April 2015 (week 16)
- Module 4: 20-22 May 2015 (week 21)

20 participants.

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Participants will benefit directly from the experience and expertise of the practitioners teaching them. In this way, the ICFS will offer a new professional dimension, providing participants with exciting opportunities for their own careers. The robust nature of the course – with regards to both its theory and application – enable it to be a professionally and independently accredited business course. The course meets a unique need, by offering greater theoretical and substantive insights than a business short course, without requiring the commitment of an MBA.

We strongly believe in "learning by doing": We will mix theory with practice, where participants will be able to test different methods, techniques, etc. while at the course. There is a great amount of interaction between participants and course tutors.