

Grow your career.
Level up for the future.

Foresight and Futures Design

Prepare for the Future of Business Today



Schulich
School of Business
Executive Education

YORK U



Foresight and Futures Design

The Foresight and Futures Design Program is for executives, directors, strategic planning, and creative professionals who are eager to understand the value and application of foresight and futures design in their organization.

This is a two half-day virtual asynchronous program – 6 hours in total- that combines adult learning best-practices to teach the fundamentals and basics of foresight and futures design. It features lessons and activities, and guest appearances by established futurists practicing and advising impactful clients globally.

Grow your career.
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6 one-hour modules over 2 days



Book this program [online](#)



Foresight and Futures Design

This interactive program acts as a primer and covers the fundamental theories on foresight and futures design and provides understanding on the role and responsibilities of futurists and foresight practitioners in organizations. In addition, it provides overviews and exercised that teaches signals scanning and trend identification, futures scenario building and identification of unknown risks, backcasting to inform strategic planning, and the opportunity with futures storytelling.

This program uses aspects of the methods outlined in Nikolas Badminton's new book 'Facing Our Futures: How Foresight, Futures Design and Strategy Creates Prosperity and Growth' and discusses the value of exploring our futures to provide a holistic view of the way forward towards 10, 20 and 50+ year horizons ahead of us.



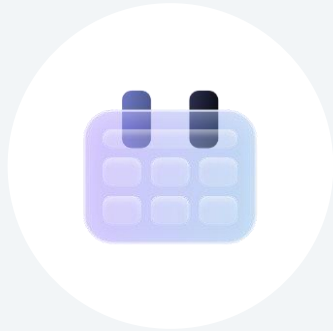
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Program Highlight



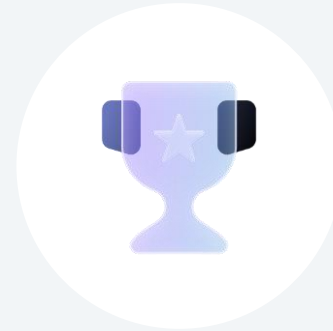
6 hours of study

Rich learning in just
6 hours of study



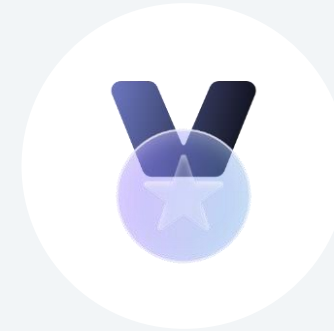
Learn From An Industry Leader

Dive deep into foresight and futures design with world-renowned futurist, author, and leadership expert Nikolas Badminton.



Stand Out from the Crowd

Get highly sought-after skills such as signals scanning and trend identification, futures scenario building and identifying unknown risks. Help your organization prepare for not only today but also tomorrow.



Foundational Badge

Signifies that you've gained information and insight into new skills.



Program Faculty



Nikolas Badminton

FRSA, Chief Futurist at
futurist.com

Nikolas is a world-renowned futurist that leaders to create more connected, curious, and creative teams that embrace futures design to imagine desirable futures, anticipate unforeseen risks, and strengthen strategic planning.

He has spent 30+ years working with leadership at over 300 leading organizations at the frontline of foresight, strategy, and disruption - including NASA, United Nations, Google, Microsoft, Intel, WM, United Way, Bayer, Bank of Canada, George Weston Ltd., Rolls Royce, Procter & Gamble, IDEO, UK Home Office and many more.

In his new book 'Facing Our Futures' - released internationally on Bloomsbury Business - showcases foresight methods and thinking that shift organizational mindsets from what is to what if... and aims to increase organizational vigilance, profitability and market capitalization.

Nikolas' essential research has been featured by the BBC, VICE, The Atlantic, Fast Company, Business Insider, Forbes, Sunday Telegraph and many others. He appears on SIRIUSXM and CTV regularly, was a key advisor to the 'Age of AI' series with Robert Downey Jr, and appears in the Franklin Institute's series '2050'.

Program Content



Module 1: Understand foresight and futures thinking fundamentals

The program begins by focusing on creating foundational understanding of the history and discipline of foresight and futures design. We will cover:

- The history of Foresight, the role and responsibilities of a Futurist and the role of foresight in modern organizations.
- The steps of scanning signals, identifying trends, defining scenarios, and imagining futures through stories and experiential futures.
- Foresight fundamentals and methods - the plurality of our futures, Four Futures Model, Generic Foresight Model, Futures Cone, and the Futurist Think Tank's Foresight Framework used with clients by Nikolas and his team.

Module 2: Prime Futures Thinking - Current Signals, Megatrends, and Industry Trends

We will prime the attendees thinking, in preparation for the exercises, with a review the current state of the world with a 40 minute keynote from Nikolas Badminton on the signals, megatrends, and industry trends. With each trend area we will explore scenarios that may play out in our futures. Following the presentation there will be a discussion on the content of the presentation.

There will be time for an interactive Q&A.

Program Content



Module 3: Explore futures using the Foresight Framework

We will deep dive into the structure, steps of the Foresight Framework so that attendees can follow through the steps as we progress through the program. An overarching business hypothesis, positive futures principles, scanning themes and areas of exploration will be presented and discussed. There will then be an exercise undertaken in groups of 2 or 3 attendees that explores the

- Analysis of multiple signals – from Module 2 - to identify pertinent trends, positive and negative effects (risks), and potential solutions
- Building of what if... scenarios

Module 4: Develop speculative fiction and experiential futures

We will look at the role of speculative fiction and immersive futures design and look at leading examples in these areas from masters of futures storytelling. In addition, we will

- Understand the discipline, creative processes and application of design fiction and storytelling
- Review scenarios created on DAY ONE and brainstorm story actors, contexts, and situations that can lead us to writing stories about our futures – in the same groups of 2 or 3 attendees from DAY ONE.

Program Content



Module 5: Link our futures to current strategic thinking using backcasting

We will understand how backcasting allows us to travel backwards from the futures we have created to where we are today by identifying strategic considerations from the futures scenarios we have built. We will:

- Discuss what people need to be involved, what processes might need to evolve or be installed, what governance (internal and external) might be needed, and what solutions might need to be put into place to progress futures thinking.
- Understand the intersection of backcasting with corporate vision development and brand positioning, and with planning models like with PESTLE and LEAN.

Module 6: Understand how to establish foresight in your organization

We will understand the role and importance of establishing foresight capabilities in your organization, the key individuals and the importance of governance, visibility, and transparency

- Understand the roles and responsibilities of key individuals – Chief Futures Officers (CfuO), Futures Creative Director (FCD), Futures Design Leads (FDL), Content Creators, and Signals and Trends Analysts
- Understand how to develop personal and organizational futures consciousness, and how we can embrace new modes for thinking about our futures.

Program Content



Bonus: A chat and Q&A with Glen Hiemstra

Nikolas Badminton will interview Glen Hiemstra who will share stories, his methods, futures thinking, and his advice gleaned from over 40 years working with private and public companies, governments, NGOs and not-for-profit organizations.

- There will also be an open Q&A between Glen and course attendees.

Who Will Benefit



Mid-Career Leaders

Professionals in strategic planning and creative roles will learn the value and application of foresight and futures design. Become a leader who prepares your team and organization for future changes and prepare yourself for higher roles.



Senior Leaders

This program guides executives and directors in creating detailed, future-ready strategic plans that ready organizations for the next 10, 20 and 30+ years.

Completion Benefits

After completing Foresight and Futures Design, you'll receive an authentic digital badge from the #1 business school in Canada that employers will recognize.

As more and more companies look for candidates with specific skills, this badge on your CV will be a credible assurance of your achievements and expertise, allowing the right roles to find you faster.



Foundational Badge

Signifies that you've gained information and insight into new skills.

Why a Certificate at Schulich ExecEd?

There will no longer be a single transition from graduation to work in one's life.

Because few of us have the same job for life, we constantly have to re-invent ourselves, learn new skills and adapt to the changing marketplace and business environment. Today's professionals and executives must be able to quickly develop and fine-tune personal business skills to adapt and grow.

We are #1 Business School in the Country

We have the privilege of being ranked #1 and teaching top students from around the world.

Our Program is Unique

Distinction from growing competition in the job market.

We Provide a Combination of Skill Specialization & Range

Deepen your current skills and acquire new ones.



About Schulich ExecEd

At Schulich ExecEd, the professional development arm of the world class Schulich School of Business, all our programs are non-degree, mid-career acclaimed qualification that employers recognize and that you can add to your CV.

We Provide:

- Short programs building an individual business skill have industry recognized credentials for that skill
- Certificate programs build a wider skill set with a number of key skills
- Masters Certificates are an intense dive into Leadership, Management or specific Business skillsets. This is our highest mid-career professional development business school certification

Key Stats:

- Ranked #1 business school in Canada
- Ranked #12 in global MBA ranking
- Educated over 80,000 professionals across the world.
- Delivered over 4,000 programs virtually and in-person
- 96% of our graduates used knowledge or skills from the program on the job
- 87% of our graduates reported improved job performance
- Worked with over 500 companies worldwide

Over 450 leading faculty in areas of management, leadership, communications, finance, marketing, business development and strategy





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