

Strategic thinking  
With a futures perspective  
In an international environment

BE A PIONEER FOR THE FUTURE  
BECOME A CERTIFIED FUTURE STRATEGIST



Learn more about the programme in our breakfast seminar

**Tuesday, 4.3.2014 at 8:30 - 9:30 a.m.**  
**Radisson Blu Royal**  
**Runeberginkatu 2, Helsinki**

- 8.00 Breakfast
- 8.30 Welcome by Jari Puhakka, Capful
- 8.35 ICFS presentation by Ulf Boman, Kairos Future
- 9.00 Experiences from ICFS programme by Micke Nordman, Scandinavian Business Design
- 9.10 Questions and discussion

Sign up for the seminar by 24.2.2014 by contacting Consultant Nette Lehtinen 050 4336244 or [nette.lehtinen@capful.fi](mailto:nette.lehtinen@capful.fi). You can also sign up [here](#) .

Breakfast seminar is free of charge.

## WE WORK IN AN INCREASINGLY RAPIDLY CHANGING 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.**

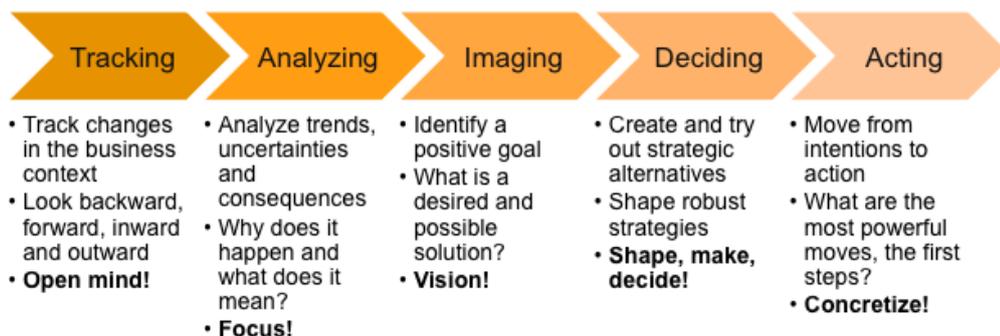
Organisations need to anticipate and understand change and proactively address it to increase their resilience and secure their future competitive advantage. The International Certified Future Strategist (ICFS) programme will help organisations do just that.

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 those individuals in management positions, who have or will have a responsibility to shape and enhance strategic thinking within their company.

### THE SUBSTANTIVE CONTENT OF THE ICFS

The course will follow a proven analytical framework called TAIDA (Tracking, Analyzing, Imaging, Deciding and Acting. TAIDA is a trademark of Kairos Future). It enables participants to understand step-by-step the theory and practice of futures thinking and strategy development. Individual elements will be taught in their own tailored modules, each one building on the skills and concepts learnt before.

The focus of the ICFS programme is on the practical application of these skills:



## 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.**

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 – enables it to be a professionally and independently accredited business course<sup>1</sup>. 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.

## PRACTICAL INFORMATION FOR PARTICIPANTS

- Next ICFS programme begins in January 2015
- Programme consists of 5 modules - 3 days of face-to-face teaching each
- Total duration of the programme is around 6 months
- The course will be taught in English

For further details about the course, please visit:

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

Since November 2012, a unique consortium of six independent consultancies - Kairos Future, IFOK, Shared Intelligence, Emetris, ShiftN, and Capful - have been drawing on their extensive experience in the fields of strategy, futures, change management, and training to develop the programme. The course tutors are business professionals, each with more than 15 years of experience in applying scenario planning, strategic foresight, and change management in both private and public organisations.

The development of the ICFS course and the profession of Certified Future Strategist are being funded with the support of the European Commission's Leonardo da Vinci Programme for life-long learning.

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<sup>1</sup> The accreditation system is being developed in cooperation with the international accreditation body as part of the course's development, and will be available for application when the course is launched.

