International Certified Future Strategist

A LIFELONG LEARNING PROGRAMME

ICFS

| International Certified Future Strategist |

Take part in an international course taught by business professionals from five European countries, with more than 15 years of experience each in the fields of future studies and strategy.

KAIROS FUTURE, SHARED INTELLIGENCE, CAPFUL, SHIFTN, EMETRIS CONSULTING

WE WORK IN AN INCREASINGLY COMPLEX ENVIRONMENT

In order to successfully cope, companies need to understand their current business environment, and visualise future developments. Organisations need to anticipate and understand change and they need to proactively plan for it, so as to increase their resilience and secure their future competitive advantage.

The "International Certified Future Strategist" (ICFS) programme helps organisations do just that. We focus on how to link future with strategy and action; how to enhance your strategic thinking and planning by understanding your contextual environment.

THE MODEL OF THE ICFS

The course follows a proven analytical framework called TAIDA, short for Tracking, Analysing, Imaging, Deciding and Acting*. It enables participants to understand step-by-step the theory and practice of futures thinking and strategy development. Each element is 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.

T

TRACKING

- Track changes in the business context
- Look backward, forward, inward and outward
- *Open mind!*

A

ANALYSING

- Analyse trends, uncertainties and consequences
- Why does it happen and what does it mean?
- *Focus!*

I

IMAGINING

- Identify a positive goal
- What is a desired and possible solution?
- *Vision!*

D

DECIDING

- Create and try out stratecic alternatives
- Shape robust strategies
- *Shape, make, decide!*

A

ACTING

- Move from intentions to action
- What are the most powerful moves, the first steps?
- *Realise your strategy!*

*TAIDA is a trademark of Kairos Future

ABOUT THE COURSE

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, and at individuals who want to enhance and impact their career path by learning and developing these skills.

The course 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

THE LEARNING OBJECTIVES OF THE ICFS PROGRAMME

Individuals attending the course will learn the skills and knowledge needed to adress the challenges facing their organisation, including: how to assess change, how to create scenarios, how to develop strategy, and how to implement and communicate change.

The course is robust, in terms of both theory and application, but is also intensely practical, focusing on the real-world needs of business, organisations and individuals.

The ICFS course offers three main advantages compared to other courses available on the market: ICFS goes deeper in the scenario analysis than competitors, clearly emphasizes the link between scenarios and strategy, and offers possibilities for international certification and ECVET level 7 credits.

THE LEARNING ENVIRONMENT

We strongly believe in "learning by doing". We mix theory with practice, with participants able to test different methods and techniques, while at the course. Participants benefit from a hands-on environment, with a large amount of interaction between participants and our experienced course tutors. The course provides a relaxed but professional environment which supports the sharing of perspectives, ideas and learning.

The course is composed of four modules (see below). In-between modules, participants carry out home assignments, where they can practice their learning in their own organisations.

At the end of the course, participants who have completed the required assignments and presentations are able to get a formal certification which confirms their ability to proficiently use the techniques taught on the course.

"I have new insights and a new way of thinking. This will help me develop both new ways of working and new assignments in my organization."

ROBIN VON EULER, NACKA MUNICIPALITY SCHOOLS (SWEDEN)

"I have learned a lot from all the tutors and the participants and it has been really interesting and inspiring for me."

NATASJA BILLIAU, ACCENTURE (BELGIUM)

"The course has particular strengths such as the specific examples, the ability to ask questions and receive detailed answers. Moreover, the practical work during the course gave me a more clear ability to understand all the tools."

DIMITRIOS CHELIDONIS, THESSALIAN CENTER FOR INNOVATION AND ENTREPRENEURSHIP (GREECE)

THE CONTENT OF THE ICFS MODULES

The ICFS programme duration is approximately five months, with four modules of three days face-to-face teaching each. The course will be held once a year and admits about 20 participants.
The schedule for 2018 is the following:

Module 1: Environmental analysis (7-9 February 2018)
Module 2: Scenarios (21-23 March 2018)
Module 3: Vision & strategy analysis (25-27 April 2018)
Module 4: Strategy & action (23-25 May 2018)

MODULE 1: ENVIROMENT

- Bakground future studies
- Scope, time frame
- Trend scanning, trend analysis
- How to research trends
- Certainties vs uncertainties
- Systems analysis
- Big data and data retriewing

MODULE 2: SCENARIOS

- Scenarios - theory and methods
- Contextual understanding
- Strategic uncertanties
- Scenarios: logic, characteristics, stories and illustration
- Quality and tension

MODULE 3: VISION AND STRATEGY

- Visons - desired future
- Assets
- Strategy models
- Developing strategies from future

MODULE 4: STRATEGY AND ACTION

- Strategy testing
- Action planning
- Change agents
- Stakeholder participation
- Continuous trend-scenario-strategy-innovation cycle
- Monitoring and scanning

"The framework and tools have been directly applied to my home organisation and have brought immediate structure and value to our strategy work. Moreover, the course has also prepared me well for facilitating change."

HARRY MALCOLM, NORDISK VINDKRAFT (SWEDEN)

"I really like the composition in the room: we are from different countries, different cultures, which gives us different angles and views to look at the definitions and how to work with the different tools that we learn."

MARIA FISKERUD, AKZO NOBEL AB (SWEDEN)

"The ICFS provided me with a solid method and definitely a very strong strategic insight, which enables me to make the right decisions in my business."

MICHAEL E. NALBANTIS, HELIONAL (GREECE)

CONVINCED?

THE KEY BENEFITS

After the course you will be able to:

- Lead a futures or foresight exercise in your own organisation.
- Gain international perspectives. Practical experience and expertise: applicable and from practitioners.
- Improve the strategies of your organisation.
- Learn and apply practical tools for trend analysis and scenario planning.
- Enhance strategic thinking and action in your organisation.
- Boost your career by enhancing your professional competence
- 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 organisation and help your colleagues solve problems.
- Improve how you communicate strategy and manage change.

THE COURSE PRACTITIONERS

The methods used in the programme have been developed by Kairos Future, a leading European consultancy in the field of future studies and strategy development, who has been practicing these techniques in Sweden for more than 15 years.

The course practitioners come from five consultancy companies from Sweden, Finland, UK, Belgium, and Greece. They all 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, national and international levels. For more detailed information about the practitioners, please visit the course website.

TO FIND OUT MORE AND APPLY:

Visit www.certifiedfuturestrategist.com.

PRACTICAL INFORMATION

LANGUAGE: English
LOCATION: Stockholm

FEES
The programme fee for the ICFS course is €7,000 (all prices are excluding VAT). This is inclusive of lunches and course materials, but exclusive of travel and related costs.

CERTIFICATION
Many participants on the ICFS course want their achievement recognised through our unique certification and qualification options. This will enable participants to demonstrate to employers, clients, or educational bodies what they have learned and achieved on the course.

We have two different ways you can demonstrate your achievement after completing the ICFS course:

Certification is optional and will take place after the fourth module. Our Certification Scheme has been designed and is audited by an independent body (ExMi of Sweden) and demonstrates to employers and clients that you have acquired the skills and competencies to lead futures orientated strategy projects including factor and trends analysis, scenario development, and strategy options development. Under the scheme, the course tutors assess each participant at the end of the programme against the Certification criteria. Those who meet the criteria will be able to describe themselves as "International Certified Future Strategists". Certification is only available for those who complete the ICFS course and is included in the course price and is valid for three years.

The ICFS course has also been accredited by the UK's Chartered Management Institute as meeting the learning objectives of their Award in Professional Consulting. This academic qualification is recognised by educational bodies across Europe under the EQF (European Qualification Framework) and can be transferred as points towards a larger qualification, ECVET Level 7. To obtain the Award participants must submit project work which is independently assessed by examiners from the Chartered Management Institute. The cost of this assessment is €150, not covered by the course fee.

CANCELLATION POLICY
If the Client wishes to cancel the participation, the following should apply:

Cancellation more than 45 days before 1st course date: 90 % of payment is refunded

Cancellation 30-45 days before 1st course date: 50 % of payment is refunded

Cancellation less than 30 days before 1st course date: no payment is refunded

If possible, the ICFS consortium will try to move participants to a later course (cost of 150€). There is also the possibility to send a colleague instead at no extra cost.

"I like this course very much because the interaction between the participants provides real insights into how vision making and strategy development works in different countries, and that's a great advantage of this course."

RUDY UWLAND, PROVINCIE GELDERLAND (THE NETHERLANDS)

"I would definitely recommend this course to other people. If you are working in company development or organisational development, and interested in the future, then this course is really key."

RIKARD WALLIN, NCAB GROUP SWEDEN AB (SWEDEN)

"It is very useful to have a combination of people, coming from big companies, but also people from public organisations."

BERT KILJAN, PROVINCIE GELDERLAND (THE NETHERLANDS)

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