




Shaping the Future: Tools for Developing Strategic Foresight

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Meirc
Training & Consulting

Why Attend

The world is rapidly changing driven by technology, globalization, and the increasing interdependence between countries and cultures. Since the world of the future, where will be living in, will be significantly different from today's, it is critical for governments, organizations, and leaders to better understand how future scenarios will be shaped. Those capable of examining possible, probable and desirable futures can capitalize on more opportunities and find better ways to positively influence the future that is being created today.

In this course, attendees will build up their knowledge and skills in futures studies in a visionary and futures-oriented way. They will also learn to conceptualize reality and events using a systematic approach to analyze developments and decision-making processes in the light of global change.

Attendees who successfully pass this course will be qualified as experts in the business of the future.

Course Methodology

This course relies on the use of interactive case studies to demonstrate the different components of futures studies. In addition, this course utilizes individual debriefs, group discussions, role-playing scenarios, videos, and presentations.

Course Objectives

By the end of the course, participants will be able to:

- Explain how companies and governments can use the study of futurology
- Distinguish between possible, probable and preferable futures
- Apply scenario thinking using the futures wheel and environmental scanning
- Recognize the connection between the foresight and strategy process
- Use futures studies to manage and mitigate risk

Target Audience

All leaders, managers and senior professionals who are involved in influencing, formulating or supporting the long term planning of their department or organization, as well as those who are interested in learning more about futures studies.

Target Competencies

- Creative thinking
- Conceptual thinking
- Situation analysis
- Future thinking
- Theoretical problem solving
- Systems judgement
- Critical thinking
- Scenario analysis

Course Outline

- Foundations of futures studies
 - History of future studies
 - The discipline of futurology
 - How companies and governments can use futurology
 - Actors in the field
 - Current theories and applications
 - Futures thinking
- Characteristics of a futurist perspective
 - Change as the norm
 - The acceleration of change
 - Seeing events as interrelated
 - Taking a holistic perspective in viewing change



- Accepting alternative futures
- Distinguishing between different futures
 - Possible futures
 - Probable futures
 - Preferable futures
- The importance of short, medium, and long-range planning
- The danger of leaving the future to chance
- Creating the future
- Scenario thinking
 - Scenario approach
 - Environmental scanning
 - Futures wheel
 - Futures table
 - Weak signals
 - Black swans and wild cards
- Systems thinking and strategic foresight
 - Understanding complexity
 - Systemic structure of dynamic and complex wholes
 - Methodologies of systems thinking
 - Visionary leadership and corporate foresight
 - The connection between foresight and strategy process
 - Governmental and regional foresight
- Managing for change
 - The link between strategic management and futures research
 - Using futures studies to effect change and transformation
 - The role of leadership in planning for the future
 - Using futures studies to manage and mitigate risk
 - Changing futures
- Futures methods in practice
 - Connecting various futures studies methods and theoretical thinking
 - Global challenges
 - Sustainable futures
 - Studying and evaluating effects of globalization
 - Concept of sustainability



Location & Date

8 - 12 Dec, 2019	English	Dubai	Sofitel Downtown Dubai
13 - 17 Sep, 2020	English	Dubai	To be assigned

Fees: US\$ (including coffee breaks and a buffet lunch daily)

Per participant - 2019	US\$ 4800
Per participant - 2020	US\$ 4900

Fees + VAT as applicable

UAE Tax Registration Number 100239834300003



Courses in Planning and Strategy Management

Dates	Course Name	Language	Location	Fees
1 - 5 Sep, 2019	Analytical Thinking and Evidence Based Decision Making	English	Dubai	US\$ 4900
9 - 13 Sep, 2019	Analytical and Structured Thinking: Best Practices and Methods	Arabic	Athens	US\$ 4900
15 - 19 Sep, 2019	Certified Business Analyst	English	Istanbul	US\$ 5200
22 - 26 Sep, 2019	Developing and Implementing the Business Plan	English	Dubai	US\$ 4900
6 - 10 Oct, 2019	Competitive Strategies and Value Innovation	English	Dubai	US\$ 4900
6 - 10 Oct, 2019	Strategic Thinking and Planning	English	Cairo	US\$ 4900
13 - 17 Oct, 2019	The Balanced Scorecard: Achieving Performance Excellence	English	Dubai	US\$ 4900
13 - 15 Oct, 2019	Business Continuity Management 	English	Dubai	US\$ 3700
20 - 24 Oct, 2019	The Effective Analyst: From Research to Execution	English	Dubai	US\$ 4900
20 - 24 Oct, 2019	Successful Planning, Organizing and Control	Arabic	Dubai	US\$ 4900
27 - 31 Oct, 2019	Strategy Management in the Public Sector	Arabic	Dubai	US\$ 4900
3 - 7 Nov, 2019	Strategic Thinking and Planning	Arabic	Dubai	US\$ 4900
10 - 14 Nov, 2019	The Certified Strategist: From Planning to Execution	Arabic	Dubai	US\$ 5200
17 - 21 Nov, 2019	Certificate in Key Performance Indicators (KPIs)	English	Dubai	US\$ 5200
17 - 21 Nov, 2019	Developing Effective Public-Private Partnerships (PPPs)	English	Dubai	US\$ 4900
24 - 28 Nov, 2019	Developing and Implementing the Business Plan	Arabic	Dubai	US\$ 4900
1 - 5 Dec, 2019	Certified Business Analyst	Arabic	Dubai	US\$ 5200
2 - 4 Dec, 2019	Business Intelligence and Data Analysis Workshop	English	Beirut	US\$ 3700
15 - 18 Dec, 2019	Certified Crisis Management Professional 	English	Dubai	US\$ 4900
15 - 19 Dec, 2019	Strategic Thinking and Planning	English	Dubai	US\$ 4900
22 - 26 Dec, 2019	The Certified Strategist: From Planning to Execution	English	Dubai	US\$ 5200
22 - 26 Dec, 2019	Successful Planning, Organizing and Control	English	Dubai	US\$ 4900
29 Dec - 2 Jan, 2020	Certificate in Key Performance Indicators (KPIs)	Arabic	Dubai	US\$ 5200
19 - 23 Jan, 2020	Developing and Implementing the Business	Arabic	Dubai	US\$ 5200

Courses in Planning and Strategy Management

Dates	Course Name	Language	Location	Fees
	Plan			
26 - 30 Jan, 2020	Strategic Thinking and Planning	Arabic	Dubai	US\$ 5200
2 - 6 Feb, 2020	IIBA Endorsed Certified Business Analyst	English	Dubai	US\$ 5200
9 - 13 Feb, 2020	Successful Planning, Organizing and Control	Arabic	Dubai	US\$ 5200
16 - 20 Feb, 2020	The Certified Strategist: Advanced Tools and Techniques	English	Dubai	US\$ 5200
23 - 27 Feb, 2020	Strategic Thinking and Planning	English	Dubai	US\$ 5200
1 - 4 Mar, 2020	Certified Crisis Management Professional 	English	Dubai	US\$ 5200
1 - 5 Mar, 2020	IIBA Endorsed Analytical Thinking and Evidence Based Decision Making	English	Dubai	US\$ 5200
8 - 12 Mar, 2020	Introduction to Public-Private Partnerships (PPPs)	English	Dubai	US\$ 5200
15 - 19 Mar, 2020	Developing and Implementing the Business Plan	English	Dubai	US\$ 5200
15 - 19 Mar, 2020	IIBA Endorsed - The Effective Analyst	English	Dubai	US\$ 5200
22 - 26 Mar, 2020	Certificate in Key Performance Indicators (KPIs)	English	Dubai	US\$ 5200
22 - 26 Mar, 2020	Strategic Thinking and Planning	Arabic	Dubai	US\$ 5200
29 - 31 Mar, 2020	Business Continuity Management 	English	Dubai	US\$ 5200
29 Mar - 2 Apr, 2020	IIBA Endorsed Certified Business Analyst	Arabic	Dubai	US\$ 5200
5 - 9 Apr, 2020	The Certified Strategist: Advanced Tools and Techniques	Arabic	Cairo	US\$ 5200
12 - 16 Apr, 2020	Strategic Thinking and Planning	English	Dubai	US\$ 5200
19 - 21 Apr, 2020	Managing Strategic Reviews	English	Dubai	US\$ 5200
7 - 11 Jun, 2020	Successful Planning, Organizing and Control	Arabic	Dubai	US\$ 5200
14 - 18 Jun, 2020	Strategic Thinking and Planning	Arabic	Dubai	US\$ 5200
21 - 25 Jun, 2020	The Certified Strategist: Advanced Tools and Techniques	English	Dubai	US\$ 5200
28 Jun - 2 Jul, 2020	The Balanced Scorecard: Achieving Performance Excellence	English	Dubai	US\$ 5200
28 Jun - 1 Jul, 2020	Certified Crisis Management Professional 	English	Dubai	US\$ 5200
28 Jun - 2 Jul, 2020	IIBA Endorsed - The Effective Analyst	Arabic	Dubai	US\$ 5200
12 - 16 Jul, 2020	Strategic Thinking and Planning	English	Vienna	US\$ 5200
16 - 20 Aug, 2020	IIBA Endorsed Building and Presenting a Powerful Business Case	English	Dubai	US\$ 5200



Courses in Planning and Strategy Management

Dates	Course Name	Language	Location	Fees
23 - 27 Aug, 2020	Certificate in Key Performance Indicators (KPIs)	Arabic	Dubai	US\$ 5200
6 - 10 Sep, 2020	Strategic Thinking and Planning	Arabic	Dubai	US\$ 5200
13 - 17 Sep, 2020	Successful Planning, Organizing and Control	English	Dubai	US\$ 5200
20 - 24 Sep, 2020	The Certified Strategist: Advanced Tools and Techniques	Arabic	Dubai	US\$ 5200
27 Sep - 1 Oct, 2020	IIBA Endorsed Certified Business Analyst	Arabic	Dubai	US\$ 5200
4 - 8 Oct, 2020	Introduction to Public-Private Partnerships (PPPs)	English	Dubai	US\$ 5200
11 - 15 Oct, 2020	Strategic Thinking and Planning	English	Dubai	US\$ 5200
18 - 22 Oct, 2020	IIBA Endorsed - The Effective Analyst	English	Dubai	US\$ 5200
25 - 27 Oct, 2020	Business Continuity Management 	English	Dubai	US\$ 5200
25 - 29 Oct, 2020	Developing and Implementing the Business Plan	Arabic	Dubai	US\$ 5200
25 - 29 Oct, 2020	Strategy Management in the Government and Public Sectors	Arabic	Dubai	US\$ 5200
25 - 29 Oct, 2020	Successful Planning, Organizing and Control	English	Dubai	US\$ 5200
1 - 5 Nov, 2020	The Balanced Scorecard: Achieving Performance Excellence	English	Dubai	US\$ 5200
1 - 5 Nov, 2020	IIBA Endorsed Certified Business Analyst	English	Dubai	US\$ 5200
8 - 12 Nov, 2020	Strategic Thinking and Planning	Arabic	Dubai	US\$ 5200
15 - 19 Nov, 2020	Certificate in Key Performance Indicators (KPIs)	Arabic	Dubai	US\$ 5200
22 - 25 Nov, 2020	Certified Crisis Management Professional 	English	Dubai	US\$ 5200
22 - 26 Nov, 2020	The Certified Strategist: Advanced Tools and Techniques	English	Dubai	US\$ 5200
29 Nov - 3 Dec, 2020	Competitive Strategies and Value Innovation	English	Dubai	US\$ 5200
6 - 10 Dec, 2020	Strategic Thinking and Planning	English	Dubai	US\$ 5200
13 - 17 Dec, 2020	Certificate in Key Performance Indicators (KPIs)	English	Dubai	US\$ 5200
13 - 17 Dec, 2020	Successful Planning, Organizing and Control	Arabic	Dubai	US\$ 5200
20 - 24 Dec, 2020	IIBA Endorsed Analytical Thinking and Evidence Based Decision Making	English	Dubai	US\$ 5200
27 - 31 Dec, 2020	Strategic Thinking and Planning	Arabic	Dubai	US\$ 5200

Meirc Timeline

