

Futures, Strategic Design & Innovation

An Immersive Experience in Lisbon
6/9 June 2018



idefe

In partnership with:



A unique program in one of the most vibrant cities in Europe.

Paulo Soeiro de Carvalho
Program Director
Futures, Strategic Design & Innovation





PURPOSE OF THE PROGRAM

The program driving force is to help people in organisations to improve the way they face uncertain and turbulent contexts. We will help you develop the capacity to anticipate trends and explore scenarios and how this can improve your approach to strategy and innovation processes.

For 4 days, participants will have the opportunity to explore the most cutting-edge concepts and tools in the fields of foresight, strategic design and innovation, integrated in a unique Futures Framework.

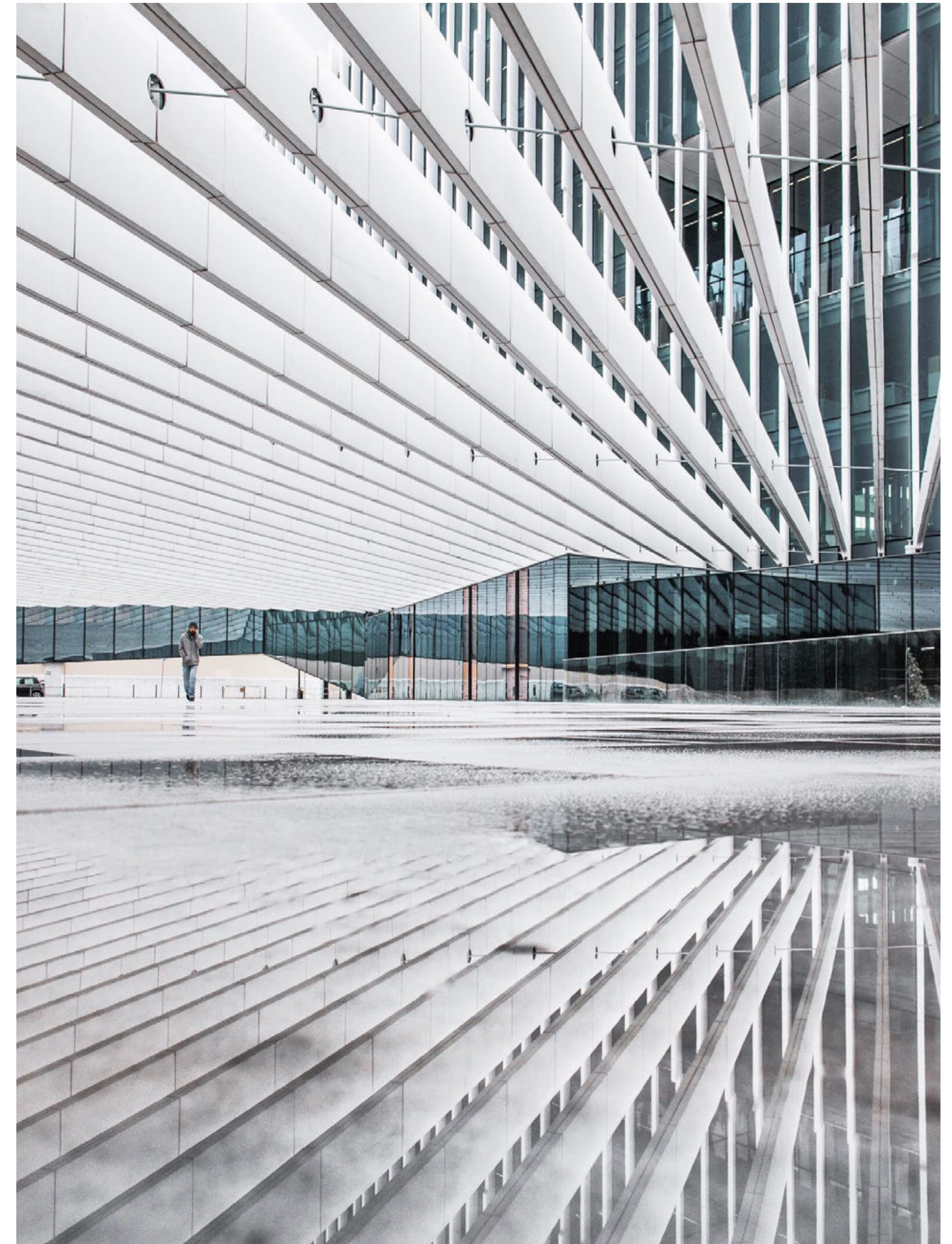
Participants will have firsthand access to the "SCANNING, SENSING AND ACTING" Framework, used to anticipate and explore the future, identify new opportunities and build innovative strategies to solve strategic challenges.

A UNIQUE EXPERIENCE

The program offers a unique immersive experience in Lisbon and a combination of theoretical and practical sessions that develop your skills and understanding in reframing and re-perceiving strategic decisions.

The use of a knowledge toolbox and the "Scanning, Sensing and Acting" framework (specifically designed and adapted for this program) will allow you to fully understand these concepts, and facilitates its later application in your organizations.

By the end of the program, you and your organisations will be better prepared to be leaders for the future, engage in bold strategic processes, and act as truly change-makers.



Program

**Foresight:
Thinking
and Acting
on the
Future**

**Global
Forces and
Emergent
Technology**

**Building
Scenarios
for the
Future**

**Strategic
Design and
Innovation**

**Lisbon
Future
Network**

A futuristic, curved corridor with a blue and purple color scheme. The ceiling and walls are made of curved panels with recessed lighting. Several people are walking away from the camera down the corridor, which recedes into the distance. The overall atmosphere is modern and high-tech.

**Making
decisions
in turbulent
and uncertain
environments.**

01. Foresight: thinking and acting on the future

Goals

Create and embed a Future strategy and culture in your organization.

Identify and explore the driving forces that can make or break your organization in the future.

Skills and Tools to become a Chief Futurist Officer or Future Manager.

Program

- Future Thinking: assumptions, concepts and tools
- “Scanning, Sensing & Activing” - A Futures Framework
- Mapping the main forces of change and emerging domains in the global and business environments.
- Explore trends and critical uncertainties and use these as inputs to identify new growth opportunities, foster strategic agility, and simultaneously improve their strategic planning processes.
- Design and implement processes that allow organizations to better understand the past, improve their decision-making in the present and embrace their preferred future.
- Presentation and Discussion of Case Studies (3M, Nestlé, Philips, Siemens, Mercedes, ...)

02. Exploring global forces and emergent technologies

Goals

Understand and explore emergent and exponential technologies, its global challenges and opportunities.

A comprehensive overview of major innovations, and the implications they have on industries, society, and our future.

Program

- Exploring the Global Forces and Technological Landscape (Building a Scanning Dashboard)
- Technological Fields and Global Challenges Masterclasses explored and taught by national and international experts:
 - Artificial Intelligence / Augmented & Virtual Reality
 - Networks & Computing Systems / Robotics
 - Digital Biology & Biotech / Medicine & Neuroscience
 - Nanotech & Digital Fabrication

03. Building scenarios for the future

Goals

Build and improve your understanding of scenario, methodologies and processes.

Integrate drivers of change, anticipate discontinuities and spot opportunities.

Identify critical uncertainties and build Strategic Scenarios.

Improve strategy making and review how your organization carries out scenario work.

Analysis of impacts, threats and opportunities for the business.

Program

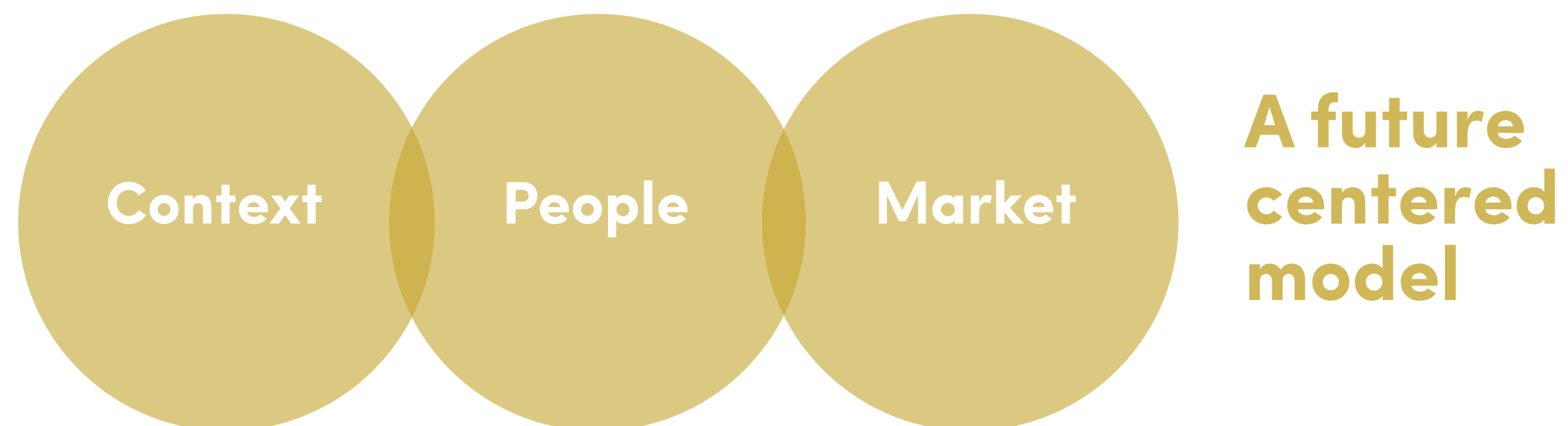
- Exploration of Scenarios methodologies and processes.
- What can we influence in the context of our organization and what will most influence us/our success in the future?
- What is the link between strategic planning and scenarios?
- How to Design and Implement a fit-for-purpose Scenario Planning Project?
- Strategic Analysis of the Scenarios - Challenges and Opportunities.
- Presentation and Discussion of Case Studies (Shell, Siemens, Cisco, IDEO, Mercedes, JRC / EC, ...)

04. Strategic design & innovation

Goals

Understand the value and impact of Design to business strategy, differentiation and competitive advantage.

Exploration of Design Thinking and Strategic Design tools to move from consumer and market insight to actionable solutions.



Program

- Designing human-led strategies and solutions by exploring the role of design and designers approach to problem solving.
- How behavioural understanding can influence new products and services?
- How to create the conditions for a “design culture”?
- How to quickly prototype and test ideas?
- Learning from others - case studies- (Airbnb, Lowes innovation, Jeronimo Martins, etc...)



Lisbon Futures Network

The Lisbon Futures Network is an invitation-only network and events of people, organisations and events designed to enable professional dialogue, reflection and collaboration.

It helps participants explore how plausible, challenging, usable scenarios and future narratives can be constructed, articulated and engaged with in ways that open up spaces for dialogue, for exploration, for participation and for action.

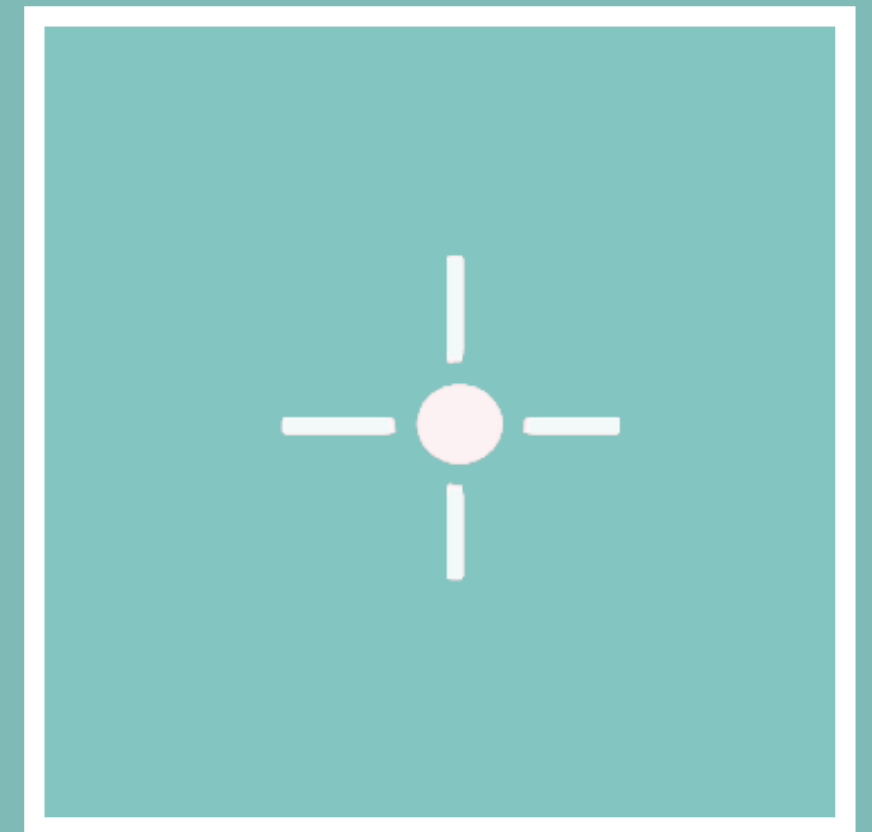
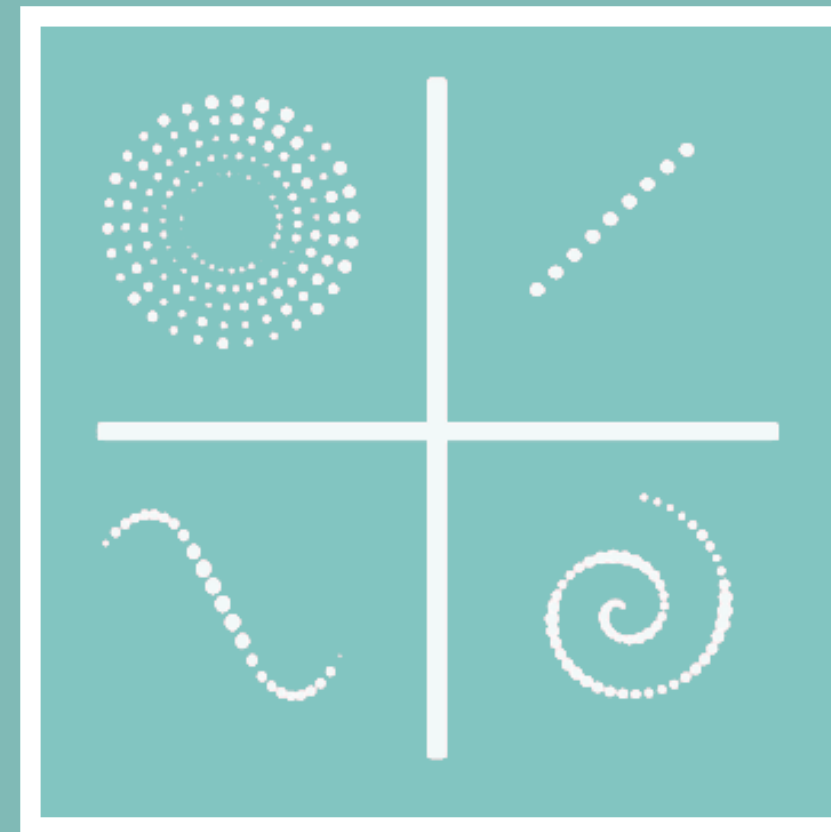
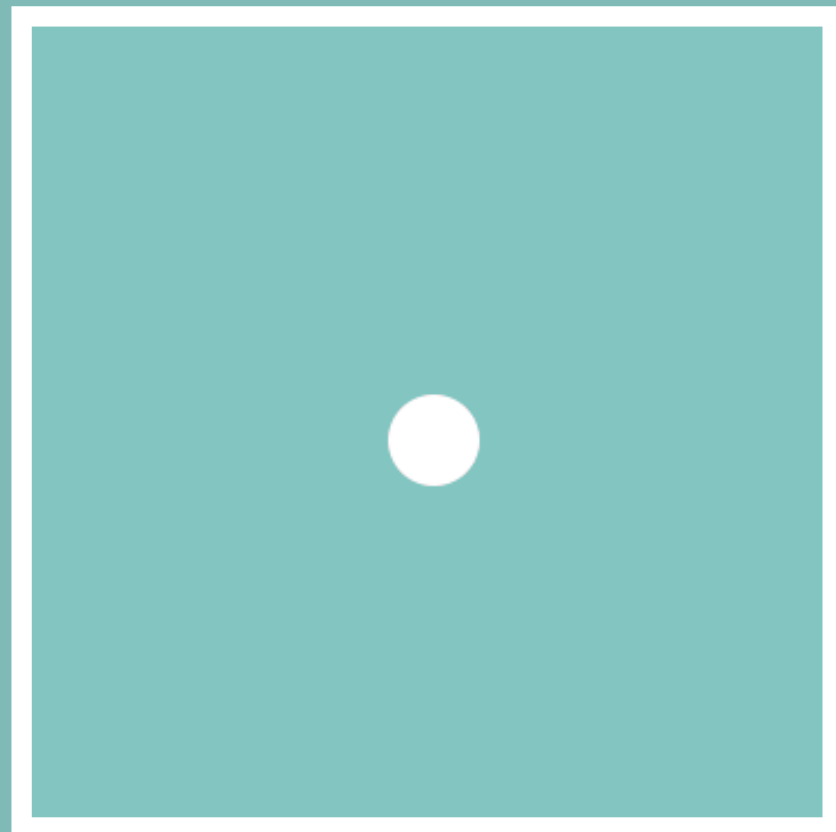
Theme: "FUTURE OF WORK"

An immersive
and creative
learning
experience.



Scanning, Sensing and Acting©

A Framework to think and act on the Future



Scanning, Sensing and Acting®

A Framework to think and act on the Future

SCANNING

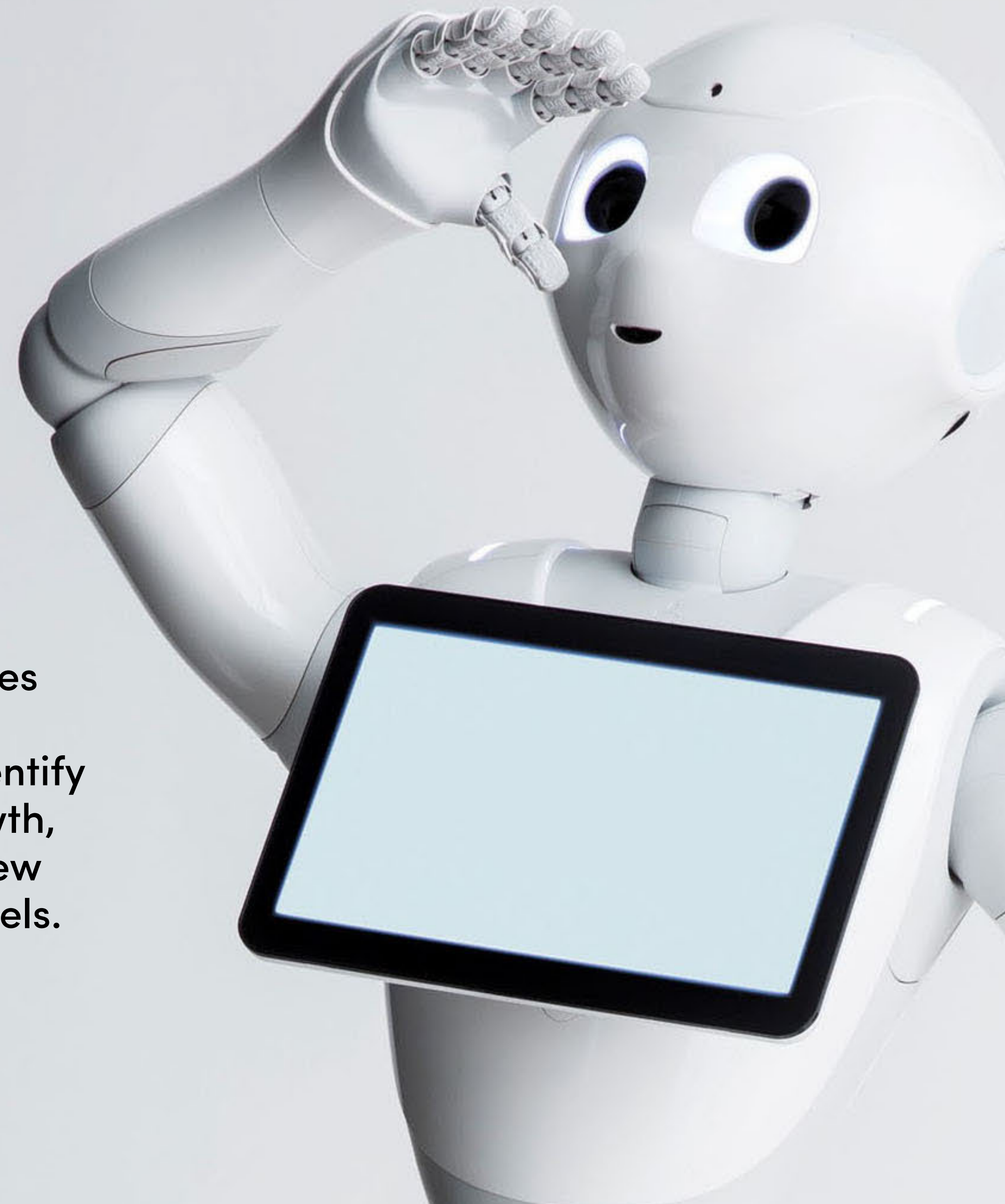
Recognize key drivers of change and use them to be better prepared for future challenges and new opportunities.

SENSING

Build and explore scenarios for the future, combining them with tools of strategic design and innovation.

ACTING

Build responses to alternative scenarios, identify areas of growth, and design new business models.



The 4-day program

Day 1

Morning

BREAKFAST: Opening Session & Program Overview

OPENING TALK:

- Gerd Leonhard

1. FORESIGHT: THINKING AND ACTING ON THE FUTURE

- Paulo Soeiro de Carvalho

— Future Thinking: assumptions, concepts and tools (Overview)

Lunch

FUTURE OF FOOD,
José Avillez, Chef

Afternoon

“ SCANNING, SENSING & ACTING”
A FUTURES FRAMEWORKT

- Paulo Soeiro de Carvalho

- Mapping the main forces of change and emerging domains in the global and business environments.

- Exploring Trends and Insights through the power of Data Science: Analytics & Visualisation

- Presentation and Discussion of Case Studies

Day 2

Morning

2. GLOBAL FORCES AND EMERGENT TECHNOLOGIES

KEYNOTE:

The transformation Map, Stephan Mergenthaler (World Economic Forum)

Faculty, entrepreneurs, CEOs, and world-class experts explore emerging and exponential technologies, and how these are impacting your organization.

- Artificial Intelligence
- Cryptocurrencies & Blended Finance - Future of Web & Cybersecurity
- Virtual Reality

Lunch

FUTURE OF MEDIA
Andrew Tuck, Monocle

Afternoon

2. GLOBAL FORCES AND EMERGENT TECHNOLOGIES

- Medicine & Neuroscience
- Digital Biology & Biotech
- Nanotech & Digital Fabrication

Major Implications and challenges: - Ethics

- Regulation
- Business Models

Day 3

Morning

3. BUILDING SCENARIOS FOR THE FUTURE

KEYNOTE:

Global Scenarios, Accenture

Paulo Soeiro de Carvalho

- Scenarios methodologies
- What is the relationship between strategic planning and scenarios?
- How to Design and Implement a fit-for-purpose Scenario Planning Project - Strategic Analysis of the Scenarios: Challenges and Opportunities

Lunch

FUTURE OF STRATEGIC DESIGN, Fjord

Afternoon

4. STRATEGIC DESIGN & INNOVATION

Rui Quinta / Tiago Nunes

- The value and role of Design
- Mindset Vs Methodology
- How behavioral understanding can influence new products and services?
- How to create the conditions for “design culture”?

Day 4

Morning

4. STRATEGIC DESIGN & INNOVATION

KEYNOTE:

Amit Kumar Pandey, Softbank Robotics

Rui Quinta / Tiago Nunes

- How to quickly prototype and test ideas?
- Presentations and case studies (Airbnb, Lowe's Innovation, Jeronimo Martins)

Lunch

FUTURE OF WORK,
José Miguel Leonardo, Randstad

Afternoon

LISBON FUTURES NETWORK

Theme: FUTURE OF WORK

Chair: Professor Manuel Mira Godinho (President ISEG)
Powered by RANDSTAD

A strategic conversation with Top Managers and Experts

The program faculty

The program offers a unique opportunity to learn from some of the best experts and business minds in the world.

Their academic caliber, industry experience, inspiring leadership and global perspective on critical driving forces and key issues will equip you with invaluable knowledge and powerful insights.



Paulo Soeiro de Carvalho
Program Director and Professor

Scientific Coordinator and Professor of the Post Graduation “Foresight, Strategy and Innovation” at ISEG – Lisbon School of Economics and Management.
General Director for Economy and Innovation in the Lisbon City Council.



Gerd Leonhard
Keynote Speaker

Gerd is a top-rated futurist, with over 1500 engagements in the past 15 years and an audience of 1+ million people. He focusses on near-future, ‘nowist’ observations and actionable foresights in the sectors of humanity, society, business, media, technology and communications. His latest publication is ‘Technology vs Humanity’.



Stephan Mergenthaler
Keynote Speaker

Member of the Executive Committee and Head of Knowledge Networks and Analysis at the World Economic Forum. Stephan oversees the Forum’s global expert networks as well as its strategic analysis capacity on global trends.



Manuel Mira Godinho
Chair, Lisbon Futures Network

President of Lisbon School of Economics and Management (ISEG).
Professor of the Department of Economics at ISEG.



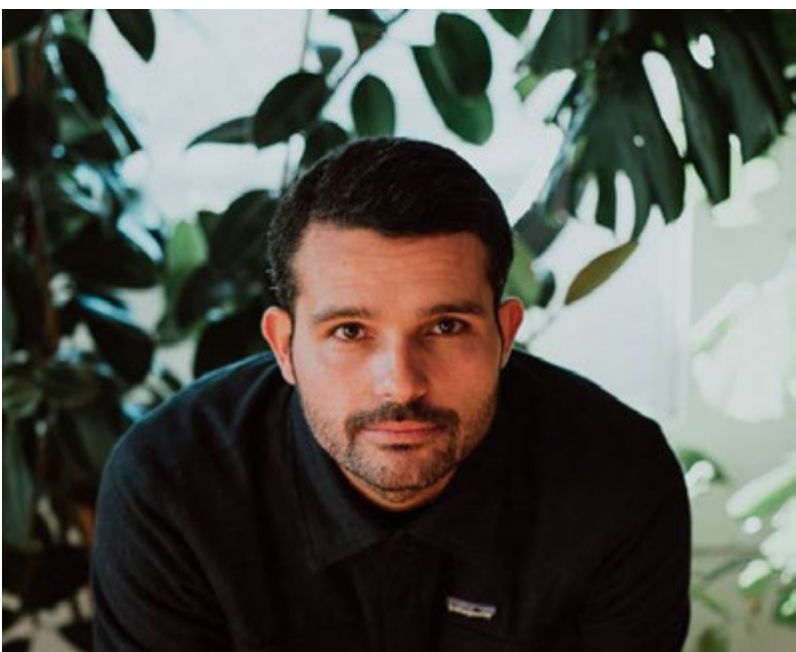
José Avillez
Keynote Speaker

Portuguese and a chef, José Avillez' main focus is to promote Portuguese gastronomy. He has two Michelin stars in the Belcanto restaurant in Lisbon, and received in 2018 the "maximum" prize awarded by the International Academy of Gastronomy – "Grand prix de l'Art de la Cuisine".



Sofia Tenreiro
Future Technologies Talk

General Manager, Cisco Portugal.
President of American Chamber of Commerce in Portugal.



Rui Quinta
Professor

Official Design Thinking Coach at the HPI Academy – School of Design Thinking in Berlin and member of the innovation international network WWHDO. Co-Founder of the fish shop “Peixaria Centenária”, the space experience design studio “Toyno” and “With Company”, a strategic design consultancy.



Andrew Tuck
Keynote Speaker

Andrew Tuck is the founding editor of the global magazine Monocle and is the host of the Urbanist, Monocle 24’s radio show dedicated to making better cities.



Amit Kumar Pandey
Keynote Speaker

Chief Scientist (Robotics & AI) –
Scientific Coordinator R&D Projects,
SoftBank >Robotics Europe



Tiago Nunes
Professor

Official Design Thinking Coach at HPI Academy – School of Design Thinking in Berlin. Co-founder of With Company – Strategic Design Consultancy. Founding member of the international innovation network D.eople.



Jose-Miguel Leonardo
Keynote Speaker

CEO at Randstad Portugal



Carlos Silva
Future of Technologies Talk

Co-founder of Seedrs, the leading equity crowdfunding platform in Europe. Carlos is also a mentor at several acceleration programmes and serves as an advisor to multiple innovative start-ups. He has been distinguished with a Young Gun award in the UK, for the most promising individuals under 35.



Greg Sherwin
Future of Technologies Talk

Vice President of Engineering and IT at Singularity University. He has just moved recently to Lisbon to begin a senior principal engineering role at Farfetch.



João Graça
Future Technologies Talk

Co-founder and CTO of UNBABEL. PhD in Natural Language Processing and Machine Learning at IST + Upenn. Author of several papers in machine learning with side information, unsupervised learning and machine translation. Co-founder of the Lisbon Machine Learning Summer School.



To be announced
Keynote Speaker

Accenture Digital



To be announced
Keynote Speaker

Fjord

PARTNERS

Main Partners



Corporate Partners



Program Partners



City Partners



Media Partner



WHO SHOULD ATTEND

- Senior-level leaders at medium and large companies who are inspired to innovate.
- Senior-level leaders at growth companies who are challenged to scale and act as change makers
- Executives who will use this opportunity to make an even greater difference in their career and their organizations' future.
- Executives and managers who are responsible for tackling strategic challenges at their organizations.
- Managers and staff of companies which seek to promote an innovation and an entrepreneurial culture.
- Team members who want to collaborate on strategic design and innovation.
- Individuals and teams with responsibility for strategy, planning or leadership.
- We believe that participants from business, government, NGOs, academia, professional bodies, and inter-governmental organizations can take the best out this program.



FEES

The fee for the “FUTURES, STRATEGIC DESIGN & INNOVATION ” program starting in 2018 is €4.000. This includes tuition, educational materials, breakfast and lunch each day.

Alumni & Corporate Partner discounts available

- Early bird 10% discount until 6th May 2018
- 10% discount for IDEFE or ISEG Alumni.
- 20% discount for employees of Corporate Partners (Contact us for additional information).

HOW TO APPLY

Use IDEFE online application form to apply for the program: **idefe.pt/cursos/FSDI**

Additional information: **www.futurestrategicdesign.com**

CONTACTS

IDEFE - EXECUTIVE EDUCATION

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MANAGEMENT
UNIVERSIDADE DE LISBOA

SCIENTIFIC AND PEDAGOGICAL SUPERVISION

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