



Futures Thinking

Delivered by:



CAMBRIDGE
Judge Business School

Tools for Strategic Navigation in a Business Environment of Unprecedented Change

Programme Summary

Following the credit crisis, the world economy is undergoing a process of profound restructuring. This brings risks and opportunities for organisations. Those who fail to adapt quickly to a new economic and business landscape will struggle for survival. Those who make sense of the changes quickly enough will be able to create viable market opportunities. The continuing rapid speed of technological development and vulnerabilities opened up by globalised market interdependencies mark an era of unprecedented change. At the same time, the organisations' need for long range strategic planning is confronted by increasing constraints including commodities, access to investment opportunities and capital availability, all in a context of increasing macroeconomic uncertainty.

The programme looks at how companies navigate when familiar reference points have been swept away and revisits traditional approaches to strategic thinking. It helps you to radically re-think your strategies and to adopt an anticipatory, flexible approach through the application of different futures thinking techniques in the context of new economic and business realities. The programme combines workshop-style training led by experienced practitioners and Cambridge faculty who look at developments from a long-term and global perspective. A range of different exercises will enable you to apply futures thinking methodologies to your own business environment.

The course is designed for general and functional managers. It supports those who wish to acquire a more comprehensive understanding of alternative ways to approach strategy formulation.

Topics

- How to respond rapidly to sudden change in the business landscape
- How to apply different futures thinking techniques
- How to develop relevant strategic responses for participants' own business environment
- How to develop strategic resource flexibility for "fast strategy"
- How to manage a portfolio of options

Benefits

- Explore tools to help manage the uncertainties we are facing today
- Acquire the tools and techniques of different futures thinking techniques
- Identify the new driving forces impacting your business or industry
- Understand the impact of new paradigms on strategy formation
- Improve your long-term planning capacities in the decision-making process

Participants earn a certificate on completing the programme. This programme counts as one course for those completing the Cambridge Executive Education General Management Certificate



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Why Executive Education at the University of Cambridge?

The University of Cambridge is internationally renowned for:

- outstanding faculty and excellence in teaching and research
- a collaborative learning environment and community
- commitment to innovation and its application in science, technology and business
- the Judge Business School MBA programme, which is ranked among the best in the world

Our goals in Executive Education at Judge Business School are to align these strengths to deliver programmes that impact on the development of leaders and organisational performance.

Our programmes are designed to provide a collaborative and stimulating environment for learning and to add value to your professional career and personal growth. The diverse educational and professional backgrounds of our faculty and delegates enrich the experience. We attract participants from around the world and across industries and business sectors.

Cost: 9 units

For more information please email the TLC Training Co-ordinator on registrations@thelearningcollaboration.com