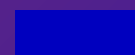


Futurecasting Masterclass

Greyspace & Estonian Design Centre



Ignite your teams foresight culture with this Futurecasting Masterclass. An immersive two-day introduction to the core principles of foresight-for-innovation using the latest research and industry trends. Designed to strategically bridge long and short-term decision making processes with creative problem solving to find design opportunities that build sustainable value.

What you'll you get:



INSIGHTS

You will dive deep and discuss the most critical global trends facing organisations today. We will use a broad spectrum of current trends with extra focus on sustainability and digitisation.



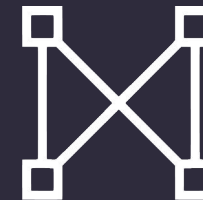
TRAINING

You will learn to assess the potential implications of change, what happens when multiple trends interact, and what that means to your industry and organisation.



OPPORTUNITIES

You will have innovation opportunities that you and your organisation can explore immediately and develop into actionable ideas through experimentation and purposeful innovation.



PEER-TO-PEER EXCHANGE

You will share your perspective and learn from others. Exploring how personalisation, digitisation and automation can be developed in a sustainable and ethical way.

What you can expect:

The Futurecasting Masterclass is divided into four parts. On day one you will start by deconstructing current trends to visualise their impacts on your role, organisation, industry and wider ecosystem. On day two you will learn how to create a preferred future vision, map pathways towards your goal, then identify design opportunities for immediate action.

1. SCANNING

Build an expansive view of how the world is changing and focus on challenging your assumptions and expectations to better assess potential risks, opportunities and the driving and blocking forces behind the critical shifts we see.

- Horizon Scanning
- Drivers of Change

2. IMPACTS

Use visual tools to anticipate the impacts of change and create future scenarios which reveal both positive and negative impacts to your role, organization, industry and wider ecosystem.

- Impact Analysis
- Scenario Building

3. VISIONS

Learn how to align groups around desirable outcomes, working collaboratively to create visions of future business states which embody the values of the group and drive purposeful innovation.

- Visioning
- Transition Thinking

4. ACTIONS

Focus on agency, influence and decision-making towards a desirable future. This can lead change for your organisation.

- Levers of Change
- Design Opportunities



Your Futurecasting facilitators:



ANGELA OGUNTALA

Angela is a founding partner at Greyspace and motivated by thinking across time, disciplines, and perspectives. She helps organizations innovate for a world in transition by bridging futures thinking with tangible, immediate pathways to experiment and take action. She is a Salzburg Global Fellow, was named a Future Innovator by The United Nations OICT for her work, speaks internationally on future-facing themes, having been featured on TED, NPR and various international platforms.



LUKE STURGEON

Luke is a founding partner at Greyspace. He is a UK Design Council Associate, visiting faculty at CIID, Royal College of Art, Erhvervs Akademi, and Elisava. He has worked across automotive, education, fashion, finance, healthcare, and insurance to deliver new products and services, prototyped immersive future experiences and embedded foresight and long-term thinking in to design and innovation processes. He speaks on future-facing topics and futures thinking at events around the world.

What's next:

- 1 Reserve a place**

There are limited places to ensure you can learn, share and discuss any questions throughout the masterclass.
- 2 30 Minutes of prep**

A week before the masterclass we will send you a short preparation activity that will take no longer than 30 minutes.
- 3 Attend the masterclass**

Spend 2 days working alongside peers to learn and apply your new knowledge to real industry challenges.
- 4 30 Minute follow-up call**

A week after the masterclass we will arrange an optional follow up call to answer any further questions you might have.