

# FORESIGHT SPRINTS

FAST FORWARD INTO THE FUTURE IN JUST A FEW DAYS

## CHALLENGE

You know that your business is facing a highly uncertain future, change is inevitable or you have a hunch where business might lie in the future but you need to know more? You also know that the way the future will unfold is not as easy as it might seem at first sight? There are so many factors to consider, systemic relationships and links – societal, technological, economic, political and legal factors – that there is no straightforward picture of the future?

The sprints involve high levels of interaction, foster internal knowledge sharing and challenge with enriching input from the outside. Your level of participation may vary but is required to make an impact in your organization.

Drawing from Strategic Foresight and formats from Design Thinking and the Lean Startup we have designed the Foresight Sprints to get a head-start in understanding the future and its impact

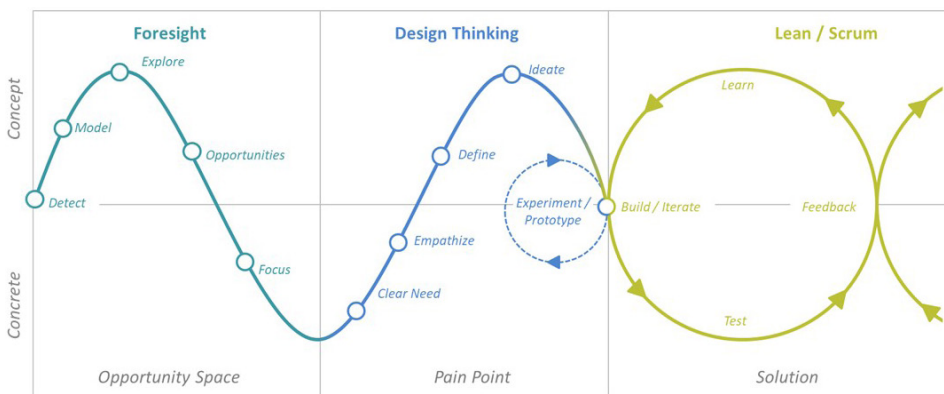


Figure 1. Innovation Spectrum of Foresight Sprints, Design Thinking, Lean Startup and Scrum

## LEAPFROG TO THE FUTURE IN A FORESIGHT SPRINT

Foresight Sprints are four- to five-day formats for answering critical questions about the future of your business. They are the perfect extension at the front-end of your innovation or strategy toolbox.

Working together in a Foresight Sprint you can shortcut endless debates and research cycles to dive into the future in a couple of days. Our Foresight Sprints are designed to detect, model and explore future markets, competitive environments, strategic alternatives and massively changing business fields in a time-constrained, four-step process.

on your organization in just a few days. A combination of agile and creative, and systematic methods such as scenario analysis and innovation radars takes you further in understanding complex environments than the common workshop series.

## DRIVE INNOVATION, STRATEGY AND NEW BUSINESS DEVELOPMENT

In innovation management, our sprint precedes product development methods such as Design Thinking which has brought understanding a problem space and designing the problem-solution fit to perfection. Other methods such as the

## OUR EXPERIENCE

Leveraging 15 years of experience supporting organizations to enhance their future preparedness, we build customized solutions for our clients in strategy and innovation. We have worked with large and small firms, industry networks and associations from a variety of industries, including the digital world, information and communication technologies, mobility in various forms, energy, manufacturing, oil and gas, pulp and paper, financial services, and food and beverage.

In addition to offering a number of MBA and executive education programs we also provide hands-on trainings and coaching on the job.

Lean Startup, Scrum or Design Sprints focus on validation and coping with uncertainty in product development, ultimately ensuring a solution-market fit. In strategy building, common methods plan ahead based on history and issue-analysis. However, anticipating change, developing response strategies and exploring the opportunity space are out of focus of these methods – the Foresight Sprint fills this gap.

## WHAT WE DELIVER

The output of the Foresight Sprints include a radar of trend and opportunity cards, impact assessments, scenarios, a map of the opportunity and strategizing space and executable plans for taking action.

## WE LOOK FORWARD TO HEARING FROM YOU.

Contact us for more information.



**Tobias Heger**  
Managing Partner



**Prof. Dr. René Rohrbeck**  
Professor of Strategy at Aarhus University  
Founding Partner

### CONTACT US AT

Email: [theger@rohrbeckheger.com](mailto:theger@rohrbeckheger.com)  
Phone: +49 30 220 123 34

[WWW.ROHRBECKHEGER.COM](http://WWW.ROHRBECKHEGER.COM)