

# STRATEGIC FORESIGHT ASSESSMENT

BENCHMARK AND FUTURE-PROOF YOUR ORGANIZATION

## CHALLENGE

Did you know that the average life expectancy of a S&P 500 company is 25 years? For a SME it is below 13 years. One key reason is that firms fail to regularly and systematically identify and develop future pockets of profitable growth.

these findings, the environment and the strategic orientation of the firm, we are able to define industry- and firm-specific targets, a development plan for building up Strategic Foresight capabilities, and identify key improvement steps.

## 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.

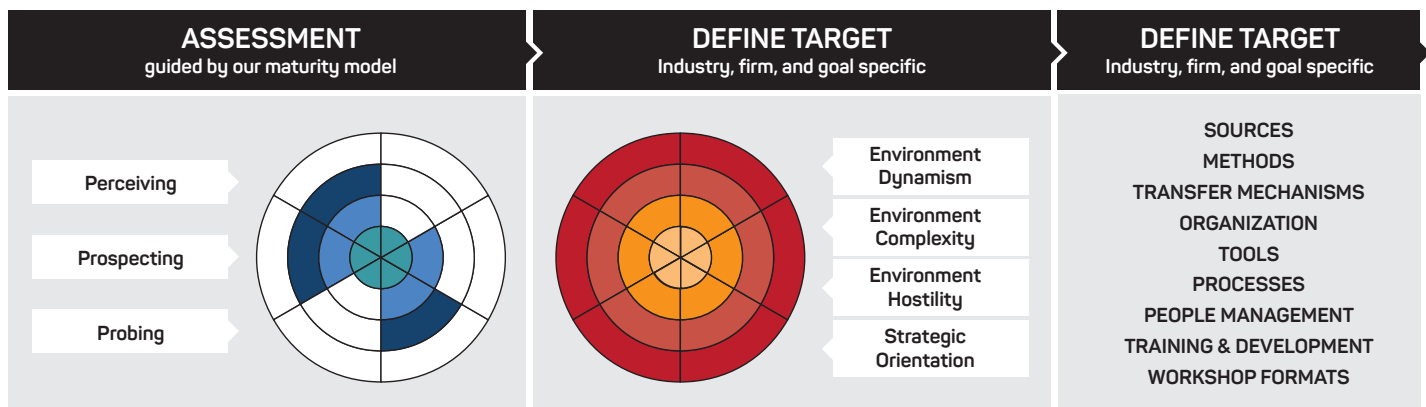


Figure 1: Assessment and improvement steps.

What can you do today to attain a superior position in the markets of the future?

## THE SOLUTION FOR STAYING COMPETITIVE

For more than 10 years we have benchmarked companies on their corporate foresight capabilities and traced their competitiveness over time. Based on our research we have developed a maturity model of corporate foresight that permits us to compare your future preparedness with rivals in your industry.

We use the model to assess your ability to perceive change drivers, prospect future developments, identify tipping points and to probe into new threats and growth opportunities. Based on

Through the environmental assessment and comparison with industry benchmarks, we make your organization future ready by pointing out and providing solutions for improving your capabilities in all relevant areas.

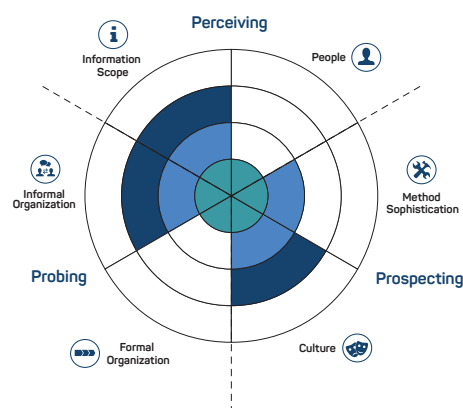


Figure 2: Maturity Model.

## WE LOOK FORWARD TO HEARING FROM YOU.

Contact us for more information.



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