



Foresight and Future Studies

استشراف المستقبل

13 - 17 October 2025

Barcelona / Spain

Introduction

In an era of rapid technological, social, and economic change, **futures foresight** has become an indispensable strategic tool for governments, businesses, and individuals. It is no longer about merely predicting what may happen, but about preparing effectively to face challenges and seize opportunities before they arise.

This program is designed to equip participants with the skills to transform theoretical foresight tools into actionable strategies, using global methodologies such as *Monte Carlo Simulation* and *Scenario Planning*, with a strong focus on practical applications across various sectors.

Over the course of five days, participants will learn how to analyze emerging global trends, design adaptable scenarios, and develop proactive strategies to address uncertainty. Through case studies from leading global companies and interactive exercises simulating real-world sectoral challenges, participants will discover how foresight can make the critical difference between success and failure in a fast-changing world.

Objectives

By the end of this program, participants will be able to:

1. Understand the fundamental concepts of foresight and its importance in decision-making.
2. Master tools for analyzing global trends, such as **PESTEL Analysis** and the **Impact/Probability Matrix**.
3. Design flexible future scenarios for government and private sector contexts.
4. Develop proactive strategies to address future challenges.
5. Link foresight practices to the **Sustainable Development Goals (SDGs)**.
6. Use technology and artificial intelligence to improve prediction accuracy.
7. Build a foresight-oriented culture within organizations to enhance resilience and innovation.

Who Should Attend?

- Top Management
- Middle Management

Course Outline

Day One

Fundamentals of Futures Foresight

1. Introduction to Foresight:
 - The difference between strategic planning and foresight.
 - Case Study: How Dubai used foresight in building the *Museum of the Future*.
 - Exercise: Analyzing shifts in customer needs over the past decade.
2. Analyzing Global Trends:
 - Tools such as PESTEL Analysis for understanding influencing factors.
 - Workshop: Applying PESTEL to the renewable energy sector.
 - Example: How political changes shaped the electric vehicle industry.
3. Data Collection for Foresight:
 - Sources of quantitative and qualitative data (surveys, global reports).
 - Using AI to track emerging trends.
 - Training: Analyzing a dataset to extract future indicators.

Day Two

Tools for Scenario Design

1. Building Future Scenarios:
 - The *Shell Scenarios* model for energy forecasting.
 - Case Study: How Netflix anticipated the market shift toward digital platforms.
 - Exercise: Designing education sector scenarios for 2030.
2. Impact and Probability Analysis:
 - Using the Impact/Probability Matrix to set priorities.
 - Workshop: Assessing hypothetical risks for a technology project.
 - Example: How businesses manage risks associated with AI.
3. Systems Thinking in Foresight:
 - Understanding interconnections between social, technological, and economic factors.
 - Role Play: Assessing the impact of climate change on agriculture.
 - Case Study: Amazon's strategy to adapt to changing consumer behavior.

Day Three

Technology and Innovation in Foresight

1. The Role of Artificial Intelligence in Prediction:
 - Using tools such as *machine learning* for big data analysis.
 - Training: Running a virtual forecasting model for product sales.
2. Innovation and Technological Trends:
 - Emerging technologies such as *Metaverse* and *Blockchain* and their future impact.
 - Workshop: Designing a virtual product using future-oriented technologies.
3. Managing Technological Risks:
 - Analyzing risks of over-dependence on technology.
 - Role Play: Managing a virtual data security crisis.
 - Example: How Facebook recovered from the Cambridge Analytica scandal.

Day Four

Foresight in Public and Private Sectors

1. Public Policy Foresight:
 - Designing adaptable policies for dynamic contexts.
 - Case Study: Germany's renewable energy policy.
 - Exercise: Drafting a virtual digital transformation policy for education.
2. Business and Investment Foresight:
 - Tools for analyzing future investment opportunities.
 - Example: How Apple anticipated market demand for wearable devices.
 - Workshop: Evaluating investment opportunities in the biotechnology sector.
3. Foresight and Sustainable Development:
 - Linking future scenarios with the SDGs.
 - Case Study: Sweden's roadmap to achieving carbon neutrality by 2045.
 - Role Play: Designing a sustainability plan for a virtual organization.

Day Five**Practical Application and Sustaining Foresight**

1. Building Proactive Strategies:
 - Transforming scenarios into actionable plans.
 - Exercise: Designing a proactive plan to address a virtual crisis.
2. Measuring Foresight Success:
 - KPIs for evaluating prediction accuracy.
 - Workshop: Assessing a future scenario five years later.
 - Case Study: How Dubai measured the success of its foresight strategies.
3. Building a Foresight Culture:
 - Tools for embedding future thinking within teams.
 - Brainstorming Session: Designing a foresight training program for a virtual organization.
 - Graduation: Presentation of participants' projects and certificate distribution.

Training Method

- Pre-assessment
- Live group instruction
- Use of real-world examples, case studies and exercises
- Interactive participation and discussion
- Power point presentation, LCD and flip chart
- Group activities and tests
- Each participant receives a 7" Tablet containing a copy of the presentation, slides and handouts
- Post-assessment

Program Support

This program is supported by interactive discussions, role-play, case studies and highlight the techniques available to the participants.

Schedule

The course agenda will be as follows:

- | | |
|---------------------|------------------|
| • Technical Session | 08.30-10.00 am |
| • Coffee Break | 10.00-10.15 am |
| • Technical Session | 10.15-12.15 noon |
| • Coffee Break | 12.15-12.45 pm |
| • Technical Session | 12.45-02.30 pm |
| • Course Ends | 02.30 pm |

Course Fees*

- **6,500 USD**
**VAT is Excluded If Applicable*

المقدمة

في عصرٍ تتسارع فيه التغيرات التكنولوجية والاجتماعية والاقتصادية، أصبح استشراف المستقبل أداةً استراتيجية لا غنى عنها للحكومات والشركات والأفراد. لم يعد الأمر مجرد توقع لما سيحدث، بل تحضيراً فعالاً لمواجهة التحديات واستغلال الفرص قبل ظهورها. تهدف هذه الدورة إلى تمكين المشاركين من تحويل الأدوات النظرية لاستشراف المستقبل إلى خطط عمل ملموسة، باستخدام منهجيات عالمية مثل "سلسلة مونت كارلو" و"السيناريوهات المستقبلية"، مع التركيز على التطبيق العملي في قطاعات متنوعة.

سنتعلم خلال خمسة أيام كيف نُحلل الاتجاهات العالمية الناشئة، ونُصمم سيناريوهات مرنة قابلة للتكيف، ونُطور استراتيجيات استباقية لمواجهة عدم اليقين. من خلال دراسات حالة لشركات عالمية، وتمرين تفاعلية تحاكي واقع القطاعات المختلفة، ستكتشف كيف يمكن لاستشراف المستقبل أن يُحدث فرقاً بين النجاح والفشل في عالمٍ يتغير بسرعة.

الأهداف

- فهم المفاهيم الأساسية لاستشراف المستقبل وأهميته في صناعة القرار.
- إتقان أدوات تحليل الاتجاهات العالمية مثل "تحليل PESTEL" و"مصفوفة التأثير/الاحتمالية".
- تصميم سيناريوهات مستقبلية مرنة للقطاعات الحكومية والخاصة.
- تطوير استراتيجيات استباقية لمواجهة التحديات المستقبلية.
- ربط استشراف المستقبل بأهداف التنمية المستدامة (SDGs).
- استخدام التكنولوجيا والذكاء الاصطناعي في تحسين دقة التنبؤات.
- بناء ثقافة استشرافية داخل المؤسسات لتعزيز المرونة والابتكار.

الحضور

- الإدارية العليا
- الإدارة المتوسطة