

Strategic Foresight - Planning & Innovation based on the Future

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What is Strategic Foresight?

Strategic Foresight is an approach to planning and innovation that addresses the two critical concerns of every business:

- How might our future business environment be different?
- What are our strategic options to succeed in these futures?

The purpose of Strategic Foresight is to generate a superior view of your future business environment to inform and improve your organisation's decision-making.

As opposed to the *interesting* futures depicted in science fiction books and Hollywood films, Strategic Foresight explores the possibilities of the future for the explicit purpose of highlighting the strategic and innovative choices that lie before you.

Strategic Foresight is a superior approach to planning and innovation

All of your strategic and innovation decisions are played out in the future.

And the one certainty about the future is that it will be different to today.

So why do organisations persist in looking to the past to make decisions about their future? Many simply take today's trends and project them forward.

As a consequence, **most strategic and innovation efforts fail because they get the future wrong!**

In contrast, Strategic Foresight uses an understanding of the future as its foundation for strategy and innovation.

This significant difference - **working back from the future, as opposed to projecting forward from the present** - enables you to break out from the shackles of today's conventions and foresee unique developments that are not obvious to your competitors.

A rigorous exploration of the future highlights the potential opportunities and hurdles ahead for your business, enabling your planning and innovation to be based upon an informed future perspective, rather than the limited, *business-as-usual* perspective of today.

In a world where most of your competitors receive the same industry data from the same sources on the same day, your ability to generate different, more accurate images of your industry's future is the greatest asset you can have.

This is why Strategic Foresight is the next frontier for business planning and innovation.