

Certificate in Strategic Foresight

Course products (revised)

P Bishop/A Hines, 5/23/12

This document contains the detailed instructions for completing the projects for the Certificate in Strategic Foresight. Those who complete the projects successfully will receive the Certificate of Achievement from the University of Houston.

Overall Objective: Use the skills taught in this course and apply them to one's own enterprise in an integrated manner.

Forecasting

Forecasting product: A set of at least three scenario logics consisting of one expected future and two or more alternative futures with implications for the participant's enterprise in a domain of the participant's choosing. Each scenario is described in approximately 300 words, and one of the alternative scenarios is fully elaborated in an imaginative presentation.

Forecasting details:

1. Complete the Framework Forecasting worksheet included in the course Handouts, including approximately 2-4 items per category
2. Include 300 word summaries for the Baseline Future and at least two Alternative Futures, *but not best case or worst case.*
3. Attach a futures wheel of the second- and third-order implications for the Baseline Future and a paragraph noting the interesting items that emerged, such as surprising and/or conflicting implications
4. Attach an elaborated scenario (story or other presentation) of one of the Alternative Futures

Planning

Planning product: Three options (choose one)

- a. A goal-based strategic plan to create some transformation in the participant's enterprise along with a set of implementation principles for executing the plan.
- b. A set of strategic issues to feed into a planning process
- c. A set of innovative new "offerings" (products or services)

A. Goal-based Strategic Plan:

1. Complete the planning worksheet included in the course Handouts.
2. Drawing on materials from the worksheet, write a memorandum (no more than three pages) to potential members of a guiding coalition on the need for a transformational

change in this enterprise (the case for change) and the transformation you would recommend (the change itself).

B. Strategic Issues to Feed into a Strategic Plan:

1. Based on your forecast product, complete at least two Futures Wheels of implications for each scenario.
2. From the Futures Wheels, identify 3-6 strategic issues for your organization
3. Choose your strategic approach: How would you allocate your resources across your scenarios?
4. For each of the issues, complete an Elevator Speech response.

5. Innovative New Offerings (products or services:

1. Based on your forecast product, complete at least two Futures Wheels of implications for each scenario
2. From the Futures Wheels, identify 3-6 potential new offerings (products or services) that your organization could offer
3. Choose your strategic approach: How would you allocate your resources across your scenarios? (could provide insight into which offerings to emphasize)
4. For each of the offerings, complete an Elevator Speech response

Criteria

- Consistent with the principles and practices of this course
- Potentially useful for the participant's enterprise (*The University will not share any of this information with anyone, but you may share the information with members of the enterprise or not at your discretion.*)
- Professional organization and appearance

Process

- Share any ideas or materials with Dr. Bishop at any time along the way
- Submit an initial draft to Dr. Bishop (via email) by September 1.
- Dr. Bishop sends comments and feedback (via email) on that draft by October 1.
- Submit any revision as a finished product to Dr. Bishop (via email) by December 1.

Of course, for any questions or issues, contact Peter Bishop at pishop@uh.edu or 281-433-4160 or Andy Hines at ahines@uh.edu or 832-367-5575...