



FUTURES PLATFORM



Strateginen ennakointi osaksi suunnittelua ja toimintaa

Tuomo Kuosa

FT, Sisältö- ja ennakointijohtaja

Futures Platform

www.futuresplatform.com



Tuomo Kuosa

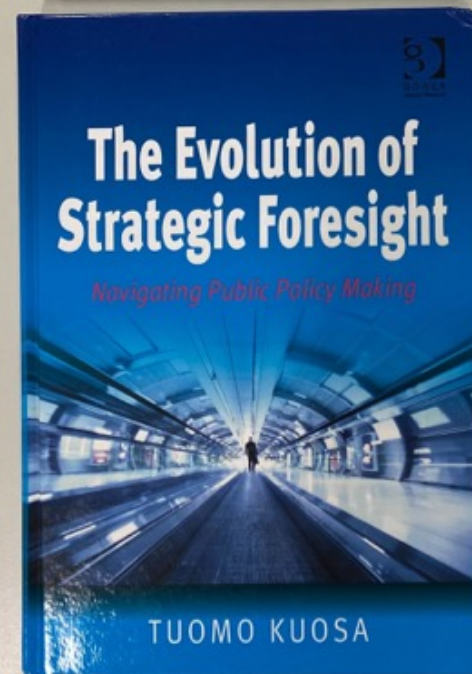
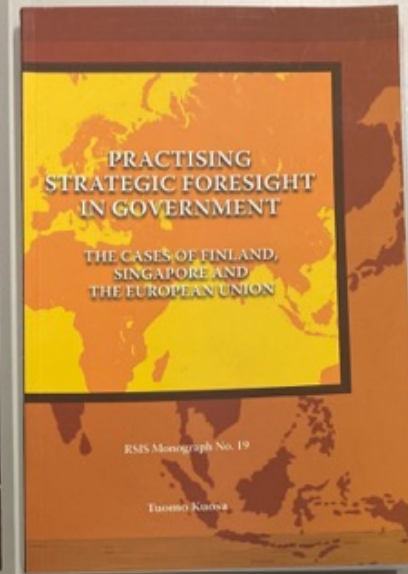
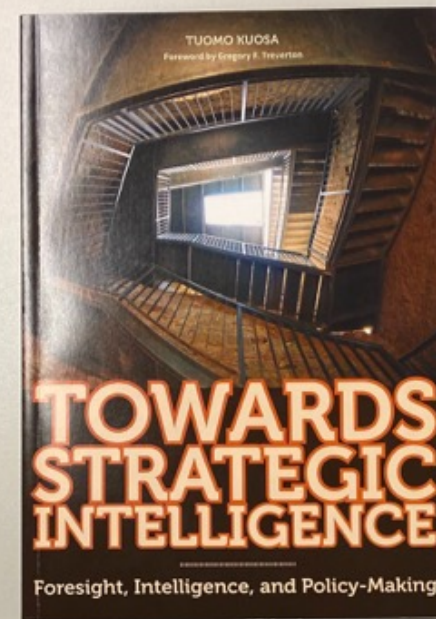
- * Ph.D, co-founder
- * Content and foresight director
- * 15+ years experience in foresight
- * Four books on strategic foresight
- * Dozens of research papers
- * Hundreds of lectures and workshops

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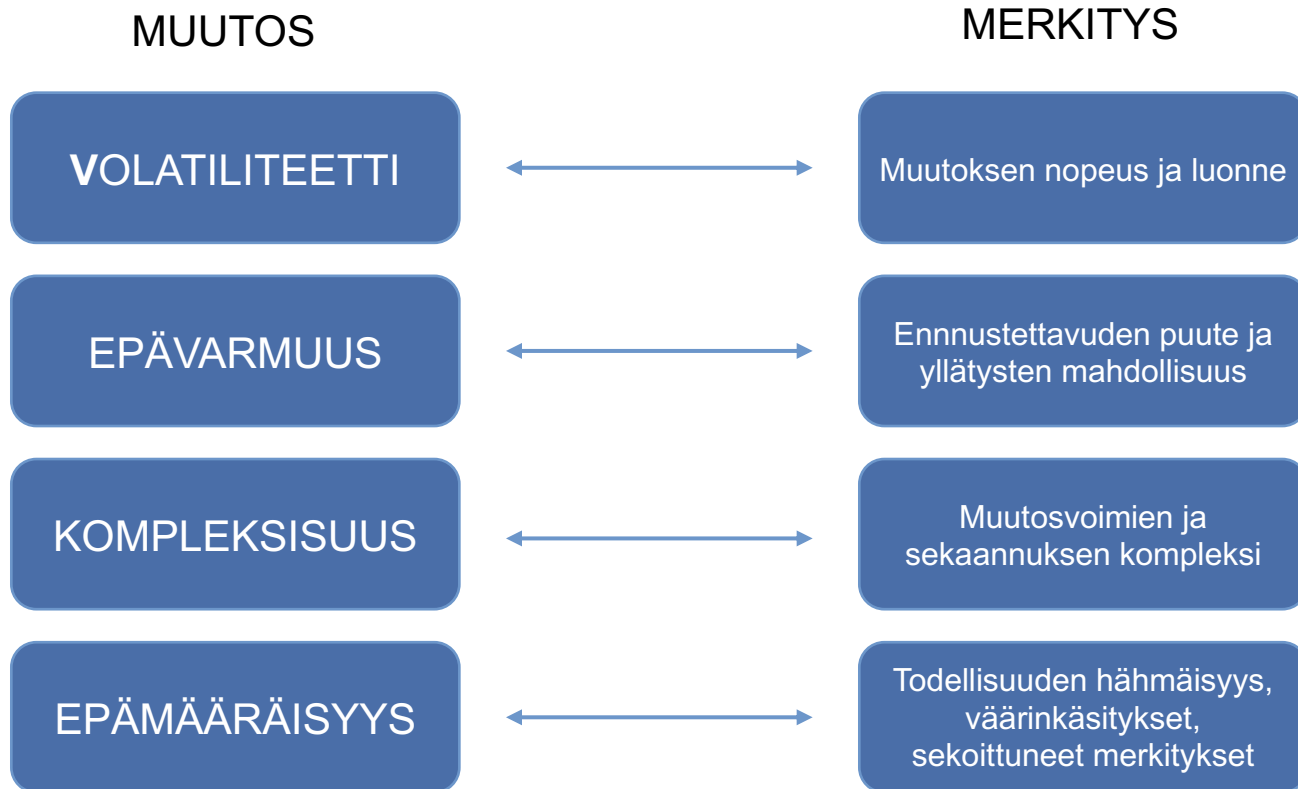


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Miksi ennakkoinnin merkitys korostuu nykyisin?

VUCA-ilmiö (Volatility, Uncertainty, Complexity, Ambiguity) – Muutosten määrä ja nopeus kasvavat voimakkaasti



*VUCA is a globally recognized phenomena explaining the change/transformation we are facing in our societies today. Originally introduced in military context, it presents elements in which organizations view their current and future state. They come together in ways that either confound decisions or sharpen the capacity to look ahead, plan ahead and move ahead. VUCA sets the stage for managing and leading – Source, Wikipedia



Ennakkoinnin hyödyt

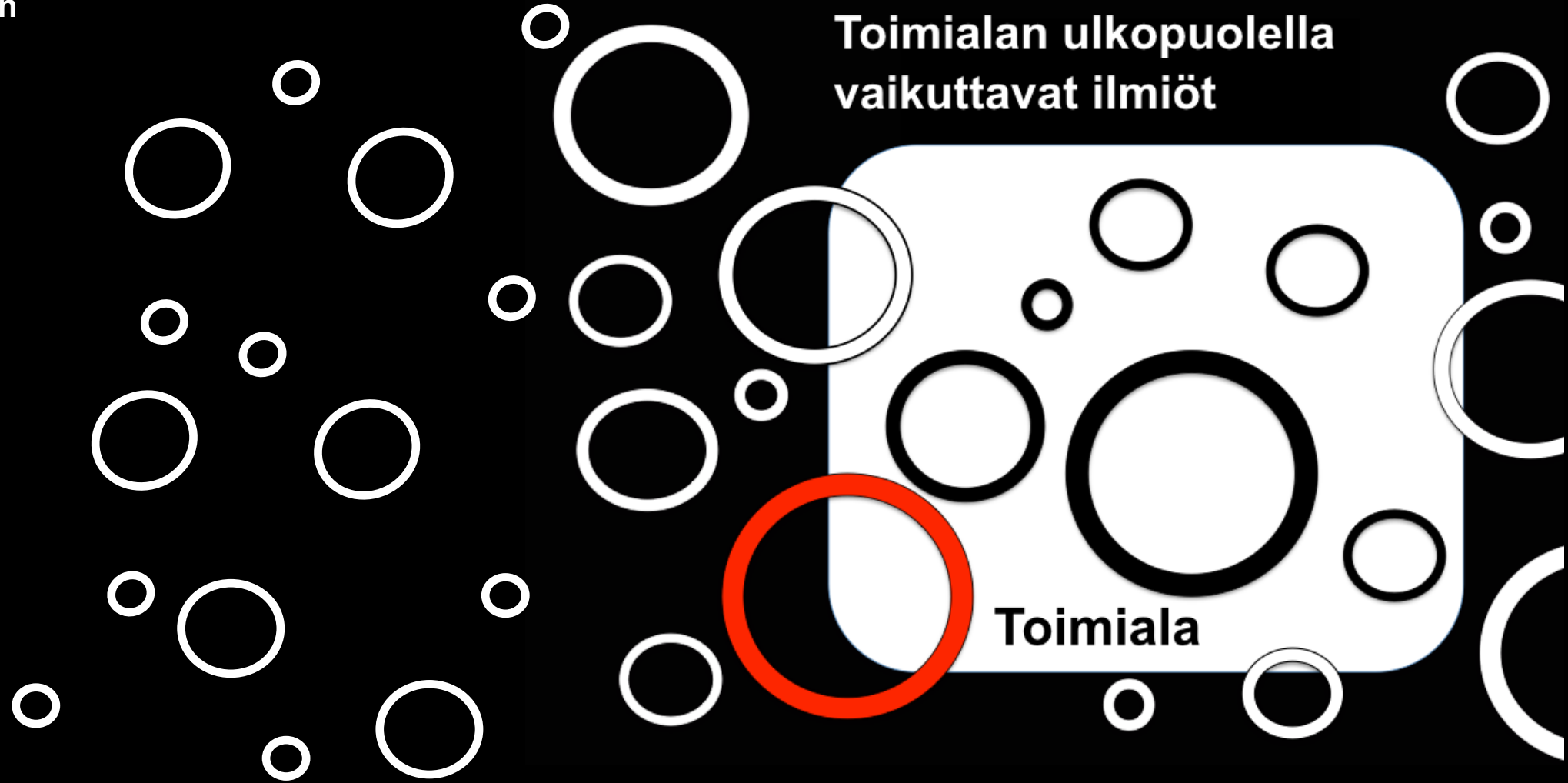
1. YHTEISESTI JAETTU YMMÄRRYS TULEVAISUUDESTA
2. MAHDOLLISUUKSIEN JA UHKIEN TUNNISTAMINEN
3. SUUNNITELLUN KEHITYKSEN JA IDEOIDEN HAASTAMINEN SEKÄ UUSIEN KEHITYSPOLKUJEN SUUNNITTELU
4. SISÄINEN KOMMUNIKAATIO JA TULEVAISUUSTIEDON JALOSTUMINEN – ENNAKOINTIKYKY
5. EDELLÄKÄVIJYYS JA AJATUSJOHTAJUUS



TOIMIALAA MUUTTAVAT ILMIÖT

syntyvät yhä useammin
sen ulkopuolella tai
rajapinnoilla

Toimialan ulkopuolella
vaikuttavat ilmiöt

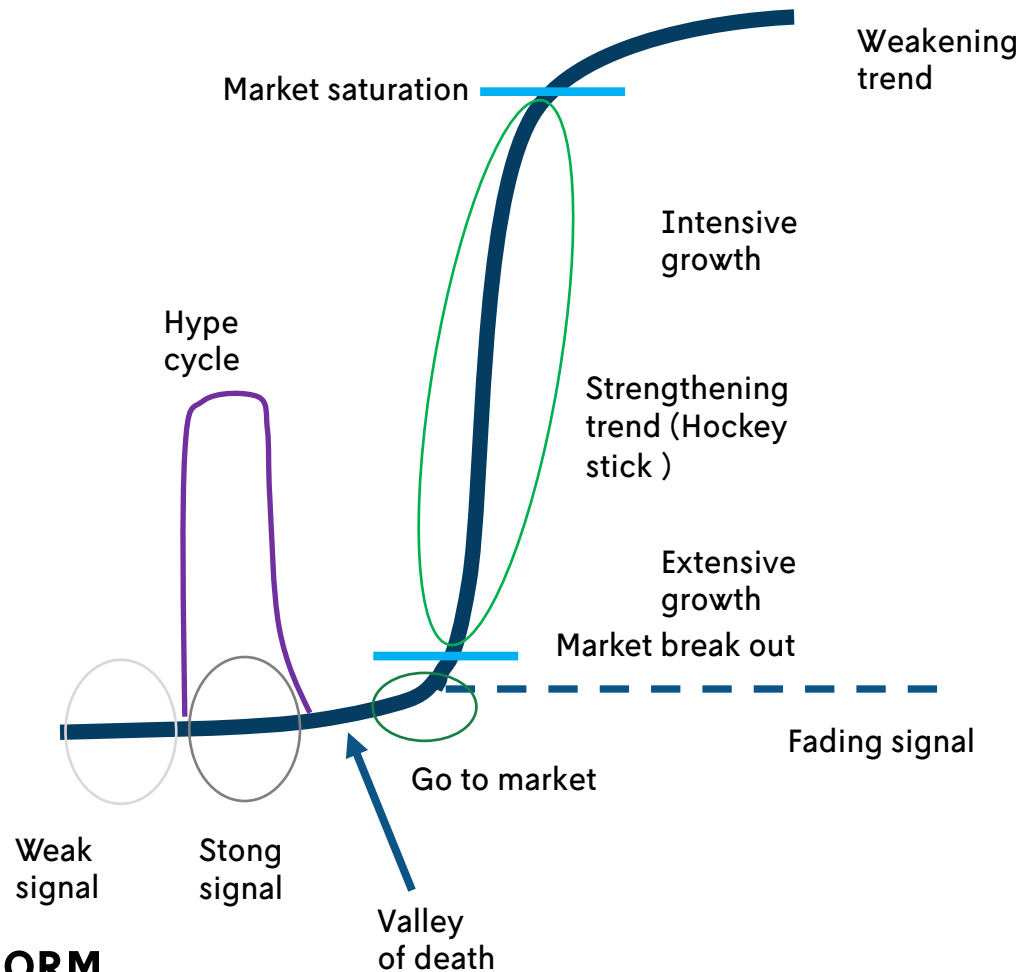




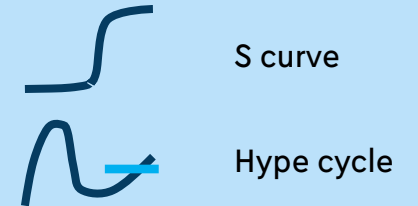
**Trendi-analyysi, S-käyrä, Megatrendit, Driverit,
Ilmiöt, Villit koritit ja Heikot signaalit**

S-Curve analysis

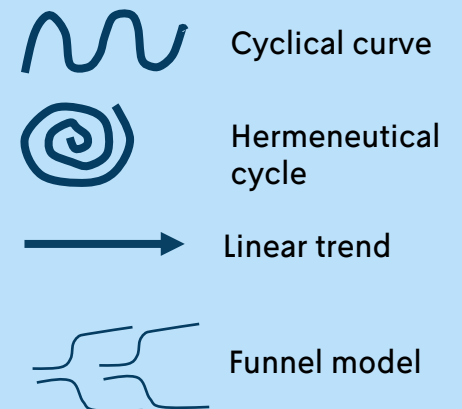
All content in the Futures Platform follow the logic of the S curve. Here the aim is to help the customer to identify where the issue is in the curve. Is it in early stage, in sweet spot to go to the market, in early hockey stick phase or somewhere else?



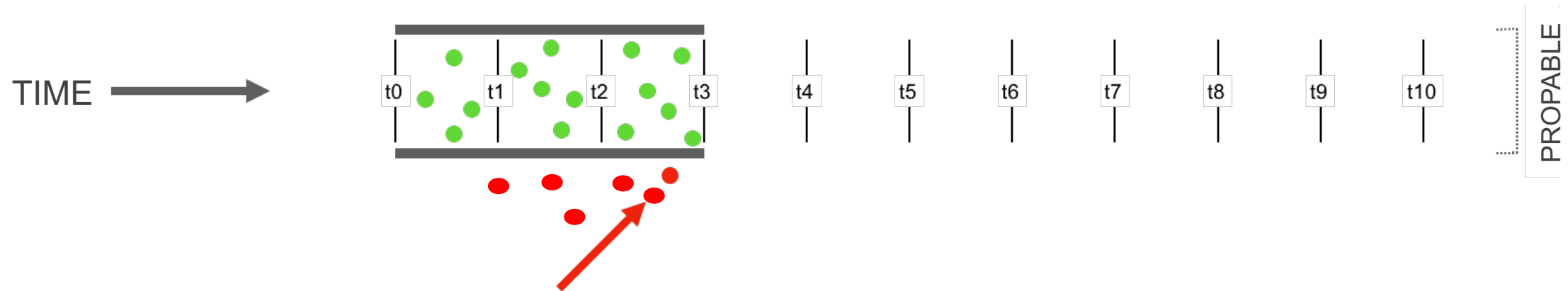
Two overlapping trend curve in market saturation cycle



Other alternative trend curves



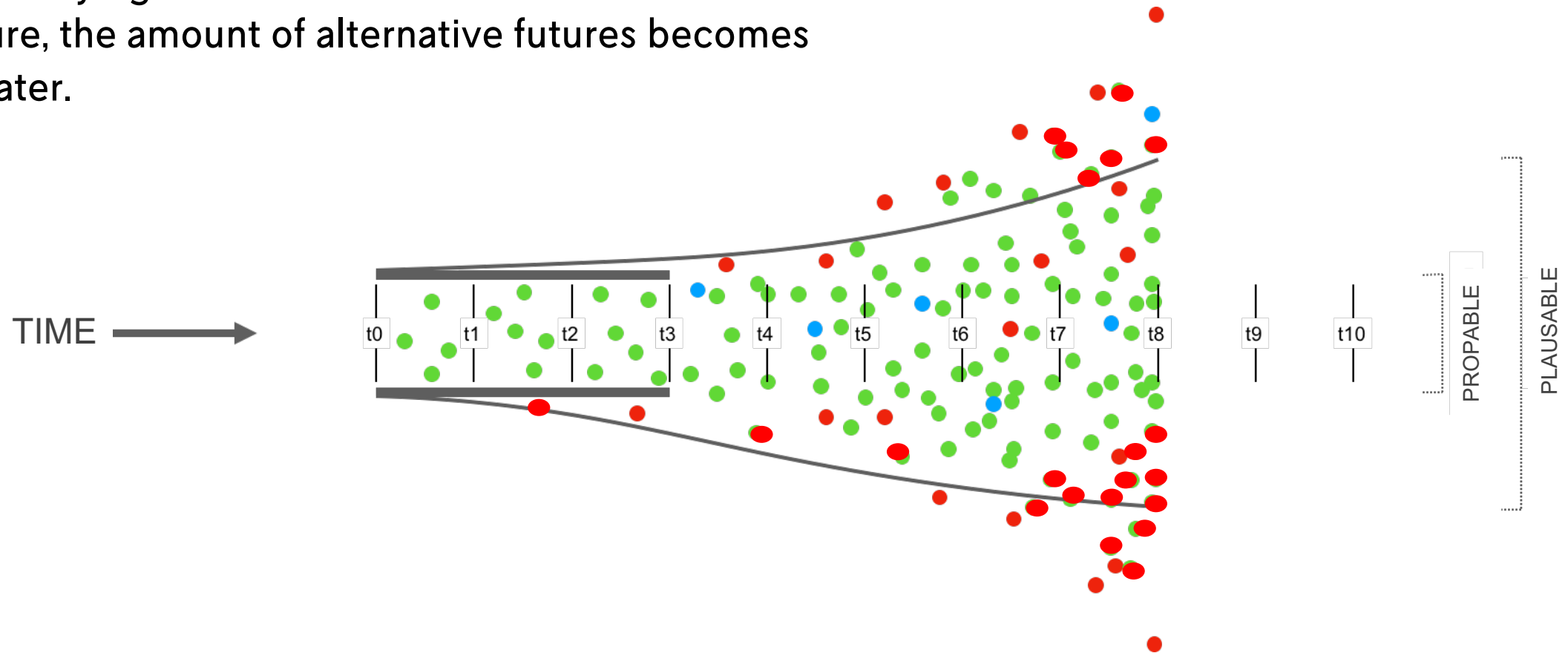
The exponential nature of the global change



The most relevant threats and opportunities, might arise outside your organization's industry and operational environment!

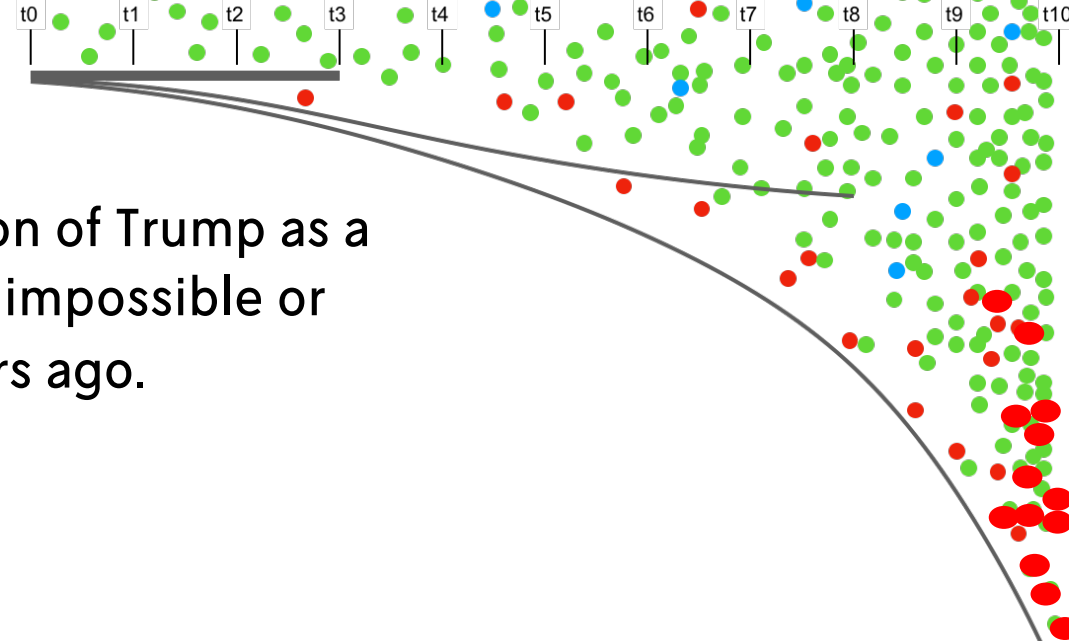
The exponential nature of the global change

When trying to make sense of the more distant future, the amount of alternative futures becomes greater.



The exponential nature of the global change

TIME



todennit
PROPABLE

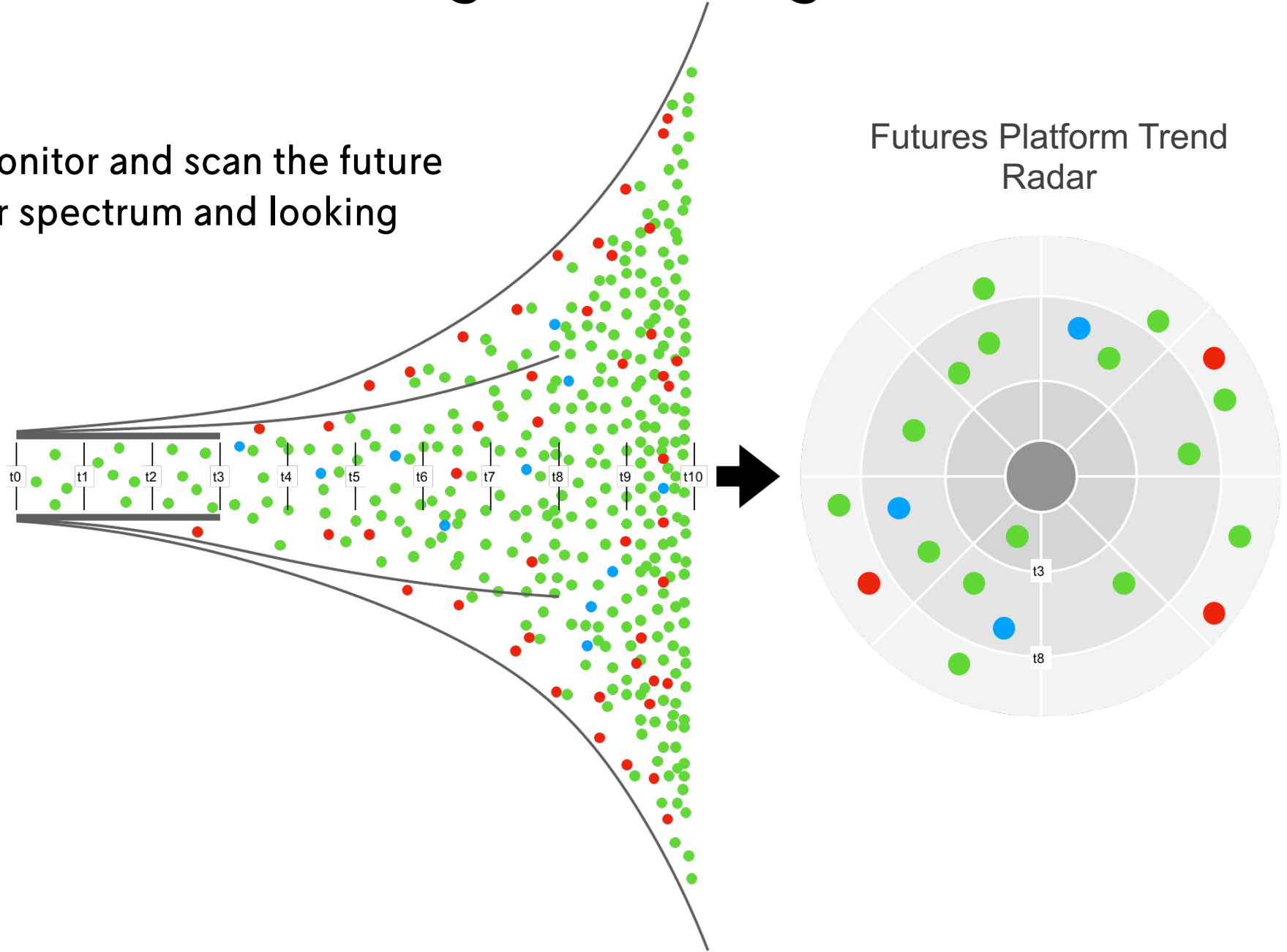
usk
PLAUSABLE

mahdc
POSSIBLE

Today's facts (such as election of Trump as a president) might have seem impossible or difficult to foresee 6–10 years ago.

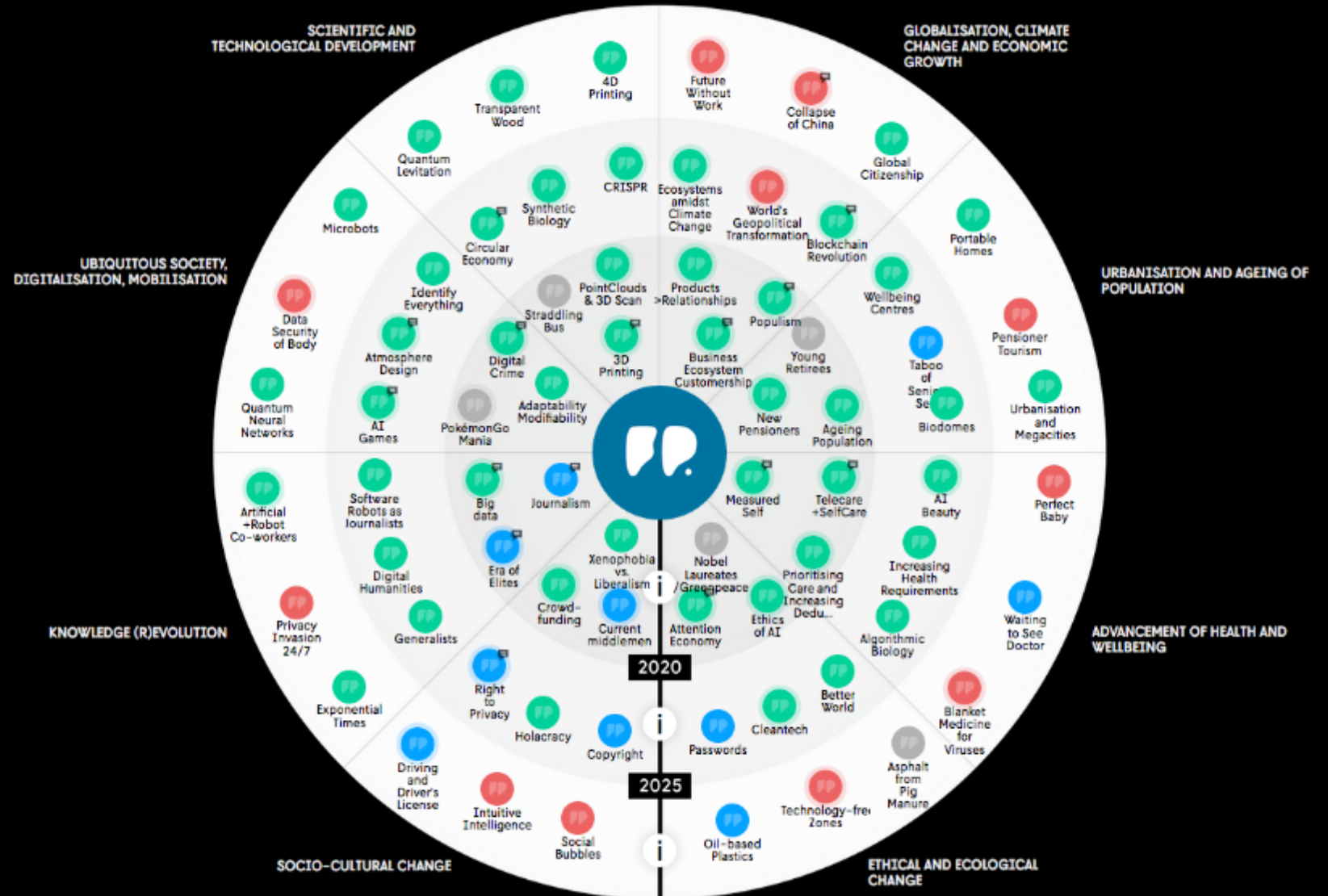
The exponential nature of the global change

Organisations should monitor and scan the future landscape with a wider spectrum and looking further in to the future.





**Foresight Radar is a 360°
visualization of the
future trends and
phenomena that will
change your landscape**



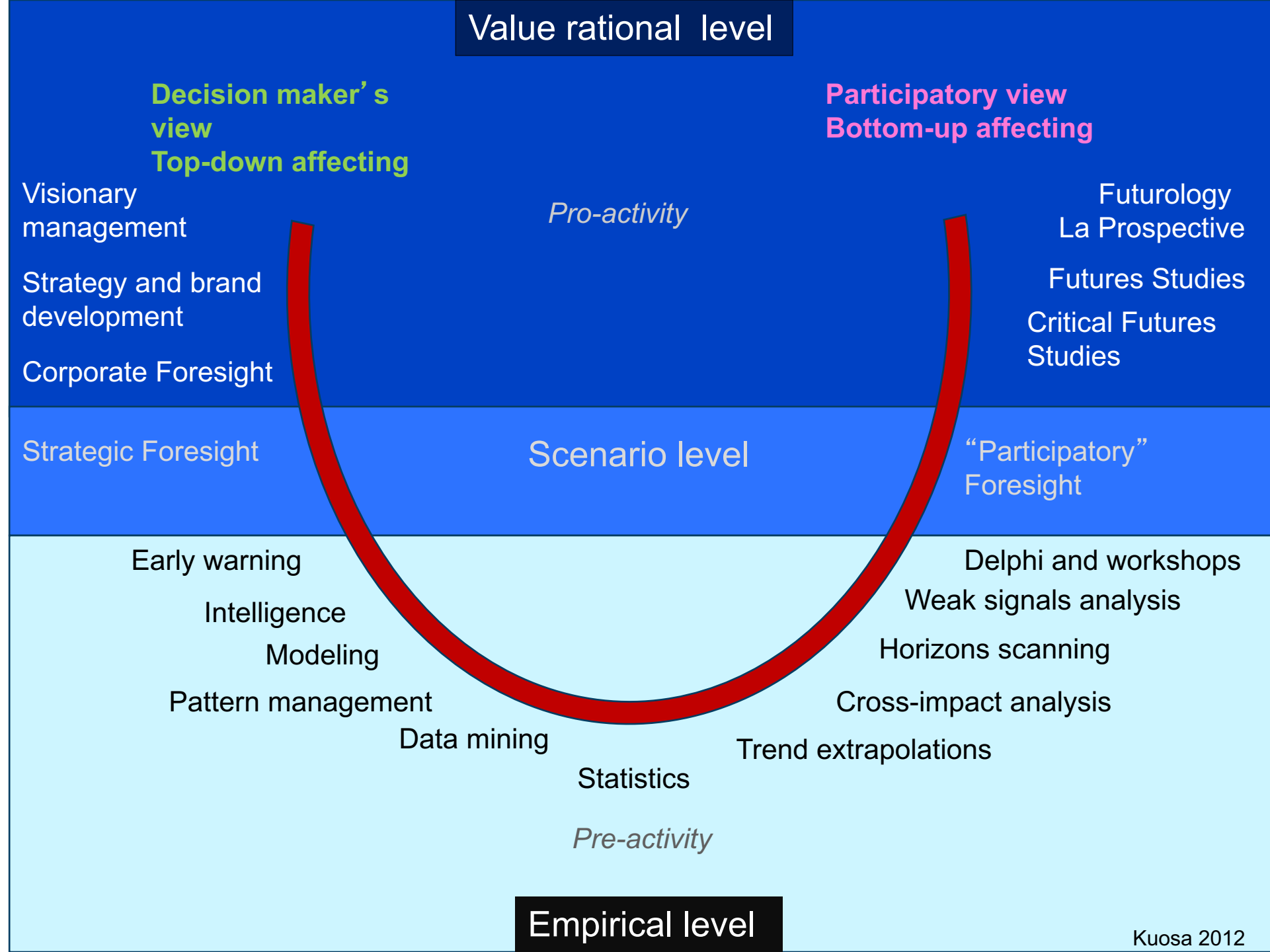
Strategic Foresight

- Different forms of foresight
- Decision making level:
Value rational pro-activity
- Scenario level: Opening
plausibel Alternatives
- Empirical level: Data
gathering and analysis

Source: The Evolution of Strategic
Foresight – Navigating Public
Policy Making. Routledge.
Kuosa 2012

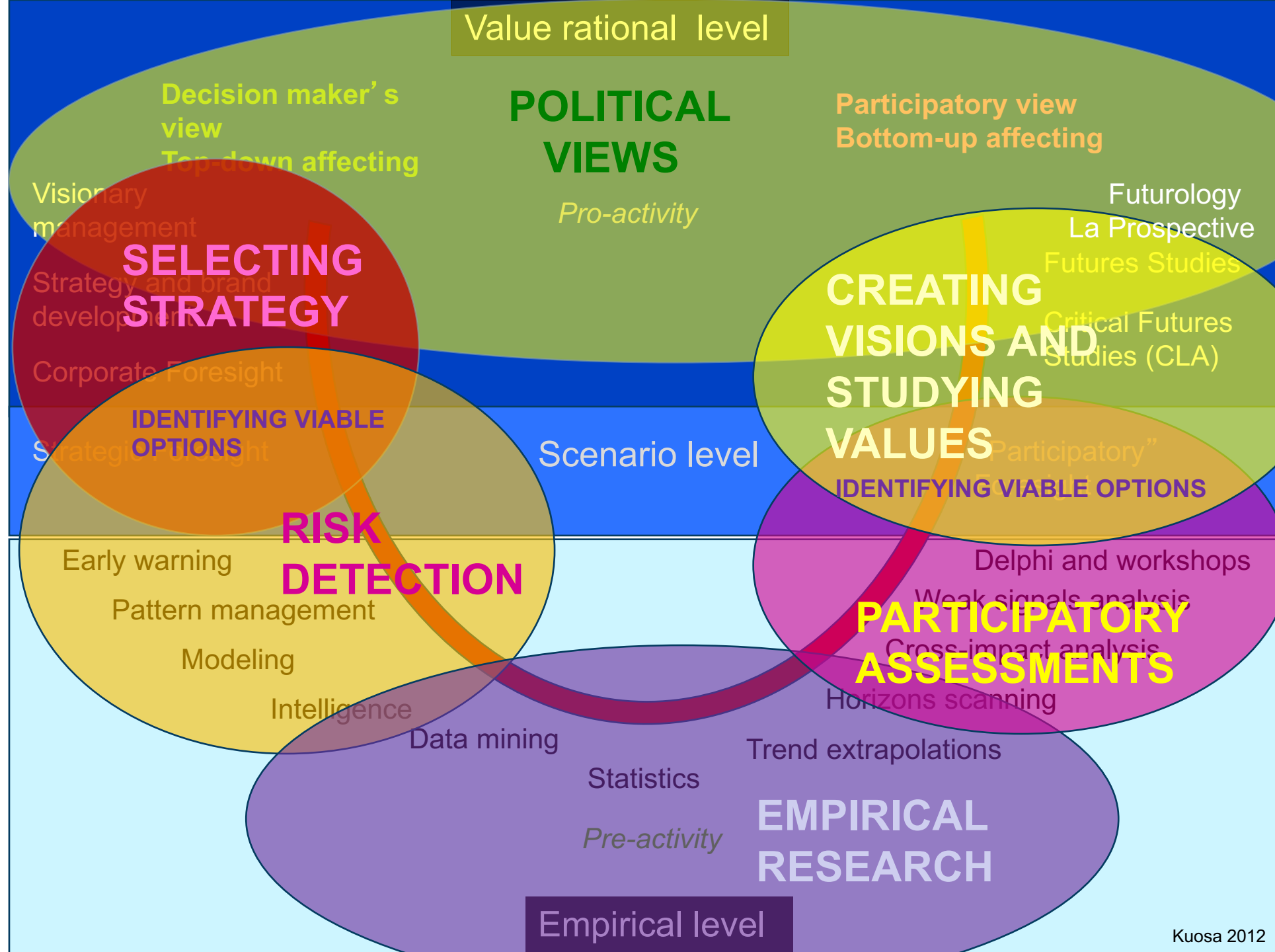


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Strategic Foresight

- Political Views at the top
- Selecting strategy based on viable alternatives and knowledge
- Creating visions and studying values: Identifying plausible alternatives
- Risk detection: Horizon scanning
- Participatory assessment: Making sense together
- Empirical research: Stats, trends, data mining



Ota yhteyttä!

Mikäli tulevaisuuslähtöinen strategiatyö tai ennakointi on agendallasi, niin varaa aika ennakkoinnin asiantuntijan kanssa alla olevasta linkistä:

<https://hubs.ly/H0n7L370>

Ennakoinnin asiantuntija



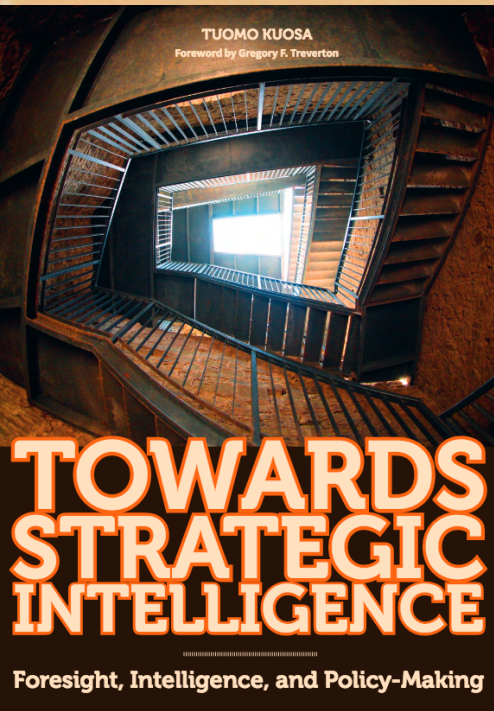
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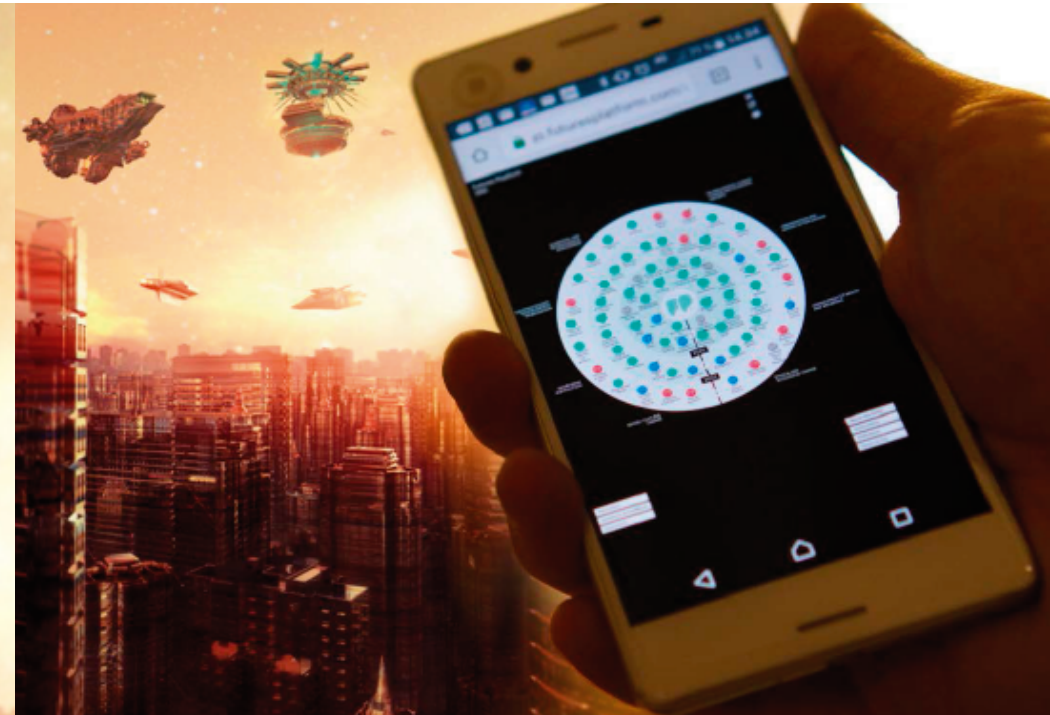


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Lisää tietoa e-kirjoista

- * <http://fhs.diva-portal.org/smash/get/diva2:1235945/FULLTEXT01.pdf>
- * www.futuresplatform.com/ebook
- * <https://foresight.futuresplatform.com/foresight-radars>



Key Success Factors of a Foresight Program

The future holds tremendous possibilities and enormous risks. Yet for organizations of all kinds (private companies, public sector organizations as well as NGOs) many drivers of future change can be mapped out, assessed in terms of impact and monitored. In this eBook, we present a foresight development framework designed to help organizations raise their awareness of possible futures and ensure they are forward looking in their plans and decisions.