

Executive Programme

# Futures, Strategic Design & Innovation

Managing in Uncertain and  
Turbulent Times

7<sup>th</sup> Edition





# A unique programme in one of the most vibrant cities in Europe.

## Programme Purpose

The driving force of this programme is to help people in organizations to improve the way they face uncertain and turbulent contexts. We will help you develop the capacity to anticipate trends and explore scenarios and how this can improve your approach to strategy and innovation processes.

For 5 days, participants will have the opportunity to explore the most cutting-edge concepts and tools in the fields of foresight, strategic design and innovation, integrated in a unique Futures Framework.

Participants will have firsthand access to the "SCANNING, SENSING AND ACTING" framework, used to anticipate and explore the future, identify new opportunities and build innovative strategies to solve strategic challenges.

[Watch the 4<sup>th</sup> Edition Summary](#)

# Key Take-Aways

## Strategic Foresight and Scenarios for the Future

- Prepare the organization and its leaders to think and act in times of uncertainty and exponential change and learn how to use the strategic framework "Scanning, Sensing and Acting" to build and explore scenarios for the future.
- Identify areas of growth and design a strategic roadmap that will allow your organization to foster consistent innovation to sustain a competitive advantage.

## Strategic Design & Innovation

- Understand the value and impact of design on business strategy, differentiation, and competitive advantage.
- Exploration of Design Thinking and Strategic Design tools to move from consumer and market insight to actionable solutions.

## “Journey into the Future” – Keynote Speakers

- The program offers a unique opportunity to learn from some of the best experts and business minds in the world.
- Their academic caliber, industry experience, inspiring leadership, and global perspective on critical driving forces will equip you with invaluable knowledge and powerful insights.

## Future-Proof Organizations & Leaders

- In this program you will have the opportunity to make your own Future-Proof Leadership Assessment designed to transform the way you work and lead in today's dynamic and complex business environment
- Improve your adaptive, authentic and agile skills with practical tools on emotional intelligence, influence and communication strategies, building strong teams and managing change.

## Premium Access to World Economic Forum Platform

- All our participants will have a premium access for 6 months to the strategic intelligence platform of the World Economic Forum.
- Explore and monitor the issues and forces driving transformational change across economies, industries and global issues

# Scanning, Sensing and Acting<sup>©</sup>

A Framework to think  
and act on the Future



## SCANNING

Recognize key drivers of change and use them to be better prepared for future challenges and new opportunities.



## SENSING

Build and explore scenarios for the future, combining them with tools of strategic design and innovation.



## ACTING

Build responses to alternative scenarios, identify areas of growth, and design new business models.

# Who should attend?

## Senior-level leaders

- From medium and large companies who are inspired to innovate.
- From growth companies who are challenged to scale and act as change makers.

## Executives and managers

- Who will use this opportunity to make an even greater difference in their career and their organizations' future.
- Who are responsible for tackling strategic challenges at their organizations.

## Managers and staff of companies

- Which seek to promote an innovation and an entrepreneurial culture.

## Team members

- Who want to collaborate on strategic design and innovation.

## Individuals and teams

- With responsibility for strategy, planning or leadership.

**We believe that participants from business, government, NGOs, academia, professional bodies, and inter-governmental organizations can make the best out this program.**

# International Speakers

Thinking and acting on the future through visions, knowledge, and case studies presented by our outstanding speakers and companies.

Throughout the programme, you will have the opportunity to attend keynote speakers in diverse areas: strategic intelligence, agile, digital, foresight, entrepreneurship, personalized medicine, and leadership skills for the future.

The speakers represent internationally renowned companies and organizations, such as World Economic Forum, Volkswagen SD Lab, and MIT Sloan.



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# The 5 day programme

	June 16 <sup>th</sup>	June 17 <sup>th</sup>	June 18 <sup>th</sup>
morning		Keynote <b>Olivier Woeffray</b> , World Economic Forum Strategic Intelligence by the World Economic Forum	Keynote <b>Carlos Silva</b> , Seeders & Faber Ventures Blockchain and Blended Finance
		<b>Foresight: Thinking and Acting on the Future</b> Paulo Soeiro de Carvalho	<b>Building Scenarios for the Future</b> Paulo Soeiro de Carvalho
afternoon	Keynotes <b>Arlindo Oliveira</b> , Instituto Superior Técnico The Digital Mind: how science is redefining humanity <b>Ana Teresa Freitas</b> , Heart Genetics The Future of Personalized Medicine	Keynote <b>Rita Alemão</b> , INSEAD & LYD Leading into the Future	Keynote <b>Stefan Gotthardt</b> , Volkswagen Going Agile and Digital at Volkswagen
	<b>Using the Future as a Competitive Advantage</b> Paulo Soeiro de Carvalho	<b>Scanning, Sensing &amp; Acting: A futures framework</b> Paulo Soeiro de Carvalho	<b>Building Scenarios for the Future</b> Paulo Soeiro de Carvalho
		Lunch	Lunch
morning	Keynote <b>Ana Casaca</b> , GALP Being a Corporate Entrepreneur	Keynote <b>Vikas Shah MBE</b> , MIT Sloan Transformation, Purpose and Emotional Resilience	
	<b>Strategic Design &amp; Innovation</b> Rui Quinta e Tiago Nunes	<b>Strategic Design &amp; Innovation</b> Rui Quinta e Tiago Nunes	
afternoon	Keynote <b>Miguel Marques Paulo</b> , Siemens Digital Enablement Center: Connecting the digital dots	Keynote <b>Phil Balagtas</b> , McKinsey Design Futures Design Thinking	
	<b>Strategic Design &amp; Innovation</b> Rui Quinta e Tiago Nunes	<b>Strategic Design &amp; Innovation</b> Rui Quinta e Tiago Nunes	
		Lunch	



## A unique experience

The programme offers a unique immersive experience in Lisbon and a combination of theoretical and practical sessions that develop your skills and understanding in reframing and re-perceiving strategic decisions.

The use of a knowledge toolbox and the "SCANNING, SENSING AND ACTING" framework (specifically designed and adapted for this program) will allow you to fully understand these concepts, and facilitate its later application in your organization.

**By the end of the programme, you will be better prepared to:**

- be a future leader
- engage in bold strategic processes
- act as a true change-maker.

# Programme

**Foresight: Thinking  
and Acting on the Future**

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**Building Scenarios  
for the Future**

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**Strategic Design  
& Innovation**

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**Global Forces  
and Emergent Technologies**

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**Future-Proof Organizations  
& Leaders**

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**“Journey into the Future”  
Keynote Speakers**

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# 01. Foresight: thinking and acting on the future

## Goals

- Create and embed a Future strategy and culture in your organization.
- Identify and explore the driving forces that can make or break your organization in the future.
- Skills and Tools to become a Chief Futurist Officer or Future Manager.

## Programme

- Future Thinking: assumptions, concepts and tools.
- “Scanning, Sensing & Activing” - A Futures Framework.
- Mapping the main forces of change and emerging domains in the global and business environments.
- Explore trends and critical uncertainties and use them as inputs to identify new growth opportunities, foster strategic agility, and simultaneously improve their strategic planning processes.
- Design and implement processes that allow organizations to better understand the past, improve their decision-making in the present, and embrace their preferred future.
- Presentation and Discussion of Case Studies (WEF, 3M, Nestlé, Philips, Siemens, Mercedes, ...).



# 02. Exploring global forces and emergent technologies

## Goals

- Understand and explore emergent and exponential technologies, their global challenges, and opportunities.
- A comprehensive overview of major innovations and the implications they have on industries, society, and our future.

## Programme

- Exploring the Global Forces and Technological Landscape (Building a Scanning Dashboard).
- Technological Fields and Global Challenges Masterclasses explored and taught by national and international experts:
  - Artificial Intelligence / Augmented & Virtual Reality
  - Networks & Computing Systems / Robotics
  - Digital Biology & Biotech / Medicine & Neuroscience
  - Nanotech & Digital Fabrication

## 03. Building scenarios for the future

### Goals

- Build and improve your understanding of scenarios, methodologies and processes.
- Integrate drivers of change, anticipate discontinuities and spot opportunities.
- Identify critical uncertainties and build Strategic Scenarios.
- Improve strategy making and review how your organization carries out scenario work.
- Analysis of impacts, threats and opportunities for the business.

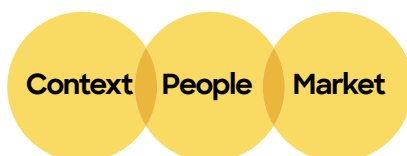
### Programme

- Exploration of Scenarios methodologies and processes.
- How can we influence the context of our organization and what will most influence us/our success in the future?
- What is the link between strategic planning and scenarios?
- How to Design and Implement a fit-for-purpose Scenario Planning Project?
- Strategic Analysis of the Scenarios - Challenges and Opportunities.
- Presentation and Discussion of Case Studies (Shell, Siemens, Cisco, IDEO, SAP, ...).

Powered by



## 04. Strategic Design & Innovation



A future centered model

### Goals

- Understand the value and impact of design on business strategy, differentiation, and competitive advantage.
- Exploration of Design Thinking and Strategic Design tools to move from consumer and market insight to actionable solutions.

### Programme

- Designing human-led strategies and solutions by exploring the role of design and designers' approach to problem solving.
- How behavioural understanding can influence new products and services?
- How to create the conditions for a "design culture"?
- How to quickly prototype and test ideas?
- Learning from others - case studies - (Airbnb, Lowes innovation, etc...).

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# Lisbon Futures Network

The Lisbon Futures Network is an invitation-only network of alumni and partners of the programme designed to enable professional dialogue, reflection and collaboration.

It helps participants explore how plausible and challenging scenarios and future narratives can be constructed, articulated and engaged with in ways that open up spaces for dialogue, exploration and action.

## Manuel Mira Godinho

Chairman, Lisbon futures network

Vice-President and Full Professor at ISEG - Lisbon School Economics and Management

## Program Partners



## Corporate Partners\*



\* From previous editions.

# What our corporate partners and alumni say:

*“This course is amazing. I see myself putting into action and applying the concepts that I have learned here, about Design Thinking and Problem Solving”*

**Francisco Horta e Costa**  
Managing Director, CBRE



*“No doubts about it: the Future is written through our today’s actions. This program - Futures Strategic Design and Innovation - has all ingredients to tease our minds and nurture our knowledge.”*

**José Miguel Leonardo**  
CEO Randstad Portugal



*“What a great privilege to have been part of this program! Vast and profound of content, inspiring, technically relevant. I came out much richer than when I came in! For all this I leave here my thanks!”*

**Rui Dias Alves**  
CEO Return of Ideas



*“The FSDI program was an excellent immersive experience, centered on proven methodologies for creating innovation strategies to respond positively to the signals and trends observed in competitive intelligence radars, focusing heavily on creativity and disruption as a way to build competitive strategies for the future. This immersive experience was greatly enhanced by the excellent keynotes Speakers in key areas for Strategic Design and Innovation.”*

**Cipriano Lomba**  
Technology & Innovation Coordinator, EFACEC



**WATCH ALL THE TESTIMONIALS**



# Faculty & Keynotes

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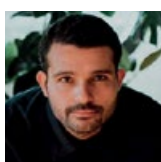
## Faculty



### **Paulo Soeiro de Carvalho**

Programme Director and Professor

Executive Director of ISEG MBA. PhD in Management Sciences, Université Jean Moulin Lyon 3. Former General Director for Economy and Innovation in the Lisbon City Council. Coordinates the Post Graduate Course "Strategy, Innovation and Foresight".



### **Rui Quinta**

Official Design Thinking Coach at the HPI Academy - School of Design Thinking in Berlin and member of the innovation international network WWHDO. Co-Founder "Peixaria Centenária", "Toyno" and "With Company".



### **Tiago Nunes**

Official Design Thinking Coach at the HPI Academy - School of Design Thinking in Berlin. Co-founder of With Company - Strategic Design Consultancy. Founding member of the international innovation network D.eople.



### **Manuel Mira Godinho**

Chairman of the Lisbon Futures Network

Vice-President of ISEG - Lisbon School Economics and Management. Full Professor at ISEG. PhD from the University of Sussex and Master from Imperial College, London. Coordinator of the postgraduate course in Prospective, Strategy and Innovation.

# Keynotes & Talks



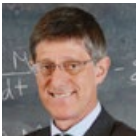
**Carlos Silva**  
Keynote Speaker

Co-founder of Seeders & Faber Ventures, the leading equity crowdfunding platform in Europe. He has been distinguished with a Young Gun award in the UK, for the most promising individuals under 35.



**Olivier Woefray**  
Keynote Speaker

Practice Lead and Strategic Intelligence at the World Economic Forum. He oversees partners engagement and innovations with the Forum's collective intelligence platform. He also co-manages the Global Future Council on Innovation Ecosystems.



**Arlindo Oliveira**  
Keynote Speaker

Professor of the Department of Computer Science & Engineering at IST. Author of the book "The Digital Mind: How Science is Redefining Humanity", published by MIT Press. Former Dean of IST - Instituto Superior Técnico.



**Rita Alemão**  
Keynote Speaker

Co-Founder and Managing Partner at LYD Leading for Greatness. Specialist in Organizational Performance. Vice President of APRICEM - Associação para a Promoção da Inteligência em Competências Emocionais.



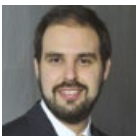
**Stefan Gotthardt**  
Keynote Speaker

Director of the Digital:Lab Lisbon at Volkswagen AG. In-depth knowledge in the fields of corporate comms, setting up agile & lean software development projects, automotive supply chain processes.



**Ana Teresa Freitas**  
Keynote Speaker

Co-founder of Heart Genetics. Her main expertise is on the areas of Computational Biology, Human genetics, Algorithms and Data Mining. For the last 15 years she has coauthored about 90 papers in journals and international conferences in those areas.



**Miguel Marques Paulo**  
Keynote Speaker

Global Digital Enablement IT Lead at Siemens. VR/AR Association Advisory Board Member.



**Vikas Shah**  
Keynote Speaker

Professorship at MIT Sloan (The Lisbon MBA) and Honorary Professor at University of Manchester. CEO of Swiscot Group, and co-founder of 53 Degrees North. Awarded with an MBE for Services to Business and the Economy in Her Majesty the Queen's 2018 New Year's Honours List.



**Ana Casaca**  
Keynote Speaker

Over 20 years of experience in innovation & tech transfer and is now the Global Head of Innovation at Galp. She is driving growth and innovation through technology, startups, and ecosystem development. She began as a researcher in San Francisco and moved to become a corporate entrepreneur after receiving her MBA.



**Phil Balagtas**  
Keynote Speaker

Experience Design Director at McKinsey Design. Founder of The Design Futures Initiative.



# An immersive & creative learning experience







## Key Details

### CALENDAR

June 16<sup>th</sup>, 17<sup>th</sup>, 18<sup>th</sup>, 24<sup>th</sup>, and 25<sup>th</sup>

### SCHEDULE

9:30AM to 6:30PM

### TIME

34 hours

### PROGRAMME FEE

2 950€

### This fee includes

- Tuition
- Educational materials
- Premium Access to WEF Platform
- Future-Proof Individual Assessment
- Breakfast, lunch, and coffee breaks each day;
- Access to ISEG car parking
- Graduation ceremony and diploma

### Alumni and Corporate Partner Discounts:

Special conditions for Main & Corporate Partners

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Programme Advisor

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*idefe*