



## Dr. Bram Roosens


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Innovation Project Manager at EDHEC Business School





### Expertise

- Strategy development and management
- Corporate Foresight
- Corporate Sustainability
- Market and Competitor Intelligence Analysis

### Industry Expertise

-  Health & Lifesciences
-  Energy & Utilities
-  Food & Beverages

### Cross-industry themes

-  Digitalization
-  Sustainability

### Selected Projects



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Develop a nervous system in the organization to detect and understand change

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## Scanning

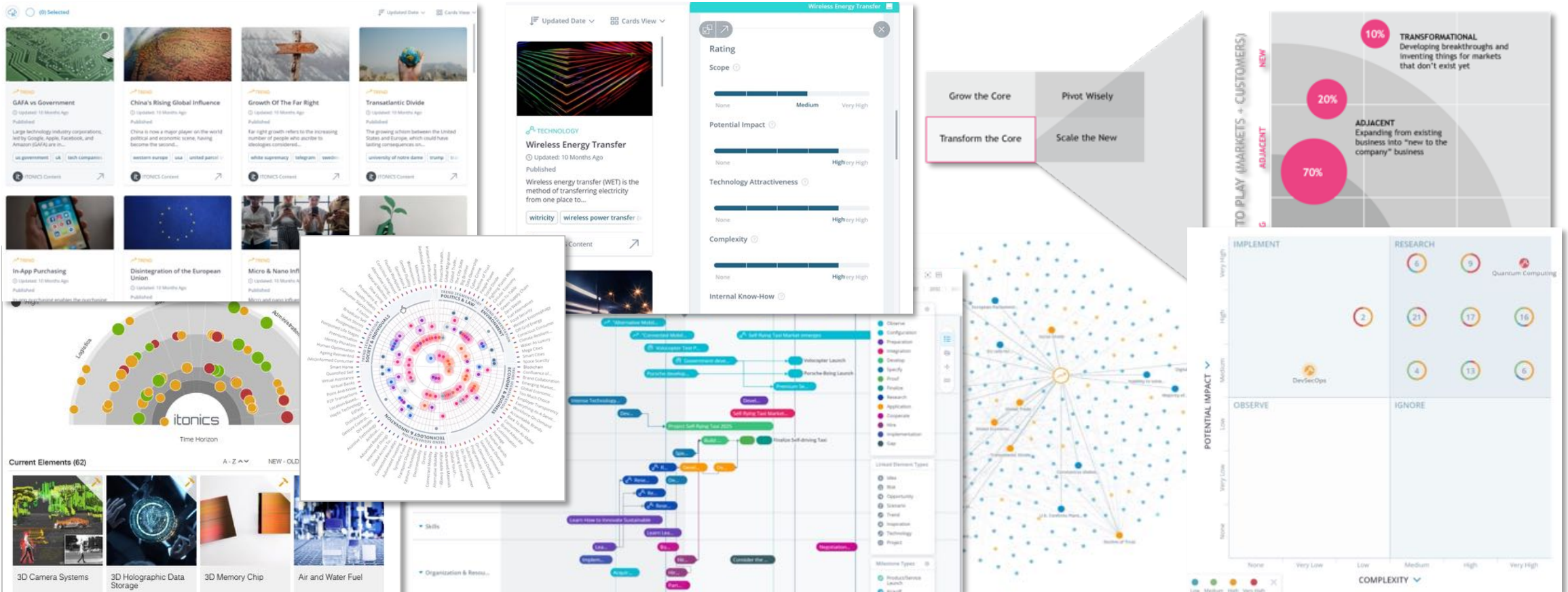
(Collecting & managing input)

## Interpretation

(Rating, analysis, interpretation)

## Usage

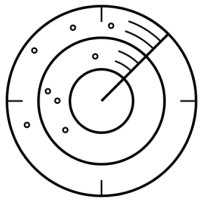
(Exploiting & transferring knowledge)



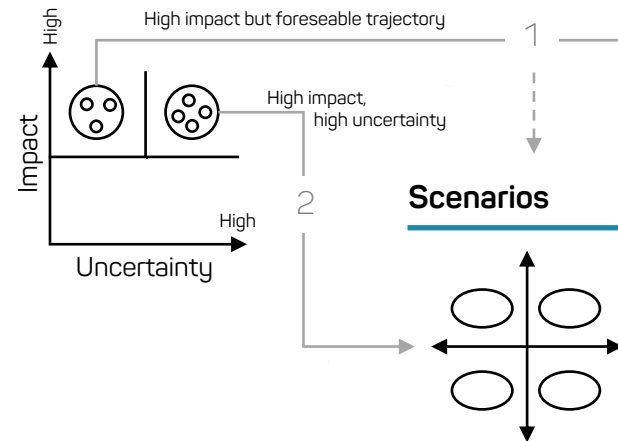
# Foresight-Driven Innovation (FDI)

The FDI approach builds on systematic trend scanning to detect and assess search fields, opportunity spaces and specific innovation opportunities in a collaborative approach.

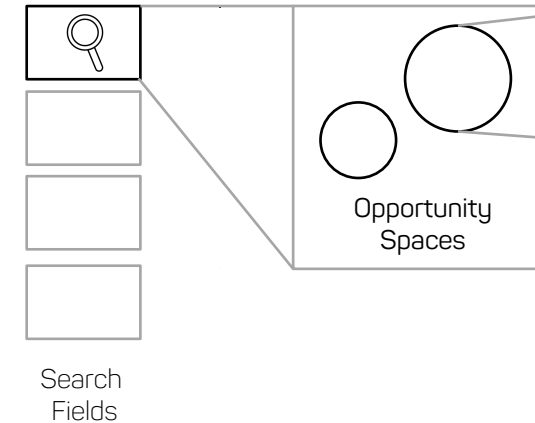
## 1. Trend Scan & Radar



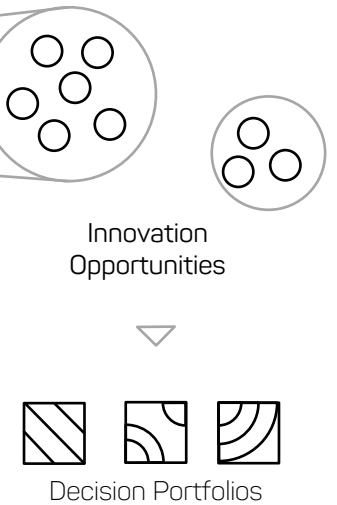
## 2. Trend Assessment & Analysis



## 3. Innovation Strategy / Search Fields



## 4. Ideation & Innovation Management



### Objectives

Identify relevant change factors (trends, technologies, societal, ecological, political change factors)

Assess change factors in the context of the firm and focal field

Create different futures by understanding systemic effects of high-impact/high-uncertainty factors

Identify relevant search fields and opportunity spaces, e.g. with Future Experience Groups

- Identify and assess emerging opportunities
- Re-assess ongoing activities
- Optimize innovation portfolio

Continuous alignment of innovation portfolio and foresight insights.



# Scenario-based Strategizing

Prepares different strategies for alternative futures to enhance adaptiveness and enable agile strategic maneuvering.

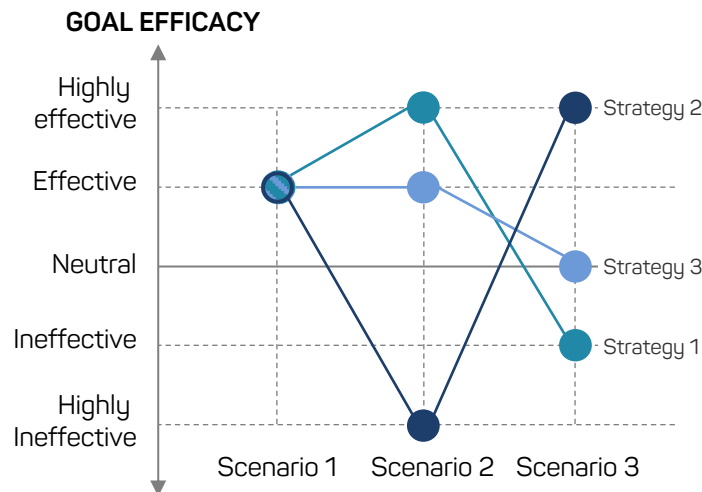
## EXTERNAL VIEW: SCENARIO DEVELOPMENT



### SCENARIOS

- are **alternative, self-consistent pictures of the future**
- each of which entails **different strategic implications**.

## SCENARIO-BASED STRATEGIZING



### SCENARIO-BASED STRATEGIZING

- evaluates the **performance of different strategies in alternative futures** and
- enables **early warning** and adequate **strategic responses**.

## INTERNAL VIEW: STRATEGY DEVELOPMENT

### STRATEGIC ACTION FIELDS

OPTIONS	Field 1	Field 1	Field 1	Field 1	Field 1	Field 1
Option 1	Strategy 1	Strategy 1	Strategy 1	Strategy 1	Strategy 1	Strategy 1
Option 2	Strategy 1	Strategy 1	Strategy 3	Strategy 1	Strategy 3	Strategy 2
Option 3	Strategy 1	Strategy 3	Strategy 1	Strategy 3	Strategy 1	Strategy 1
Option 4	Strategy 3	Strategy 1	Strategy 2	Strategy 2	Strategy 2	Strategy 1
Option 5	Strategy 2	Strategy 2	Strategy 2	Strategy 1	Strategy 1	Strategy 3
Option 6	Strategy 1	Strategy 1	Strategy 1	Strategy 1	Strategy 1	Strategy 3

Strategy 1 Strategy 2 Strategy 3

### STRATEGY

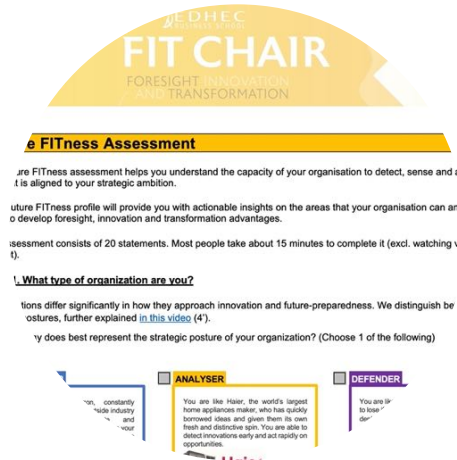
- is a **consistent combination of decisions** which
- performs differently** in different environments.

# Let's continue the conversation



## 1.5 hour Trend-to-Impact workshop

Get in touch for a free 1,5h session that we run for you and up to 10 colleagues from your organization.



## Capability (self-)assessment

Future FITness assessment helps you understand the capacity of your organisation to detect, sense and act in a way that is aligned to your strategic ambition.



Scan me

## 35h Strategic Foresight Certificate

Reserve your seat for the EDHEC Business School (Top 14 in Europe) 100% online Strategic Foresight Certificate program in Oct 2021.

Date: March 2022

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