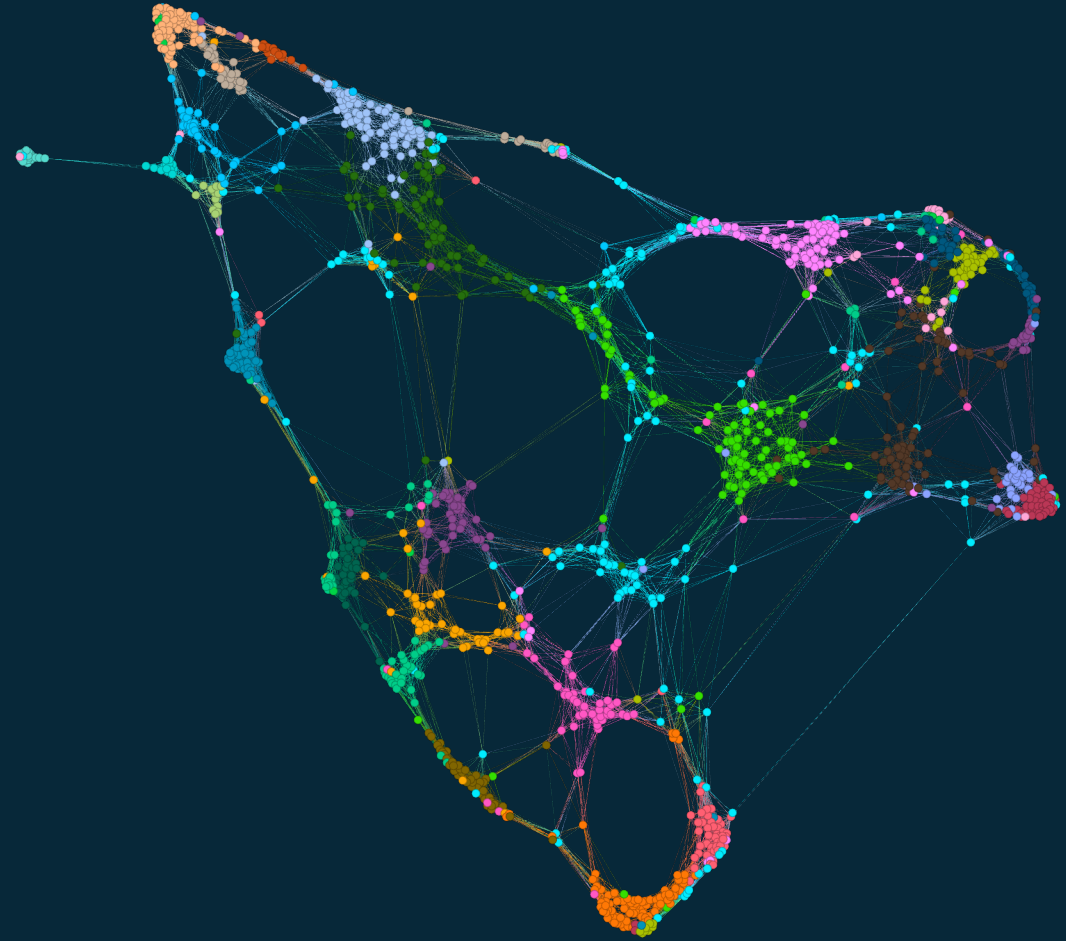


Horizon Scanning & Strategic Intelligence

Making sense of trends,
insights and signals of
change



Horizon Scanning & Strategic Intelligence

Horizon Scanning and Strategic Intelligence in foresight means the capability to capture, identify, categorize and make sense of a multitude of drivers of change, insights or signals in the global and business environment and use those as accelerators of future-oriented strategies and transformation journeys.

Key Benefits:

- Deepen the understanding of the driving forces affecting future development of a topic or strategy area
- Identify gaps in understanding and bring into focus new areas of research required to understand driving forces better
- Build consensus amongst internal teams and stakeholders about potential threats, risks, emerging issues, and opportunities
- Identify and make explicit some of the difficult strategic choices and trade-offs that may need to be made in the future
- Create robust and future-oriented and resilient strategies and foster organizational agility
- Mobilize people, teams and external stakeholders to action

Horizon Scanning & Strategic Intelligence

Strategic Focus & Time Horizon

These two critical decisions steers the orientation of the project – be it exploratory or decision-centric - and aligns lens of environmental scanning accordingly.

Contextual Thinking

Adopt a holistic approach and move beyond traditional transactional boundaries.

Outside-In Perspective

Focus first on the broader “contextual” environment, then drill down to specifics, discerning potential impacts on the organization’s strategic objectives.

Source Diversification

Incorporate both primary and secondary sources to enrich insights.

Categorization of Drivers and Insights

Systematize information into categories like megatrends, trends, weak signals and wildcards.

Sensing from Scanning

Making sense of the future starts with the selection, exploitation and interpretation of the multiple and different types of drivers and signals.

Systems Thinking

Craft a system diagram offering an integrated view of the strategic challenge, ensuring it remains comprehensible.

Scanning Dashboards and Radars

Create dynamic dashboards and radars and tailor these based on key areas, types of driving forces, their impact, and other relevant dimensions for your organization.

Megatrends Workshops

When considering the future, we need to identify and explore large-scale, long-term shifts that significantly impact societies, economies, and cultures.

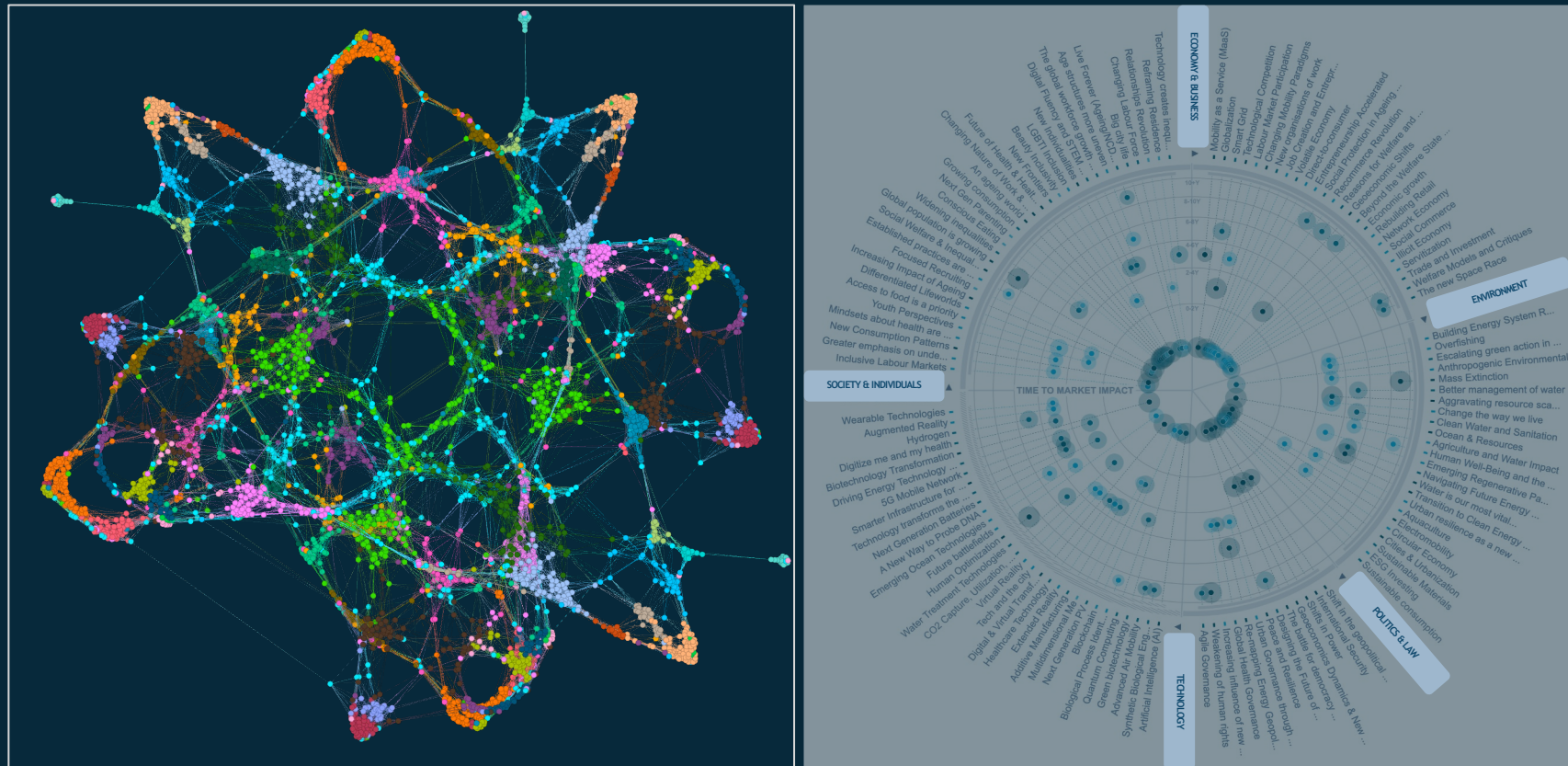
Our Megatrends Dashboards highlight these phenomena and allows our clients to create a basis and a tool for strategic conversations that promotes a zoom-in of those massive changes from their specific perspective.



Scanning Deep Dives

While Megatrends provide a broader view of overarching shifts, our Scanning Deep Dives delve into the intricate nuances and more detailed developments that are shaping the future of your organisation or industry. These are often emerging trends and weak signals that can be harbingers of significant change. By immersing ourselves into these details, we offer our clients an enriched understanding that goes beyond surface-level observations.

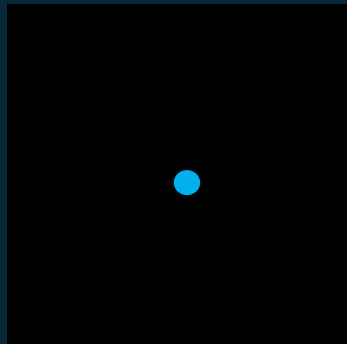
The Scanning Deep Dives empowers our clients to anticipate, adapt, and act with in a rapidly evolving environment, presenting a multidimensional view of the future, emphasizing not just the 'what' but also the 'how' and 'why' behind emerging trends and disruptions.



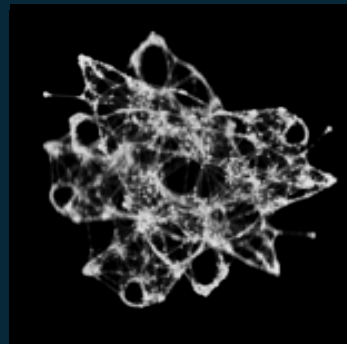
SCANNING, SENSING & ACTING

The “Scanning, Sensing and Acting” framework roots itself in the idea that in an age of unprecedented uncertainty and complexity, it’s no longer enough for organizations to merely possess a “map” of their territory; they must also deploy a “radar” to navigate these uncharted and turbulent futures. This framework is more than a method or a tool – it’s a mindset. It’s about nurturing agility, fostering a culture of continuous learning, and above all, allowing organizations and leaders not just to survive, but to thrive in a fast changing and uncertain future.

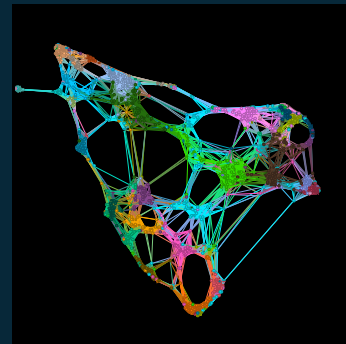
DESIGNING AND SETTING THE STAGE



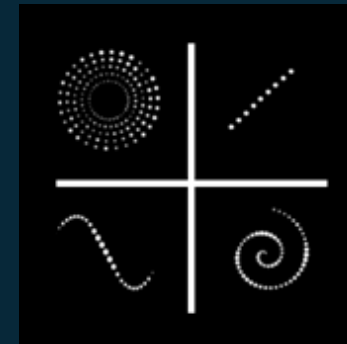
STRATEGIC FOCUS &
TIME HORIZON



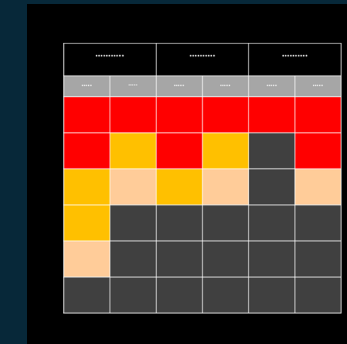
GLOBAL &
COMPETITIVE
SCANNING



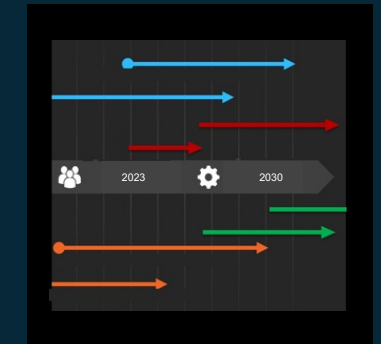
SCANNING
TO THE CORE



SCENARIOS FOR
THE FUTURE



PROBING PROJECTS
& STRATEGIES



STRATEGIC
ROADMAPS

Horizon Scanning & Strategic Intelligence



About us

IF Insight & Foresight is a Futures think tank and consulting studio that blends foresight, strategy, and innovation to create lasting value and meaningful experiences for people and organizations.

We design and implement processes and experiences that enable organizations to better understand the past, improve their decision-making in the present, and embrace their preferred future.



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