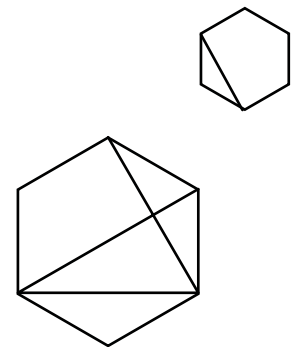




Strategic Foresight

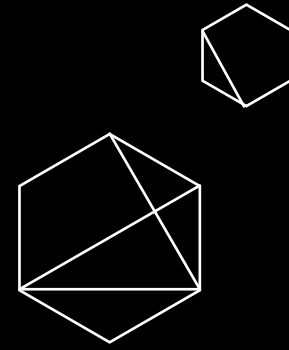
Quantumrun Foresight
Methodology



Quantumrun Foresight

Methodology

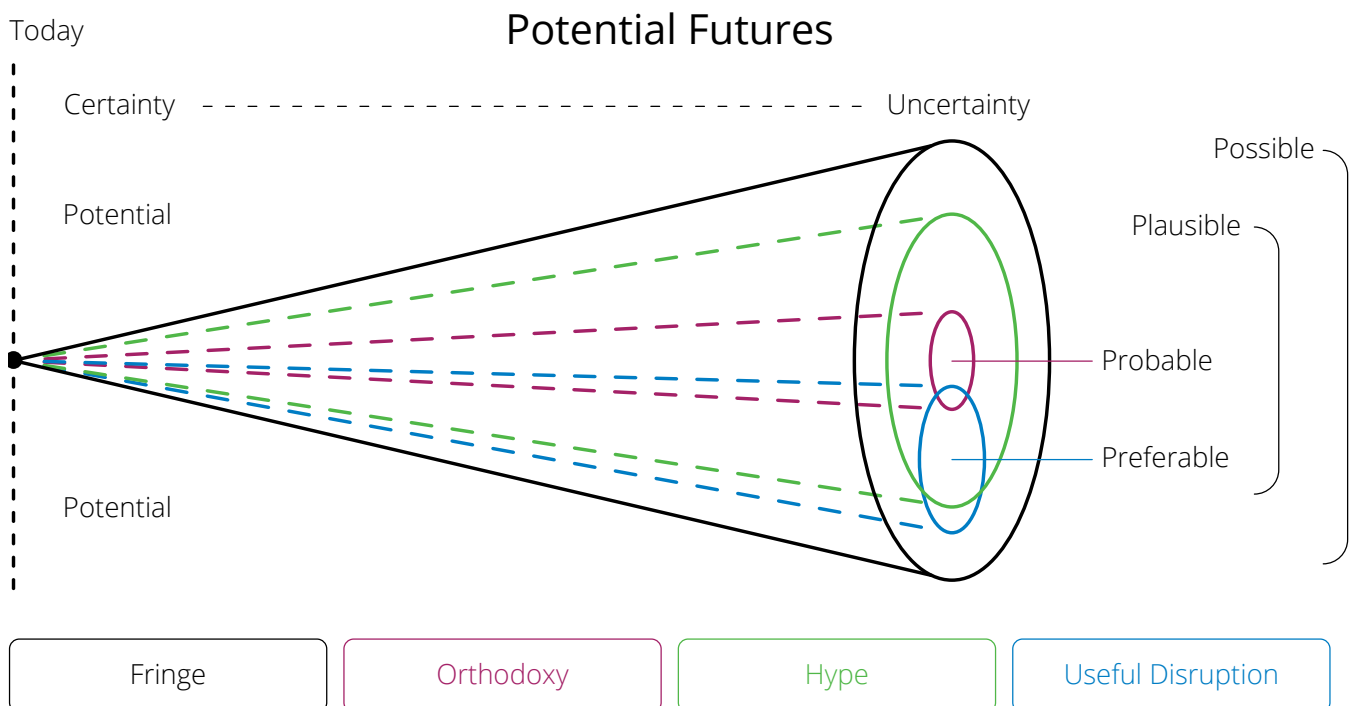
Quantumrun Foresight is a research and consulting agency that uses long-range strategic foresight to help organizations thrive from future trends.



WHAT IS STRATEGIC FORESIGHT?

Strategic foresight is a discipline that empowers individuals and businesses with improved preparedness for the different futures they may experience in the near and distant future.

More specifically, this discipline enables practitioners to identify the driving forces of change and disruption that will influence future events in a way that systematically reveals the possible, plausible, and probable futures that lie ahead but with the ultimate goal of selecting one preferred future to pursue strategically. The graph below illustrates the different futures the strategic foresight professional attempts to explore.





QUANTUMRUN FORESIGHT APPROACH

Our international team of analysts monitor and review media and research reports from a wide range of fields and industries. We regularly interview and survey our large network of subject matter experts to gather on-the-ground observations from their particular fields. Then, using proprietary software and our experienced analyst insights, we combine these data sources to make informed forecasts about future trends and scenarios that are both comprehensive and multidisciplinary.

To illustrate our approach, the following eight-step process is the default methodology that the Quantumrun Foresight team applies to any foresight project:

QUANTUMRUN FORESIGHT METHOD

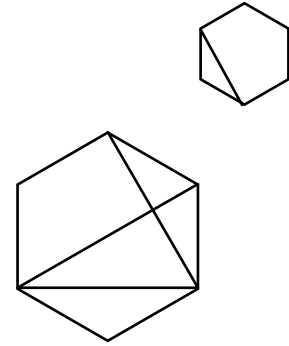
STEP	DESCRIPTION	PRODUCT	STEP LEAD
FRAMING	Scoping the project: purpose, objectives, stakeholders, timelines, budget, deliverables; assessing current state vs preferred future state.	Project plan	Quantumrun
SCANNING	Collecting information: Assess data collection strategy, isolate data collection mediums and sources, then collect relevant historical, contextual, and predictive data that applies directly and indirectly to the foresight project.	Information	Quantumrun
TREND SYNTHESIS	Apply qualitative and quantitative techniques to remove industry/sector, profession, or topic silos to isolate patterns, trends, and hidden relationships that lie at the present or future cross-section of the different collected datasets.	Clustered information	Quantumrun
CONSTRAINTS	Understand the constraints all future scenarios must operate in, such as: budgets, timelines, legislation, environment, culture, stakeholders, human resources, organization, geopolitics, etc.	Scenario refinement	Quantumrun
FORECASTING	What are the possible, plausible, probable, and preferable future scenarios, and what are their individual drivers and uncertainties, implications, and outcomes. Depending on the project's scale, this step may involve external support from focus groups and subject matter experts.	Baseline and alternative futures (scenarios)	Quantumrun
VISIONING	Choosing a preferred future: Envisioning the best outcomes, goal-setting, performance measures.	Preferred future (goals)	Quantumrun + client
PLANNING	Organizing the resources needed to execute on the selected preferred future.	Strategic plan (strategies)	Quantumrun + client
ACTING	Implementing the plan: Developing action agendas, institutionalizing strategic thinking and intelligence systems, assigning projects and deliverables, communicating the results, etc.	Action plan (initiatives)	Client

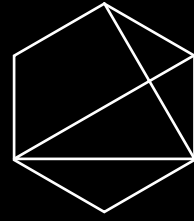
BENEFITS OF STRATEGIC FORESIGHT FOR ORGANIZATIONS

- Improved strategic planning that effectively considers long-term market environments.
- Improved capital allocation to company initiatives that will generate long-term returns.
- The development of new company offerings that may grow market share and generate new revenue.

Learn more about how strategic foresight can benefit your organization by emailing Quantumrun Foresight at: Contact@Quantumrun.com

Or read more about our offerings at: Quantumrun.com/consulting





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