

## Outsights Scenario Induction Course

Thursday, 16<sup>th</sup> October      Central London

The future is neither stable nor certain – it's a moving target for which there is no single "right" projection from past behaviour. We cannot predict what's going to happen, but we can prepare for a range of alternative and different futures.

The Outsights Scenario Induction Course is a fast-paced and highly effective way to start thinking about the opportunities and challenges of the outside world for your organisation. Participants learn the theory of scenario thinking and experience the practicalities of the scenario development process in small groups. There is also the unique opportunity to discuss with the facilitators – who have over 10 years experience in the field – how scenarios have been used in diverse organisations and to what purpose and success.

### Who should attend?

- Middle to senior level management wanting to "test drive" scenarios
- Groups involved in a scenario or futures planning project in their organisation needing training and advice in the process
- Anyone wanting to learn more about scenario planning and futures thinking or looking for a refresher course

In just one day, participants will:

- Gain **hands-on experience** in building scenarios
- Learn **how scenarios add value** to the business/organisation
- **Develop strategic options and action plans** from scenarios

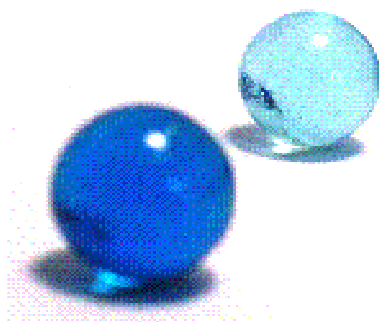
### Course Leaders

#### Stephen King, Principal, Leadership Development, Outsights

Stephen has extensive experience in strategy development and implementation. His background is in the finance sector, with NatWest and Royal Bank of Scotland where he was a member of senior teams at Group level and within a wide range of businesses. Core expertise is in strategy, supplemented with wide experience in developing new businesses, mergers and acquisitions, building commercial partnerships, client relationship management, marketing, communications, finance and risk.

#### Richard O'Brien, Partner, Outsights

An economist by training, Richard spent 21 years in international banking with Rothschilds and as chief economist and executive director of American Express Bank. He is widely published, including his best-selling book *Global Financial Integration: The End of Geography*. A former advisor to the World Bank, Richard is experienced in finding and presenting critical external insights, and in helping clients to understand their significance in company performance.



## Course Structure

The training day is highly participative and engaging, designed to simulate the styles & methodologies of a "real life" scenario project.

### An Introduction to Scenarios

- Theory of scenario thinking
- How scenarios compare to alternative methods of dealing with uncertainty and complexity in the business environment
- Scenarios in the planning context

### Exploring the External Environment

- Understanding and making sense of a complex set of issues and an uncertain environment
- Open-ended interviewing
- Identifying the key issues
- Identifying and prioritising critical driving forces shaping change

### Engaging & Applying Scenario Processes

- Developing scenario logics & writing stories
- Finding the balance between creativity & structure
- Different approaches to building scenarios

### From Scenarios, to Strategy, to Action

- Drawing out strategic options for organisations
- Scenarios as the basis for purposeful action

### Putting Scenarios to Work: Some Practicalities

Throughout the seminar, the emphasis will be on open dialogue, with an opportunity to discuss the practical pitfalls and problems of scenarios, the challenges of sustaining and embedding this kind of thinking, and the personal skills and challenges of leading these processes in organisations.

## Registration

Please fill in the attached form or contact Bonnie Khan on [bonnie@outsights.co.uk](mailto:bonnie@outsights.co.uk) or 0044 (0)20 7226 2280

### Time and place

The seminar takes place on Thursday, 16<sup>th</sup> October 2008 in London, starting promptly at 9:30 am (with coffee from 9.00 am) and the day will close at 5.00 pm.

"A powerful combination of challenge and stimulus on the one hand and great understanding of how to engage people in thinking about the future - Outsights have a great formula to offer."

- Nicholas Beazley, Director, Strategy and Development, BUPA



## Fees

**Fees include all course materials, refreshments and lunch.**

- The fee is £1050 + VAT per person
- Government and Charities: £650 + VAT.
- Group rates: 10% discount for 3 people of the same organisation; 15% discount for 4 or more people of the same organisation (limited to 6 people)

Payment can be made in Sterling by cheque or bank transfer/BACS/CHAPS. Please note we do not accept credit card payments.

Payment is due within 14 days of the invoice date or prior to the course, whichever is earliest. Payment must be made prior to the course.

## Cancellation

For cancellations received on or before 14<sup>th</sup> September 2008, the total fee will be refunded. After 1<sup>st</sup> October 2008 no refunds will be made.

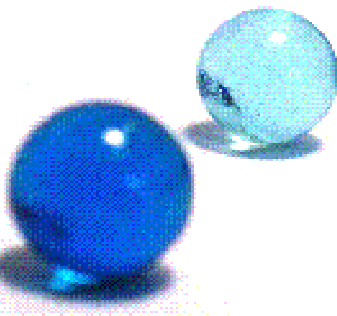
If you cannot attend, substitutes from the same company will be welcome. Outsights should be notified of any cancellations or substitutions in writing.

## Ways to register

1. **Fax** your completed registration form to 0044 (0)20 7226 2330
2. **Post** your completed registration form to:  
Bonnie Khan  
Outsights  
209 Business Design Centre  
52 Upper Street  
London N1 0QH  
United Kingdom
3. **Email** the form to: [bonnie@outsights.co.uk](mailto:bonnie@outsights.co.uk)
4. **Telephone** bookings: Call 0044 (0)20 7226 2280

"I was really energised by it, both in learning a very challenging and useful methodology for strategy development, but also really provocative thinking. And it was fun."

– Becky Buell, CPD  
Director, Oxfam GB



**Outsights Scenario Induction Course  
Registration Form: October 16<sup>th</sup> 2008**

Mr  Miss  Mrs  Dr

First Name:

Surname:

Job Title:

Company:

Address:

Address Line 2:

Address Line 3:

City:

County/State:

Postcode:

Country:

Telephone:

Mobile:

Fax:

Email:

Assistant:

Telephone:

Email:

Dietary  
Requirements:

Name on badge:  
(e.g. Joe Bloggs, Company)

Invoicing Details (if different from above)

Purchase Order (if applicable):

First Name:

Surname:

Title:

Company:

Address:

Address Line 2:

Address Line 3:

City:

County/State:

Postcode:

Country:

Telephone:

Date:

