

## Invitation to the “From Foresight to Design” workshop in Stockholm

We have the pleasure of inviting you to the workshop “From Foresight to Design”, which is going to be held at the Royal Institute of Technology (KTH) on November 10-11, 2008. The workshop is led by Dr. William Cockayne and Tamara Carleton from the Center for Foresight and Innovation at Stanford University.

**Date:** November 10-11, 2008.

**Time:** We will start at 09:00 on November 10, and will end at 17:00 on November 11.

**Location:** Royal Institute of Technology, Stockholm



*Tamara Carleton & William Cockayne, Stanford University*

## Workshop Overview

This workshop gives participants a new set of tools for and experience in long-range innovation for developing strategic business opportunities. You will explore critical foresight, anticipatory research, and comprehensive design within teams and identify prospects for increasing the level of innovation in your business. Multiple exercises enable hands-on learning, with examples drawn from a wide-array of industry studies and on-going projects at Stanford University. The workshop has been designed as a two-day immersive experience, and participants are rapidly exposed and guided to apply the methods of the foresight process. Based on the interests of participants, one opportunity theme is designed to provoke bold thinking and facilitate group creativity among the participants.

The foresight process explored in this workshop is a three-stage model that has been pioneered at Stanford University in the last five years. Taking a long-term view of innovation, this model guides leaders through the steps required to prepare confidently for the future. Forward-looking organizations begin with FORESIGHT, planning a clear strategy three or more product cycles ahead. The next phase of RESEARCH focuses on applied research, identifying early technologies and market opportunities within two product cycles. The DESIGN phase then connects today’s market needs with current business objectives, developing specific product and service solutions to take to market.

Methods covered in the workshop include:

\* **Context Map** A mapping technique for capturing emergent conversation themes in complex problems to show an integrated context.

\* **S-Curves Analysis** A graphical representation to explain the progression of changes in terms of technological, social and related filters.

\* **Janus Cones** A foresight framework for looking backwards and forwards in time to identify the timing of historical events and how these timings affect potential future events.

\* **Cross-Impact Analysis** A strategy model to identify potential effects between multiple variables and look for new or hidden opportunities.

\* **Demographic Models** A research model to identify and track population growth within a specific group over time in order to understand impending changes on the workforce, life stages, future markets, and other variables.

\* **Future User-Finding** An analytical method that explores the potential future of a chosen demographic through comparison of changes between and over time to similar groups.

\* **Culture-Crossing** An analytical technique to visualize and understand how past events have occurred within different countries or cultures in order to understand timing and issues for similar future events.

\* **Change Paths** A set of data-driven narratives that explore different paths toward possible visions.

## Workshop Fee

The workshop fee is 7 000 SEK (excl. VAT). Participants from the PIEp nodes pay a discounted fee of 3 500 SEK (excl. VAT). The fee includes workshop documentation, diploma, coffee, refreshments, fruit and lunch for both days. Travel and lodging is not included.

PIEp covers the workshop fee for a total of 8 participants from the PIEp nodes. These stipends will be awarded by the PIEp Management Group.

## How to Register

Send an e-mail to Vicki Derbyshire, [vicki@md.kth.se](mailto:vicki@md.kth.se), to register. The registration period ends on November 1. The workshop is limited to 30 participants.

## More Information

For more information about the workshop content, please contact Andreas C. Larsson, Division of Functional Product Development, Luleå University of Technology. Phone: 070-332 18 74. E-mail: [Andreas.C.Larsson@ltu.se](mailto:Andreas.C.Larsson@ltu.se).