FUTURE FORESIGHT
A scenario-based approach for the Future of Services & Work in the UAE

3 DAYS

JOIN THE LEADERS!
With the constant change in urban cities, there should definitely be a change in the services offered and work nature. 10 years from now services & work in UAE will no longer be the same! Demographics, Artificial Intelligence, Big Data, telecoms, international competition, Innovation, financial capabilities, economic status and immigration policies will all affect living and working in UAE.

RIT Dubai featured ‘3-days workshop’ is design in a scenario-based approach for visualizing alternative futures.

The workshop will be facilitated by Woody Wade, internationally recognized expert in scenario planning and an MBA holder from Harvard Business School.

Woody Wade is a consultant working with organizations to recognize and understand the critical uncertainties that have the greatest potential to change their future business landscape. He has Conducted scenario generation workshops and spoken at business events in more than 25 countries.
OVERVIEW AND RATIONALE

A well-known comedian once said, “I’m very interested in the future, because that’s where I plan to spend the rest of my life.” In organizations, too, we should be interested in the future, because it is only in some future landscape where all the decisions we make today – investment decisions, marketing decisions, operational decisions, and even hiring and firing decisions – will play out. Years from now, these decisions may still be affecting our competitiveness, and thus our success.

The future, unfortunately, is unknowable. It will certainly be different – on that we all agree. But how will it be different?

Scenario planning is a technique for exploring the possible changes, and visualizing the results in plausible detail. It cannot predict “the” future, but it allows you to understand how alternative outcomes would be possible, each one presenting its own set of strategic opportunities, requirements and threats. This workshop will take you through a scenario generation process from A to Z, looking at how the world of work may evolve over the next decade. It will also give you a methodology you can apply in your own organization to foresee how your future business landscape could realistically change.

WHY YOU SHOULD ATTEND THIS WORKSHOP?

- You will better understand how the future unfolds, and see that it is almost certain that a landscape will emerge that is very different from the one you are operating in today
- You will learn what a “driving force” is in the context of future change, and what driving forces will have an impact on the nature and delivery of work in the UAE in 10 years’ time
- You will learn how to determine the most critical uncertainties affecting the future of work in the UAE
- You will see how the resolution of these critical uncertainties defines a logical framework of contrasting scenarios that could develop
- You will visualize these future scenarios in more detail, spotting opportunities and challenges that you, and other organizations, may face
- You will identify the winners and losers in each future scenario
- You will come up with a “to do” list of sensible action steps that an organization – whether in the private, public or non-profit sector – could implement to be prepared for each scenario
- You will master a new way of thinking that can truly change the way you develop your own long-term strategic plan
- Lastly, you will enjoy the workshop for its high energy level, interactive learning, and networking opportunities!

WHO SHOULD ATTEND THIS WORKSHOP?

This workshop is more than a “lecture” meant to teach you about the process of scenario planning. Over three days, you will follow the methodology step-by-step, actively generating a portfolio of plausible scenarios for the year 2030.

Interaction between participants allows you to build on each others’ inputs, ideas and feedback, and ultimately produce scenarios that are better thought-out and with greater detail.

The participants in the workshop will likely hold such positions as:

- CEO or Managing Director
- C-Level Executive
- Risk Manager
- Business Development Director
- Owner or manager of a SME
- Strategic Planning Director
- Human Resources Director
- Board Member
- Marketing Director
- Product Development Director

REGISTER NOW!

Click on the above link to register.

LOOKING FOR MORE INFORMATION

Call at +971-4-3712011 or send an email to mfhcad@rit.edu