



Building Creative Business Strategy: Intersections between Design Thinking & Strategic Foresight

A one-day seminar exploring the opportunity to build creative business strategies using design thinking and strategic foresight

25 May 2010 Brisbane

27 May 2010 Melbourne

Building effective strategy in today's complex and uncertain environment is increasingly challenging. The global financial crisis showed us the way we work today can be disrupted overnight- suddenly the future seems a lot less certain. To build robust strategies for your organisation in this environment you have to change the way you think about the future and how you develop strategy and manage innovation.

About the Seminar

It is about thinking differently. Explore how you can use design thinking and strategic foresight to change your own thinking to improve your strategy development and outcomes.

Design thinking is a way of thinking that balances innovation with efficiency. Two books, *Change by Design* and *The Design of Business*, are influencing the cross-over of design thinking from design organisations into business.

Strategic foresight focuses on creating the space to explore what's possible before making strategic decisions- questioning the value of just continuing with business-as-usual activity. Without actively seeking to identify alternative future outcomes, strategy is usually superficial, uninspiring and ultimately ineffective.

Learn how design thinking and strategic foresight can help you build business strategy that works. Strategy which balances the needs of today with those of tomorrow. Strengthen your strategy and better prepare for the future challenges your organisation must navigate to be successful.

Why Attend? Consider these questions...

- Do you ever get a feeling of déjà vu when you are sitting in your planning meetings – like these meetings have been the same for years?
- Do you search for information to support your plans, or search for ideas to challenge your thinking?
- Do you struggle with getting your strategic initiatives prioritised so they get implemented?
- Is your business prepared for the future? Have you evaluated your strategic options? Or are you just hoping for the best?
- Are you tired of always being busy with the short-term and unimportant, and want to focus on the big-picture and strategic?
- Do you want to change what you are doing to help your organisation sustain itself into the future?

If you are nodding as you read this list, come to this seminar to get fresh ideas, approaches and new ways of thinking that will help you reinvigorate your strategy process.



Who Should Attend?

Individuals and teams in business, government, education and non-profit organisations, who are ready to move beyond business-as-usual thinking in their strategy development and innovation processes.

Venues

Brisbane: Rydges Southbank Hotel

Melbourne: Melbourne Convention and Exhibition Centre

Registration Fee (GST Exclusive)

To 24 April: \$995
After 24 April: \$1295

Fee includes: morning and afternoon tea, lunch, networking drinks and notes.

About Pensito

A new venture established by Elizabeth Rudd (FutureNous) and Maree Conway (Thinking Futures).

More information at:
www.pensito.com.au

Numbers are Limited! Early Registration is encouraged to avoid disappointment!

To reserve your place, register now at www.pensito.com.au/next event

Enquires 03 9016 9506 or info@pensito.com.au

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Pondering the Possible

What will you learn?

- ✓ Understand the nature of design thinking and strategic foresight.
- ✓ Learn ways to apply design thinking and strategic foresight to the generation of strategy across multiple levels in your organisation – organisational strategy, business model, product development.
- ✓ Understand your biggest obstacle to change.
- ✓ Learn about methods to approach uncertainties/new situations that will assist you to create and evaluate options.
- ✓ Improve your strategic thinking about what is possible for your strategy, and your innovation processes.
- ✓ Know when and for what types of challenges these approaches and tools are appropriate.



Seminar Program

Registration opens at 8:30, for a 9 am start. Event ends at 6 pm.

Building Creative Business Strategy: Exploring Design Thinking and Strategic Foresight

In this session learn about Design Thinking and Strategic Foresight - what they are, when to use them and how they can help you to build creative strategies.

Case Studies

Your opportunity to learn from others who have changed their product, business models, entered new markets and used creative strategy to grow their business. Understand the challenge, the solution and the impact it has had on their business. Confirmed organisations include:

Movers & Shakers, an industry leader in business relocations shares the innovative way they have changed their business model and expanded their market. (Melbourne)

Central Highlands Water shares the initiative they have taken to envision the future of the water industry and their role in it through the use of scenarios.

Vision6, Australia's leading email marketing company shares their journey of starting a new industry with a new business model, an excellent example of thriving in uncertain conditions.

Workspace, shares how a 100 year old company has introduced environmentally friendly office furniture. (Melbourne)

Panel Discussion: How do you help teams and organisations to change their thinking and develop creative business strategy?

Your chance to learn from and ask the questions of the experts. Panel members include foresight and design professionals and educators.

So what? A Practical Workshop

What will you do differently when you get back to work? A hands-on introduction to some tools you can use to start building creative business strategy in your workplace.

Networking and Drinks

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