

Scenario-Workshop

Why future experiments?

«One area where I think we are especially distinctive is failure. I believe we are the best place in the world to fail (we have plenty of practice!), and failure and invention are inseparable twins. To invent you have to experiment, and if you know in advance that it's going to work, it's not an experiment.»

— Jeff Bezos, Letter to Shareholders (2016)

Why we experiment with the future

Our partners and customers often ask us for assessments of new technologies, trends and business models.

Behind these are usually questions about the strategic orientation of organizations. But how markets develop is only one aspect, the more important question is: How do you make yourself capable of acting in the future?

There is only one way to find answers: experiment, fail, learn, develop. With courageous radical experiments we merge business and design and deliver concrete results as a basis for plausible future scenarios in the digital age.

Approach for future experiments

Together we work out future scenarios and determine how to act in the present in order to move in the direction of the desirable scenarios.

A scenario workshop covers steps two and three.



Scenario-workshop schedule

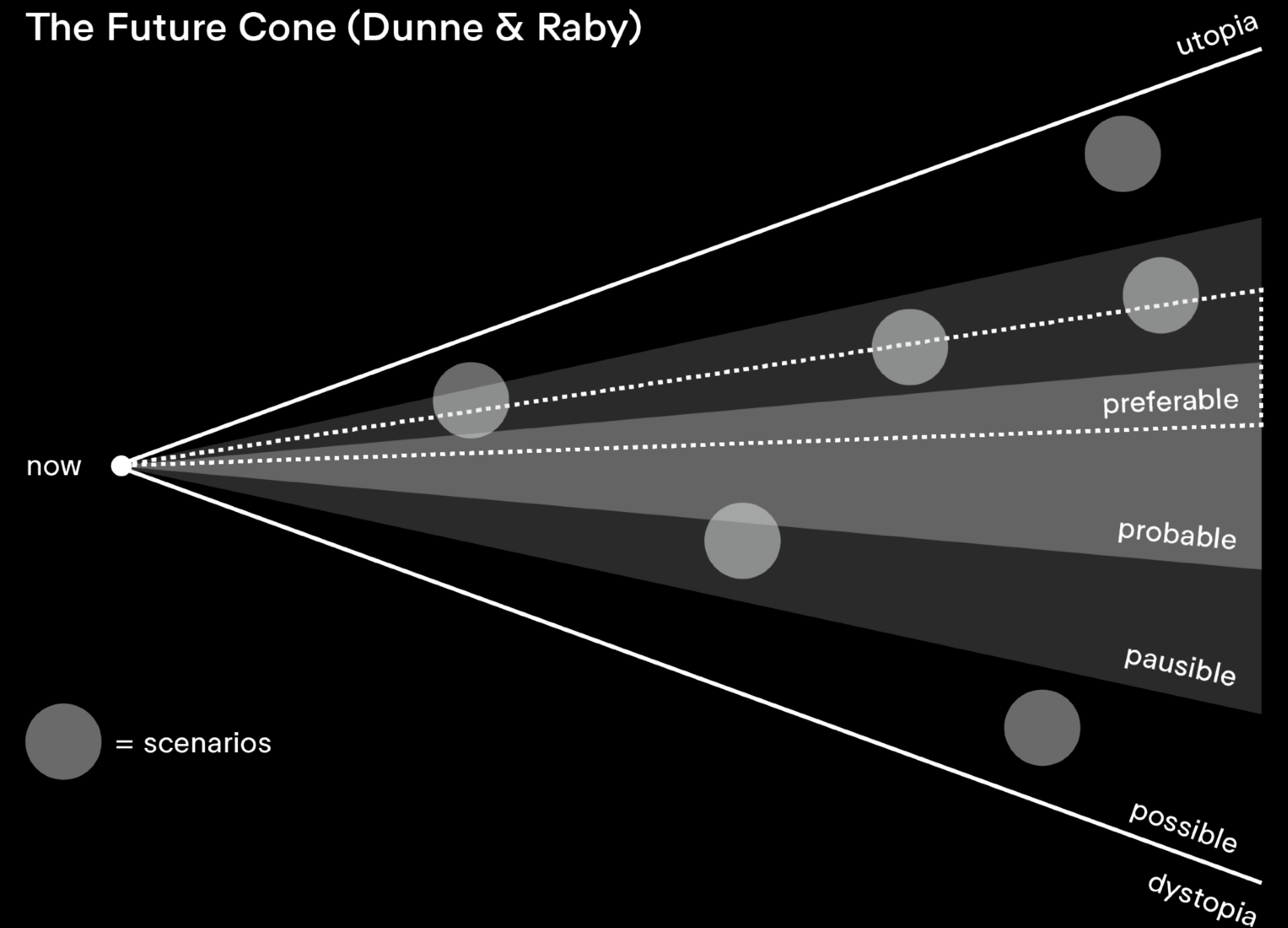
In the scenario workshop it is not our goal to predict the future, but to develop different scenarios. The scenarios provide a basis for discussion. The questions that arise: Which future do we want and how can we help shape it?

Step 1: On the basis of a stocktaking and future trends, a common basis for assumptions and developments is created.

Step 2: In different teams, about 4 future scenarios are developed.

Step 3: The scenarios are discussed and according to the scheme (right figure) arranged.

The Future Cone (Dunne & Raby)



Schedule

Duration	Full-day workshop	Half-day workshop	120 minutes	Multi-day Workshops
Welcome and Intro	✓	✓	✓	✓
Projections	✓	✓	✓	✓
Scenarios	✓	✓	✓	✓
Conditions for success	Entire period	Near future		Entire period
Prototypen				✓

Goals

120 minutes:
Workshop participants have achieved a common understanding of desirable and undesirable scenarios.

Half-day workshop
In addition to the shared vision of the scenarios, the participants have a common understanding of their conditions for success in the next 1-2 years in order to help shape the desirable scenarios.

Full-day workshop
More time is available for discussion and elaboration of the projections, scenarios and conditions for success. In addition to the objectives of the 120 minute and half-day workshop, conditions for success will be worked out for the entire period from now to the scenario.

Results

120 minutes
A future portfolio with the identified scenarios

Half-day workshop
A future portfolio with the identified scenarios and conditions for success in the next 1-2 years

Full day workshop
A future portfolio with the identified scenarios and conditions for success for the entire period up to the scenarios

Prices

After a preparatory discussion with us, you will provide a problem & environmental analysis and define the influencing factors for the workshop. If you need help with this, we will be happy to provide support.

Group size	Up to 10 participants	Up to 15 participants	Up to 20 participants	More than 20 participants
Preparatory discussion	Incl.	Incl.	Incl.	Incl.
Organisation & coordination	Incl.	Incl.	Incl.	Incl.
Conducting workshop	Incl.	Incl.	Incl.	Incl.
Documentation of scenarios	Incl.	Incl.	Incl.	Incl.
Number of moderators	Two	Three	Four	A moderator per 5 participants
120 minutes	CHF 3'200	CHF 3'800	CHF 4'300	price on request
Half-day workshop	CHF 6'000	CHF 7'200	CHF 8'000	price on request
Full-day workshop	CHF 9'000	CHF 10'800	CHF 13'400	price on request

Additional services

Group size	Up to 10 participants	Up to 15 participants	Up to 20 participants	More than 20 participants
Problem & environmental analysis	from CHF 500	from CHF 500	from CHF 500	from CHF 500
Online workshop	+ CHF 300	+ CHF 400	+ CHF 500	price on request
Online Live-Support		+ CHF 150/h	+ CHF 150/h	+ CHF 150/h
Detailed documentation	from CHF 300	from CHF 450	from CHF 600	price on request

What participants say about our workshops

«Anna's moderating skills are insane»

Ivo S. | Workshop positive future Scenarios for a digital democracy

«That was the best online workshop I've ever participated in!»

Dominic L. | Workshop DigitalLabor – future of education

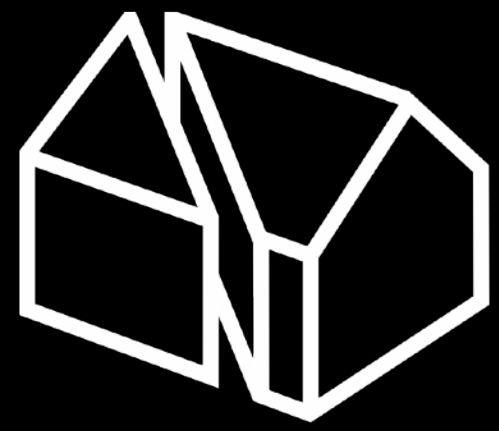
«We are all very happy with the outcome of the workshop and look forward to implementing what we have learned with you»

Margot G. | Workshop Smart City Lab Zürich

Impressions



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