

Playfully into the future

Strategy Workshops



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FUTURE MARKETS WORKSHOP

From megatrends to new business activities

Irrespective of whether it is a demographic shift or an alternative path for energy and resources, megatrends highlight new market opportunities and threats. They refer to innovation fields or the need to develop new products and services.

Taking eight megatrends as the starting point, with your team we identify and develop potential business opportunities for your organisation. Together we analyse the risks and opportunities for your area of business and extrapolate concrete product ideas and new business activities from this process.

The format of this workshop is suitable for ...

- identifying new business activities
- analysing and discussing the current status of the megatrends debate and its implications for your organisation
- groups with little prior knowledge and as an introduction to the key issues of the future for businesses

Number of participants: up to 60 people (8-10 people per team and facilitator)

Duration: 1–2 days

Information base: Z_punkt's 20 megatrends, additional research on trends specific to your segment and their implications

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VISION WORKSHOP

On course for the future with a clear mission statement

Visions are a leadership tool. They encourage alignment, communication and motivation. When developing a vision there is, to a certain extent, a risk of formulating a pretty picture that says all the right things whilst being of very little practical use. In most cases, this is because the organisation has been analysed in isolation from its environment.

That is why, in our Vision workshops, we place particular emphasis, not just on looking at the organisation itself, but also on the future challenges arising out of the environment in which it exists and operates. From this we get a realistic picture of the future: a basis for actions that can genuinely be implemented and don't just sound good.

When developing a roadmap, we address the all-important question: Who should be doing what to further the vision? Analysing and developing the vision may require a longer process, which we would be happy to guide you through.

The format of this workshop is suitable for ...

- clarifying essential tenets and making everyday decision-making easier
- creating a feeling of starting afresh and strengthening cohesion
- groups with little prior knowledge and as an introduction to the key issues of the future for businesses

Number of participants: up to 24 people (4-6 people per team and facilitator)

Duration: 1–2 days

Information base: Z_punkt's 20 megatrends, additional research on trends specific to your segment and their implications. The workshop can be staged without the input of any expert knowledge.

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ICEBERG SESSION

Challenge your management team

It takes courage to think about alternative futures and to go beyond known trends and business-as-usual scenarios. Challenge yourself to be adventurous enough to address disruptive happenings full-on.

We will transport your team to an unusual setting – the Arctic Ocean. Try to imagine your company is a ship en-route to its destination – the year 2030. The job of your team is to place as many dangerous, disruptive and unexpected icebergs in the path of this ship as possible!

Role reversal is the name of the game. At first, your team is asked to assume the position of your competitors, customers or decision-makers from the realms of politics and society. Then, the participants return to their actual roles within the company and develop strategies to combat these dangers together. The day finishes with an open presentation.

The format of this workshop is suitable for ...

- getting to grips with future
- a creative introduction to working on strategy taking into account alternative futures

Number of participants: unlimited (6–8 people to a table, 1 facilitator for 3–4 tables)

Duration: half-day

Information base: No prior knowledge is required. As an option, we can conduct research into company-specific disruptions and wild cards

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SCENARIO WARGAMING

Real-time scenario strategy simulation

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Role reversal is the name of the game. At first, your team is asked to assume the position of your competitors, customers or decision-makers from the realms of politics and society. Then, the participants return to their actual roles within the company and develop strategies to combat these dangers together. The day finishes with an open presentation.

The format of this workshop is suitable for ...

- getting to grips with future challenges, opportunities and wild cards
- a creative introduction to working on strategy taking into account alternative futures

Number of participants: unlimited (6–8 people to a table, 1 facilitator for 3–4 tables)

Duration: half-day

Information base: No prior knowledge is required. As an option, we can conduct research into company-specific disruptions and wild cards

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BUSINESS MODEL DESIGN WORKSHOP

Develop disruptive business models

A huge number of innovative business models are currently reshaping the business landscape: the long tail business model, for example, enables businesses to sell fewer units of a greater range of product types. The free business model allows at least one key customer segment to benefit permanently from a fee-free product/service offering.

More and more companies are now going a step further, once they have developed their product and service innovation ideas, and are daring to re-think the basic principles of the value creation model they have espoused up until now. We support this process with the Business Model Design workshop. In an informal, yet analytical way, participants develop new business models for their innovation ideas over the course of a day.

The workshop concept can be integrated as a module into other workshops, and in terms of methodology, it is inspired by Osterwalder and Pigneur, as well as De Ridder.

The format of this workshop is suitable for ...

- identifying business models for product and service innovations
- looking at ideas for innovations in depth and going into detail

Number of participants: up to 20 people

Duration: half-day or 1 day

Information base: Trend-based Future News, with Z_punkt megatrends or sector trends as the starting point