



# ECHE in the future

## Introduction to Strategic Foresight & Scenario Planning

*Conference – Bologna and the Erasmus'-charter: from policy to practice*  
Mercure Hotel Amersfoort  
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VUCA = the new normal



**V**olatile  
**U**ncertain  
**C**omplex  
**A**mbiguous

## Strategy is

Navigating the VUCA world ...



... in order to become resilient & future proof



Forecasting  
&  
Foresight



## Strategic Foresight

*“Foresight is the ability to take a forward view.  
It enables action to be taken with reference to, and within the context of, the future”.*

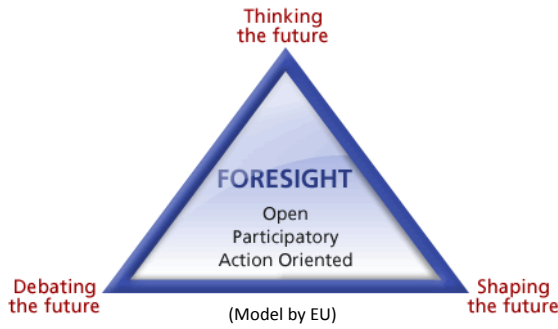
Knowledge development: quadruple helix

Strategic thinking: outside-in approach

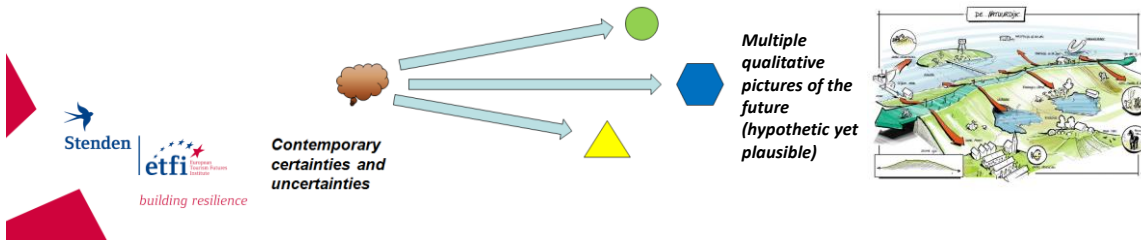
Long term planning: adaptive planning

*Sustainable development*

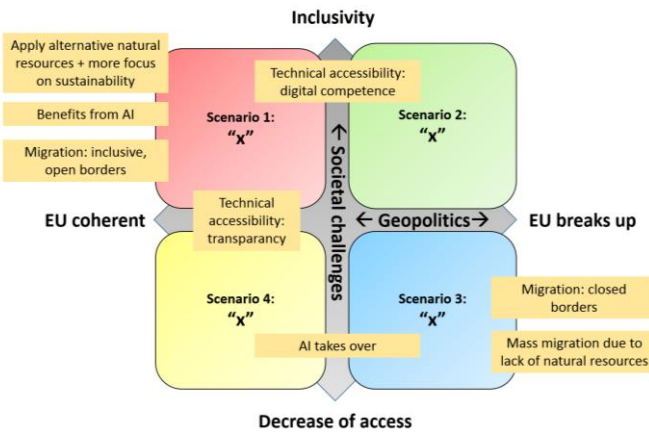




## By means of scenarios / scenario planning



## Results from the taster-workshop



On the 2 axes the 2 key uncertainties for the future with plausible outcomes..

The 2 dimensions frame 4 scenario's.

Each scenario paints a picture of the possible/plausible future – but without being a forecast!

The texts in yellow boxes list some first associations with the scenarios.

(Please note this is the result of just an exercise.)

## Scenarios: inspiration point



For new/innovative

- Visions
- Strategies
- Concepts
- Products & services
- Business models

To become more future proof and resilient

(Or the frame of reference to test existing strategies for future proofing!)



Thank you for your attention

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