



## Using Three Horizons to Blow Cobwebs Away - a two-day interactive *training* event

Getting nimble, amplifying innovation, and upping your strategic game are critical in seizing opportunities – even more so in a struggling and slowly recovering economy. Simple tools for collaborative innovation and strategic shift can help you and your organisation or community create value ahead of the curve.

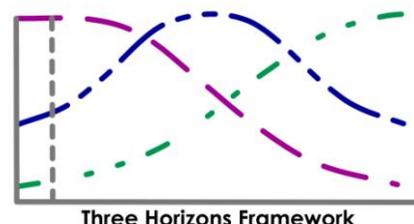
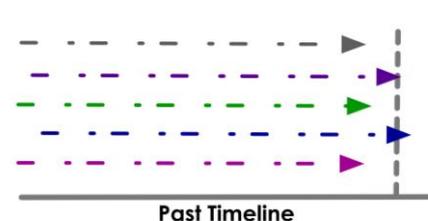
This two-day methods 'bootcamp' presents tools you can use to address:

- *State of play*: How do I map what my organisation takes for granted? How can we uncover unvoiced operating assumptions? How do we map our current territory? Can we recognise professional and cultural biases that limit our thinking?
- *Emerging change*: how aware are we of what changes lie ahead? Is it possible to audit my organisation's awareness of change? How do we hone our ability to perceive emerging change? Is there a way to see black swans about to land?
- *Vulnerabilities and challenges*: how do these emerging changes affect your current assumptions? What do they challenge that you take for granted? What components of your business do they make vulnerable and less fit for purpose in the years to come?
- *Opportunities and innovations*: consider your vulnerabilities – what opportunities do emerging changes offer you for innovation in goods, services, suppliers, or markets? How can you leverage emerging change to create value?

Throughout 2012 and 2013, SAMI Consulting and Laurie Young invited a number of senior people from international firms to a series of events common factors in the global economy affecting all professions, from consulting and executive search to accountancy and law, that we called “**Blowing the Cobwebs off your Mind.**” Held at London's Reform Club and at Cass Business School to enthusiastic response, we followed them with a workshop for over 70 senior thinkers at The Royal Society in January, and as a result are organising a series of follow-up events, of which this training event is one.

All the “Cobwebs” events are designed around the ‘Three Horizons’ Framework for mapping and thinking about emerging change. To set the stage for people to perceive and appreciate oncoming change, the “Cobwebs” events begin with participants co-creating a historical timeline showing the innovations, economic initiatives, policies, value shifts, fashions, fads, cultural events, and watersheds that created our shared present.

This futures thinking ‘bootcamp’ will teach you to use the Timeline/3 Horizons approach and other foresight tools: the Gartner Hype Cycle; Causal Layered Analysis (CLA); the Verge Ethnographic Futures Framework; and Futures Wheels. Each aids collaborative generation of insights and innovations, and bridges between the confusion of horizon scanning and the need to communicate to decision makers.





## Course Leader

### Dr Wendy Schultz

Wendy Schultz is well known as futures researcher, process designer, and teacher of futures studies and foresight. Her current futures work includes process design for the EU Futurium Sensemaking project; advising on horizon scanning methods for the Rockefeller Foundation; creating change-theory-driven scenarios for the future of education; and facilitating systems-based scenario projects for the Industrial Research Institute and for Pepsico. Recent clients for her intensive foresight training include Policy Horizons Canada; the Forum for the Future; Fast Future Research; and Argentina's Ministry of Science and Technology. She can be contacted at [wendy@infinitefutures.com](mailto:wendy@infinitefutures.com).



## The Event

The bootcamp is limited to 15 people with an interest in exploring emerging change and its impact on current assumptions, decision-making, and innovation by leading Three Horizons workshops in their own organisations. We will work in combination of plenary and syndicates to allow participants to take advantage of the experience and perspectives from fellow participants. The event will be held under the Chatham House Rule: nothing said may be quoted with attribution but views may be quoted in the context of "a discussion at a recent Cobwebs event". We may capture the exercise output in a report for participants that would be published via the Cobwebs LinkedIn site: the report would follow the same rule.

## Outline Agenda

- The need to refresh our outlook and assumptions regularly: creating a context for ongoing innovation.
- *Length*: extending the range of our foresight using past timelines and patterns, and emerging patterns of change using the Three Horizons Framework and the Gartner Hype Cycle.
- *Depth*: removing blind spots in biases and embedded assumptions by exploring beneath surface change to systems and worldviews using Causal Layered Analysis (CLA).
- *Width*: assuring coverage of all emerging opportunities by exploring all arenas for change and action using the Verge Ethnographic Futures Framework and Futures Wheels.
- Plans to apply these tools within your own organisations.

## Benefits

- Learning collaborative use of 5 foresight tools easily applied in your own organisation: Timeline/3 Horizons; Gartner's Hype Cycle; Causal Layered Analysis (CLA); Verge Ethnographic Futures Framework; and Futures Wheels.
- Refreshed understanding of emerging issues; opportunities to shake up your current assumptions and participate in creative conversations that make change.

# Blowing the Cobwebs off your Mind



## Open events are held at Wolfson College, Oxford

Arrangements at Wolfson College: Wolfson College is set on the Cherwell River in north Oxford (<https://www.wolfson.ox.ac.uk/about>) in beautiful garden grounds. Registration fees include lunch and dinner the first day, breakfast and lunch the second, all coffee breaks, and WiFi. Vegetarian and other special dietary needs accommodated on request.

Accommodation: we suggest the Linton Lodge Hotel (<http://www.bw-lintonlodgehotel.co.uk/>), a few hundred meters away from Wolfson College on Linton Road; please contact us to arrange preferential rates.

### To book a place:

Please reserve \_\_\_\_ place(s) for the next Three Horizons training workshop on ~~5<sup>th</sup> – 6<sup>th</sup> March 2014, or the workshop on 3<sup>rd</sup> – 4<sup>th</sup> September~~ to be held at Wolfson College, Linton Road, Oxford OX2 6UD. Registration begins at 12.00 pm on day 1, with activities commencing at 1.30 pm; the workshop ends at 5.00 pm on day 2.

Title: \_\_\_\_ First Name: \_\_\_\_\_ Surname: \_\_\_\_\_

Firm and role: \_\_\_\_\_

Address: \_\_\_\_\_

Email address (for more details of the event and suggested pre-reading nearer the time):  
\_\_\_\_\_

Cost £495.00 per person including lunch & refreshments:

or £445.00 per person for more than one delegate booked together.

Early bird rate: book before 14 February 2014 for either March or September event for a £50 discount.

### This event can be held for an in-house group.

**In-house events: £5,000 for up to 15 delegates: host to provide facilities**

**Bank Transfer** to SAMI Consulting Ltd: Account No: 02012661 Sort Code: 40-36-15

**Please include your name and date of the event in the reference field**

OR

**I enclose a cheque** for £ \_\_\_\_\_ made payable to SAMI Consulting

Please send with this form to Rachel Williams at

SAMI Consulting, The Rectory, 1 Toomers Wharf, Canal Walk, Newbury, RG14 1DY

**Date of the event:**

SAMI Consulting Ltd, The Rectory, 1 Toomers' Wharf, Canal Walk, Newbury, Berkshire, RG14 1DY, UK.

Phone +44 (0)1635 36971, e-mail [info@samiconsulting.co.uk](mailto:info@samiconsulting.co.uk)

VAT registration 811 6226 61, Company number 3756030 - Registered in England and Wales

Directors: A Davies, M Owen, J Reynolds and G Ringland