

Speculative Futures

3 module track

Starting date February 2021

service science factory

■■■ research | business | education

UMIO *expand your perspective*

PROFESSIONAL - DEVELOPMENT



Speculative Futures

Expand your personal and organisational future perspective and leverage the gained insights to better deal with future challenges and capitalize on future opportunities.

In this one week online training, you will learn all about the mindset, processes and tools of 'speculative design' and 'Imagineering' and how you can use them to embrace the future. In short, this training empowers you to:

- **Identify (future) relevant trends and occurrences.** In order to develop scenarios you need to be sensitive to how different types of trends and occurrences can influence (eco-)systems. You will learn how to look at the world from a system-perspective and develop a sensitivity towards the fourth dimension of time.
- **Materialise future scenarios.** A scenario is a living moment in time a certain period from now. It should come alive in order for its audience to fully emerge in it and therefore both rationally as well as emotionally understand it. Scenario writing and storytelling are two important competences that will be further trained.
- **Develop Interventions for future scenarios.** Design Thinking will be introduced as a practical methodology to develop interventions for these future scenarios. The goal is to overcome future challenges and make use of future opportunities.
- **Strategically plan for future scenarios.** Speculative futures are aimed to stress test (eco-)systems and see how you or your organisation can deal with possible future system states. These insights are of strategic value.

TRACK | SPECULATIVE FUTURES

As our society is expanding, more interconnected and therefore more complex there are all sorts of aspects that can influence our personal and organisational situation in both a positive as well as a negative way. Nowadays it becomes more important but also more complex to look into the future as we become more aware that **predictions cannot provide 100% certainty**, as we are dealing with statistical probabilities. Furthermore, **we are not (fully) restricted to our faith** but have as individuals and organisations the possibility to act and create our own future. The track 'Speculative Futures' combines a broad range of disciplines in order to provide you and your team the mindset, process and tools to **take ownership of your future destiny** with innovative and strategic thinking and doing.

MODULE 1

INTRODUCTION & SPECULATIVE ANALYTICS

- The what and why of speculative design.
- The human perspective of time and space.
- (Eco-)System analytics
- Developmental analytics (trends & occurrences)

MODULE 2

SPECULATIVE IMAGINEERING & DESIGN

- Scenario mapping and writing
- Visualisation of scenarios
- Storytelling of scenarios
- Work on a speculative design case.

MODULE 3

SPECULATIVE STRATEGIZING

- Application of Strategic Speculative Design
- Reflection & Evaluation

PRACTICAL INFO

- This training is designed for a maximum of 8 participants
- Content experts from academia and industry will facilitate the 3 topics. There will be 7 digital sessions in total.
- Various digital tools will be used. (e.g. ZOOM, MIRO, Canvas)
- Various exercises and interaction moments built-in
- Digital content (e.g. tools & methods) will be made available
- A personal coaching session during each topic within the module is included
- Course fee: € 3995,- (VAT exempted)