



MEGASTRAT

Making Megatrends Applicable for Individual Opportunity Forecasts and Strategic Development

What is MegaStrat About?

The objective of the MegaStrat project is to enable high-tech SMEs in the mobility and production industry to capitalize on individual opportunities megatrends offer by translating futurologic high-level trends into executable long-term strategies and actions for competitive advantages for a future more than 10-20 years ahead. The projects' purpose is to co-design the new MegaStrat Curriculum and Online Course on long-term opportunity forecast (LTOF) development.

Currently, we are co-designing the program structure in workshops based on analyzed success factors from literature and business blogs.

Germany

How can we use megatrends and futurology for our work and what types of further education do we need for this?

This question was the focus of the co-design workshop in Germany, organised by HdM and bwcon for around 20 participating innovation experts. After a keynote speech on the topic "From Megatrends to Scenarios to Strategies", the participants worked out ideas, concepts, and requirements for the effective design of a course program for (young) future strategists in an interactive exchange.



"I am totally inspired to implement more strategic thinking in our company." (participant)

Denmark

We recently hosted an exciting event in Copenhagen that brought together professionals to talk about strategic foresight and innovation. We delved into the exploration of powerful tools and future methodologies to empower SMEs and young talents, and discussed the importance of balancing present-day responsibilities with a forward-thinking mindset. Overall, the event fostered invaluable exchanges of ideas, emphasizing the significance of embracing uncertainty and change, promoting future literacy, and adopting a people-centric approach.



"To do (better) forecasting, organisations need a feeling of future responsibility, get rid of restricting mindsets, and include many different voices and opinions to fight biases." (participant)

Spain

The MegaStrat Co-design workshop from Spain provided great insights to the development of the the MegaStrat curriculum. Almost all the companies present commented that the rapid and sudden accumulation of changes puts countries and companies to the test. The evolution of the environmental keys affects organizations, conditioning their operation due to the need to react or anticipate. And it requires them to manage innovation in all areas of activity, from R&D to marketing or operations.



"Ability to anticipate the future to what comes. Know what has happened in the past and see that it is cyclical. What has been done before and what can we learn from the past." (participant)

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