



MEGA STRAT

Making Megatrends Applicable for Individual Opportunity Forecasts and Strategic Development

Pilot Testing Has Started

We are thrilled to announce that we've started pilot testing the MegaStrat Online Course. Our goal is to help you build the knowledge, skills, and competencies needed to drive innovation and seize long-term opportunities in today's rapidly evolving landscape. This pilot phase is a key step toward delivering the best possible user experience, and we're actively refining the online course based on real-world feedback. As we fine-tune the online course, we look forward to sharing our progress and ensuring it meets the unique needs of innovation professionals in SMEs.

If you want to follow the progress and be the first to know when the online course is ready, you can follow us on our LinkedIn page: [MegaStrat - Long-term Strategies in Action](#)

Sneak Peek at the Modules

Future Literacy

In **Module 1**, you will develop a fundamental understanding of Long-Term Opportunity Forecast (LTOF). You will learn to differentiate between short-, medium-, and long-term perspectives and understand the applications of LTOF. Additionally, you will address challenges in practical implementation and identify characteristics of organizations successfully applying LTOF principles.

Future Potentials

In **Module 2**, you will develop a nuanced understanding of different foresight approaches. You will learn to understand the importance of applying foresight methods and evaluating new technologies. Furthermore, you will gain an overview of the different types of foresight methodologies and how to select the most appropriate.

Create Good Scenarios

In **Module 3**, you will learn all about writing a good scenario. Scenarios are one of many methods to 'see' the future. You will develop the ability to construct coherent foresight scenarios based on identified trends. This module will furthermore give you knowledge on how to apply these scenarios in a company setting.

Derive Strategic Options

In **Module 4**, you will learn to integrate principles of LTOF into organizational strategic planning and organizational goals. You will explore how LTOF informs innovation, R&D, and resource allocation, gaining the ability to translate foresight insights into actionable strategies. Additionally, you will identify and analyze relevant data sources for effective decision-making.

Write to us on: megastrat@googlegroups.com

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