



# **FUTURE BASED INNOVATION**

Master the design process and methods  
to lead futures-oriented innovation

**DOMUS ACADEMY MILANO**

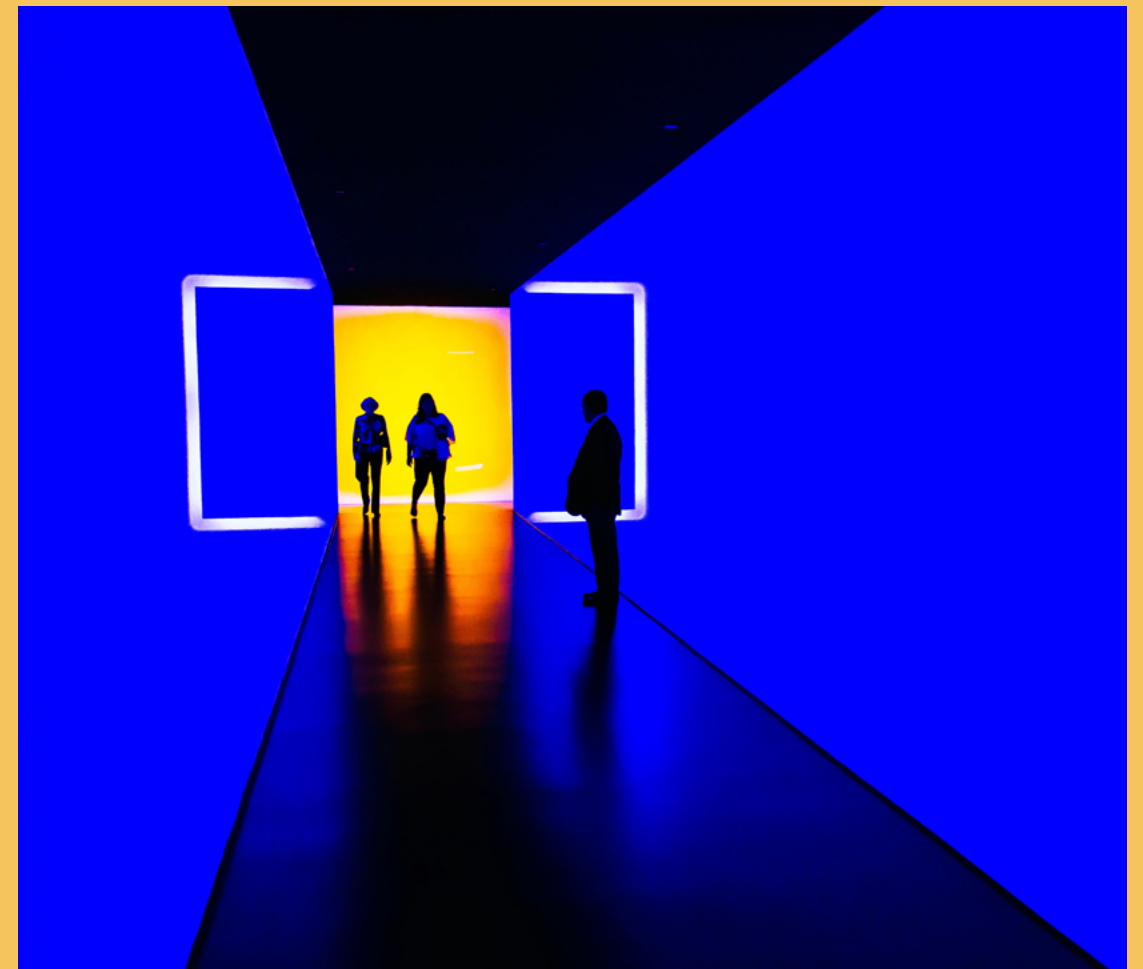
# Programme Overview

## THE DESIGN PROCESS AND METHODOLOGY TO MANAGE FUTURE BASED INNOVATION

The programme aims to provide managers, entrepreneurs and professionals with the practical knowledge to use the design process and methodology to think differently about strategic and innovation decisions. It introduces design methods and tools for unleashing imagination, creativity and intuition in order to address uncertainty and manage innovation decision-making differently from business-as-usual. The programme teaches a way of thinking through design to make effective decisions about futures-oriented innovation.



**FUTURE BASED INNOVATION**



## Target Audience

**MANAGERS, ENTREPRENEURS AND PROFESSIONALS  
INVOLVED INTO INNOVATION DECISION-MAKING  
PROCESSES**

This programme is targeted primarily to:

Managers in profit and no-profit organisations,

Managers in public institutions or similar,

Entrepreneurs or managers in start-ups or small companies,

Professionals.

The course requires no specific background in design or related fields. All relevant concepts and methods will be explained in introductory talks that will enable an effective engagement of participants into planned practical activities.

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# Programme Structure

AN ONLINE PROGRAMME MADE UP OF 7 SESSIONS  
WITH A MIX OF THEORETICAL AND PRACTICAL ACTIVITIES  
18 hours of learning + 12 hours of individual study

## → 01. DESIGN BASED INNOVATION

How to use design process and methods to unleash creativity and innovation.

The first session aims to introduce different design approaches and methodologies to foster innovation by providing participants with theoretical and practical knowledge to experiment design methods in a daily context.

### KEY TOPICS:

- Innovation as a process
- Divergence and convergence
- Designer's mindset
- Culture of experimentation

**HANDS-ON SESSION: Moments of change**

**DATE: 8<sup>th</sup> May, 2023**

**TIMING: 2,5 hours**

## → 02. FUTURES-ORIENTED INNOVATION

Explore the role of design in shaping future alternatives to enable decision-making.

The second session provides an introduction to futures-oriented practices as a way to reduce uncertainty while identifying emerging possibilities for innovation.

### KEY TOPICS:

- Design & Futures
- Traditional Design vs Speculative Design
- Futures & Foresight
- Anticipatory Innovation

**HANDS-ON SESSION: Scope definition**

**DATE: 15<sup>th</sup> May, 2023**

**TIMING: 2,5 hours**



### → 03. HORIZON SCANNING

Identify signals and extrapolate forecasts to foster long-term strategic decisions.

The third session aims to learn how to stretch the vision by analysing signals of change and adopting a long-term perspective to discover innovation opportunities.

#### KEY TOPICS:

- Futures literacy
- Futures Research
- Sensing vs. Scanning
- Signal scouting

**HANDS-ON SESSION: Signal scanning**

**DATE: 22<sup>nd</sup> May, 2023**

**TIMING: 2,5 hours**

### → 04. FUTURE SCENARIOS

How to build future scenarios to enhance innovation decisions today.

The fourth session helps to understand how to combine signals and forecasts to envision strategic future scenarios and nurture ideas for innovation.

#### KEY TOPICS:

- Alternative scenarios
- Preferable Futures
- Images of the Future
- Everyday Futures

**HANDS-ON SESSION: Scenario building**

**DATE: 29<sup>th</sup> May, 2023**

**TIMING: 2,5 hours**

### → 05. FUTURE VISION

How to ground future vision to accelerate the innovation pipeline.

The fifth session focuses on building a future vision from the envisioned scenarios in order to generate ideas and turn them into innovation actions.

#### KEY TOPICS:

- Shaping futures
- Future vision
- Idea generation
- Generative methods

**HANDS-ON SESSION: Imagined world**

**DATE: 5<sup>th</sup> June, 2023**

**TIMING: 2,5 hours**

### → 06. TAKE ACTION

Define a strategic roadmap and run experiments for innovation.

The sixth session provides tools to build a roadmap to evaluate the developed ideas in the short, medium, and long term in order to define a list of strategic initiatives that make innovation actionable.

#### KEY TOPICS:

- Roadmapping
- Action roadmap
- Commitment to action
- Start making future today

**HANDS-ON SESSION: Action roadmap**

**DATE: 12<sup>th</sup> June, 2023**

**TIMING: 2,5 hours**

### → 07. ELEVATOR PITCH

Presentation and discussion.

In the last session participants share the results and roadmap of initiatives and reflect on the key learnings of the program.

#### KEY TOPICS:

- Presentation
- Final results sharing

**DATE: 19<sup>th</sup> June 2023**

**TIMING: 3 hours**



## Outcomes

Acquire a new mindset and master a creative futures-oriented approach to innovation

Recognize signals of change and emerging trends to envision future scenarios and identify new opportunities for innovation

## Certificate

At the end of this course participants will get a **DOMUS ACADEMY CERTIFICATE**

FUTURE BASED INNOVATION

## Pricing

€ 1,500 per student

Participants will obtain a 10% DISCOUNT on one of Domus Academy courses

## Contacts

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**DOMUS ACADEMY MILANO**

**Think further, Design beyond**