










Ihr persönliches Bildungsangebot



Akademische Weiterbildung

Foresight-Driven Innovation: Health

Academic training guided by our bbw professors

 Termin	22.09.2021 - 20.10.2021	 Ansprechpartnerin	Sarina Mittag Tel.: 030/319909-512 Fax: 030/319909-555 Mail: sarina.mittag@bbw-hochschule.de
 Abschluss	bbw Zertifikat		
 Dauer	Online: 5 events of 4 hours each, spread over 5 weeks		
Zeiten	04:00 p.m. to 08:00 p.m.		
 Gebühr	1850 €* * Dieses Seminar ist von der Umsatzsteuer befreit.	 Veranstaltungsort	Charlottenburg, Haus der Wirtschaft Am Schillertheater 2 10625 Berlin
Förderung	Selbstzahler		
 Weitere Termine	09.03.2022 - 06.04.2022 Online: 5 events of 4 hours each, spread over 5 weeks		

Perspektiven

The course "Foresight-Driven Innovation: Health" is implemented in cooperation with the specialist company Rohrbeck Heger. Emerging in 2014 from years of scientific and practical work, Rohrbeck Heger helps companies prepare for the future, identify and seize new opportunities early, and identify and mitigate future risks and threats. The activities of the Rohrbeck Heger team can be structured along three pillars: consulting and implementation of foresight in companies, scientific research as well as teaching, both in regular master programs and executive education programs. Healthcare systems are facing enormous challenges. In addition to demographic and societal trends as well as changes in the spectrum of diseases, which pose a major threat to securing the financing of many healthcare systems, advances in medical technology and structural issues are also of particular relevance. It is a matter of maintaining access to health care, especially in peripheral areas, but also of increasing efficiency in health care systems. A particular difficulty lies in the parallel nature of these developments, which challenge the existing structures and processes of healthcare systems from various sides. In today's fast paced environment, it becomes harder and harder to foresee future developments and the potential for long term success of new products and services. Traditional planning and innovation methods are reaching their limits with increasing uncertainty. Additionally, user's needs and demands are increasingly driving product and service design, as the rise of methods like Design Thinking, Lean Startup and Agile Development show. The certificate course "Foresight-Driven Innovation: Health" of iabw and Rohrbeck Heger is designed to provide professionals a deep dive into the methods and tools that can be used to identify relevant trends and drivers of change, to develop alternative future scenarios and to identify business opportunities tackling future customer needs.

Inhalte

The focus of the course "Foresight-Driven Innovation" is on applying selected methods and formats from the foresight spectrum such as environmental scanning, trend analysis, and scenario development for innovation management and new business development.

The course will be implemented in 5 separate live afternoon sessions of approximately 4 hours each. Three elements alternate in the sessions: method input, topical impulse presentations, and group exercises moderated by the lecturers. The combination of these elements ensures that, in addition to the pure teaching of new methods, their application is practiced.

The 5 sessions will cover:

Session 1: Trend scanning and analysis (22.09.2021 each from 4:00 p.m. to 8:00 p.m.)

Session 2: Identification of drivers of change (29.09.2021 each from 4:00 p.m. to 8:00 p.m.)

Session 3: Fast scenario development (06.10.2021 each from 4:00 p.m. to 8:00 p.m.)

Session 4: User-centric evaluation of the scenarios (13.10.2021 each from 4:00 p.m. to 8:00 p.m.)

Session 5: Identification of future use cases and business ideas (20.10.2021 each from 4:00 p.m. to 8:00 p.m.)

Vorteile

- Method knowledge especially in foresight and scenario development but also in creativity methods and ideation techniques
- Deep dive into the focal topic
- Topic related trend cards and future business opportunities
- Networking with other professionals in an interactive and interdisciplinary setting

Zielgruppe

Managers at middle- or senior-management level that are focusing on helping their organizations stay competitive in the future especially from:

- Business development
- Innovation and risk management
- Research and development
- Strategic planning
- Innovation and product development

Zugangs- voraussetzungen

No particular prior knowledge is required for participating in the course Foresight-Driven Innovation.

Ablauf

The course will be implemented in 5 separate live afternoon sessions of approximately 4 hours each.
