

# Future Academy

## Background

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The fast moving dynamics of today's society lead to a growing demand for long-term perspectives. A company's success also depends on the range of its planning activities. Nowadays external market research is not a sufficient basis - what is needed is a company's internal knowledge on the future. Which technologies will prove essential? How will markets develop? What are the user needs of the future?

The Future Academy is a knowledge management tool that collects existing knowledge on future trends within an organisation and makes this knowledge base available to the company in a condensed form. The activities of the Future Academy help foster a strategic awareness of future developments among all participants and therefore produce an efficient and productive focus on the future.

## Aim

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- Focused knowledge input and output (internal: competence development, external: PR)
- Increased chances for innovations
- More efficient planning by linking up actors
- Saving time and costs in projects
- Higher motivation due to orientation towards the future

## Realisation

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The Future Academy consists of several modules that can be tailored to the client's specific needs:

- Trendmonitoring
- Trend database
- Future labs & Innovation workshops
- Scenario workshops
- Coaching on the future
- Building up competence networks

*das fernlicht* takes responsibility for all activities, including collecting and evaluating information, moderating and setting impulses for linking up actors.

## Costs

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Costs depend on the number of the listed modules.

Basic module: Trendmonitoring

Complementary modules: Workshops, coaching, network development

Approx. 2800 €/month in the smallest version, costs for a full version start from approx. 4800€/month (plus VAT).