



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

Futures Thinking

Future-Proofing 101



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PROGRAM OVERVIEW

In today's fast-changing world, traditional forecasting alone is no longer enough. Leaders must learn to think systemically about the future to make sense of complex challenges such as climate change, emerging technologies, shifting consumer behavior, global political realignments, and the long-term impacts of the COVID-19 pandemic.

The Futures Thinking Fundamentals program—the first of its kind in the Philippines—is designed to equip Filipino leaders and professionals with the strategic foresight skills needed to build adaptive and resilient organizations. Rooted in methodologies developed by the RAND Corporation during World War II, Futures Thinking has evolved into a powerful, multidisciplinary approach used by governments, corporations, and non-profit institutions across the globe.

This program empowers participants with the tools to enhance environmental scanning, support long-term planning, and lead innovation initiatives with greater clarity and confidence in an unpredictable environment.

PROGRAM OBJECTIVES

At the end of the program, participants will be able to:

1. Understand the strategic value of futures thinking and foresight in shaping organizational direction.
2. Think like a futurist using practical tools to explore change, complexity, and long-term possibilities.
3. Identify key drivers of change, signals, and emerging issues that influence future outcomes.
4. Develop forecasts and create future scenarios to inform innovation and strategic decision-making.

PROGRAM SCHEDULE

LIVE ONLINE

September 12, 15, 17, 19, 22, 2025
(5:30 PM to 9:00 PM)
(GMT+08) on all dates

PROGRAM FORMAT

Delivered online via live virtual interactive sessions in Zoom

PROGRAM FEE

PHP 25,000 or USD 450*

*The prevailing exchange rate at the date of payment may apply.

Let us know if you are interested to avail of early bird/group discount or discuss payment terms.

contact us at SEELL@aim.edu or visit <https://go.aim.edu/seellinquiries>



FOR INQUIRIES:

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PROGRAM LEARNING CONTENT

Day 1	Introduction to Futures Thinking, Foresight Frameworks, Tools, and Mindset
Day 2	Futures Triangle, Emerging Issues Analysis
Day 3	Signals, Trends, Wildcards and Causal Layered Analysis
Day 4	Scenario Development
Day 5	Strategic Applications

KEY TOPICS

The Role of Futures Thinking and Strategic Foresight in Organizations
Five Ages of Futures
Generic Foresight Process Framework
Futures Triangle
Look Back to Look Forward
Signals Identification and Analysis
Understanding Drivers of Change
Emerging Issue Analysis
Causal Layered Analysis
The Futures Wheel
Forecasting
Developing Future Scenarios
Developing the Mindset of a Futurist
Examples of Applications of Strategic Foresight



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KEY BENEFITS

Futurist Mindset for Innovative Leadership – Cultivate the ability to think beyond present challenges and embrace a futures-oriented mindset that encourages creativity, adaptability, and long-term innovation.

Enhanced Foresight and Environmental Scanning – Sharpen your sensitivity to early signals of change and emerging issues that can shape the future of your organization or sector.

Deep Systems Thinking for Authentic Change – Move beyond surface-level problems to explore deeper structures, worldviews, and paradigms that drive or hinder transformation.

Stronger Strategic Thinking in Uncertainty – Strengthen your ability to lead with clarity and confidence in volatile, complex, and ambiguous environments through strategic foresight.

WHO SHOULD ATTEND

This program is ideal for professionals engaged in strategy and planning, business development, organizational development, innovation, and transformation—particularly those looking to future-proof their organizations in a rapidly changing environment. It is also recommended for CEOs and decision-makers of small- and medium-sized enterprises who want to enhance their strategic foresight and lead with confidence in times of uncertainty.

Your Program Faculty



Masaki Mitsuhashi

Adjunct Faculty
Asian Institute of Management

Masaki Mitsuhashi is an award-winning innovator and educator with expertise in marketing, innovation strategy, business development, and sustainability. His diverse consulting work with the United Nations, RTI International, and the Ramon Magsaysay Award Foundation demonstrates his commitment to stakeholder-centered innovation.

He holds Global Innovation Management Institute certifications, including Certified Innovation Professional, Certified Innovation Manager, and Certified Innovation Master. He holds a Master of Science in Innovation and Business (High Distinction) from the Asian Institute of Management and a Bachelor of Science in Biology from the University of the Philippines.



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Earning a SEELL Postgraduate Certificate and Diploma

SEELL offers Postgraduate Stackable Certificate Courses in various areas of concentration and discipline, which build an individual's qualifications and distinguish their professional value. It enables professionals to develop their proficiency in diverse areas of concentration in a personalized and more manageable manner.

By successfully completing SEELL's programs, credentials can be earned over time, stacked towards earning a Postgraduate Certificate in an area of their choice, and ultimately, a Postgraduate Diploma in Management. This leads to more career opportunities, advancement, and potentially high-paying jobs.

EARNING CREDENTIALS

Successfully completing the program earns participants **one (1) unit** which can be credited to the following:

- Postgraduate Certificate in Innovation and Digital Transformation

**Postgraduate Certificates require five (5) units earned within two (2) years.*

- Participants will also earn **one (1) unit** which can be credited to the Postgraduate Diploma in Management.

**The Postgraduate Diploma in Management requires a total of twenty (20) units earned within three (3) years.*

ELIGIBLE PROGRAMS

For guidance on other eligible programs for Postgraduate Certificates and designing your learning journey with SEELL, please email us at SEELL@aim.edu or visit our website at <https://executiveeducation.aim.edu>



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