

**Becoming future-oriented entrepreneurs
in universities and companies**



FEN MEETING
BERLIN, 16 May 2018

PROJECT PRESENTATION

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MOTIVATION

Evident need to better navigate in an era of rapid change, technological disruptions, turbulence and volatile markets.

FORESIGHT

Anticipating the future

FUTURES LITERACY (FL)

Practical knowledge of using the future

ENTREPRENEURSHIP

Shaping the future

ENTREPRENEUR = ASTUTE

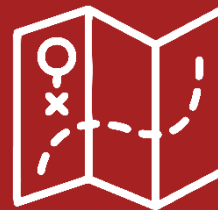
Person having the ability to accurately assess situations, people, facts and events and turn this to one's advantage (Online Oxford Dictionary)



Increase Future Literacy among students, entrepreneurs and academics



Integrate Foresight with other academic disciplines



Guide individuals and organisations in advancing their future preparedness

FORESIGHT CAPACITY BUILDING

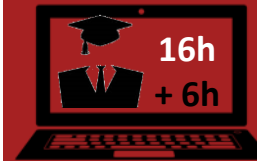
is instrumental to nurture future
– oriented individuals

How to educate future-oriented
entrepreneurs?

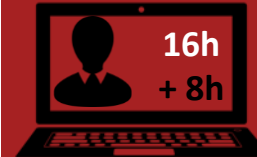
... let's start from building
foresight capacities at
entrepreneurship and
management faculties....

... let's blend traditional methods
for strategic management, with
methods that enhance our
capabilities for thinking and
exploring the future...

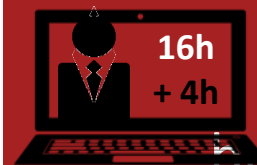
ONLINE COURSE IN FUTURES LITERACY



Academic:
teaching practice
research practice



Student:
career path
professional development

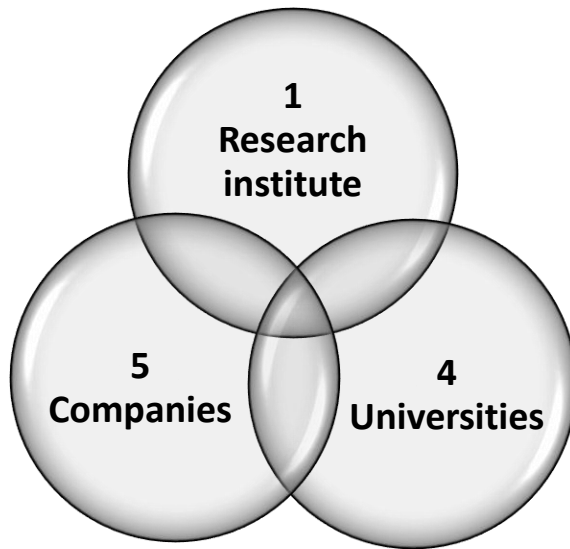


Entrepreneur:
business development
professional development

4 countries

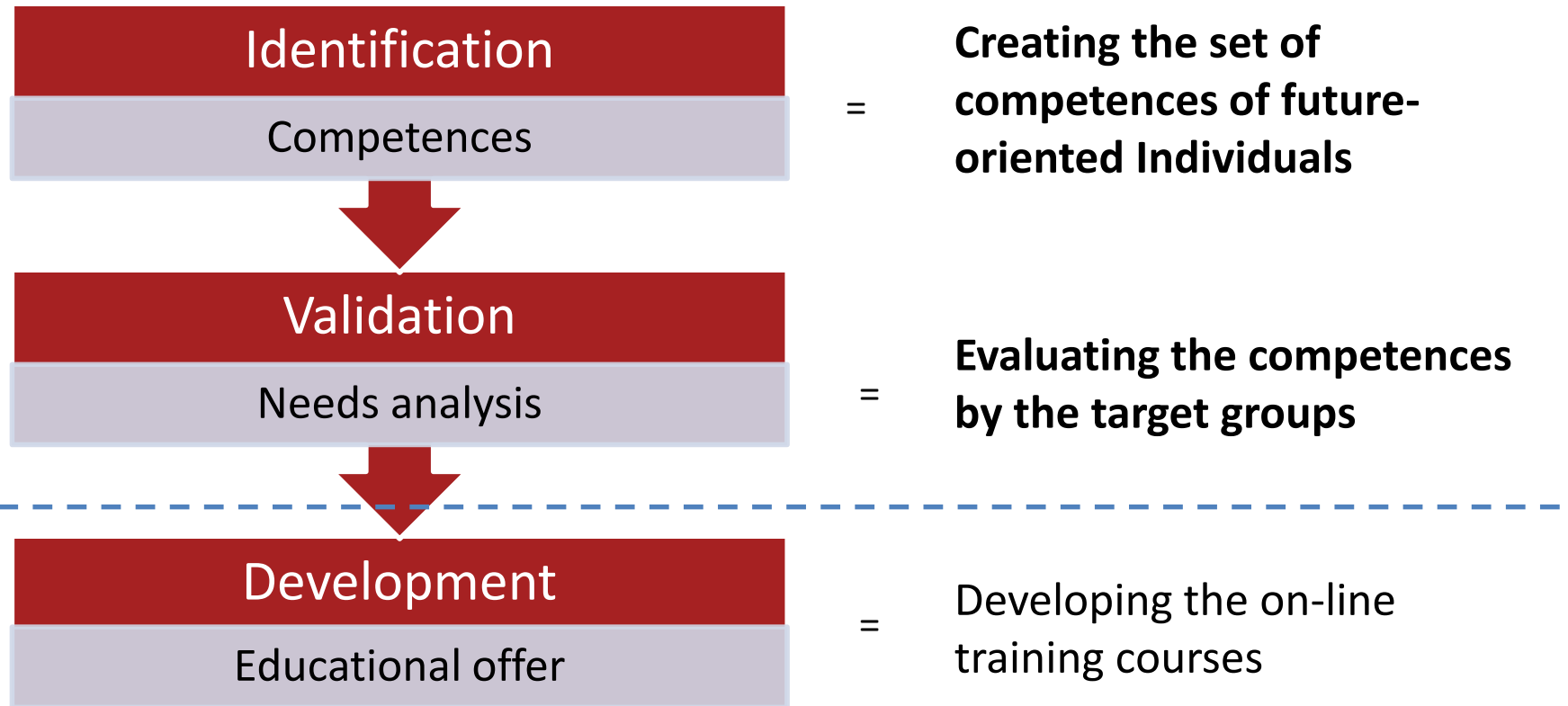
Poland, Italy, Germany, Spain

10 institutions



+ associated networks

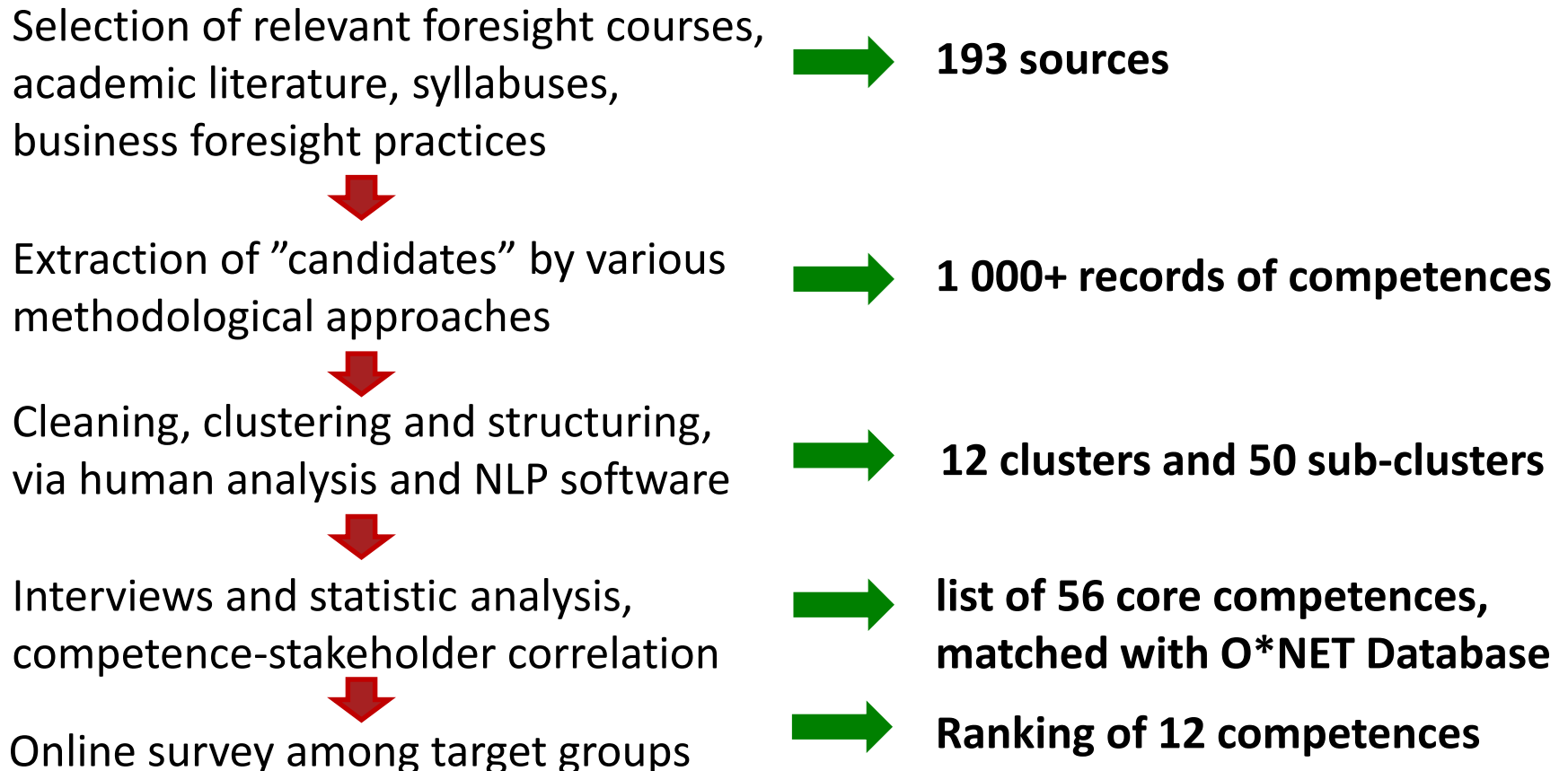




Best practice: an integrated approach

How to select really key competences?

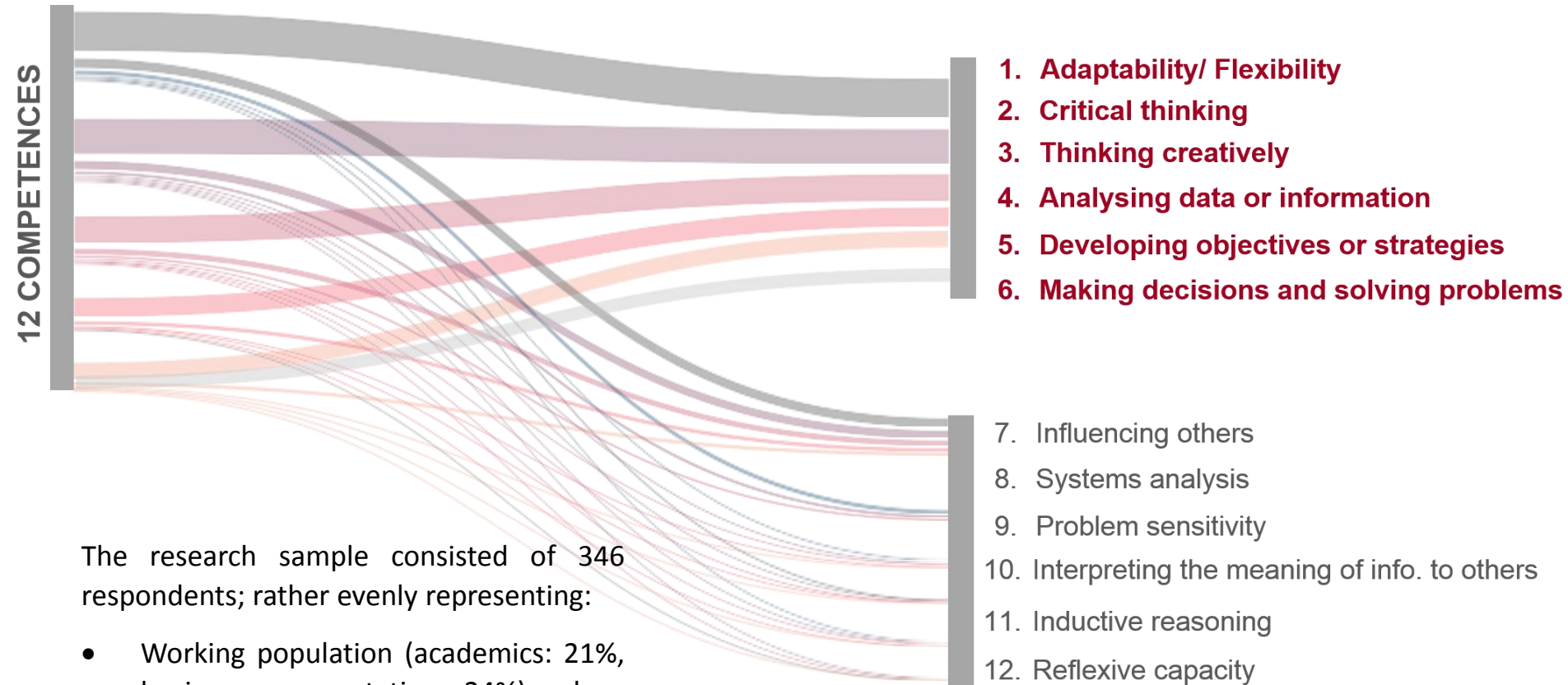
A mix of human experts, stakeholders involvement, and computer algorithms



12 competences for online survey



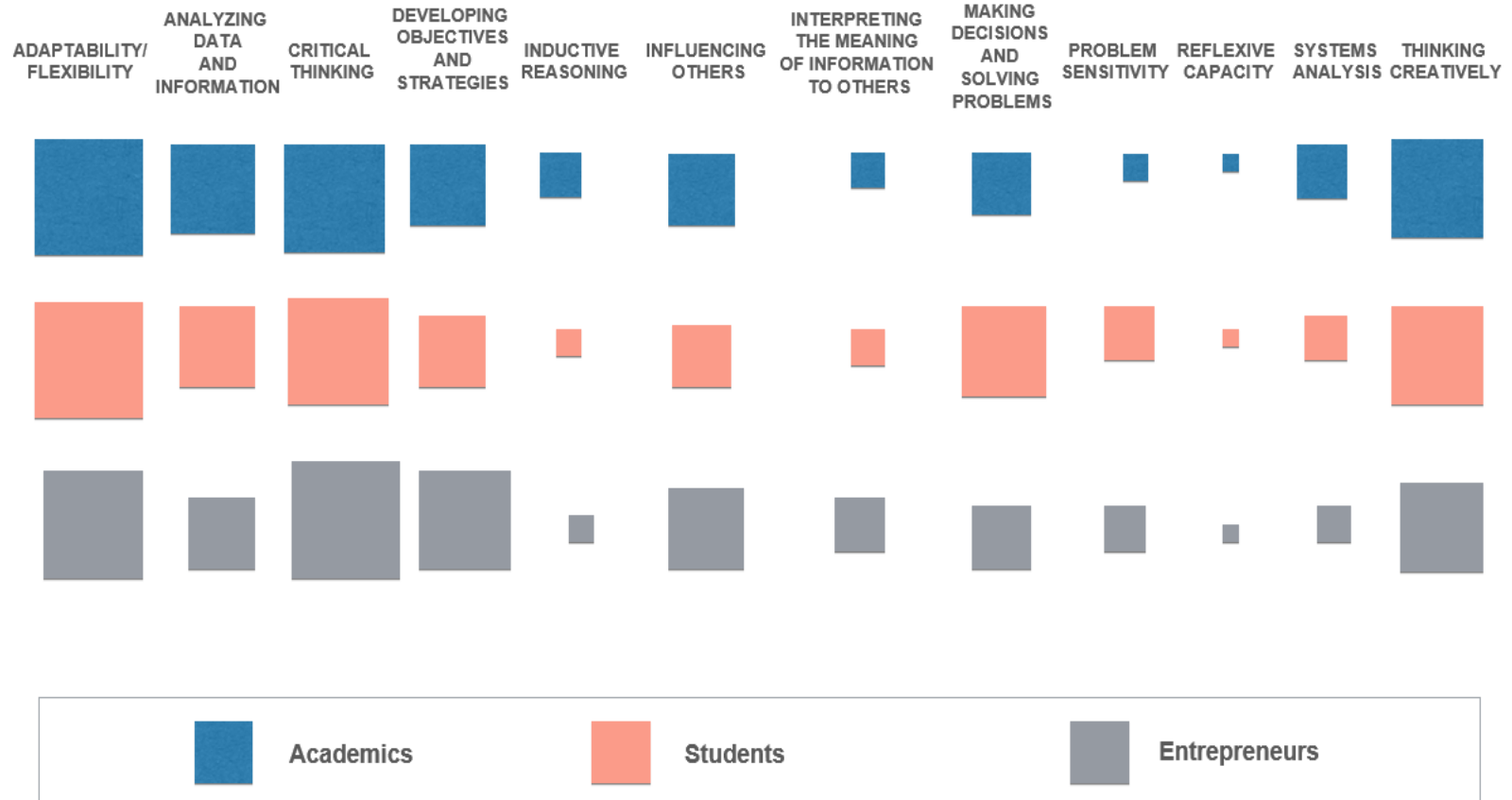
General ranking based on survey results



The research sample consisted of 346 respondents; rather evenly representing:

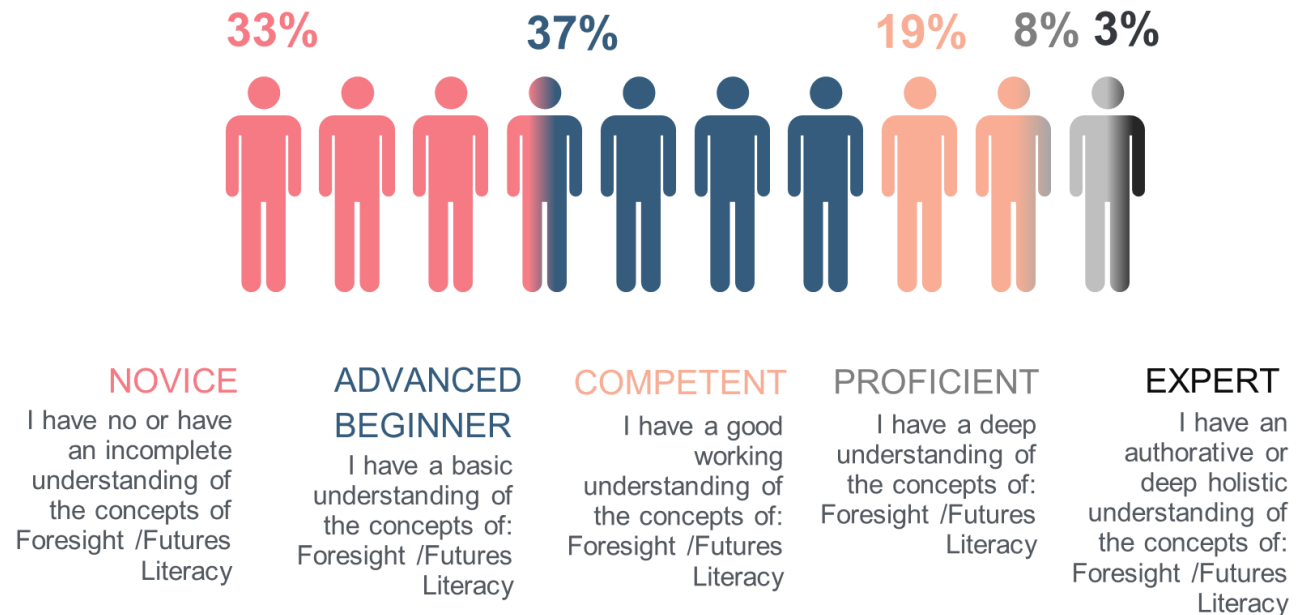
- Working population (academics: 21%, business representatives: 24%) and
- Studying community (university students: 55%).

Target group preferences



Future-orientation of our research sample (individual)

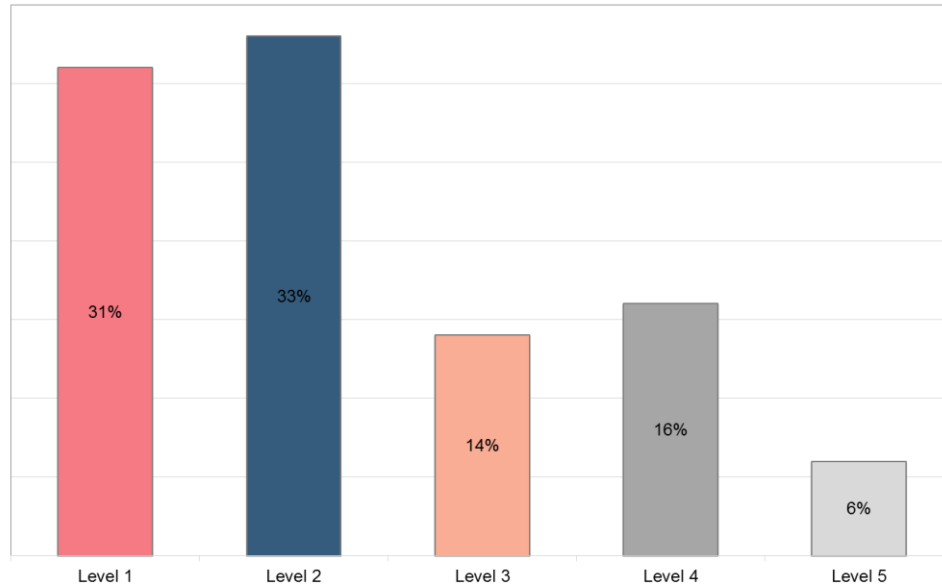
How familiar
are you with
the concepts
of foresight/
futures
literacy?



Based on <http://devmts.org.uk/dreyfus.pdf> and <http://certifications.bcs.org/upload/pdf/sfia-levelsknowledge.pdf>

Future orientation of our research sample (organisational)

Organisational foresight maturity



LEVEL 1

Foresight activities are not or are rarely held and result in only a coincidental relationship to planning activities and resulting execution

LEVEL 2

Foresight projects are on the annual calendar for an organization. The process and the results trickle through the organization and unevenly become part of the future of the organization

LEVEL 3

Foresight activities are regularly on the agenda for all levels of management. The results of these activities play an important role in deciding and executing the future agreed upon for the organization

LEVEL 4

Foresight activities and discussions of the future are a considered part of planning activities of the organization. The organization effectively and consistently executes to deliver the plan for the future

LEVEL 5

The organization is recognized by peers as being able to envision a vibrant future and then effectively enlist all its members to engage and live their collective vision

What is the level of the proficiency of your company in the field of Foresight?

Based on Grim 2009 (<http://www.foresightalliance.com/resources/foresight-maturity-model/>)

Implications of the survey results for beFORE e-learning programme development

In a view emerging from the results of the survey, that is:

- The relatively low level of 'Foresight awareness' and
 - Similar competence choices across the different target groups,
- it seems reasonable to the project consortium to offer a basic course and accompanying, advanced thematic courses, which could be of interest to any of the target groups' representatives. Both basic, and advanced courses could fall into the four module framework:



Module 1	Module 2	Module 3	Module 4
An overview of the field and bringing in the perspective of personal futures	Rationale behind foresight, areas of its application, outcomes, impacts and risks	Methods / Tools needed to work with the abstract ideas of futures / uncertainty	Communicating the results to various audiences and stimulating agency



Dissemination reports

The course will be piloting in 2019. Please visit our website: futureoriented.eu to find out more about the course and our #beFORE project.

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THANK YOU

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