FLASH FORESIGHT SESSION RESULTS

UNICON 2019 Directors Conference - Moscow
April 26, 2019
Flash foresight session flow

Mapping trends (from predefined list on new business landscape)

Mapping trends 2 (your choice, BS specific)

Mapping challenges (four types)

Identifying BS responses to top challenges

Voting / ranking top challenges
Predefined “landscape” trends

- We see rapid tech changes (ST) followed by change in organizational models (MT) and human culture (LT)
- Education could prepare us for massive cultural & social transformation – but is it equipped to do so?
Knowledge generation is decentralised and information is accessible everywhere. The convergence and movement to Global Population BS trends created by you Post-retirement education We need to help elder people to stay involved and engaged.

New content frontiers Growth mindset, EQ-empathy, coaching and mentoring skills, 360° assessment enrich BS’s value proposition.

Innovative products and knowledge on the go New creative models and agile management allow to create relevant knowledge on the go.


Disconnection from connection More and more people look for experience of being ‘disconnected’ from devices.

The Death Trap Traditional educational products become even more expensive, but market pushes prices down.

Even more specialized educational content. Duration / different generations / mixing sectors / programme design.

Integration between business knowledge and consulting function.

Massive MBA for $500 Online business knowledge, incl MBA classes for minimum price.

Devaluation of business education Young people do not value formal degrees, incl. that from BS’s.

Multi-generational learning (family business) Blended learning solutions that combine different generations (old and young) emerge. Up to 5 generations combined.

The convergence and movement to Global Population.

Post-retirement education We need to help elder people to stay involved and engaged.

Academic-industry co-development Academics embrace organizational and society challenges together with their clients from industry.


Content challenge: adaptive, personalized, agile

Generation challenge: taking variety into account & adapting to future gens.
Eight top ranked challenges

1. **Speed to develop current educational content.** Educators have to keep pace with new technologies and markets 56%
2. **How to innovate and create eco-system driven learning.** Business schools have to learn to create eco-systems driven knowledge and learning 44%
3. **Scalability of personalization for learners** (Business models for personalization across the board are not there) 29%
4. **Transforming business school from education to problem-solving unit** 27%
5. **Adaptation of the content to learners at different life stages and career stages** 25%
6. **Working in a networked world of ecosystems.** Individuals have to learn, how to get things done in an ecosystem-based world 24%
7. **BS are not agile** (BS are not fit to work in agile methods) 19%
8. **Learning as a service for individuals** (There is a need for learning at all time) 19%
Reactive / proactive strategies

**REACTIVE**
(Respond to change that is happening)
- ✓ Create awareness / need for change, Challenge status quo / hierarchies in ExEd
- ✓ Change incentive system to drive speed
- ✓ Train faculty in customer-centric approaches
- ✓ Increase involvement of faculty with ExEd clients at early stages
- ✓ More expert / practitioner / alumni / real situation learning
- ✓ Increase peer-to-peer education, use more of small groups / mentoring / coaching

**PROACTIVE**
(Anticipate the emerging future)
- • Use customer experience mapping, focus on life-long learning journeys
- • Create partnerships with “prosumers”, with other business schools, professional service firms, other institutions and organizations
- • Co-create educational solutions with clients/participants
- • Change incentive system to drive innovation
- • Change faculty model itself, challenge tenure system
New key competencies

- Collaborative mindset and working from ecosystem perspective
- Being humble
- Learning to learn (Learnability)
- Agility, experimentation, risk taking
- Holistic view and global mindset
- Curating the lifelong learning journey
- Learner centric methodologies
- New communication skills (digital, multi-generational)
- Digital literacy in a broad sense
- Working with personal data
Question for reflection

If we, as business schools, start moving into the future what can we act upon right now?
Question for reflection

In the last 3 days you've been exposed to specific Russian experiences (culture, business, history, cuisine, arts). What are your findings from this experiences?
Question for reflection

What are your personal key learnings from this 3 days? What are going to do differently when you are back to your school?