



**EXECUTIVE™
UPSKILLING**
by **EXPERTS**

THINK LIKE A FUTURIST

Think Like a Futurist is a unique 6-week course, which brings together the tools and concepts used by corporate futurists.

To be better prepared for disruptions and more in control of your future, you will:

- Explore horizons (near and far),
- Identify pressures and trends affecting your company and industry,
- Learn to communicate and apply the tools of futurism in your organisation.

COURSE DETAILS

COURSE	Think Like a Futurist
LENGTH	6 weeks
COST	AUD \$1495
LOCATION	Online

YOUR INSTRUCTOR

Tom Cheesewright
Applied Futurist &
Bestselling Author

Tom has been
featured on...

BBC Entrepreneur

theguardian sky news



WHAT IS THINK LIKE A FUTURIST?

Think Like a Futurist is a unique 6-week course. It brings together the tools and concepts used by corporate futurists. Build the essential skills that will enable you to spot trends, develop a deeper understanding of the future, and help define clearer paths, sustainability, viability, and growth.

WHO SHOULD ATTEND?

This course is cohort-based, and designed for participants from a diverse range of backgrounds, including:

- Executives and Managers
- HR Professionals
- Sales & Marketing Professionals
- Business Strategists
- Change & Project Specialists

You will benefit from this course if you are:

- Leading or supporting planning, sales & marketing, technology or innovation functions.
- Operating in a business undergoing or expected to face significant change and disruption.
- Part of a business that is proactively shaping the future or needs to reset its market position.
- Looking to upskill personally, or take a team on the journey as a cohort.

WHAT SHOULD I EXPECT FROM THE COURSE?

This course is designed to be immersive, practical, and results-oriented. The course isn't about just listening and reading – it's about doing – and so participants will complete exercises, and apply leading frameworks. Most participants allocate 4-6 hours of quality, productive time, each week to complete materials, activities and exercises.

Participants are free to choose when to allocate their time during each week, however as the course is cohort-based, modules need to be completed before moving into a subsequent week. The only exception to this are the two Live Streams – these are scheduled on a specific day/time in advance of Week 1. However, Live Streams are also recorded and made available on-demand to all participants.

WILL I GET A CERTIFICATION?

Yes, the course is designed for you to master new skills that will enable you to level up your career. On successful completion of the course will earn a digital certificate that verifies your participation and recognises your achievement.

HOW MUCH DOES THE COURSE COST?

The fees for the course are AU\$1495, alongside the investment of your time. This investment is a fraction of traditional business school fees, because we've focused on what matters, cut out the padding and the premises.

ARE THERE REFUNDS AND DEFERRALS?

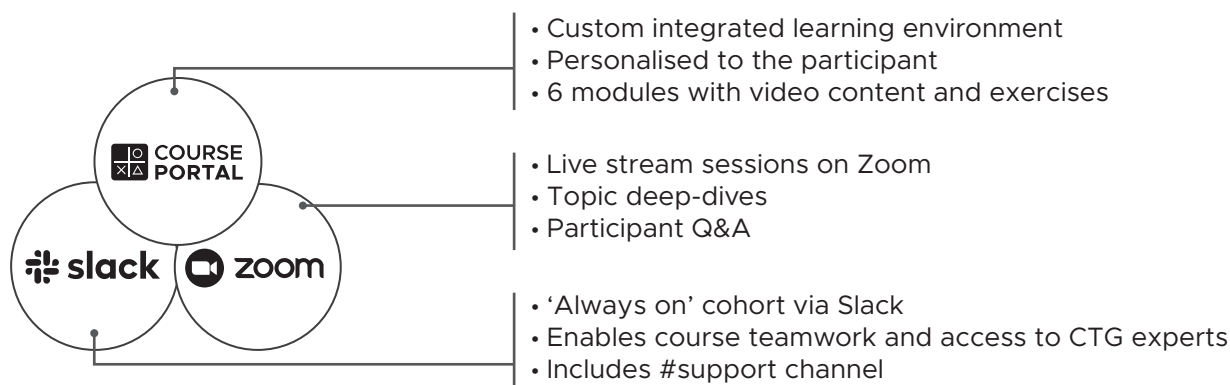
We're so confident that you will benefit from our courses, we offer a no-quibble satisfaction guarantee. If in 60-days you don't feel satisfied or you are unable to participate in your scheduled course, just email us at support@ctgplaybook.com and we'll give you your money back.

WHAT ARE THE KEY DATES AND DEADLINES?

The course operates over a 6-week period, which typically starts on Monday in Week 1. Your welcome materials will be available for you at least one week prior to commencement, and new modules are released weekly.

Cohorts commence on a regular basis but are capped in size. Places in each cohort are very limited, so register at [CTGAcademy.com](https://www.ctgacademy.com) to reserve your place.

Courses are delivered in an immersive online environment, with a central course portal, live streams, and a connected cohort



‘Think Like a Futurist’ course topics are specifically designed to prepare you for tomorrow, while addressing the challenges faced today

TOPICS

1 Develop a Future-focused Mindset	<ul style="list-style-type: none"> • Explain the sense of acceleration felt by so many. • Present a business case for investment in foresight. • Understand the history and application of futurism in business.
2 Seeing the Far Horizon	<ul style="list-style-type: none"> • Map the future across ‘three horizons’. • Use a structured approach to develop future scenarios. • Engage colleagues in a conversation about the far future. <p>📺 Live Stream 1</p>
3 The Near Horizon – Pressures	<ul style="list-style-type: none"> • Use research tools to identify key pressures. • Engage colleagues to understand internal challenges. • Distill key external pressures from third-party sources.
4 Identifying Trends	<ul style="list-style-type: none"> • Recognise the sources of critical trends to watch. • Leverage multiple information streams to identify trends. • Reduce complex technology trends to simpler themes.
5 Intersections	<ul style="list-style-type: none"> • Map incoming trends against existing pressures. • Quantify impacts and filter. • Focus on the most important moments of change.
6 Narrative Planning	<ul style="list-style-type: none"> • Communicate future scenarios in a compelling fashion. • Develop stories as the foundation for strategy. • Map stories of change to different audiences. <p>📺 Live Stream 2</p>

It’s never too early to develop new skills. Feel ready?

Places are limited so register now for the next cohort.

› Register at CTGAcademy.com/course-think-like-a-futurist

› For general course enquiries contact enquiries@CTGPlaybook.com