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WANT TED:

COURAGEOUS BUSINESS LEADERS WHO
WANT TO BREAK THROUGH BARRIERS
TO GAIN A COMPETITIVE EDGE



Monthly Future
Scenario Sessions

Why Monthly Future Scenario Sessions?

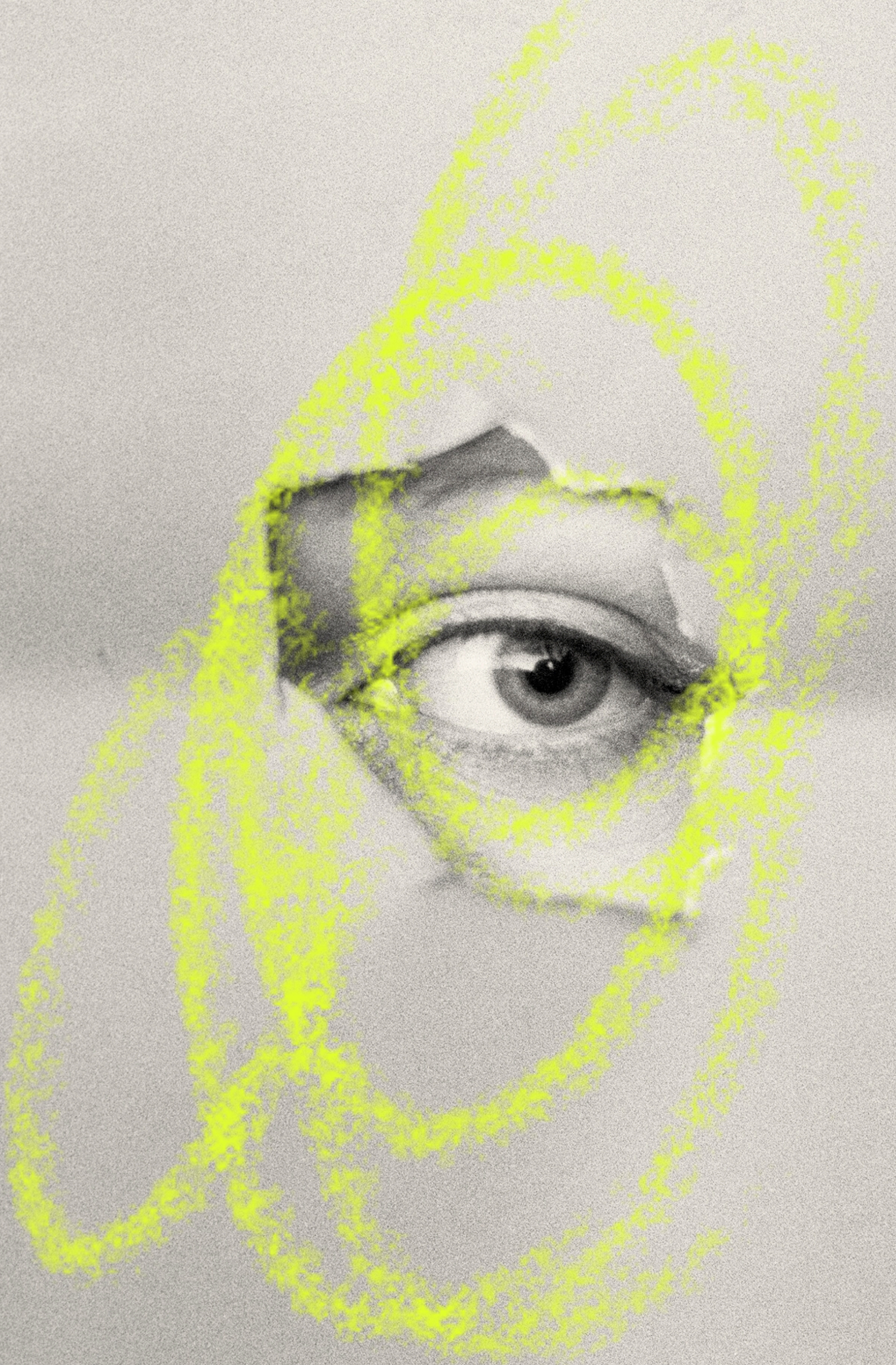
The whole world seems to be in a pressure cooker right now.

We stand, so it seems, at a crucial crossroads for both our common future and individual paths. It's a time to shatter the illusion of hopelessness and actively shape how we live, how we work together, and how we do business.

Thus, we seek powerful business leaders who, through their words and actions, express what truly matters, fostering awareness and reminding others of the potential of humanity – the potential of each and every one of us.

Change happens one step and one person at a time.

*“Yesterday I was clever, so I wanted to change the world. Today I am wise,
so I am changing myself.” Rumi*



we seek powerful business leaders and team captains who, through their words and actions, express what truly matters, fostering awareness and reminding others of the potential of humanity – the potential of each and every one of us. Change happens one step and one person at a time.

Who we are looking for

Specifically, we are looking for courageous business leaders and team captains who want to guide their teams from a state of information overflow and uncertainty to clear decision-making frameworks and inspired action steps on a regular basis.

Savages who want to dedicate two hours per month for future scenario sessions to dive deep into the driving forces of crucial topics, explore various future scenarios, rehearse the future to increase trust in the team's problem-solving capability, become clear about what they don't want and what they do want instead, and go on to boldly act on the findings.

There are things we cannot predict, but it's astonishing how much we can intuitively anticipate when we take the time to think as a team about the why's, how's, and what-ifs — core causes, motivations, mechanisms, potentials, and consequences of critical topics. And that takes bravery.

The courageous win.

TOGETHER WE

Elevate Your Team



The Power of Positive Action

"Never voice a negative without also offering a solution."

Rehearse the future regularly and the confidence in the team's ability to deal with change will be strengthened, trust in its problem solving capabilities will be enhanced." - *Peter Schwartz, Shell*

The Monthly Future Scenario Approach

Studies show that long-term thinking is the key to success. Short-term strategies and solutions, linear thinking, and silo behavior won't cut it anymore – or even lead us right into disaster. We need new approaches to break out of these inhibiting patterns.

Future Scenario Thinking is a powerful process to do just that. The methodology was developed by the U.S. Air Force for strategic planning in the 1940s and catapulted Royal Dutch Shell from a relatively weak market position to the number 2 spot among the world's leading oil companies in the 1970s.

Since then, companies of all sizes, big organizations like The World Energy Council, The National Security Council of The U.S.A., the EU, governments like the one of Singapore, various Federal Ministries in Austria, Universities, etc. use it on a regular basis to shape the future.

It's a very effective brain trick to gain clarity, dive deep into the external and internal driving forces of specific topics and questions, break up old mind patterns, create a long term vision and shape the future you want to live.

And it is most impactful when carried out on a consistent basis. This is why we offer this not as a one-time process but in recurring Monthly Future Scenario Sessions.

Create Your Future

*no human being is
ever obsolete*

*We need the potential of
each and every one of
us*

Let's take Deep Dives into this potential.

Is it for you?

You benefit from The Monthly Future Scenario Sessions the most, if:

- You are a **courageous business leader or team captain** who wants to guide their team from a state of information overflow and uncertainty to clear decision-making frameworks and inspired action steps.
- You want to **break out of short-term, linear and compartmentalized thinking** to **tap into your team's creative potential and innovative power** with a simple brain trick called future scenario thinking.
- You want to **take the steering wheel, face reality** and not surrender your human agency to machines or other people to make decisions for you.
- You **don't want to voice any negative** without also **providing a solution**.
- You have the **bravery to change the status quo** by starting with yourself and your team.
- You know that **culture eats strategy for breakfast** and how important team culture creation therefore is.
- You can block **two hours per month** to spend with your team and with us to work on specific, crucial topics, explore the mechanisms behind them, and think of inspired action steps to take.
- And you would like my team and me to **facilitate these dedicated deep-dive sessions** in a **structured, guided approach**.

This is not for anyone who:

- hates new perspectives.
- wants to maintain the status quo.
- doesn't want to grow.

How this works

Sit Back And Relax While We Facilitate the Work.

You would love to gain clarity on various topics and dive deep into the external and internal driving forces and mechanisms of these themes, but you just don't have the time in day-to-day business?

Let's get it done together: No preparation time for you. **2 dedicated hours of deep-dives to face reality and create a better future once a month in a guided setting:**

No rush. No stress. No pressure.

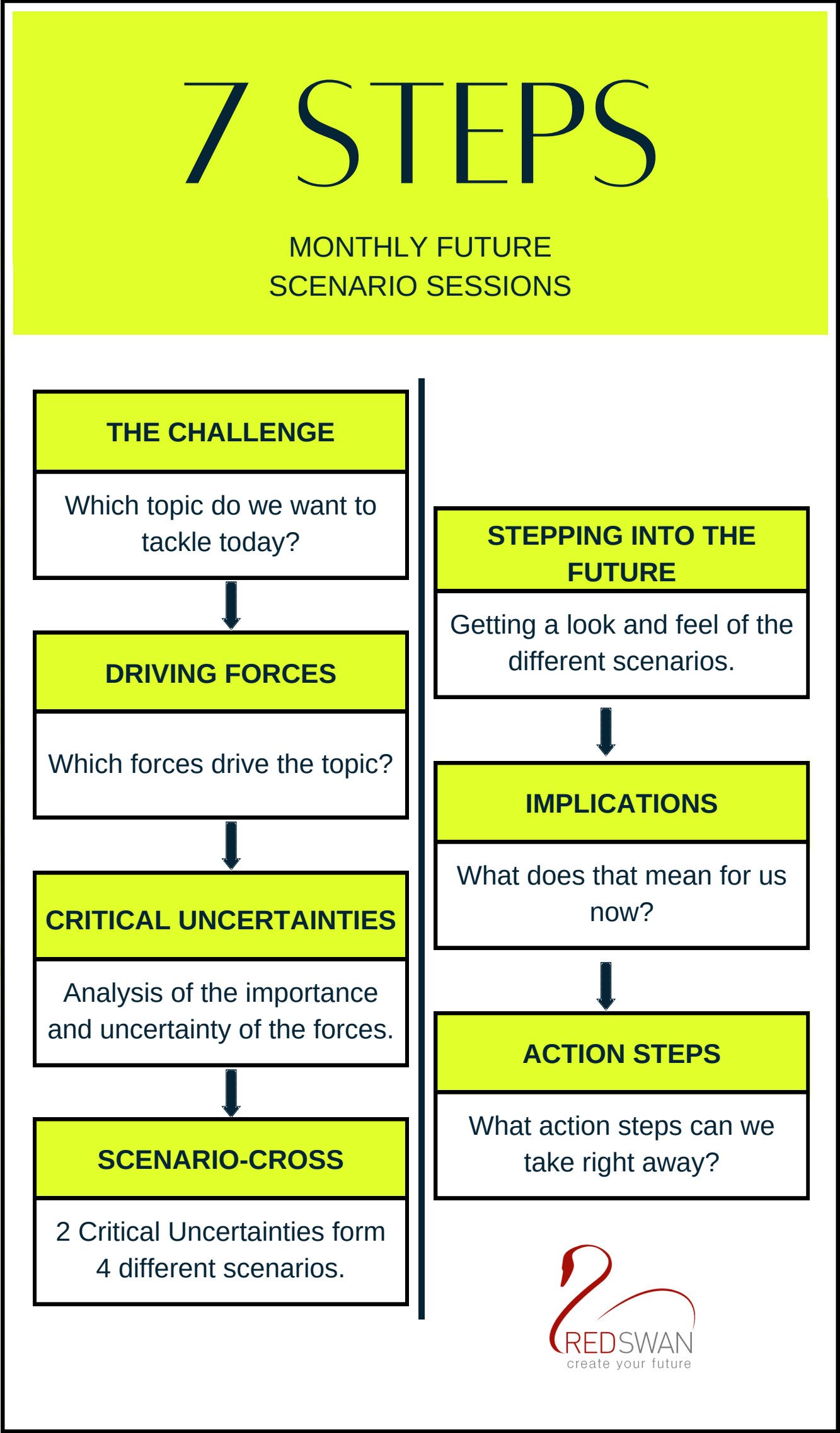
- **Facilitation:** We will moderate each session and guide you through the process in an engaging way.
- **Reports:** We summarize our findings after every session and present the insights to kick-off the next session.
- **Contact:** We will always provide personal contact, no chatbots, not voicebots, we are real humans who care for you and want to provide you the best experience and the best service available.

What You Get

In The Red Swan Monthly Future Scenario Sessions you will get:

- **Monthly Deep Dives** into crucial topics and their underlying mechanisms, focusing on addressing root causes rather than superficial quick fixes.
- **Sorting Through the Bullshit Quickly With Fresh Insights and New Perspectives:** Offering findings and information sourced from our diverse research, interviews we conduct on an ongoing bases, and other, publicly available scenario processes, aimed at providing valuable insights for your company or organization.
- **Consistent Team Culture Development Efforts:** As mentioned earlier, culture eats strategy for breakfast. That's why it is crucial to cultivate a cohesive team-culture that simultaneously allows for the expression of individual potentials.
- **Support for Impartial Conflict Resolution:** Imagining the future serves as a neutral ground for conflict resolution, as exemplified in a well-known Future Scenario Process conducted during the Apartheid era in South Africa in the early 1990s. Even individuals with strong hostilities towards each other discovered solutions by envisioning potential future scenarios. Surprisingly, exploring negative scenarios turned out to be particularly helpful.
- **Long-term Relationship:** Consistency and a deep understanding are key to breaking out of old mind patterns and creating something new. That's why we always aim for long-term relationships with our clients — some of them have been with me for more than 20 years and find me wherever I go. A successful team is not a one-time event; it's a workstyle choice.
- **Structured, Attentive Discussions:** We listen as if our lives depended on it, guide the discussion with a structured approach, and make sure our time together is engaging and allows for in-depth discussions.
- **Tailored Support:** To make sure you have everything you need, we offer continuous support via email, phone calls, personal- or Zoom-meetings in between our monthly sessions to align with shared goals tailored to your specific needs.
- **Monthly Reports:** We summarize every session and present the findings to kick-off the next session.
- **Easing the Burden:** The aim is not to keep your team busy with yet another process. We ensure minimal additional workload for you and your team before and after sessions.
- **Relief:** Many teams feel relief when they gain clarity amidst uncertainty.

THE FUTURE SCENARIO PROCESS



Effects of the Process

- **Gaining New Perspectives:** Thinking of multiple scenarios for all kinds of topics to gain fresh viewpoints and learn from various possible developments.
- **Braking Through Barriers:** Challenging old thought patterns, attitudes, and beliefs to create something new.
- **Reconnecting to Intuition:** Socialization can be described as the process of the killing off of our internal guiding system. Therefore, in the scenario process we make the subconscious conscious and reconnect to our intuition.
- **Sharpening Strategic Focus:** Identifying and focusing on crucial internal and external driving forces and critical uncertainties of the future to enable strategic action.
- **Rehearsing the Future:** Immersing oneself in different future scenarios to remain flexible and not fall into paralysis, even in the event of a worst-case scenario.
- **Thriving No Matter What the Future Holds:** Extracting opportunities, risks, and challenges from the imagined scenarios to develop capabilities that enable effective responses, ensuring the team can prevail or even thrive in all possible situations.
- **Response Readiness and Early Detection:** By regularly observing critical factors and signals, it's possible to identify changes quickly and respond to evolving scenarios promptly.

Even More Effects of the Process

- **Informed Decision-Making:** Making better decisions by gaining a full awareness of the driving forces and critical uncertainties that influence those decisions.
- **Competitive Edge:** Recognizing early developments to gain a competitive advantage by seizing opportunities before others do or before the window of opportunity closes.
- **Accelerating Learning Processes:** Illustrating possible, diverse, and competing developments to accelerate learning and adaptation processes within your team.
- **Creating a Context for Continuous Strategic Flexibility:** New information can be logically integrated into the scenarios.
- **Strengthening Confidence:** The confidence in the team's ability to deal with change is strengthened, trust in its problem solving capabilities is enhanced.
- **Change and uncertainty are no longer perceived as threats** but are seen in context as exciting and manageable chances and opportunities for development and growth.

About the Team:



Red Swan founder and owner **Ursula Eysin** is a technology consultant, future scenario developer, and communication professional of over 20 years and has seen the good, the bad, and the ugly in tech, media, business, and politics.

She had the great opportunity to learn the future scenario method directly from the source and one of the best: former Chief Strategist with Royal Dutch Shell, Karl Rose.

Fun facts: She is a trained ballerina and used to work as a production manager, moderator, and presenter in theater, opera and film before she became a passionate technology consultant, future scenario creator, and communication professional. And: Though she has no drop of Chinese blood in her, she is fluent in Mandarin Chinese and worked as a narrator and moderator for Chinese Television (CCTV) in her early twenties.

Besides that, she is a published columnist, a podcast and live show host, a mentor to various Austrian and international startups, an Expert Evaluator with the European Commission, and she gives lectures in business schools and at 3 different universities.

She strongly believes in the ability of human beings to create a better future together. Processes like future scenario thinking, she is convinced, can greatly assist with that and make a real difference.

About the Team:



Xaver Kettele is Red Swan's Chief Creative Officer. He bridges creative industries, communication and strategic management with a two-decade track record in global scenarios, innovation consulting, and event production.

Same as Ursula, he also learned the scenario method from former Chief Strategist with Royal Dutch Shell and fellow Styrian, Karl Rose.

Fun facts: Xaver has been a passionate sailor since he is 6 years old. He crossed the ocean in a Volvo Ocean Race sailboat and not only survived but also had his footage featured in a Louis Vuitton commercial, as well as on the billboards at the airports of Milan and Genoa. Other than that, his products, designs, and initiatives appeared in Playboy Magazine, Wired Magazine and many other publications around the world.

With 30,000 nautical miles under his belt, not much can throw him off. He is using his maritime spirit to navigate scenario development, team coherence and creative problem solving – extending his sailor's skills far beyond the sea.

He firmly believes that individuals and teams always possess untapped potential, and with the right guidance, it can truly shine.

No Pressure Guarantee

You can cancel anytime (for any reason): This is a monthly recurring offer that can be canceled at the end of any month, providing maximum flexibility for our clients.

When signing a year-long contract, a 5% price reduction is offered.

Next Steps

If you like what you see here, the first step is to make sure that we've chatted to talk about the details.

Please reach out to schedule a call or meeting to talk about the options and how to get started at E: [ursula.eysin \(at\) redswan.at](mailto:ursula.eysin@redswan.at).

Once we're both happy and confident that we want to work together in Monthly Future Scenario Sessions, we'll arrange an agreement.

We can only offer limited spaces at the moment. Slots are first come, first serve.

Let's boldly go where no one has gone before.

I am happy to hear from you.
YOURS SINCERELY, URSULA EYSIN

Who We've Worked With

We've helped all kinds of companies and organizations dive deep into driving forces and critical uncertainties, imagine and rehearse the future and become more robust and creative on the way.

Our broad knowledge and experience in many areas including technology, politics, the media, security, the cultural business, sports publishing, and many more enable us to not only develop insightful future scenarios with the potential to cause real changes in perspectives, but also create the right story, vision and action steps around them.

Examples of companies the team has worked with include:

Microsoft, T-Mobile, Nokia Siemens Networks, A1 Telekom Austria, IBM, PwC, Bearingpoint, Olympia Publishing House, News/VGN Publishing House, Impulse Dance Vienna, The People's Opera Vienna, Schauspielhaus Vienna, Konrad Adenauer Foundation (Berlin & Kenya), Federal Austrian Ministries (Technology, Interior, Economy, Defence), the Chinese Ministry of Science and Technology (MOST), the European Commission, ÖBB, Wired Magazine, Österreich Werbung, Louis Vuitton, Slam, Helly Hansen, Strategy Lab, Elkjop, Warner Bros. Discovery, Venice Design Week, Swire Properties, and the Far East Organization Singapore.

thank you for your bravery.

