

Future Foresight Why and How; Crafting Paths in Uncertain World

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استشراف المستقبل لماذا وكيف ؛ صناعة المسارات في عالم غامض

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عميد البرامج الاكاديمية ، كلية آل مكتوم للدراسات العليا بإسكتلندا

At the height of Covid 19 pandemic, in May 2020, retailers operating in the UK's high streets inevitably suffered where they could not open during the Lockdown. However, even before this period, many retailers had suffered because they could not respond to changing sales channels and younger customers' preferences. One manifestation of these problems has been the closure of such businesses as Mothercare, Thomas Cook, Oasis, Antler and many others¹. During the Covid-19 pandemic, research suggested that there had been a speeding up of processes where the fashion buying habits of younger customers, Generation Z aged 18 to 24, had shifted toward more sustainable and ethically responsible sources, including clothing rental and recycling sites. Why hadn't established retailers such as Mothercare and Debenhams been ready for such changes? Why did the leaders of such organisations not have sufficient foresight for what might happen so they could have been prepared? This is only one example from one sector; the situation is more complicated when we talk about other sections and evermore when discussing foresight in the government sector. In this presentation, Dr Alaa Garad will try to answer some of these questions and highlight selected techniques about future foresight based on his (and Prof. Jeff Gold's) bestseller 'the Learning-Driven Business; How to Develop an Organisation Learning Eco-System.

About the speaker: Dr Alaa Garad

Alaa holds a Bachelor of Commerce, Master's Degree in Quality Management and PhD in Organizational Learning and Excellence from Salford University, UK. He is a Certified EFQM Assessor, licensed Investor in People Specialist, Chief Examiner and Juror at several national and regional quality and excellence awards. He is the head of the committee at the Egypt Excellence Government Award of Higher Education. Alaa is the Deputy Chair of the British Standard

Institution (BSI) Human Capital Committee. He is also a recipient of the UK Excellence Leadership Award 2021.

ⁱ For a list of retail businesses which closed or were facing difficulty in 2019-20, go to <https://www.retailresearch.org/whos-gone-bust-retail.html#bycompany>