



What are the skills and knowledge that people will need to thrive in the future working life and society in general? How can these skills be taught by the education system? Which new methods will teachers and the administration need? These were some of the key questions that the Finnish National Agency for Education sought to answer through its 2-year foresight program that leveraged Futures Platform.

The Finnish National Agency for Education

**RICH FUTURE ANALYSIS** to understand key future trends, changes and disruptions

- 1500+ analyses of future trends, innovations and scenarios
- 1+ million searchable news signals detected by AI
- Team of futurists updating and producing new research 24/7

**COMPLETE FORESIGHT SUITE** to operate and develop the entire strategic foresight process

- Search & horizon scanning
- Foresight radar tool
- Scenario analysis tool
- Vote, rate, discuss, share, edit, add, import, export
- Integrate w existing systems

**CONSULTING SERVICES** to build and optimise foresight capability

- Customer success & onboarding team
- Experienced consulting & futurist team
- Rich project options for capability development

Selected User List:

Used by 100+ organisations  
and 5 000+ users worldwide



Five large European banks  
Two aerospace/defence organisations

## WORKSHOP

This workshop is geared at people whose primary job it is to perform strategic analysis and present findings to decision-makers about the future opportunities and threats.

The workshop will be extremely useful for foresight or intelligence analysts, consultants, subject matter experts, or for instance product owners who are tasked with long term product strategies. The workshop will also benefit professional working in the public sector or NGOs that are responsible for long term strategic planning and analysis to support.

## OUTCOMES

Understanding and familiarity with methods used to develop preferred, probable and possible futures.

An understanding of causal layered analysis and its use in understanding core metaphors

Capacity to analyse and develop the preferred vision and policy for institutions and organizations.

## ABOUT THE AUTHOR



**Ville Vanhala**  
Managing Director, Futures Platform

Ville Vanhala has a background of following

- Worked with market insights all my professional life. Co-founded a market intelligence company in 1999, company grew to 15 million EUR turnover
- Served big customers worldwide by 150 analysts working in 10 offices across Asia, Europe and Americas.
- Started my career at McKinsey & Company. Learning from each other.



For more information about **Persona GLOBAL** metrics and methodologies, please contact [info@personaglobal.com](mailto:info@personaglobal.com) or visit [www.personaglobal.com](http://www.personaglobal.com)



## ABOUT **Persona GLOBAL**

**Persona GLOBAL** is a worldwide provider of assessment tools and methodologies for corporations facing challenges in change leadership, communication, organizational alignment, sales, customer service and management. **Persona GLOBAL** metrics and methodologies are currently available in 70+ countries; its programs have been translated in up to 38 languages. More than 1,600 certified **Persona GLOBAL** practitioners around the world serve their clients as strategic business partners.

## Corporations that have benefited from **Persona GLOBAL**'s Programs include:

- BMW
- Applied Materials
- British Airways
- Mitsubishi
- Dell Computer
- Japan Airlines
- Disney
- IBM
- Credit Suisse
- Coca-Cola
- Alcatel
- American Express
- Hitachi
- Motorola
- SONY Music Entertainment