

Future Trends and Strategic Foresight Workshop

1. Role-Play Dialogue Text (Approximately 10 minutes)

Setting: A business strategy meeting between executives and strategists discussing future trends and strategic foresight.

Characters:

- **Mr. Thompson (CEO)**
- **Ms. Reynolds (Chief Strategy Officer)**
- **Mr. Carter (Head of Market Research)**
- **Ms. Lin (Innovation Consultant)**

Mr. Thompson: Thank you all for joining today's strategy meeting. We need to discuss how we can prepare for future industry trends and implement strategic foresight. Ms. Reynolds, could you start?

Ms. Reynolds: Certainly. If we study future trends carefully, then we could better prepare for upcoming challenges and position ourselves as market leaders.

Mr. Carter: I completely agree. Our research indicates that AI-driven automation and sustainability initiatives will significantly impact our industry within the next five years.

Ms. Lin: That aligns with what I have observed as well. If we embrace AI-driven automation early, then we might gain a competitive edge before our competitors.

Mr. Thompson: That's a strong point. However, what are the potential risks?

Mr. Carter: If we invest in AI too soon without a clear implementation strategy, then we could face financial setbacks. We must conduct a feasibility study before committing.

Ms. Reynolds: Agreed. Additionally, if we strengthen our sustainability initiatives, then we could enhance our brand reputation and attract environmentally conscious consumers.

Ms. Lin: That's true. Strategic foresight isn't just about reacting to trends but proactively shaping them to our advantage.

Mr. Thompson: Excellent insights. Let's develop a proposal outlining actionable steps based on today's discussion. We'll reconvene next week to review.

2. Comprehension Questions and Sample Answers (Approximately 5 minutes)

1. What are the two major trends discussed in the meeting?

Sample Answer: The two major trends discussed are AI-driven automation and sustainability initiatives.

2. Why does Mr. Carter warn against investing in AI too soon?

Sample Answer: He warns that if they invest too soon without a clear strategy, they could face financial setbacks.

3. How could sustainability initiatives benefit the company?

Sample Answer: Sustainability initiatives could enhance brand reputation and attract environmentally conscious consumers.

4. What is the purpose of the proposal that Mr. Thompson requests?

Sample Answer: The proposal will outline actionable steps for implementing strategic foresight based on the discussion.

3. Teacher's Lesson Points (Concise Version)

Pre-Class Preparation:

- Review the dialogue, key vocabulary (future trends, strategic foresight, competitive edge, sustainability initiatives, feasibility study), and grammar points (modal verbs and conditionals).
- Be prepared to explain additional details related to business strategy if needed.

Introduction (2–3 minutes):

- Start with a short discussion: “What major trends do you see affecting your industry in the next five years?”
- Introduce lesson objectives: Learning to discuss future business trends using conditionals and modal verbs.

Reading & Analysis (10 minutes):

- Have the student read the dialogue aloud. Emphasize pronunciation, intonation, and natural flow.
- Pause to highlight key grammar points, such as “If we invest too soon, then we could face financial setbacks.”

Comprehension Check (5 minutes):

- Ask the comprehension questions and provide immediate, constructive feedback.

Role-Play Practice (Remaining Time):

- Conduct a role-play session where the teacher plays an executive and the student plays a strategist.
- Encourage the use of key vocabulary and grammar structures from the lesson.

Wrap-Up (2–3 minutes):

- Summarize key vocabulary and grammar points.

- Assign homework: “Prepare a short proposal on how your company could implement a future trend using strategic foresight.”