



## Thesis Project Proposal

# Benchmarking the Future Preparedness of Firms

**Are you an MSc or MBA student looking to write your thesis on a topic related to corporate strategy, innovation, or foresight? Rohrbeck Heger GmbH offers you the opportunity to research and benchmark the Future Preparedness of corporations as part of your final thesis project.**

Over the past 10 years, we have developed and implemented a benchmarking framework to assess the Future Preparedness of firms. The framework assesses the organizational maturity of a firm across 3 Corporate Foresight practices and 6 Corporate Foresight capabilities. Corporate Foresight is a systematic approach to developing future insights (trends and scenarios) and leveraging them for strategic action (innovation projects, exploratory business development, corporate venturing, etc.). See more at [bit.ly/2hFozjT](https://bit.ly/2hFozjT) and [bit.ly/2gIPcmj](https://bit.ly/2gIPcmj).

By benchmarking firms in your sample, you will identify organizational barriers and weaknesses, and assess the maturity of Corporate Foresight practices in firms across or within industries. Aided by our experience and knowledge of Best Practices, you will use this knowledge to provide suggestions for upgrading the participants' Future Preparedness. You will also have the opportunity to gain valuable consulting experience by engaging with your sample participants in management workshops to present and discuss your findings, develop and suggest improvements, and prioritize future activities.

### WHAT WE OFFER

- › Insight into the organizational fundamentals of future-oriented corporate strategy and innovation.
- › Practical experience in engaging with top-level management through interviews and workshops.
- › A strong foundation for a future career in strategy, management or innovation consulting.
- › An international experience with the opportunity for supervision in Berlin, Stockholm or Madrid.
- › Financial compensation for your efforts.

**To apply, send a pitch including your CV/Resumé to [recruiting@rohrbeckheger.com](mailto:recruiting@rohrbeckheger.com)**

### ABOUT ROHRBECK HEGER

For many organizations, the answer to the question "What are we doing to prepare for the markets and consumer needs of tomorrow?" is "The same thing we did yesterday."

These organizations forecast based on historical data as they attempt to predict definite outcomes of an unknown future. This makes them powerless when forming the company's future, and their success therefore depends completely on having an insightful and visionary leader.

At Rohrbeck Heger, we believe that such an approach is grossly insufficient. The world is changing rapidly, and organizations must be aware of what the future may bring – and prepare for it.

Our mission is to improve every firm and organization's degree of Future Preparedness to ensure their long-term survival in times of disruption and change. We achieve this by implementing and upgrading our clients' Corporate Foresight tools, processes and internal organization to remain or become highly innovative.