

PROGRAM INFORMATION FORMAT

Course Name	Strategic Synapse: Rewiring Strategic Innovation, Design Thinking, and AI Foresight for the VUCA 2.0
Course Name as on Certificate	Strategic Synapse: Rewiring Strategic Innovation, Design Thinking, and AI Foresight for the VUCA 2.0
Certificate Issued by	IIM Jammu
Institute	Indian Institute of Management Jammu
Introduction	In an age marked by systemic disruptions, accelerating technologies, and complex global interdependencies, the concept of strategy has undergone a fundamental transformation. Once based on predictability, stability, and incremental growth, traditional strategic planning models have become insufficient to navigate today's volatile, uncertain, complex, and ambiguous (VUCA) environment. The world is no longer unpredictable; it is rapidly reshaping itself through disruptive innovation, changing societal expectations, technological convergence, and climate emergencies. These forces interact in nonlinear ways, producing second-order effects and unintended consequences that demand a new kind of strategic intelligence. Today's leaders are required to manage existing systems and constantly reimagine and reconfigure them. Static blueprints and long-range forecasts cannot cope with the real-time shifts in customer behaviour, policy regulations, data-driven automation, and ecological realities. Strategic thinking must evolve into an adaptive, integrative, and anticipatory capacity that bridges the known with the unknown, logic with intuition, and data with design. The Management Development Programme titled "Strategic Synapse: Rewiring Strategic Innovation, Design Thinking, and AI Foresight for the VUCA 2.0" has been conceived to develop such cognitive and organisational capabilities. The term "synapse" represents the neural connection that enables communication across cells in the brain. In the context of strategic leadership, the 'Strategic Synapse' symbolises the vital link between imagination, analytics, human-centred design, and technological foresight. This MDP facilitates cultivating that integrative capability in executives, decision-makers, and change agents who must now operate across disciplinary, temporal, and functional boundaries. Participants in this program will be introduced to a blended toolkit that merges: • Strategic Innovation: Creating new value pathways, business models, and organisational capabilities in dynamic environments. • Design Thinking: Solving complex and "wicked" problems using empathy-driven, iterative, and collaborative approaches. • AI and Emerging Tech Foresight: Building anticipatory intelligence to understand, adapt to, and influence emerging technological, social, and economic disruptions. Rather than treating these as separate competencies, the Strategic Synapse MDP integrates them into a unified developmental journey. It empowers participants to design for emergence, experiment with purpose, and navigate paradoxes with clarity and courage. Through experiential learning, case studies, frameworks, labs, and a capstone strategic foresight challenge, participants will absorb knowledge and apply it to problems that matter.
Course Objectives	• Develop integrated strategic foresight capabilities by combining innovation, design thinking, and AI trends. • Empower participants to make bold, future-oriented decisions under VUCA conditions. • Build systemic problem-solving abilities using interdisciplinary lenses. • Train participants to forecast disruptions and align organisational strategies with emerging technological shifts. • Sharpen creative thinking, opportunity sensing, and strategic agility. • Foster collaborative design-led problem-solving in complex stakeholder ecosystems. • Develop strategic agility in volatile, uncertain, and ambiguous environments. • Introduce and deepen fluency in design thinking methodologies for complex, systems-level challenges. • Build competence in applying foresight techniques such as trend analysis, scenario mapping, and future thinking. • Cultivate strategic intelligence for ethical and responsible application of AI and emerging technologies. • Enable participants to design integrated Strategic Synapse Blueprints for their organisations or ecosystems. • Strengthen interdisciplinary collaboration, creative confidence, and anticipatory thinking.
Eligibility	• Age: 25 years and above • Minimum: Graduation in any discipline • Minimum 3 years of professional experience • Working proficiency in English
Program Prerequisites	None
Target Segment/ Who Should Attend	Mid to senior-level professionals, executives, Strategy Leaders, innovation and transformation professionals
Type of Certificate	Certificate of Achievement, Certificate of Completion, Certificate of Completion

Total No. of Hours/ Duration	3 days
Fee	Rs. 39,999 + GST
Date	3/18/2026 to 3/20/2026
Mode	Off-Line
Pedagogy	Case-Based Learning, Hands-on Toolkits and Labs, Design Thinking Studios, Scenario Planning & Foresight Exercises, Simulations and Decision Sprints, Peer Learning & Collaborative Challenges, Reflective Journaling & Strategy Circles, Capstone Blueprint Presentation
Course Content	Module 1: Strategic Mindsets for VUCA 2.0, Module 2: Design Thinking for Strategic Innovation, Module 3: Strategic Foresight and Scenario Planning, Module 4: AI and Strategic Intelligence, Module 5: Strategic Synapse Blueprinting, Module 6: Capstone Application and Strategic Synthesis
Key Programme Highlights/USP	The Strategic Synapse MDP is a first-of-its-kind executive programme that integrates strategic innovation, design thinking, and emerging technology foresight into a cohesive learning journey. Delivered entirely on-campus at IIM Jammu, it offers participants an immersive, hands-on experience that blends creativity, analytics, and future thinking. The programme emphasizes developing adaptive, system-sensitive strategies tailored to thrive in today's VUCA 2.0 world—marked not just by volatility and complexity, but by algorithmic acceleration. Participants will work with cutting-edge tools including foresight maps, design canvases, and AI-enabled strategy labs. They will develop and present a personalized Strategic Synapse Blueprint that applies directly to their organizational contexts. With a focus on experiential learning, peer collaboration, and reflective leadership, this MDP equips professionals to move beyond traditional planning and evolve into visionary strategists capable of shaping resilient, innovation-driven futures.
Program Directors	Dr Muqbil Burhan ,Dr Kamakshi Sharma, and
Key Attractions for sessions	Live design thinking sprints that simulate real-time strategic innovation. AI in strategy labs: exploring the use of generative AI, dashboards, and decision-support systems. Scenario planning workshops using foresight and backcasting techniques. Strategic storytelling exercises to enhance influence and narrative power. Personal strategy reflection journals to link internal leadership clarity with external decision frameworks. Peer coaching circles and blueprint feedback sessions that simulate board-level engagement. Custom toolkit development: participants leave with their own adaptable strategy toolset.