

5-Day Foresight & Innovation Bootcamp

Bucharest

November 23–27, 2026

Language: English



Registration

Registration
Networking



Empower your team with future focused, human-centred innovation skills

Organisations that want to stay competitive in today's dynamic landscape need to innovate faster than ever. This Bootcamp is designed to empower teams and professionals to kick-start bold innovation projects and foster positive transformative at a large scale, within their teams or companies.

The learning experience equips participants with practical tools and frameworks to anticipate future trends, spot emerging opportunities, and turn uncertainty into actionable innovation projects. By blending foresight, strategy, and hands-on experimentation, the course helps teams design resilient, future-ready solutions they can apply right away.

Not last, the bootcamp helps participants close the 'reality gap' between customers and organisations, which should be the number one priority of any innovative company.

About this course

1

Future Thinking, Systems Thinking and Design Thinking

Learn from internationally recognised innovation experts what these methodologies (and much more) are all about.

3

Alternative tools and entrepreneurial results

Presenting alternative tools for various stages of an innovation process, enabling professionals to rise above the content and combine different approaches to reach innovative business results as successful entrepreneurs do.

2

Fundamental understanding

The main goal is providing participants with a fundamental understanding of these innovation tools and frameworks, as well as the appropriate context for using them.

4

Learning-by-doing method

Participants will work on a real project / a real challenge, learning by doing and being able to apply their new learnings in their job right away.



What you'll learn

- How to choose the right approach to innovation
- How to use the HorizonX diagnose tool and how to apply the HorizonX Innovation Meta-Model
- How to better listen to your end-users and embed end-user insights into solutions
- Developing solutions that are anchored in the trends and signals of the future
- Develop prototypes and work in small iterations.
- Dare to fail (learn & try again) and pitch your story!

Who is this course for?

This course is designed for:

Managers or team leaders...

...seeking to develop and integrate cutting edge creative practices into their business processes and corporate culture

Young professionals (individuals)...

...who want to get a profound understanding how to use future focused, human-centered innovation methods in their daily work

Executives or decision makers...

...seeking to apply Innovation tools and frameworks into their daily work. Looking to strengthen their ability to lead innovation and enhance the organisations innovation capability

Government policy makers...

...who want to gain key insights into the implementation of Innovating practices and ways of working.

Program overview

This is an overview of the 5-Days Foresight & Innovation Bootcamp, combining hand-on learning experience (while working on a real project) with Masterclasses delivered by world class experts.

Day1

Immersion

- Setting up the context of the Bootcamp
- Choosing the challenge
- Introduction to Innovation tools and methods: The HorizonX Meta-Model

Day 2

Innovation Research Methods and Sense Making

- Introduction of the main research tools and frameworks used in research in Innovation (Design Thinking, Jobs-To-Be-Done, Trend Research, Blue Ocean Strategy)
- Route Cause Analysis
- Sense Making

Day 3

Understanding & addressing Customers Needs

- Building Personas Customer Journey Mapping
- Service Blueprinting
- Problem reframing
- Transforming pain-points in opportunity areas

Day 4

Developing Scenarios, Testing & Pitching

- Futures Thinking - Building Future Scenarios
- JTBD Strategy Canvass
- Service scenarios, building a testing plan
- Testing and pitching

Day 5

What's next? Building the plan for implementation

- Project Management: Waterfall vs. Agile
- AI for innovation
- Basics of Lean Six Sigma
- Setting up a "Project management office" for innovation

Masterclass

Systems Thinking

Masterclass

How to research Trends

Masterclass

Creative Problem Solving

Masterclass

The power of Storytelling

Closing Ceremony
Graduation

Where do we start?

1. Immersion.

1

Introduction to the flow of the bootcamp.
Meet your team mates.
Setting up the expectations

2

Introduction of the Bootcamp Challenge.

3

Innovation - where do we start?
The 'mechanics' and 'process' for Innovation within organisations.

4

What is the practical way that organisations could 'do' Innovation and Innovation management? Structures that need to be in place
Resources that are needed

5

Introduction of the “HorizonX assessment tool and HorizonX Innovation Meta-Model model: General overview of various tools and methods used in Innovation.

6

Masterclass: Taking a systemic approach.
Introduction of Systems Thinking.

7

Wrap-up of the day & reflection.

2. Research and Sense making

01	02	03
Research methods used for Innovation	What's happening outside? How to research trends and identify signals of change	Qualitative user research: Introduction to Design Thinking
04	05	06
Quantitative user research: Introduction to Jobs-to-be-Done	Building interview guides and doing research	Sense making. Turning data into insights
07		
Wrap-up & Reflection		



3. Understanding & addressing Customer Needs





4. Developing Scenarios, Testing & Pitching

**Build Future
Scenarios - The
Future Cone**

**JTBD Strategy
Canvass**

Lean StratUp

**Service Scenarios and
Prototyping.
Building artefacts**

**Value Proposition
Design**

**Blue Ocean Strategy
Canvass**

**Build a testing plan &
Get feedback**

**Integrate the
feedback & Improve
the concept**

**Masterclass: The
power of Storytelling
How to make it stick?**

**Persuasive selling map & Pitches.
Final reflection on the Value
Proposition.**

Wrap-up & Reflection

5. What's next? Building the plan for implementation

1

Taking the MVP into implementation:
Project Management: Waterfall vs. Agile

2

How to use the technology? AI for Innovation

3

Scaling up Innovation Projects: Introduction to process improvement - Basics of Lean Six Sigma.

4

Setting up a "Project management office" for innovation: identifying projects, investing, tracking progress, arranging training, producing organisational dash-boards & communications

5

Ways of measuring the Return on Investment from Innovation projects

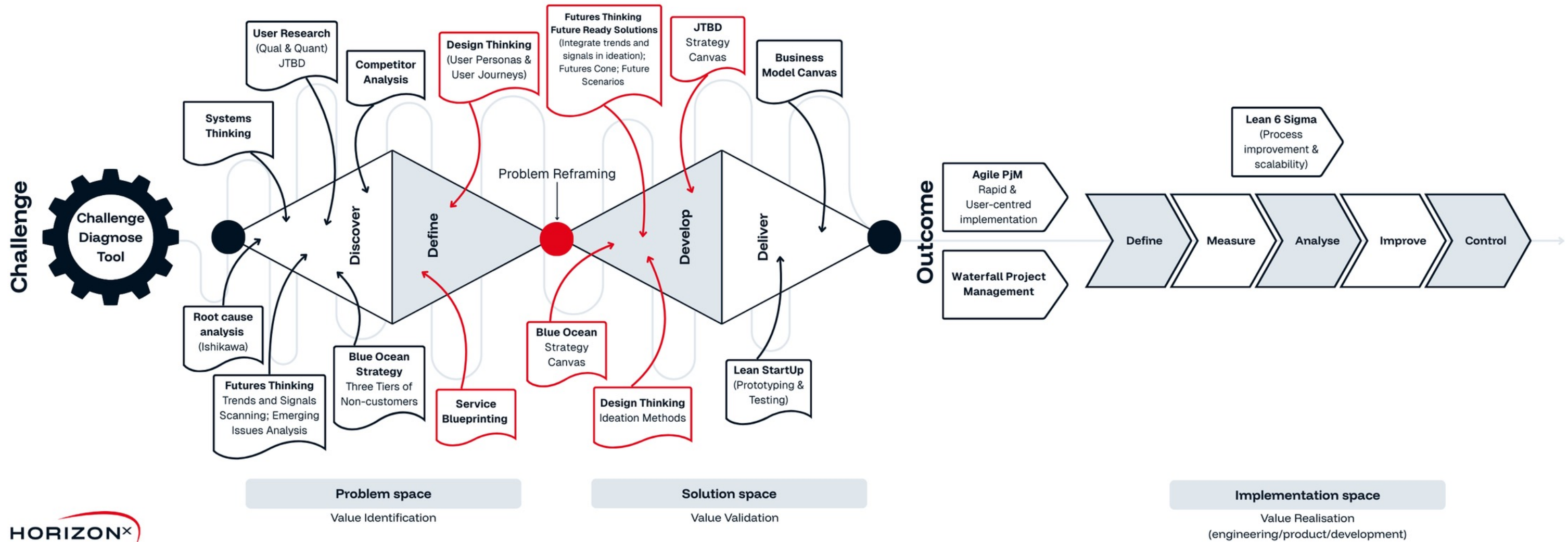
6

Taking it back to work. Main take-ways
Personal action plan

7

Ceremony & Certificates

Innovation Meta-Model full-cycle - Horizon Thinking



Meet your facilitators and Masterclass experts

You will learn and practice Innovation with experts. They will share their experience and guide you through a structured approach and establish a new way of working to sustain innovation.



Robert Collins

Guest Speaker

Dr. Robert Collins is a business consultant and educator who has been delivering courses through the University of Oxford for over 25 years, on topics such as on topics such as Artificial Intelligence and Machine Learning, Systems Thinking, Design Thinking, Lean Six Sigma and Agile Project Management.



Adela Cristea

Co-Founder HorizonX & DesignThinkers Academy Eastern Europe

Co-Founder of HorizonX and Design Thinkers Academy Eastern Europe, founder of Ascent Group, Adela is an experienced business consultant, passionate about foresight and innovation. She is the author of the HorizonX Innovation Meta-Model as well as an international speaker and facilitator, teaching innovation practices across the world.



Delia Wieser

Foresight Strategist / Cultural Insights Architect / Innovation Consultant

Foresight Strategist and innovation consultant with experience in leading futures, strategy and innovation projects across different industries and countries. Delia is passionate in translating emerging trends and cultural insights into strategies. Author of 'Road Trip to Innovation - How I came to understand Future Thinking' (TrendONE 2012) and 'Trend-Driven Innovation' (Wiley, 2015).



Lăcrămioara Loghin

Co-founder & Senior Facilitator DT Academy Eastern Europe

Lăcrămioara has a strong background as a research specialist and her passion is to talk to customers as real people with real problems. Her main driver as co-founder of DesignThinkers Academy Eastern Europe and facilitator is to translate the insights from the customers and create better solutions (products, services) for them.



Diana Simion

Senior facilitator and market research consultant

With a background in academia and marketing research, Diana has a Ph.D. in Communication Studies and significant experience as a facilitator in Innovation projects. Her main strengths are her inter-disciplinary awareness and curiosity to explore and connect people from various areas of activity.



Alina Andreieva

Senior Facilitator DesignThinkers Academy, HorizonX international manager

Alina has 15 years of experience in market research, specializing in CX, UX, and Service Design and Futures Thinking. She leads customer-focused transformation projects across public and private sectors.



Ana Jeličić

Partner and Senior Facilitator at DesignThinkers Academy Adriatic

Experienced business consultant and trainer, with a consistent background in assisting start-ups and business developments, teaching entrepreneurship and leadership practices within corporate environments, and a partner of Design Thinkers Academy Adriatic.



Vlad Icleanu

Senior Agile & DT Coach

Vlad has over 10 years experience in working with NGOs, startups and traditional companies. Coordinating an innovation center for European Institute of Innovation and Technology (EIT) in Romania, building a support community for startups under Cluj Startups and managing INCUBOXX business center.



Certificate

After successful completion of the 5-Day Innovation Bootcamp participants are awarded a **HorizonX Institute** Certificate.

Participant will receive after the course all the tools and materials, with the full rights for company & personal use.

Price

Price per person, euro, w/o VAT

Standard price

1690 €

Early bird fee

Until April 22, 2026

1490 €

5% discount for the 2nd participant and 10% discount for the 3rd participant from the same organisation

Included in the price:

- Participation at the 5 training days
- Masterclasses
- Full toolkit of tools and frameworks for Innovation
- Lunches and coffee-breaks

Not included:

- Accommodation cost
- Transportation to and from the venue
- VAT



Organized by


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