Advanced Corporate Foresight and Strategic Planning Training Course



21 - 25 Dec 2026

Baku

5100 € (Per Person)

Ref: #INN6517_113406

Course Introduction / Overview:

In today's volatile, uncertain, complex, and ambiguous (VUCA) business environment, traditional strategic planning often falls short. This course addresses this challenge by introducing the discipline of corporate foresight, a systematic, future-intelligence-gathering and medium-to-long-term vision-building process that informs strategy. It moves organizations from a reactive to a proactive stance, enabling them to anticipate and shape their future rather than merely responding to it. As discussed by prominent academic René Rohrbeck in his work on foresight maturity, developing this capability is a critical source of competitive advantage. This program, offered by BIG BEN Training Center, provides a comprehensive framework for integrating foresight methodologies directly into the strategic planning cycle. Participants will explore concepts from horizon scanning and scenario planning to developing robust strategies that are resilient to external shocks and disruptions. The curriculum is designed to be highly practical, equipping leaders with the tools to not only see the future but also to build it. We will delve into the practical application of these concepts, transforming abstract future trends into concrete, actionable insights that drive innovation, mitigate risk, and secure long-term organizational success.

Target Audience / This training course is suitable for:

- Chief Executive Officers and Board Members.
- Vice Presidents and Directors of Strategy.
- Strategic Planning Managers and Analysts.
- Business Development Managers.
- Heads of Innovation and Research & Development.
- Risk Management Professionals.
- Market Intelligence and Competitive Analysis Specialists.
- Product and Service Development Leaders.
- Senior Project and Program Managers.
- Entrepreneurs and Business Owners.

Target Sectors and Industries:

- Technology and Telecommunications.
- Financial Services, Banking, and Insurance.
- Healthcare and Pharmaceuticals.
- Energy, Utilities, and Natural Resources.
- Manufacturing and Industrial Goods.
- Consumer Goods and Retail.
- Transportation and Logistics.
- Governmental Agencies and Public Sector Organizations.
- Consulting and Professional Services.
- Non-Profit and Non-Governmental Organizations.

Target Organizations Departments:

- Corporate Strategy and Strategic Planning.
- Executive Leadership and C-Suite Offices.
- Research and Development (R&D).
- Innovation Management.
- Marketing and Market Research.
- Business Development and Corporate Development.
- Finance and Investment Planning.
- Risk Management and Compliance.
- Product Management and Development.
- Human Resources (for strategic workforce planning).

Course Offerings:

By the end of this course, the participants will have able to:

- Master key foresight methodologies such as environmental scanning, scenario planning, and trend analysis.
- Identify and analyze weak signals, trends, and megatrends impacting their industry.
- Translate future-oriented insights into actionable and robust strategic initiatives.
- Develop a comprehensive framework for integrating foresight into the existing strategic planning cycle.
- Enhance strategic decision-making capabilities under conditions of high uncertainty.
- Build organizational resilience by creating future-proof and adaptive strategies.
- Facilitate strategic conversations about the future within their teams and organizations.
- Lead the development of a proactive, future-oriented culture within the organization.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and highly practical. We believe that adult learning is most effective when it combines theoretical knowledge with hands-on application. This course moves beyond traditional lectures to create a dynamic learning environment. Participants will engage in a variety of activities, including in-depth case study analyses of companies that have successfully leveraged corporate foresight, such as Shell and Siemens. A significant portion of the course is dedicated to collaborative group workshops where participants will apply foresight tools like the Cone of Plausibility and scenario matrices to real-world business challenges. Interactive simulations will allow attendees to experience the complexities of strategic decision-making in uncertain environments, providing a safe space to test ideas and approaches. Throughout the program, there will be structured opportunities for peer-to-peer learning, facilitated discussions, and direct feedback from our expert instructors. This blended approach ensures that participants not only understand the concepts of corporate foresight and strategic planning but also leave with the confidence and skills to implement them effectively within their own organizations.

Course Agenda (Course Units):

Unit One: Foundations of Corporate Foresight

- Introduction to Strategic Foresight and its Importance.
- Differentiating Foresight from Forecasting and Traditional Planning.
- Understanding the VUCA World and its Impact on Strategy.
- Core Concepts. Megatrends, Trends, Weak Signals, and Wild Cards.
- The History and Evolution of Future Studies in Business.
- The Role of Foresight in Innovation and Risk Management.
- Establishing a Common Language for Future-Oriented Thinking.

Unit Two: The Foresight Toolkit and Methodologies

- Environmental and Horizon Scanning Techniques.
- PESTLE Analysis (Political, Economic, Social, Technological, Legal, Environmental).
- Introduction to Scenario Planning and Development.
- The Delphi Method for Expert Elicitation.
- Trend Analysis and Impact Assessment.
- Back casting. Working Backward from a Desired Future.
- Building a Corporate Foresight System.

Unit Three: From Foresight to Strategic Insight

- Sense-Making. Connecting the Dots and Identifying Patterns.
- Analyzing and Prioritizing Driving Forces of Change.
- Developing Plausible and Challenging Scenarios.
- Implications Analysis. What Scenarios Mean for Your Organization.
- Identifying Strategic Options and Opportunities within Scenarios.
- Stress-Testing Current Strategies Against Future Scenarios.
- Communicating Insights Effectively to Key Stakeholders.

Unit Four: Integrating Foresight into Strategic Planning

- Bridging the Gap Between Long-Term Foresight and Short-Term Planning.
- The Dynamic Strategic Planning Cycle.
- Using Scenarios to Formulate Robust and Adaptive Strategies.
- Developing a Strategic Vision and Mission Informed by Foresight.
- Aligning Organizational Resources with Future Opportunities.
- Creating Strategic Agility and Organizational Resilience.
- Monitoring and Updating Strategic Assumptions Over Time.

Unit Five: Cultivating a Future-Oriented Organization

- The Role of Leadership in Championing Foresight.
- Building a Culture of Curiosity and Proactive Thinking.
- Overcoming Organizational Resistance to Change.
- Establishing Key Performance Indicators (KPIs) for Foresight Activities.
- Communicating the Value of Foresight Across the Organization.
- Case Studies of Successful Foresight Implementation.
- Developing a Personal Action Plan for Applying Foresight.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can an organization effectively balance the long-term, often uncertain, insights from strategic foresight with the immediate pressures of quarterly financial performance and shareholder expectations?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by focusing intensely on the practical integration of foresight into the existing strategic planning machinery of an organization. While many programs teach foresight tools in isolation, our curriculum is built around the critical bridge between future-oriented insight and concrete, actionable strategy. We emphasize the "so what?" aspect of foresight how to translate a deep understanding of future possibilities into tangible decisions that create value and resilience today. The methodology moves beyond theory by immersing participants in rigorous case studies and hands-on workshops where they apply concepts to complex, real-world business problems. Furthermore, a significant portion of the course is dedicated to the human and cultural elements of implementation. We address the challenge of building a future-oriented culture, securing leadership buy-in, and overcoming organizational inertia, which are often the biggest barriers to success. Participants will leave not just with a new toolkit, but with a holistic framework and a clear action plan for embedding a sustainable foresight capability that drives continuous strategic renewal and a lasting competitive advantage for their organization.