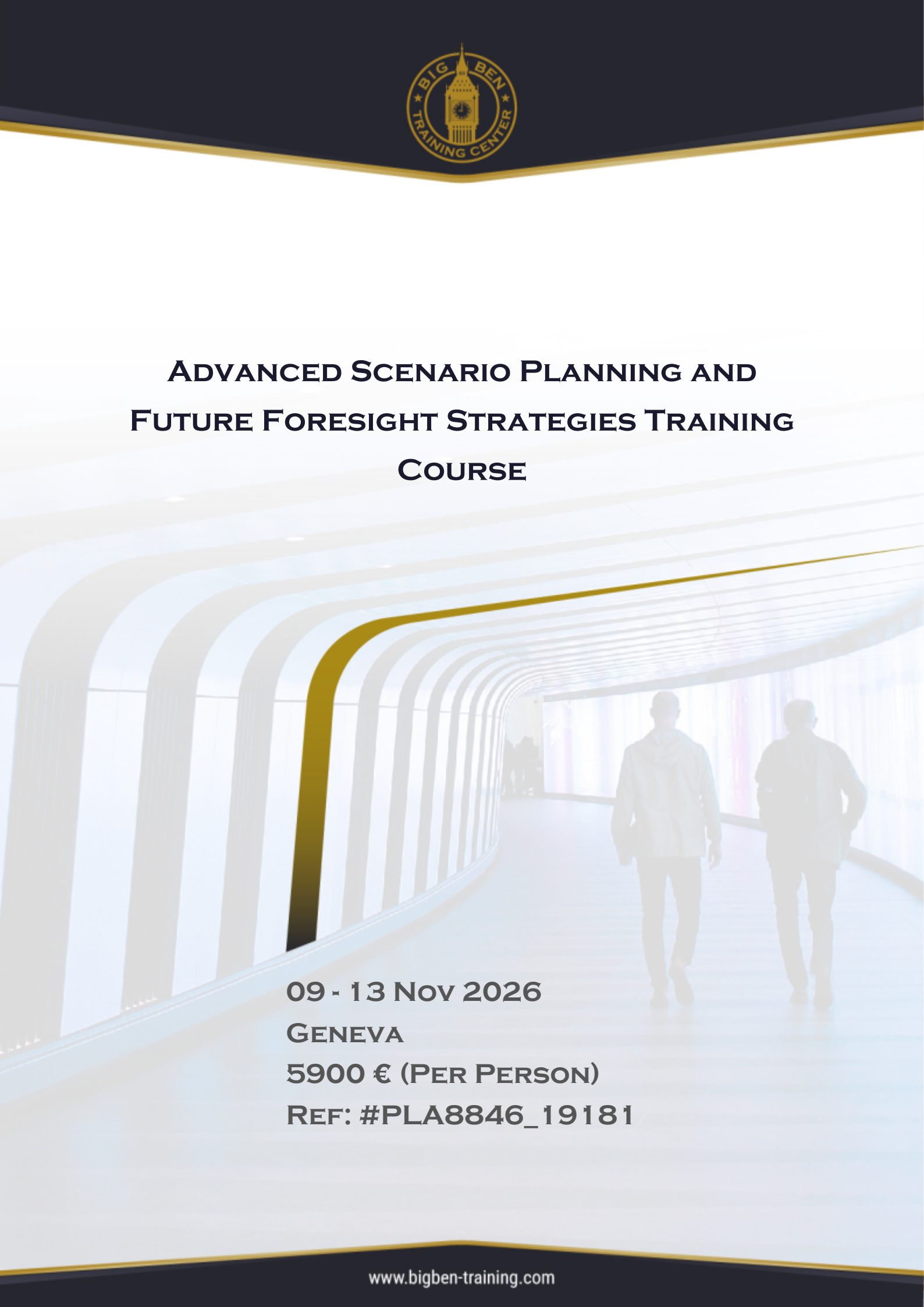
Advanced Scenario Planning and Future Foresight Strategies Training Course



09 - 13 Nov 2026

Geneva

5900 € (Per Person)

Ref: #PLA8846_19181

Course Introduction / Overview:

In today's volatile, uncertain, complex, and ambiguous (VUCA) world, traditional strategic planning is no longer sufficient for ensuring long-term organizational resilience and success. This course provides a comprehensive framework for navigating future uncertainties through the powerful disciplines of scenario planning and strategic foresight. Participants will move beyond simple forecasting to develop the skills needed to anticipate and shape the future. Drawing on foundational concepts from pioneers like Peter Schwartz, author of "The Art of the Long View," this program emphasizes a structured yet creative approach to exploring plausible futures. At BIG BEN Training Center, we have designed this immersive experience to equip leaders and strategists with the tools to identify emerging trends, understand key driving forces, and construct robust scenarios that challenge assumptions and inform decision-making. This is not merely a theoretical exercise; it is a practical guide to building an anticipatory mindset, enabling organizations to proactively develop strategies that are resilient across a range of potential future environments, thereby securing a competitive advantage and fostering sustainable growth. This training course is your gateway to mastering the art of strategic foresight and transforming uncertainty into opportunity.

Target Audience / This training course is suitable for:

- Chief Executive Officers and Senior Executives.
- Strategic Planners and Corporate Strategists.
- Risk Management Professionals and Analysts.
- Business Development Managers.
- Policy Makers and Government Officials.
- Innovation and R&D Leaders.
- Market Research and Intelligence Analysts.
- Product Managers and Development Leads.
- Consultants specializing in strategy and transformation.
- Heads of organizational departments.

Target Sectors and Industries:

- Technology and Telecommunications.
- Financial Services, Banking, and Insurance.
- Energy, Oil, and Gas.
- Healthcare and Pharmaceuticals.
- Manufacturing and Industrial Goods.
- Government Agencies and Public Sector Organizations.
- Aerospace and Defense.
- Consulting and Professional Services.
- Non-Profit and International Development Organizations.
- Retail and Consumer Goods.

Target Organizations Departments:

- Strategic Planning and Corporate Development.
- Risk Management and Compliance.
- Research and Development (R&D).
- Marketing and Market Intelligence.
- Finance and Investment.
- Operations and Supply Chain Management.
- Human Resources and Organizational Development.
- Policy and Public Affairs.
- Innovation and Transformation Offices.
- Executive Leadership and Board of Directors.

Course Offerings:

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

- Develop a comprehensive understanding of strategic foresight principles and methodologies.
- Apply horizon scanning techniques to identify emerging trends, weak signals, and wild cards.
- Master the step-by-step process of building robust and plausible future scenarios.
- Analyze key driving forces and uncertainties shaping their industry's future.
- Use scenarios to stress-test existing strategies and identify new opportunities.
- Integrate foresight and scenario planning into the organization's strategic management cycle.
- Facilitate foresight workshops and communicate complex future-oriented insights effectively.
- Develop adaptive strategies that are resilient across multiple potential futures.
- Foster a future-oriented and anticipatory culture within their teams and organization.
- Utilize back casting to create actionable pathways toward a desired future state.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, experiential, and directly applicable to the participant's professional context. This course moves beyond traditional lectures to create a dynamic learning environment where theory is immediately put into practice. A cornerstone of our approach is the use of real-world case studies from various industries, allowing participants to analyze how leading organizations have successfully used scenario planning to navigate disruption. The program is heavily reliant on collaborative group work, where participants will engage in hands-on exercises to build their own scenarios from scratch, guided by expert facilitators. Interactive simulations will challenge teams to make strategic decisions under conditions of deep uncertainty, providing a safe space to test assumptions and learn from outcomes. We emphasize peer-to-peer learning and structured feedback sessions, ensuring a rich exchange of ideas and perspectives. Each module is designed to build practical skills, culminating in the development of a strategic foresight project that can be applied directly within the participant's own organization. Our goal is to ensure that every attendee leaves not just with knowledge, but with the confidence and competence to lead foresight initiatives.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Foresight and Futures Thinking

- Introduction to the field of future studies and strategic foresight.
- Differentiating between forecasting, prediction, and foresight.
- Understanding the VUCA world and its impact on strategic planning.
- Key concepts: megatrends, trends, weak signals, and wild cards.
- The history and evolution of scenario planning as a strategic tool.
- Developing a "futures thinking" mindset within an organization.
- Exploring cognitive biases that hinder long-term thinking.

Unit Two: Environmental Scanning and Identifying Driving Forces

- The practice of horizon scanning for strategic intelligence.
- Techniques for systematic trend identification and analysis.
- Introduction to PESTLE (Political, Economic, Social, Technological, Legal, Environmental) analysis.
- Methods for identifying and prioritizing key driving forces of change.
- Distinguishing between predetermined elements and critical uncertainties.
- Conducting stakeholder analysis to understand diverse perspectives.
- Utilizing expert interviews and Delphi methods for data gathering.

Unit Three: The Art and Science of Building Scenarios

- The 2x2 matrix method for scenario construction.
- Developing a focal question to guide the scenario process.
- Creating compelling and plausible scenario narratives.
- Techniques for naming scenarios for maximum impact and recall.
- Avoiding common pitfalls in scenario development like implausibility or caricature.
- Moving beyond the 2x2 matrix: alternative scenario generation techniques.
- Validating scenario logic and ensuring internal consistency.

Unit Four: From Scenarios to Strategy and Action

- Using scenarios to stress-test current strategies (wind-tunneling).
- Identifying strategic options and opportunities within each scenario.
- Developing robust strategies that perform well across multiple futures.
- Formulating signposts and early warning indicators to monitor the evolving future.
- Integrating scenario outputs into the formal strategic planning cycle.
- Risk mitigation and contingency planning based on scenario insights.
- Communicating scenario findings to senior leadership and stakeholders.

Unit Five: Embedding Foresight into the Organizational Culture

- Building a sustainable foresight capability within the organization.
- The role of leadership in championing a future-oriented culture.
- Facilitation skills for leading foresight workshops and discussions.
- Tools and software for supporting foresight and scenario planning activities.
- Case study: a deep dive into a successful corporate foresight program.
- Developing a personal action plan for applying foresight in your role.
- Final project presentations and peer feedback session.

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:

In a world of accelerating change, how can an organization balance the need for long-term strategic foresight with the pressure for short-term quarterly results?

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

This training course distinguishes itself by moving beyond the theoretical to a deeply practical and immersive learning experience focused on actionable strategy. While many programs cover the "what" of scenario planning, our curriculum is meticulously designed to master the "how" and "so what?". We emphasize the critical link between foresight and execution, ensuring participants learn not only to build scenarios but to use them to make better decisions today. The methodology is rooted in a hands-on, workshop-style format where participants actively construct scenarios relevant to their own industries, rather than passively analyzing historical case studies. Furthermore, the course integrates insights from both classic strategic thought, such as the work of Peter Schwartz, and contemporary practices for dealing with digital disruption and systemic volatility. A significant portion of the program is dedicated to the often-overlooked aspects of embedding foresight into organizational culture, focusing on communication, stakeholder engagement, and overcoming internal resistance. This holistic approach ensures that participants leave not just as analysts, but as capable facilitators and champions of a more resilient, future-ready strategic process within their organizations.