

STRATEGIC FORECASTING MASTERCLASS: PREDICT, PREPARE, AND LEAD



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TRAINING CENTER



Introduction

Strategic Forecasting Masterclass: Predict, Prepare, and Lead Training Course equips leaders to anticipate what comes next and act before conditions change. Participants learn how to scan the environment, build credible forecasts, and convert foresight into decisions and plans. The program combines forecasting methods with strategic planning and leadership practice. As a result, learners gain a disciplined way to prepare for uncertainty instead of reacting to it. Furthermore, the course strengthens scenario thinking, data judgement, and the confidence to lead when the future is genuinely unclear.

Strategic Forecasting Masterclass: Predict, Prepare, and Lead Course Objectives

- Apply forecasting methods including trend analysis, time series, and regression basics.
- Use qualitative techniques such as Delphi method, expert panels, and scenario planning.
- Apply the Three Horizons framework to balance short and long-term foresight.
- Conduct horizon scanning and weak signal detection for emerging change.
- Build scenario sets using the 2x2 scenario matrix and driver mapping.
- Apply probabilistic forecasting and Bayesian updating concepts.
- Use leading indicators, trend extrapolation, and forecasting dashboards.
- Assess forecast uncertainty and communicate ranges rather than single points.
- Convert foresight into strategy using the Balanced Scorecard and OKRs.
- Lead adaptive planning with review triggers and decision points.

Course Methodology

- Interactive sessions built on real forecasting and planning cases.
- Workshops on scenario construction, horizon scanning, and driver mapping.

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- Hands-on practice with trend analysis and forecast dashboards.
- Group work on uncertainty ranges and forecast communication.
- Simulation of strategy decisions based on competing forecasts.
- Facilitator feedback and peer review on forecast and preparedness plans.

Who Should Take This Course

- Strategy, planning, and foresight professionals.
- Senior managers and directors shaping long-term direction.
- Analysts working with forecasting, modelling, and scenarios.
- Risk and resilience specialists planning for uncertainty.
- Policy advisors preparing long-range public strategies.
- Consultants supporting strategic foresight and planning.

Strategic Forecasting Masterclass: Predict, Prepare, and Lead Course Outlines

Day 1: Foundations of Strategic Foresight

- Forecasting versus foresight versus prediction.
- Why forecasts fail: volatility, complexity, and behavioural bias.
- Horizon scanning and weak signal detection.
- Trend analysis and trend extrapolation techniques.
- The Three Horizons framework for balancing now and next.
- Foresight ethics and the danger of false certainty.
- Case study: a forecast that missed a major shift.





Day 2: Forecasting Methods and Data

- Quantitative methods: time series, moving averages, and regression basics.
- Qualitative methods: Delphi method and expert panels.
- Judgemental forecasting and structured elicitation.
- Leading versus lagging indicators in forecasting.
- Data quality, seasonality, and anomaly detection.
- Probabilistic forecasting and Bayesian updating concepts.
- Workshop: building a demand or trend forecast.

Day 3: Scenario Planning and Uncertainty

- Scenario planning principles and when to use it.
- The 2x2 scenario matrix and critical uncertainties.
- Driver mapping and impact-uncertainty grids.
- Crafting plausible, distinct, and challenging scenarios.
- Stress testing strategy against alternative futures.
- Communicating uncertainty with ranges and probabilities.
- Exercise: constructing four scenarios for a strategic question.

Day 4: Preparing the Organization

- Turning foresight into strategic options and contingent plans.
- Real options thinking and staged investment decisions.
- Early warning systems, indicators, and review triggers.
- Building organizational agility and response capacity.
- Resilience planning and continuity considerations.

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- Governance of foresight: who owns scenario assumptions.
- Simulation: responding to an early warning signal.

Day 5: Leading with Foresight

- Communicating foresight credibly to boards and stakeholders.
- Avoiding both alarmism and complacency.
- Strategic decision-making when forecasts conflict.
- Leading adaptive planning with the Balanced Scorecard and OKRs.
- Institutionalizing foresight and learning routines.
- Personal judgement, humility, and leadership under uncertainty.
- Capstone: presenting a forecasting and preparedness plan.

Conclusion

By successfully completing Strategic Forecasting Masterclass: Predict, Prepare, and Lead, participants will gain a practical command of forecasting methods, scenario planning, and adaptive strategy. They will acquire skills in horizon scanning, scenario construction, uncertainty communication, and preparedness planning that make foresight usable. Gentex Training Center designs the program to help leaders anticipate change, prepare deliberately, and lead with confidence when the future is unclear.

FAQs





Q1 What is the "Strategic Forecasting Masterclass: Predict, Prepare, and Lead" course about?

It teaches how to anticipate change and prepare for it before conditions shift. The course covers horizon scanning, quantitative and qualitative forecasting methods, scenario planning, uncertainty communication, and adaptive planning that connects foresight directly to strategic decisions.

Q2 What are the key benefits of the "Strategic Forecasting Masterclass: Predict, Prepare, and Lead" course?

You gain a structured way to prepare rather than react. The course improves the quality of assumptions behind strategy, reduces surprise from emerging change, sharpens how you communicate uncertainty to boards, and builds plans that stay useful across several plausible futures.

Q3 What skills will I gain from the "Strategic Forecasting Masterclass: Predict, Prepare, and Lead" course?

You will develop four core skills: horizon scanning and trend analysis, quantitative and qualitative forecasting, scenario planning and uncertainty framing, and foresight-driven planning with adaptive review and early warning.



Q4 What tools, methods, or standards are covered in the "Strategic Forecasting Masterclass: Predict, Prepare, and Lead" course?

The course covers trend analysis and extrapolation, time series and moving averages, regression basics, the Delphi method, expert panels, judgemental forecasting, the Three Horizons framework, the 2x2 scenario matrix, driver mapping and impact-uncertainty grids, probabilistic forecasting with Bayesian updating concepts, leading indicators, early warning systems, real options thinking, the Balanced Scorecard, and OKRs.

Q5 How is the "Strategic Forecasting Masterclass: Predict, Prepare, and Lead" course applied in real-world practice?

Participants apply it to real work such as forecasting demand or enrolment, building scenarios for a market or policy shift, designing an early warning dashboard, and preparing contingent plans for leadership approval. The same methods support strategy reviews, investment staging, and resilience planning.