Strategic Forecasting and Scenario Planning Training Course

Professional Development Training Course Outline

Category	Logistics and Supply Chain Management	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Strategic forecasting and scenario planning have become essential tools for leaders navigating rapid global shifts, economic uncertainty, and technological disruptions. Organizations must anticipate emerging risks, identify strategic opportunities, and build resilience through forward-looking decision-making frameworks. Strategic Forecasting and Scenario Planning Training Course equips participants with practical forecasting techniques, scenario modelling strategies, and future-oriented planning tools that enable institutions to align long-term strategy with evolving market realities. Through powerful methodologies and strategic foresight models, learners develop the capacity to evaluate uncertainties, detect weak signals, and translate insights into actionable strategic plans.

The training provides structured approaches to environmental scanning, trend analysis, horizon scanning and risk anticipation. Participants will explore frameworks that help organizations respond proactively to change, improve strategic agility, and enhance institutional competitiveness. By applying a combination of analytical tools, scenario narratives, and real-world case studies, attendees develop the skills needed to design robust strategies, stress-test decisions, and build organisational preparedness for multiple future pathways. This course strengthens institutional capacity to make informed strategic choices in uncertain environments.

Programme Curriculum

Strategic Forecasting and Scenario Planning Training Course

Introduction

Strategic forecasting and scenario planning have become essential tools for leaders navigating rapid global shifts, economic uncertainty, and technological disruptions. Organizations must anticipate emerging risks,

identify strategic opportunities, and build resilience through forward-looking decision-making frameworks. Strategic Forecasting and Scenario Planning Training Course equips participants with practical forecasting techniques, scenario modelling strategies, and future-oriented planning tools that enable institutions to align long-term strategy with evolving market realities. Through powerful methodologies and strategic foresight models, learners develop the capacity to evaluate uncertainties, detect weak signals, and translate insights into actionable strategic plans.

The training provides structured approaches to environmental scanning, trend analysis, horizon scanning and risk anticipation. Participants will explore frameworks that help organizations respond proactively to change, improve strategic agility, and enhance institutional competitiveness. By applying a combination of analytical tools, scenario narratives, and real-world case studies, attendees develop the skills needed to design robust strategies, stress-test decisions, and build organisational preparedness for multiple future pathways. This course strengthens institutional capacity to make informed strategic choices in uncertain environments.

Course Objectives

1. Understand key concepts, frameworks and tools in strategic forecasting and scenario planning.
2. Apply trend analysis, horizon scanning and environmental scanning techniques.
3. Identify early warning signals, emerging disruptions and future market drivers.
4. Develop scenario frameworks for long-term strategic decision-making.
5. Construct plausible, evidence-based scenario narratives.
6. Use quantitative and qualitative forecasting tools to support strategic analysis.
7. Evaluate the impact of uncertainties, risks and opportunities on organizational strategy.
8. Apply scenario stress-testing for strategic options and business models.
9. Develop future-oriented planning capabilities within organizational teams.
10. Integrate forecasting and scenario planning into strategy development cycles.
11. Strengthen institutional resilience through anticipatory decision-making.
12. Use foresight-based tools to prioritize investments, innovations and policies.
13. Cultivate strategic agility and long-term leadership thinking.

Organizational Benefits

- Enhanced strategic decision-making through future-focused insights
- Improved capacity to anticipate disruptions and emerging risks
- Stronger organizational resilience and preparedness
- Better alignment of long-term strategy with market trends
- Increased innovation capability through structured foresight
- Greater agility in responding to multiple future outcomes
- Strengthened planning processes using evidence-based forecasting
- Improved risk management through scenario stress-testing
- Enhanced leadership and governance through strategic foresight
- Competitive advantage through proactive rather than reactive planning

Target Audiences

- Strategic planners and corporate strategists
- Policy analysts and economic planners
- Senior executives and management teams
- Risk management professionals
- Monitoring and evaluation specialists

- Innovation and business development teams
- Government and regulatory agency staff
- Non-profit and development program leaders

Course Duration: 5 days

Course Modules

Module 1: Foundations of Strategic Forecasting

- Define strategic forecasting and its importance in modern organizations
- Explore forecasting frameworks and analytical tools
- Understand the link between forecasting and long-term planning
- Identify key drivers shaping the future business environment
- Evaluate limitations and strengths of forecasting methods
- Case Study: Forecasting failure and its impact on strategic outcomes

Module 2: Environmental Scanning and Trend Analysis

- Conduct environmental scanning using STEEP/PEST frameworks
- Identify megatrends, weak signals and emerging patterns
- Evaluate social, technological, economic, environmental and political shifts
- Integrate data from diverse sources into strategic insights
- Prioritize trends based on impact and probability
- Case Study: Trend misinterpretation in a multinational organization

Module 3: Horizon Scanning and Early Warning Systems

- Understand the purpose and structure of horizon scanning
- Identify early warning indicators for disruptions
- Use qualitative and quantitative techniques to assess future risks
- Monitor long-term signals to inform strategic planning
- Create early-warning templates for organizational use
- Case Study: Effective use of horizon scanning to avert strategic risk

Module 4: Scenario Planning Frameworks

- Explore key scenario development frameworks and models
- Identify driving forces and critical uncertainties
- Construct alternative scenario axes and matrices
- Build structural foundations for scenario narratives
- Link scenarios to institutional strategy and operations
- Case Study: Scenario planning applied in a public-sector institution

Module 5: Scenario Narrative Development

- Transform scenario frameworks into compelling narratives
- Use storytelling techniques to communicate complex futures
- Connect qualitative insights with quantitative evidence
- Assess scenario plausibility and internal consistency
- Facilitate stakeholder engagement through scenario communication
- Case Study: Narrative-based scenarios used in strategic transformation

Module 6: Forecasting Tools and Techniques

- Apply qualitative forecasting tools such as Delphi and expert judgement
- Use quantitative models including time-series and regression analysis
- Integrate mixed-method approaches for deeper insights
- Validate and compare forecasting results
- Apply tools to real-world strategic planning scenarios
- Case Study: Using mixed forecasting tools to inform policy decisions

Module 7: Strategic Decision-Making Under Uncertainty

- Evaluate the impact of future uncertainties on strategy
- Conduct scenario stress-testing of strategic options
- Use risk matrices and uncertainty maps to guide decision-making
- Identify resilient strategies across multiple scenarios
- Integrate foresight results into institutional planning cycles
- Case Study: Stress-testing a national development strategy

Module 8: Embedding Foresight into Organizational Strategy

- Align forecasting insights with strategic priorities
- Build institutional foresight capabilities and governance
- Integrate foresight into organizational structures and culture
- Develop multi-year strategic foresight programs
- Strengthen cross-functional collaboration for long-term planning
- Case Study: Embedding foresight into a financial institution's strategy

Training Methodology

- Instructor-led presentations and conceptual explanations
- Scenario-building group exercises and collaborative planning
- Trend analysis and horizon scanning practical activities
- Case study evaluation and peer discussion sessions
- Hands-on use of forecasting templates and foresight toolkits
- Action planning for integrating foresight into organizational processes

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com