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COURSE BROCHURE

Future-Focused Leadership and Trend Foresight Training Course

12 – 16 July 2027
Casablanca

Future-Focused Leadership and Trend Foresight Training Course

Ref: 2982_113010 **Date:** 12 – 16 July 2027 **Location:** Casablanca **Fees:** 4500 GBP

Future-Focused Leadership and Trend Foresight is a 1-week training course for heads of function and senior team leaders who must read weak signals early and turn them into a growth priorities map their organisation can act on. Shifting customer expectations and new technology now reward leaders who look ahead early. Jupiter Prime Training delivers Future-Focused Leadership and Trend Foresight as a course built around that map.

Why Future-Focused Leadership Matters Now

Three forces shape future-focused leadership today. Technology shortens the life of products and services, so a market position can fade within a few planning cycles. Customers and citizens expect services that anticipate their needs rather than react to them. Boards and investors ask leaders where growth will come from next, not only how current targets are met. Examples from healthcare networks and retail groups show how early readers of change shape their markets. An organisation that scans its horizon well spots openings early; one that ignores it reacts late and spends heavily on catching up.

Who Gains Most from Future-Focused Leadership

- Heads of function who set direction for a business area and decide where new effort goes
- Senior team leaders who translate emerging trends into priorities for their units
- Strategy office leads who prepare foresight briefings for executive meetings
- Innovation and product leads who decide which new ideas receive early funding
- Senior planners who shape the assumptions behind longer-range growth targets

A leadership group from one business area gains most when several members attend together and leave with one agreed set of growth bets.

Future-Focused Leadership Capabilities

Participants move from scattered observations to growth choices colleagues can fund and track.

- Assess weak signals and emerging trends for relevance and pace — executive horizon briefings
- Build alternative future pictures from two or three critical uncertainties — growth target setting
- Weigh growth options against capability, risk appetite and timing — investment committees
- Design a balanced set of near, middle and far growth bets — resource allocation decisions
- Communicate a future direction that colleagues can retell and test — teams and partners

- Specify early indicators that show whether a bet is gaining ground — quarterly leadership reviews

Key Future-Focused Leadership Terms

- Weak signal — an early, small piece of evidence that a larger change may be starting.
- Horizon scanning — the routine search of sources outside the organisation for developments that could change its future.
- Critical uncertainty — a driving force that is highly important to the organisation but whose direction is hard to predict.
- Future picture — a plausible, internally consistent description of how the operating environment might look later.
- Growth bet — a deliberate commitment of money, people or attention to an opportunity that is not yet proven.
- Leading indicator — an early measure showing whether a chosen direction is gaining or losing ground before results appear.

Future-Focused Leadership Day by Day

Day 1: Reading the Forces Ahead

- Horizon Scanning Source Grid — Which Outside Developments Deserve Leadership Attention
- Weak Signal Log — Separating Passing Noise From Early Shifts
- Trend Pace and Impact Grid — Ranking Shifts by Speed and Reach
- Customer Expectation Drift Review — How Demand Is Quietly Changing
- Technology Shift Watch List — Which Capabilities Could Reshape Services

Day 2: Picturing Alternative Futures

- Driving Force Inventory — Choosing the Forces That Shape Growth
- Critical Uncertainty Matrix — Selecting the Two Axes That Matter Most
- Future Picture Narratives — Describing Four Plausible Operating Environments
- Plan Resilience Test — Which Commitments Survive Each Future
- Assumption Stress Questions — Exposing Beliefs Hidden in Growth Targets

Day 3: Choosing Growth Bets

- Opportunity Long List — Turning Signals Into Candidate Growth Moves
- Capability Fit Scoring — Whether the Organisation Can Deliver the Bet
- Near, Middle and Far Bet Balance — Spreading Effort Across Time
- Risk Appetite Statement for Growth — How Much Uncertainty Leaders Accept
- Stop, Start and Scale Choices — Freeing Resources for New Priorities

Day 4: Leading People Toward the Future

- Future Direction Story — Explaining Why Change Starts Before Pressure Arrives
- Curiosity Routines for Teams — Building Habits of Looking Outward
- Experiment Charter — Setting Limits, Learning Goals and Exit Points
- Leading Indicator Set — Early Evidence That a Bet Is Working
- Foresight Review Rhythm — When Leaders Revisit Signals and Bets

Day 5: Practising the Growth Priorities Map

- Signal Synthesis From Day One Logs — Confirming the Shifts That Matter
- Future Picture Selection for Planning — Choosing the Pictures to Plan Against
- Bet Portfolio Refinement — Applying Capability and Risk Scores Together
- Peer Challenge Panel — Testing Direction Stories and Indicators
- Growth Priorities Map Completion — A Shareable Plan for Leadership Review

Applying Future-Focused Leadership After the Course

- Run a monthly horizon scanning session with your team, using the weak signal log to capture and rank new developments.
- Test the current business plan against two future pictures and present the resilience findings at the next leadership meeting.

Future-Focused Leadership Questions FAQ

What is future-focused leadership and why does it matter now?

Future-focused leadership is the habit of reading early signals of change and turning them into deliberate growth choices. It matters now because technology, customer expectations and workforce patterns shift faster than annual plans, so leaders who wait for certainty usually act too late.

Which roles gain most from future-focused leadership training?

Heads of function, senior team leaders, strategy office leads and innovation leads gain most. Each decides where new effort and funding go and needs a disciplined way to judge which trends deserve attention.

How does future-focused leadership differ from a general strategic planning course?

Future-focused leadership looks further ahead than a general strategic planning course. Planning courses build objectives for a set period; this course concentrates on trend foresight, alternative future pictures and a balanced set of growth bets made before evidence is complete.

What do you bring back from future-focused leadership training?

You bring back a growth priorities map for your area. It links your key signals, future pictures, growth bets and leading indicators, ready for your leadership group.

Future-Focused Leadership: The Way Forward

The growth priorities map first informs which opportunity receives early funding and which existing activity is scaled back to make room. Heads of function, planners and innovation leads use it to brief colleagues and partners. After first use, revisit the critical uncertainties and rebalance near and far bets as evidence arrives.