



**Don't just wait for
the future to happen.**
Help create it.

Too often, leaders are stuck in reaction mode, dealing with change and challenges as they happen. In those situations, the future is filled with unknowns, uncertainty, and unchangeable events.

But what if you could shape and influence the future, rather than just experience it? What if you could shift from reactive to proactive, lead based on what's possible rather than what's probable, and become an active participant creating what's next?

This is where Strategic Foresight comes in, serving as a catalyst and a guide for turning "what if" into reality. When we press pause, zoom out, and replace probabilities with possibilities, we can start to anticipate and prepare for the future - no matter how it plays out.

Here, we're excited to share some key elements of Strategic Foresight that we cover in our Think Like a Futurist Cohorts.

Workshop #1

Horizon Scanning

Spot signals of change before they become mainstream trends.

The purpose of Horizon Scanning is to broaden your perspective and notice early signs of change that might shape what's coming next. If you feel stuck in short-term thinking, planning feels repetitive, or you want to better anticipate future opportunities, this practice can be the spark you need.



What is Horizon Scanning?

This is the practice of intentionally observing the world around you. It helps you notice subtle but meaningful shifts in culture, behavior, technology, and business that could shape what comes next. These signals often start at the edges before gaining momentum and forming bigger, easier-to-spot trends.

The goal isn't to make predictions. It's simply staying attuned to our surroundings, noticing change, and considering the drivers.

Horizon Scanning helps businesses:

- Stay ahead of emerging customer needs and expectations
- Challenge the status quo and avoid stagnant thinking
- Make more adaptive and opportunity-aware decisions

How to get started:

Over the next week, keep a running log of topics or themes that catch your attention.

Maybe it's from an article you read, a social media post, or within a casual conversation.

You're not looking for fully-formed trends.

Just patterns or shifts that makes you pause and say, "That's interesting."

Things to keep an eye on:

- Behavior shifts in your customers or audience
- Unusual headlines or news stories
- Changes in values, language, or tone within your industry or community
- Social or cultural themes from multiple sources

Workshop #2

Assumption Audit

Challenge the thinking that might be holding you back.

Assumption Audits help uncover and examine the conscious and subconscious assumptions that are influencing your decisions so you can make space for better questions, bolder ideas, and more impactful strategies. Leverage this practice when you're stuck in a routine or your thoughts are on cruise control.



What is an Assumption Audit?

Whether we realize it or not, our decisions are heavily influenced by assumptions, often hidden beneath the surface. Some of them can be helpful, but others can be outdated, inherited, or incomplete.

An Assumption Audit brings those quiet ideas into the open. It helps you and your team pause long enough to consider what is actually true and push back against default mindsets. This is a surprisingly energizing practice that invites curiosity, not criticism, and can shift the tone of a strategic conversation in minutes.

By surfacing and stress-testing these assumptions, you can:

- Spot gaps between preexisting beliefs and current realities
- Break free from limiting logic and status quo ideas
- Unlock new opportunities, insights, and strategic directions

How to get started:

Choose an existing project, goal, or strategy you're working on.

Either with your team or by yourself, run through this list of questions:

- What are we assuming to be true about our customers, our market, and our business?

- What beliefs were carried into this plan, whether or not we realized it at the start?

- What might no longer be true today, even if it used to be in the past?

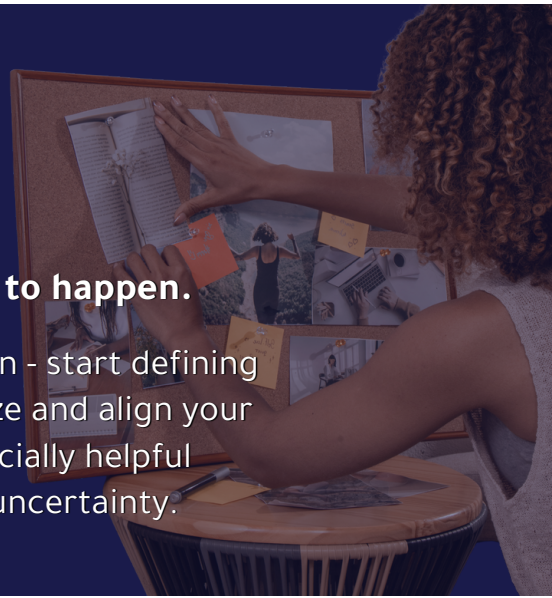
- If our key assumptions turned out to be wrong, what would happen?

Workshop #3

Preferred Futures

Focus on the future you want, not just what you expect to happen.

To create a sense of direction rooted in intention, not reaction - start defining the future as you'd like it to be. These efforts will help energize and align your team so you can move forward with more clarity. This is especially helpful when feeling disconnected from the big picture or stifled by uncertainty.



What are Preferred Futures?

Most planning sessions consider what is most likely to happen.

Whether it's a new strategy, product, service, or campaign, the future is often viewed through a lens of highest probability based on past experience or present circumstances.

But Preferred Futures thinking flips that on its head.

Instead of focusing on what is believed to be most probable, we ask, "What kind of future do we want to create?" This mindset helps define a vision that's not only strategic, but also exciting.

This practice helps businesses:

- Reconnect with long-term purpose and potential
- Align teams around shared values and aspirations
- Make short-term decisions with more confidence and clarity

How to get started:

In your next planning meeting, set a timer for 10 to 15 minutes and share this scenario:

It's five years from now. Things have gone better than expected. We stayed true to what matters and it has paid off.

Next, write freely in response to these prompts:

- What does success look and feel like, for you, your customers, team, and community?
- What kind of impact are we making?
- What did we say "no" to in order to stay focused?
- Where were we bold, and why did it work?
- What are we most proud of?

Participant Testimonials



Tam Nguyen

Chair & Founder
Advance Beauty College
G2 Family Business Owner



The time spent learning and participating over the past 3 weeks was so worthwhile and impactful. It makes me think of EVERYTHING with this futures lens and longer term planning. It's truly generational decisions that we were discussing that are way beyond any P&L and financial statement.



Julie Hudash

Founder & CEO
Team Kids



Katie and Jenny provide such a genuine spark of possibility that brings out the most creative gifts in everyone around them. I truly enjoyed being part of this amazing cohort and my eyes were opened to so much about future possibility thinking.



Hauson Le

Strategic Foresight Manager
Strategic Government Resources



Jenny, Katie, and team are doing fantastic work. Mind. Blown. I love the way they explained the process and the tools. I've never been so confident in their ability to help bring businesses into the future.

We'd love to have you join our next cohort!



How to Think Like a Futurist

- 3 Live Virtual Sessions (90 min. each)
- 9AM - 10:30AM (PT)
- Contact us for upcoming cohort dates
- Enrollment: \$500
- Interactive Community Learning + Q&A
- Printable Tool Sheets

LEARN MORE HERE