

Strategic Forecasting Masterclass: Predict, Prepare, and Lead

Istanbul (Turkey)

9 - 13 November 2025

UK Training

PARTNER



Strategic Forecasting Masterclass: Predict, Prepare, and Lead

Code: LM28 From: 9 - 13 November 2025 City: Istanbul (Turkey) Fees: 3900 Pound

Introduction

In a rapidly evolving global landscape, marked by technological disruptions and economic uncertainties, the ability to forecast strategically is a critical leadership skill.

The Strategic Forecasting Masterclass: Predict, Prepare, and Lead is designed for executives, team leaders, and specialized professionals across public and private sectors in the Middle East and North Africa.

This masterclass empowers participants to develop advanced analytical skills, anticipate future trends, and design flexible strategies to ensure organizational resilience and growth.

Whether you are an early-career professional seeking to strengthen your analytical toolkit or a senior executive aiming to lead your organization confidently into the future, this program provides you with the frameworks, tools, and practical insights needed to thrive.

Course Objectives

- Understand the core principles and importance of strategic forecasting.
- Apply forecasting models and analytical tools effectively in different business environments.
- Develop skills in scenario planning and evaluating alternative future outcomes.
- Identify future opportunities and threats using reliable data and trend analysis.
- Design adaptive strategic plans that support organizational agility.
- Improve proactive decision-making capabilities based on forward-looking insights.
- Enhance communication skills to guide teams toward long-term objectives.
- Foster a culture of innovation and future-oriented thinking within your organization.

Course Outlines

Day 1: Foundations and Principles of Strategic Forecasting

- Define strategic forecasting and its role in organizational success.
- Differentiate between short-, medium-, and long-term forecasting approaches.
- Explore the role of data and analytics in supporting future-oriented decisions.
- Review key forecasting models used across various industries.
- Analyze real-world case studies showcasing effective forecasting practices.
- Practical exercise: Mapping key trends affecting your industry.

Day 2: Scenario Planning and Trend Analysis

- Steps to develop multiple strategic scenarios.
- Identify critical drivers of future change economic, technological, social.
- Analyze emerging trends and their potential impact on your sector.
- Evaluate scenarios to determine risks and opportunities.
- Develop alternative strategies to strengthen organizational flexibility.
- Group exercise: Create and present future scenarios for a hypothetical organization.

UK Training
PARTNER



Day 3: Adaptive Strategic Planning and Risk Management

- Understand the importance of flexible planning in volatile environments.
- Develop multi-layered strategies to address different future scenarios.
- Identify potential future risks and prepare mitigation plans.
- Integrate proactive thinking into the strategic planning process.
- Establish mechanisms for continuous plan updates and reviews.
- Practical exercise: Draft a flexible strategic plan for a specific business unit.

Day 4: Analytical Tools and Practical Applications

- Explore essential analytical tools such as SWOT, PESTEL, and Porter's Five Forces.
- Combine analytical frameworks with strategic forecasting methodologies.
- Use big data and advanced analytics to enhance forecasting accuracy.
- Develop interactive dashboards and reporting systems for ongoing monitoring.
- Review case studies highlighting successful use of these tools.
- Practical workshop: Prepare a comprehensive analytical report integrating multiple tools.

Day 5: Final Evaluation and Future Action Planning

- Comprehensive review of concepts and tools covered throughout the program.
- Evaluate participant projects and strategic plans.
- Presentation of final projects to a review panel for feedback.
- Receive detailed evaluations and official certification of completion.
- Develop personal action plans to apply strategic forecasting within your organization.
- Closing session: Discussing leadership growth and continuous development opportunities.

Why Attend this Course: Wins & Losses!

- Develop future-oriented strategic thinking and foresight skills.
- Gain practical knowledge of advanced analytical tools and models.
- Strengthen organizational readiness for future challenges and opportunities.
- Earn an accredited certificate that enhances your professional profile.
- Improve flexibility and resilience in strategic decision-making.
- Promote a proactive culture within your organization.
- Expand your professional network with other strategic leaders.
- Increase career advancement opportunities and organizational impact.

Conclusion

The Strategic Forecasting Masterclass: Predict, Prepare, and Lead offers a transformative learning experience for leaders aiming to future-proof their organizations. Through comprehensive modules, hands-on exercises, and real-world analysis, participants will gain the expertise needed to anticipate change, prepare strategically, and lead confidently.

By bridging the gap between current operations and future possibilities, this program empowers you to create adaptive strategies that drive sustained success. Investing in this masterclass demonstrates your commitment to continuous growth and positions you as a forward-thinking leader ready to shape the future of your

UK Training
PARTNER





organization. Seize this opportunity to become a proactive leader who can predict, prepare, and lead with clarity and confidence.

UK Training
PARTNER

Head Office: +44 7480 775 526
Email: Sales@blackbird-training.com
Website: www.blackbird-training.com



Blackbird Training Cities

Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)



Podgorica (Montenegro)



Batumi (Georgia)



Salzburg (Austria)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



Athens (Greece)



Barcelona (Spain)



Munich (Germany)



Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich (Switzerland)



Manchester (UK)



Milan (Italy)



Blackbird Training Cities

USA & Canada



Los Angeles (USA)



Orlando, Florida (USA)



Online



Phoenix, Arizona (USA)



Houston, Texas (USA)



Boston, MA (USA)



Washington (USA)



Miami, Florida (USA)



New York City (USA)



Seattle, Washington (USA)



Washington DC (USA)



In House



Jersey, New Jersey (USA)



Toronto (Canada)

ASIA



Baku (Azerbaijan)
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Melbourne (Australia)
Korea



Phuket (Thailand)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City (Kuwait)



Seoul (South)



Pulau Ujong (Singapore)



Irbid (Jordan)



Jakarta (Indonesia)



Amman (Jordan)



Beirut

UK Training
PARTNER

Blackbird Training Cities

AFRICA



Kigali (Rwanda)



Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Tangier (Morocco)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



Blackbird Training Clients

 <p>MANNAI CORPORATION MANNAI Trading Company WLL, Qatar</p>	 <p>GAC UNE FILIALE D' EGA Alumina Corporation Guinea</p>	 <p>Booking.com Booking.com Netherlands</p>	 <p>OXFAM Oxfam GB International Organization, Yemen</p>	 <p>Capital Markets Authority Kuwait</p>
 <p>WS Waltersmith Petroman Oil Limited Nigeria</p>	 <p>QNB Qatar National Bank (QNB), Qatar</p>	 <p>Qatar Foundation Qatar</p>	 <p>AFRICAN UNION ADVISORY BOARD ON CORRUPTION Tanzania</p>	 <p>KFAS KFS Kuwait</p>
 <p>Reserve Bank of Malawi Malawi</p>	 <p>Central Bank of Nigeria Nigeria</p>	 <p>Ministry of Interior Kingdom of Saudi Arabia Ministry of Interior, KSA</p>	 <p>Mabruk Oil Company Libya</p>	 <p>Saudi Electricity Company KSA</p>
 <p>BPKH Badan Pengelola Keuangan Haji BADAN PENGELOLA KEUANGAN Haji, Indonesia</p>	 <p>NATO Italy</p>	 <p>ENI ENI CORPORATE UNIVERSITY, Italy</p>	 <p>GULF BANK Gulf Bank Kuwait</p>	 <p>General Organization for Social Insurance KSA</p>
 <p>Defence Space Administration Nigeria</p>	 <p>National Industries Group (Holding) Kuwait</p>	 <p>Hamad Medical Corporation Qatar</p>	 <p>USAID Pakistan</p>	 <p>STC STC Solutions, KSA</p>
 <p>North Oil Company North Oil company,</p>	 <p>EKO Electricity</p>	 <p>OMAN BROADBAND Oman Broadband</p>	 <p>UNITED NATIONS UN.</p>	 <p>Authority for Electricity Regulation, Oman Authority for</p>

UK Training
PARTNER

Blackbird Training Categories

Management & Admin

Entertainment & Leisure
Professional Skills
Finance, Accounting, Budgeting
Media & Public Relations
Project Management
Human Resources
Audit & Quality Assurance
Marketing, Sales, Customer Service
Secretary & Admin
Supply Chain & Logistics
Management & Leadership
Agile and Elevation

Technical Courses

Artificial Intelligence (AI)
Hospital Management
Public Sector
Special Workshops
Oil & Gas Engineering
Telecom Engineering
IT & IT Engineering
Health & Safety
Law and Contract Management
Customs & Safety
Aviation
C-Suite Training



 International House 185 Tower Bridge
Road London SE1 2UF United Kingdom

 +44 7401 1773 35
+44 7480 775526

 Sales@blackbird-training.com

 www.blackbird-training.com

UK Training
PARTNER

