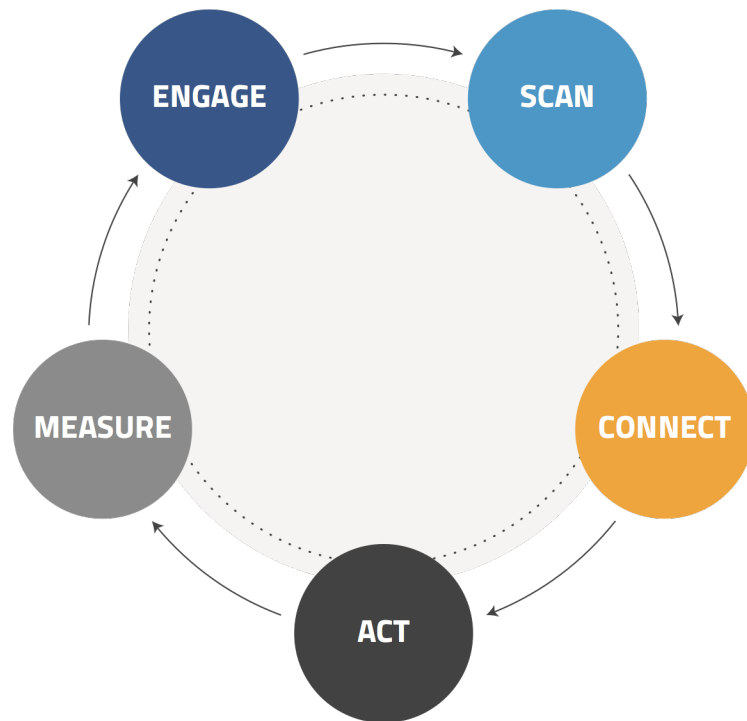


# Strategic Foresight Cycle

Scope: Competitive Advantage



**1 ENGAGE** strategists

- a. CEO and Senior Team
- b. Board
- c. Forward-thinking Volunteers
- d. Staff who scan and collect
- e. Thought Leaders

**2 SCAN** the environment and collect emerging trends in three areas: the trade association model, the industry (promotional products) and members' lives. Do this by:

- a. Engaging the strategists above
- b. Conducting focus groups and surveys
- c. Building a resource pool from others sources including the strategists listed above and online.

**3 CONNECT** the Dots, Analyze

- a. Timeline to Maturity
  - i Now
  - ii Imminent – w/n current planning cycle
  - iii Upcoming - next planning cycle
  - iv Long-term
- b. Likelihood
  - i Certain      iii Possible
  - ii High        iv Remote
- c. Identify Secondary Impacts
- d. Identify Key Indicators

**4 ACT**

- a. Resource Allocation
- b. Strategy

**5 MEASURE**

- a. After Action Review
  - i What did we think was going to happen?
  - ii What happened?
  - iii What did we learn?
- b. ROI
  - i Quantitative
  - ii Qualitative