

The Strategic Foresight & Futures Community:

Where Small-Medium Organizations and Independent Consultants Learn to Navigate Uncertainty and Shape Their Future

Stop reacting: Start anticipating Change

Are you tired of so many changes - while you're already too busy? Ready to move from reactive responses to proactive strategic planning?

The Challenge Every Small Organization and Independent Consultant Faces:

You're dealing with an increasingly unpredictable landscape. Market shifts happen faster than expected. Client needs evolve quickly. New competitors appear from different industries. Economic uncertainty makes long-term planning challenging.

You know you should be thinking more strategically about the future, but...

- Time is limited - you're focused on current operations and client work
- Resources are tight - expensive strategic consulting isn't in the budget
- You're working independently with limited peers to bounce ideas off
- Change feels overwhelming - it's hard to separate signals from noise
- You're often responding to changes rather than preparing for them

Meanwhile, larger organizations invest in dedicated foresight teams. They spot emerging trends earlier and anticipate change proactively.

ROI of Strategic Foresight

Research (Rohrbeck, Kum) shows that "vigilant" organizations – those who practice strategic foresight right – are **33% more profitable** than their competitors. Yet only 24% of companies are actually doing this. Other research (Rotmans, Lijns) found that 70% of organizations are

reactive - so, they are too late if disruptive change hits.

Join the Strategic Foresight & Futures Community:

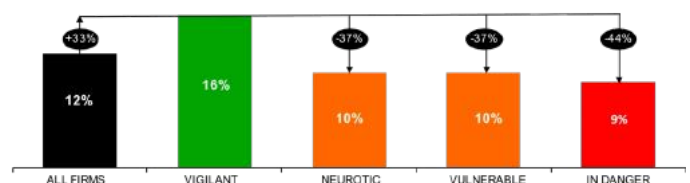
This is a practical, hands-on membership platform where you learn strategic foresight and apply this to your (client) organization.

Practical application:

- Work on your projects - no made-up case studies
- Learn validated frameworks and tools used by futurists and strategic planners
- Get practical support - video sessions, community, and peer collaboration
- Apply - complete a strategic foresight process for your (client) organization
- Build your expertise - develop consulting and facilitation skills that set you apart

Your outcomes:

- A clear understanding of emerging trends and uncertainties affecting your industry
- Practical scenarios showing possible futures for your organization or clients
- An updated strategy that anticipates threats and opportunities
- Reduced stress from better preparation and planning
- Enhanced consulting skills that add value to your (client) relationships
- A network of like-minded professionals facing similar challenges



Strategic Foresight Process:

Phase 1: Frame Your Challenge - Learn to ask the right questions about your organization's future

Phase 2: Scan & Understand - Identify relevant signals, trends, and change drivers affecting your industry

Phase 3: Explore Uncertainties - Map out the key unknowns that could impact your strategy

Phase 4: Develop Scenarios - Create compelling scenarios about possible futures

Phase 5: Adapt Strategy - Evaluate your current strategy against different scenarios

Phase 6: Take Action - Implement changes that prepare for multiple futures

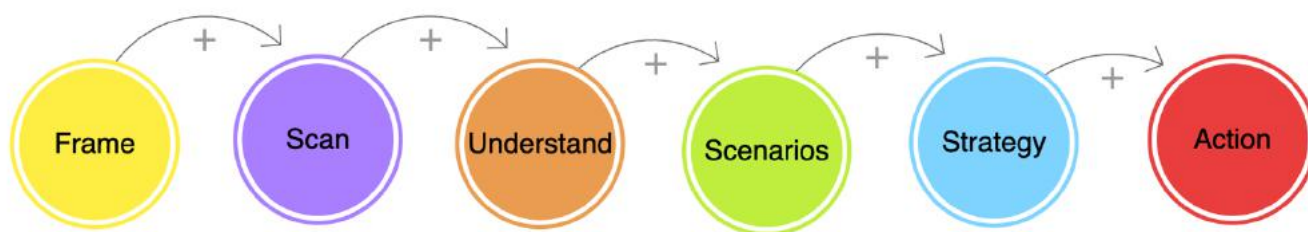
- Business Model Canvas & Strategy Windtunneling for testing approaches
- Change as a Movement practices
- Plus cognitive bias awareness, growth mindset tools, and much more

Our content is organized around 8 topics and includes extras in addition to Strategic Foresight, like Organizational Change & Resilience, Consulting & Facilitation skills.

Interactive Video Meetings (1 hour each, 20+ per year). Live sessions with Marcel Lamers and Marcella Bremer where you'll work with exercises in small breakout groups, discuss real challenges, and get feedback on your projects.

Community Chat & Peer Support

Connect with fellow members, ask questions, share insights, and get feedback on your work-in-progress. Encourage one-on-one partnerships for regular accountability and support.



What the Community offers:

30 Video Lessons (7.5 hours total, average 15 minutes each). Short, actionable sessions you can fit into your busy schedule - with practical guidance on applying each tool and framework.

20+ Professional Frameworks & Tools Including:

- Futures Cone & Three Horizons Model for mapping possibilities
- PESTEL Framework & Environmental Scanning for analysis
- 2x2 Scenario Matrix & Futures Triangle for scenario development
- Systems Theory & Complex Adaptive Systems for understanding change

Flexible Learning Path

How much time can you spend?

Learning Track: 1 hour/week for 20 weeks - learn the theories and tools of Strategic Foresight, organizational change, and consulting. You know how to anticipate and prepare for possible changes.

Application Track: 2 hours/week for 20 weeks - apply the Strategic Foresight tools to your organization as a personal practice. You create actual scenarios and suggestions for your organization.

Implementation Track: 4-8 hours/week for 20-52 weeks - engage your (client) organization with Strategic Foresight. You educate them, organize meetings, coordinate the framing, scanning and understanding, create scenarios together and decide how to adjust the strategy.

Meet your guides

We are Marcel Lamers. MSc. and Marcella Bremer, MScBA. With 30 years of experience in organizational change, culture, and leadership consulting, we've helped hundreds of organizations navigate change and uncertainty.



Our Background:

Certified by the Copenhagen Institute for Future Studies and Groningen University (sustainability). Master of Science in Business Administration (Erasmus University Rotterdam), NLP, and coaching.

We published two books on organizational culture and change. We helped hundreds of organizations adapt to technological, market, and culture changes.

Proven track record with organizations around the world, ranging from small family businesses to 400-person industrial companies, big corporations, and government organizations. Specialists in combining strategic foresight with practical organizational change.

Join our growing Community

Some of our founding members are: Chad Roberts (university teacher, USA), Pamela Balou-Nelson (consultant, USA), Kanna Krishnan (HR consultant, Malaysia), Lisa Tabor (consultant, USA), Kathleen Riggs (consultant, USA), Daniel McKee (consultant, USA), Kirsty Smith (account manager, Netherlands), Corona Pritchard (executive coach, USA), Angela Vollstedt (executive leader, Austria), Liz Hoskin (author, UK), Majid Sawri (asset management, Netherlands) and Jeneane Paxson (educator, Singapore).

Regular Investment for Membership: € 900/year (around \$ 1050). Check our [special offers](#).

Ready to anticipate change?

Imagine six months from now:

- You spot emerging trends before your competitors do
- You make strategic decisions, even in uncertain times
- Your clients or co-workers see you as a forward-thinking strategic partner
- You feel prepared for change instead of stressed by it
- Your organization has a clear roadmap for navigating multiple possible futures
- Your organization is becoming more agile, innovative, and future-prepared by engaging in Strategic Foresight

Join us today!

Go to the webpage and [click the Join button](#) to join as a member and work with us for the next 365 days!

Questions? [Contact us](#) to discuss how strategic foresight can benefit your specific situation.

Frequently Asked Questions

Q: I'm already overwhelmed. Do I have time for this?

A: The program is designed for busy professionals. You can complete the learning track in just 1 hour per week (20 weeks). Everything is short and immediately applicable. With annual membership you have 52 weeks to go through all the videos and materials. You decide how many video meetings you want to attend and how much time you put in.

Q: Will this work for my industry?

A: Strategic foresight principles apply across all industries. We help you identify the specific trends and uncertainties relevant to your sector.

Q: I'm an independent consultant. How does this help my practice?

A: You'll develop valuable skills that differentiate your services, plus gain a network of peers for collaboration and referrals. Many consultants find strategic foresight becomes a key part of their value proposition as more organizations realize that they need to deal better with change and uncertainty.

Q: Is there ongoing support after I complete the program?

A: Yes! Your membership includes continued access to the community, new resources as we develop them, and ongoing video meetings. Your annual membership grants access for a year and you can renew your membership to stay connected and updated.

What do participants say about our workshops and programs?

This Foresight community offers the resources and encouragement for any consultant or small business that needs to become proactive about anticipating change. The powerful blend of peer support and real-world application is what I cherish most.

Beyond theory, the FFC serves as a sounding board and a venue for learning together. I wouldn't miss the biweekly sessions, because they offer motivation and a clear process for applying foresight to my own work and for my clients. I highly recommend this community to build real-world foresight capabilities and gain a supportive global network!

Dr.Kanna Krishnan, LLB Hons MSc in Psychology, MBA in HRM DBA. Malaysia

Marcella has a wonderful way of engaging with her audience and brilliant insight and expertise around changing organizations which she shares in a tangible and enjoyable way. She created an excellent learning environment, bringing together people from many different countries. She is very passionate about this subject and the work she has done.

Simon Moran, Change & Co

This is a transformative workshop equipping you to exert the leadership qualities that are now required.

Claude Emond, management consultant, Canada

Recommended. Great balance between practice and knowledge.

Jordi Jubells, engineer, Spain

This workshop is a fabulous way to immerse yourself in culture, change, and positive leadership. I found collective wisdom by engaging with others and inspiration to take this work into the world.

Colleen Leclercq, management consultant, South-Africa

A valuable use of my time: a very powerful workshop.

Michael Noble, medical laboratory consultant, Canada

High added value due to the presence of lots of practical experience and theoretical knowledge.

Jelle Siaens, lead auditor, Belgium

Great think tank and pooling of innovative ways to move forward.

Robyn Calvert, executive coach, South-Africa

A refreshing opportunity to learn about and experience positive change and leadership, reinforcing the power of each one of us to contribute.

Jenny Hoffman, management consultant, Australia

Interactive, with the right pace and amount of theory.

Cees van 't Wout, interim manager, Netherlands

This workshop brings together a wealth of experienced professionals from all over the world so we all learn from each other. The workshop provided valuable learnings and it will help immensely in my consulting business.

Jo Fraser, OD consultant, Australia

Engaging and inspiring.

Anjali Fox, executive consultant, USA

Join today!