

What's on the Horizon for our 2021 Strategic Foresight Graduates?



Leaders who recently completed our Strategic Foresight training reflect on what they learned and how they plan to apply it in the workplace:

Brendan Bruss, PMI Entertainment Group
Lisa Schad, PMI Entertainment Group
Rebecca Fairman, Connections for Mental Wellness
Karmen Lemke, Catholic Charities
Tara DeGrave, Catholic Charities

Rick Heck, Schreiber Foods
John Werner, Schreiber Foods
Daniel Heiser, St. Norbert College
Dean Stewart, St. Norbert College
Chuck Rybak, UW - Green Bay
Dennis Rader, Community Advocate



We knew change was coming, but we couldn't see what it would look like.



Brendan Bruss, President, PMI Entertainment Group

"There is no doubt that the primary tool I will immediately share with colleagues is making signal searching into a routine used to think about the trends and plausible realities of the future. I now realize that I am not looking for answers or immediate organizational actions to implement around a signal. I want to grow my ability to recognize which signals might *plausibly become* factors to watch and eventually include in our organizational plan."



Lisa Schad, Chief Financial Officer, PMI Entertainment Group

"I now see the value of searching for signals in the decision-making process. Prioritizing the search for signals in other industries and regions of the world provides a much more complete view of how a particular decision will affect our organization. The result is increased confidence in the entire decision-making process. Searching for these signals needs to be a team effort that becomes a part of our ongoing discussions as leadership."



This course has renewed my passion for the possibilities for the future of mental health.



Rebecca Fairman, Executive Director, Connections for Mental Wellness

"I learned that we must always be scanning for signals. As much as we like to think we can plan for and control our organizational path, external factors (both known and unknown) will influence our forward progress. Now I see that we need to refocus our efforts on technology. While our focus has always been on people - and will continue to be on people - we need to pivot to using advancements in technology to enhance and grow our outreach and education around mental wellness. I've learned that we can't forecast once and then wait for it to happen – planning is a continuous, ongoing, and fluid process."



Karmen Lemke, Director, Catholic Charities

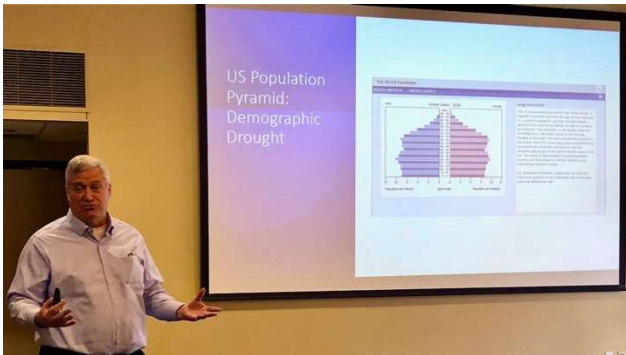
"I enjoyed my time in the Strategic Foresight workshop. I learned a lot from Garry Golden, including new understanding of the various signals and trends we should all be keeping an eye on. The tools I learned in this class will help change the way I plan and how I see the future."



Tara DeGrave, Associate Director, Catholic Charities

"I'm excited to teach my colleagues how to scan for signals using STEEP categories to assess and prepare for the future. Scanning allows for more futuristic planning, and it challenges one to scan all aspects of the world rather than focusing on only one industry, becoming more proactive, less reactive. I especially look forward to watching the signals for cryptocurrency's impact on nonprofit fundraising activities. It's an interesting intersection of the economy with the nonprofit world."

We now appreciate the power of curiosity and the global mindset.



Daniel Heiser, Dean and Professor of Business Administration,
Schneider School of Business and Economics, St. Norbert College

"I found the STEEP framework to be very useful in looking over the horizon to project the impact of today's signals about future events. I'll be looking for signals related to society, technology, economics, environment and politics as I consider the future of higher education in light of the 'demographic drought.'"



Rick Heck, Project Manager Director, Schreiber Foods

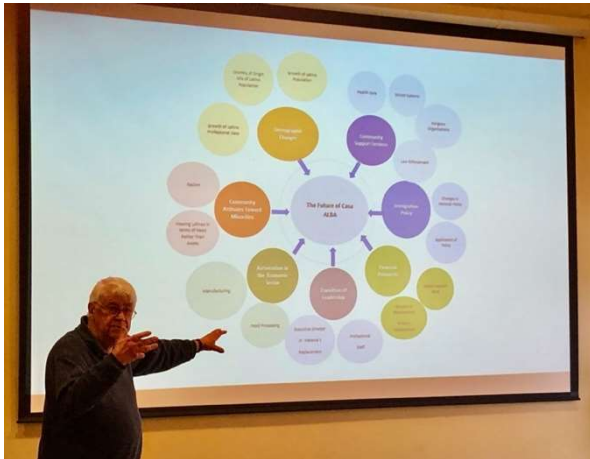
"I now recognize that signals and the concept of 'four futures' expand the possibilities for tomorrow, and it's clear that tomorrow's possibilities influence today's decisions. The tools and techniques to gather and organize signals are readily available. Dedicating time to gather and connect signals in a consistent and disciplined way, while allowing one's thoughts to be stretched beyond what is tangible today - those things take practice. I intend to start practicing them now."



John Werner, Chief Strategy Officer, Schreiber Foods

"Now I understand the power of Strategic Foresight - it connects people to the future in order to drive *action* today. Garry Golden provided us with a framework to organize our thoughts and present them in a way to help others understand and get aligned with a vision of a *preferred* future. The future of dairy is going to be filled with change and opportunities; our challenge will be to help the consumer understand the vision."

Using the domain map, I was able to effectively focus my research.



Dennis Rader (retired attorney), Community Advocate

"Although I have constantly tried to incorporate the future into my life, now I have an invitation to intentionally develop a systematic and disciplined methodology to convert today's glimpses into tomorrow's visions. Now I can transform insights into foresight and find the future hidden among signals in plain view. Hopefully our tomorrows will never again be merely accident or necessity."



Chuck Rybak, Dean, College of Arts, Humanities and Social Sciences, University of Wisconsin - Green Bay

"This course has helped me prioritize the future and organize my thinking and time accordingly. Now I'll spend far less time on small things and much more time on big things. I'm sharply attuned to higher education's growing involvement in noncredit programming; its key disruptors are tax policy and technological advancement. I'll watch for signals related to how we fund higher education and what knowledge we offer that is not readily available elsewhere."



Dean Stewart, Executive Director, Center for Exceptional Leadership, St. Norbert College

"I especially appreciated learning to use the domain map and era- based analysis. They help me collect a great deal of data and then order my thoughts and collected information. While I've always been an avid reader and have been curious about what's on the horizon, the tools and processes that I have been introduced to will help me be more intentional in my approach. Now I'll be more diligent in my research and collection of relevant data."

