

# Lessons Learned: The Difference Between a Successful and a Forgotten Strategic Foresight Initiative

by Ted Farrington, Christian Crews and Laura Schlehuber

*Note – this post is part of a series on using strategic foresight to influence longer-range innovation investments. The full series is available by downloading [this eBook](#).*

A successful strategic foresight project is not an event, but rather the beginning of a journey that can continue to drive value for years to come. From our 20+ years of experience, the difference between a successful and a forgotten foresight initiative can be attributed to a few important leading practices:

- **Gain critical buy-in is from key stakeholders.** Maximize this buy-in by facilitating three or four collaborative workshops throughout the project, and remember that your company – not a consultant – should own the final results.
- **Socialize the strategic foresight scenarios and results across the organization.** This is challenging but very important. Both the [PepsiCo Research Foresight](#) and [IRI2038](#) project created [high quality video movies and trailers](#) to communicate the scenarios to the broader organization, which were extremely impactful.
- **Don't forget change management.** Long-term and breakthrough ideas need different tools, metrics and incentives than incremental innovation.
- **Take the backcasting signals seriously.** Review them every quarter and adjust the scenarios if needed.

Done correctly, strategic foresight can enable organizations to build a unique perspective of the future with proprietary and actionable foresight, enabling market entry at the right time with differentiated products and services.

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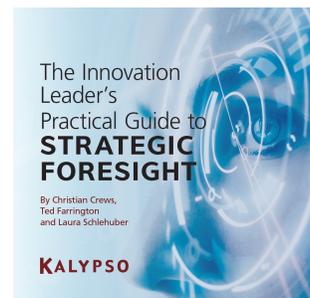
Strategic foresight enables organizations to build a unique perspective of the future, driving market entry at the right time with differentiated products and services. But not all foresight approaches are created equal.

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Ted's 35 years of research and development experience were built in the CPG industry, where he held leadership roles in advanced research and R&D. As a fellow at Kalypso, he uses his years of experience in breakthrough innovation, research foresight and R&D business processes & systems to support clients.



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