

Abstract

This study clarifies the theoretical ideas and practical experiences of the two research variables that include relatively novelty in their concepts, especially the variable related to building the personality of the organization, or what is known today in the world of modern organizations as the organization's DNA, and the important role played by strategic foresight, which represents a proactive state and capacity. Organizational organizations to confront the changing and accelerating world and the complex environment, and to shed light on the theoretical frameworks of these two variables and their deficiency or ambiguity in this regard, through the application and testing of this research in its main and sub-dimensions on a sample of department directors and people officials in the researched organization, as they represent the higher and middle leadership of that organization, using the main data collection tool represented by the questionnaire on a sample of (72) individuals, depending on the system (spss 23) and a number of statistical methods (arithmetic mean, standard deviation, variance, values of Spearman correlation coefficient analysis Regression, influence and others), and the study found that there is a correlation and an effect between the independent variable (strategic insight) and its sub-dimensions with the dependent variable (organization personality) and Ab Its sub-component except for the two dimensions of information and vision. As for the most prominent results that were reached, the research sample's awareness and interest in the research variables, weakness of the information available to them, their ability to appropriate planning, leadership potential, decision-making ability and planning skill, Even in light of the limited information available to them.