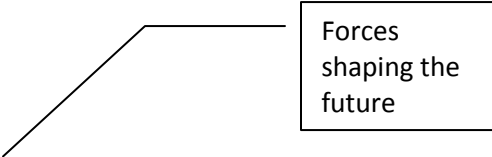


## Scenario Planning

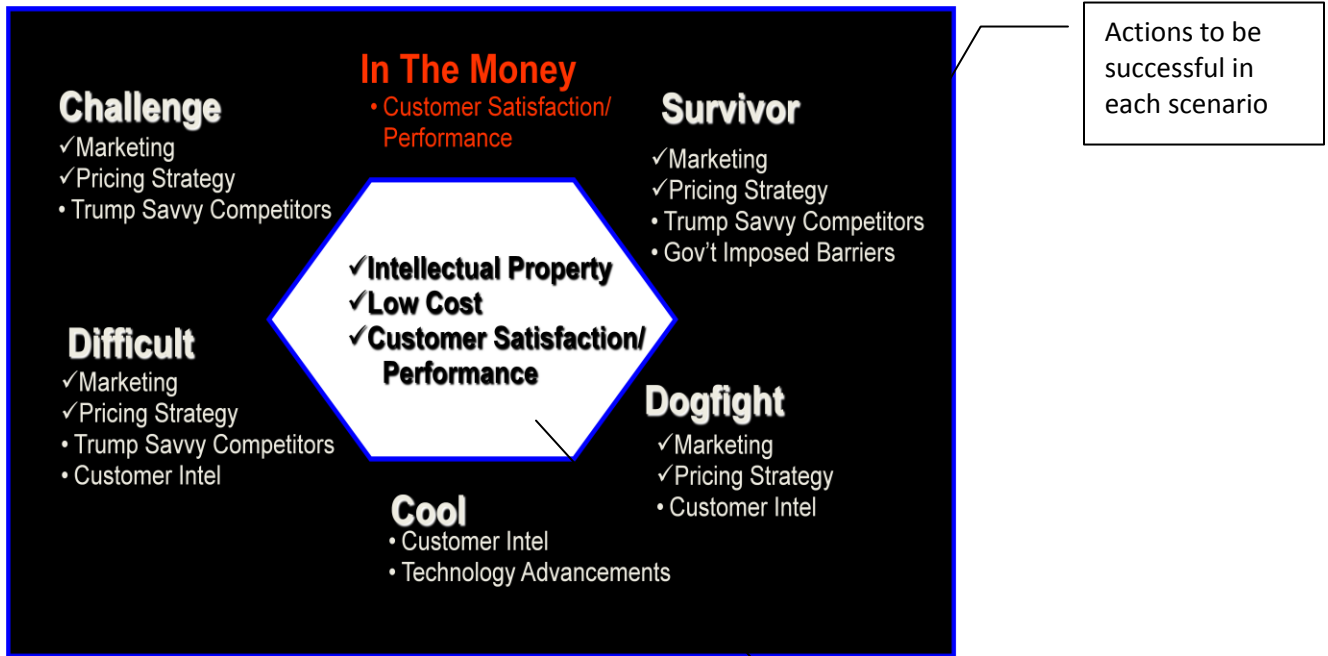
Scenario planning is a systematic approach to strategic planning based on an examination of possible future worlds (scenarios) and the actions required to be successful in each. Future worlds are created by defining the forces shaping the topic being examined. An aggressive approach to the future drives actions intended to bring about the best case scenario. An opportunistic approach to the future drives actions that successfully positions the organization regardless of unfolding events; a fatalistic approach sets up a defensive set of actions. Scenario planning hedges against the future by directing organizational effort only on activities that have direct bearing on success, regardless of which future unfolds.

Scenario planning is a process for letting the “future create the present.” Today’s strategic actions form the foundation for tomorrow’s success.



Scenario	Political Economic		Technology		Procurement		Logistics	
	Unfavorable (No \$)	Favorable (\$)	Status Quo	Upgrade	Sole Source	Competitive	Predictable	Chaos
Survivor	X		X			X		X
Dogfight		X	X			X	X	
Cool		X		X	X			X
Difficult		X		X		X		X
Challenge	X		X			X	X	
<b>In The Money</b>		<b>X</b>	<b>X</b>		<b>X</b>		<b>X</b>	

Example 1: Scenarios form around possible responses to future forces.



Example 2: The common set of success factors in each scenario drive today's decisions.

*Interested in creating a Scenario Planning Workshop for your organization?*

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