

## SCENARIO PLANNING

### 1 DAY WORKSHOP

## OVERVIEW

### How to think differently about the future?

The future is unpredictable. It is changing all the time and we have to be prepared for it. How?

With the new Scenario Planning approach that is logical, structured and yet creative and aims at exploring different ways the future might realistically develop.

It is the Art of thinking the Unthinkable and aspire to answer critical questions such as: How might our current strategy of product and service development be wrong? Is our product development pipeline too narrowly-focused? Is our target customer / market profile off-track? Would we be better off collaborating with our competitors in basic R&D - and competing in areas that matter more to consumers?

Put into practice, the scenario planning approach and process will help your organizations and the decision makers see opportunities and threats that could emerge beyond the normal planning horizon and take immediate actions today to prevent future consequences.



## OUTLINE

The highly strategic training will give your organization a common level of understanding of the approach and key steps and it will be divided as follows:

- 1- The fundamental principles of scenario planning and how it can impact your business supported by case studies of real world organizations**
- 2- The framework of the process in 10 key steps starting by framing the challenge, to identifying the driving forces and the critical uncertainties to generating scenarios and their challenges.**
- 3-The scenario planning actionable toolkit for each phase: pest analysis, in-depth interviews, uncertainties mapping, scenario development, scenario validation.**
- 4- Co-creative scenario planning workshop to ideate possible scenarios and estimate the current challenges of your organization & its strategic response.**

## WHAT MAKES IT DIFFERENT?



The methodology this session follows is a hand-on “**learning by doing**” technique.

It allows participants to engage in high level discussions on a particular challenge. The Process is highly interactive and yields knowledge assimilation and inspiration.

## WHAT WILL YOU LEARN?

- A new way to framing your challenges.
- How to rethink your strategy.
- How to design new strategies that will work in the future.
- How to uncover opportunities of innovation.



## WHAT WILL YOU LEAVE WITH?



- Framework and Tools that you can practice with your team
- A copy of the presentation document
- The potential of the team or organization unlocked!

## WHO SHOULD ATTEND?

Senior people with a curious mind and a desire to innovate and learn new ways of overcoming business challenges, including CEOs, Managers, supervisors of their teams in all departments of the organization; especially operations, marketing, customer care, business development, sales

## NUMBER OF PARTICIPANTS

This Workshop is designed for a Team of 10 - 15 participants

READY TO IMMERSE YOUR TEAM IN SCENARIO PLANNING?