



TWO DAYS INTERACTIVE WORKSHOP

SCENARIOS FOR BUSINESS STRATEGY

(Planning for the future in a fast changing and uncertain environment)

INTRODUCTION

Developing a strategy for the future can be very challenging as everything that affects the organization is constantly changing and the future is uncertain. This is a time of persistent global financial and economic uncertainty, ongoing upheaval in many parts of the world, declining oil and gas prices, drop in commodity prices, profound geopolitical shifts and other significant dislocations that makes business planning difficult.

The speed of change and greater uncertainty makes it imperative for organizations to have increased organizational flexibility, greater foresight and stronger link between organizational strategy and execution. This can only be achieved if organizations employ strategic planning tools to accurately decipher and respond to changing circumstances.

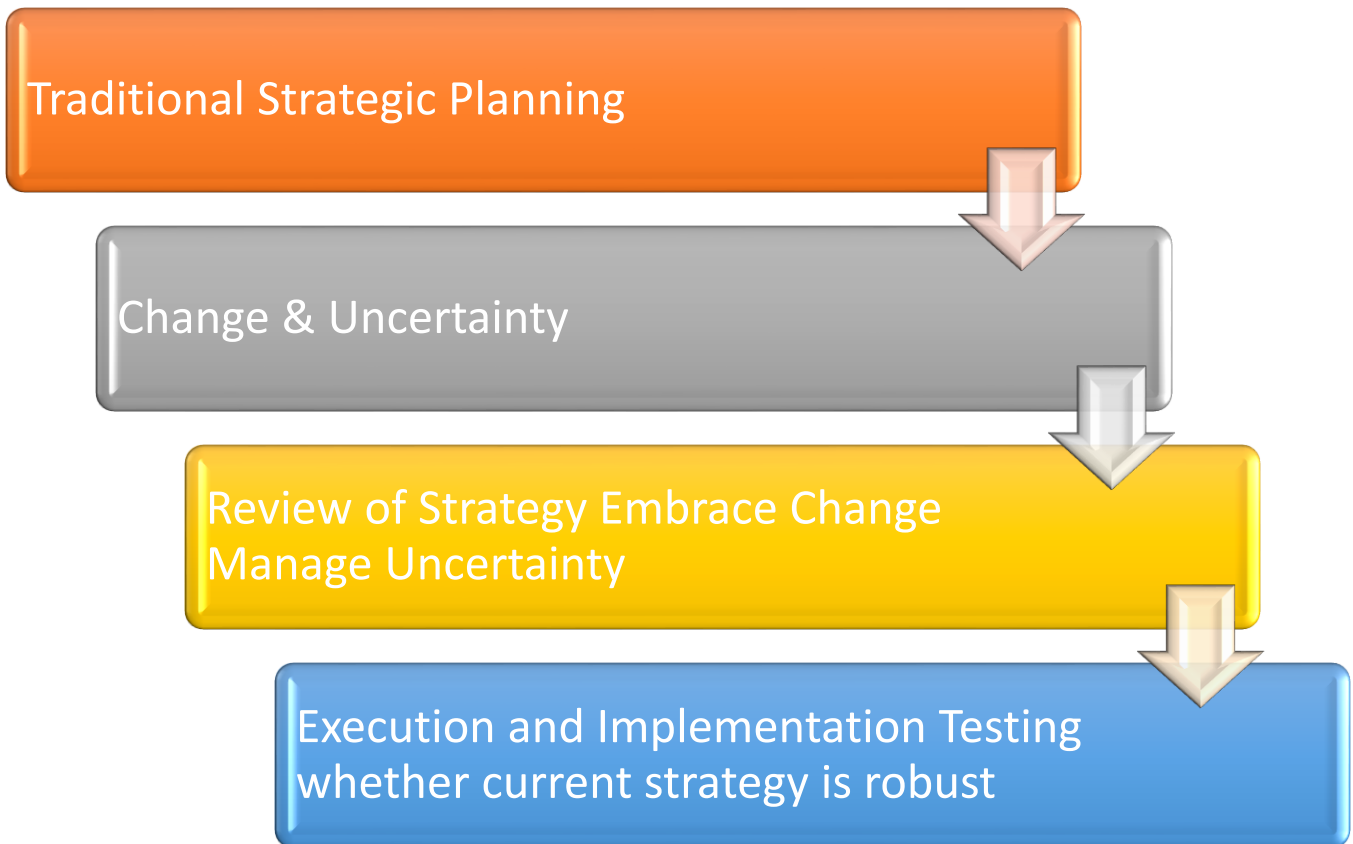
Scenario-based strategic planning makes sense of the complex drivers of change and the implications they carry for organizations. Scenario planning is a strategic tool to match this changing environment. It provides a better understanding of the world and the macro drivers of change that are at work that can affect decision making in developing a long term strategic plan.

The Scenario Planning process generates a dynamic series of plausible outcomes that serve to challenge preconceptions, uncover blind spots, and help align organizations around a common accepted sense of direction and action when they develop their long-term strategy. Scenario planning process provides a different outcome than a forecast-driven approach. Traditional forecasting encourages organizations to place a high level of value on a single outcome within which a very narrow set of strategic options is available. Scenario planning process on the contrary challenges the biases of organizations, leading to a wide range of strategic possibilities. It allows organizations to identify the right questions to answer in developing their strategy

Scenario Planning allows organizations to:

1. Develop a series of narratives of the future which sets the platform upon which organizations have to operate.
2. Excludes cognitive biases in strategy decision making processes.
3. Have a broader field of vision, identify risks, opportunities and openings that could be excluded in a traditional planning process.
4. Have better understanding of the world (national and global), in a scenario based exploration thus guiding organizations to make more accurate strategic focus.
5. Provides better strategic options, enables more thorough contingency planning, and allows the organization to react quickly to execute plans.
6. Make people in organizations think out-of-the box and challenge the norm.
7. Removes cultural barriers and creates a friendly environment where views and
8. opinions can be shared in a less confrontative environment.
9. Manage effective change and transformation by understanding that hurdles can be crossed and most difficult challenges can be overcome.
10. Helps people in organizations to develop a mindset change.
11. Promotes organizational learning

PROGRAMME CONTENT



The Scenario to Strategy is a two day programme. It is facilitated by an experienced Consultant who had years of experience in developing strategies using scenario planning in a multinational organization.