

Scenario Planning for your business

*This scenario planning exercise is of course equally powerful when applied to your client's scenario planning their financial future. Just follow the same method, but on a personalised basis.

1
What are the certainties for the future?
(e.g.. more digital technology, more automation, ageing population etc.)

What are the uncertainties for the future?
(e.g.. government involvement, lifestyle values, speed of climate change)

How confident are you (1-10)?

○ ○ ○ ○ ○ ○ ○ ○ ○ ○

2
What is the (e.g. outlook, landscape, dynamic, strength, risks etc.)
of
(e.g. financial advise business, Australian lifestyle, Millennials etc.)

in the next
.....
years?

3
What are the key uncertainties and forces that will shape the future in predictable and unpredictable ways?
Look at variables, trends and events that impact it.
Think about your question from **STEEP** perspectives



- Socio-Cultural
- Technological
- Environmental
- Economic
- Political

4
List the Driving Forces (ca. 8-15 forces)
e.g.. pace of change, new entrants, state of the economy, digitisation, industry consolidation

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Prioritise the Top 2 (and the remaining 8 in order of importance)

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6
Make a scenario grid.
Map the 2 Driving Forces on a XY-axis / matrix

7
At the extremes of the dimensions specify the nature of the Driving Forces:Eg.

- Fast v Slow
- High v Wide
- Status Quo v Dynamic
- Top Down v Bottom Up
- Few v Many

8
See 4 different alternative future scenarios emerge

1

2

3

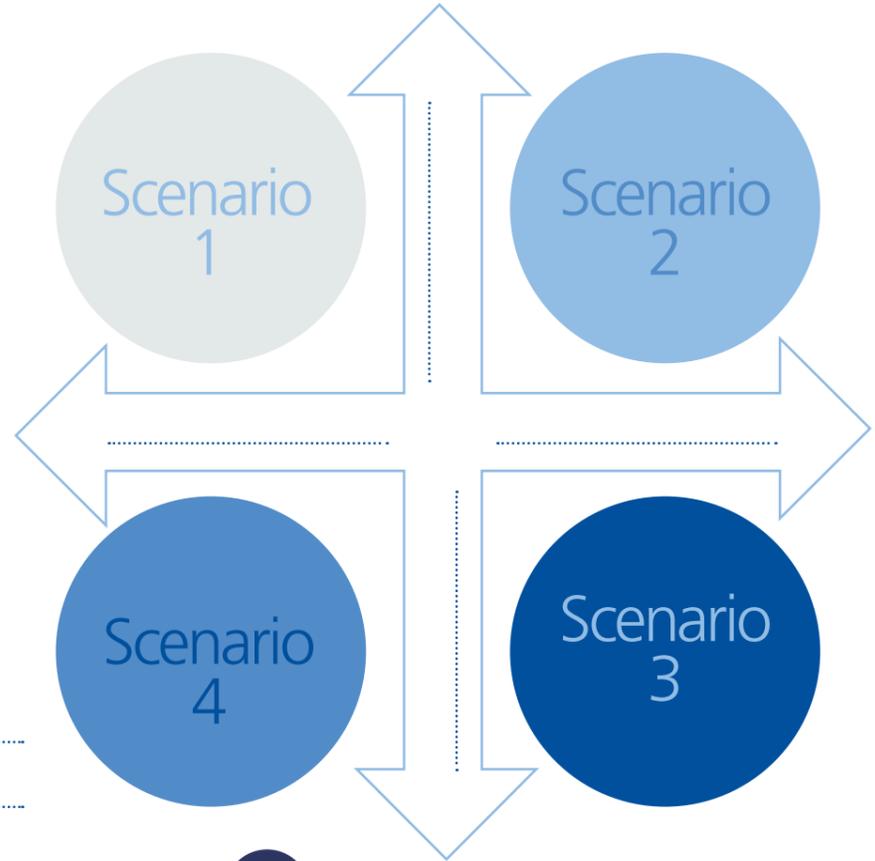
4

9
Imagine Possible Futures. Be a science fiction author.
For each of the 4 scenarios, make them more concrete by creating plausible narratives.

1. Create imaginary, but believable news stories
2. Newflash 2020 < 2025
3. Title
4. Story
5. Dynamics
6. Themes
7. Recommendations

10
When thinking about both your preferred and non-preferred scenarios, ask yourself the following questions:

- What events led to this scenario?
- Looking back from the future, how did this scenario come to be?
- Are you stories relevant, surprising, divergent, yet plausible?
- What could happen over the next 3-8 years?



11
Brainstorm Implications and Actions

What are the business

- Implications?
- Themes?
- Actions?

that emerge from the scenarios, and how can you make your strategy future-proof and agile enough to cope in either of these 4 alternative scenarios?



12
Keep your finger on the pulse. The value of alternative scenarios is that your future sensors are now switched on. Track the trends and signals, and over time you are likely to see one of the scenarios emerging, and given your planning your strategy will be agile enough to withstand this stress-test. Evaluate on a quarterly basis, and adjust your flight path in-flight.

Start preparing for the future today, because it is where you will spend the rest of your life.