



“It is not about predictions and forecasts.
It’s about preparing for whatever
might happen.”

– Peter Schwartz,
The Art of the Long View for the
Future in an Uncertain World

Scenario Planning

How will you anticipate certain change to stay as far ahead of the curve as possible? When the unexpected occurs, how will you adjust in a timely and forceful manner?

Our five-step scenario planning discipline ensures that long-range plans can answer those questions so you and your teams are prepared for possible — and inevitable — game-changing scenarios.

- 1. Identify key forces and driving factors – External circumstances that are certainties and will change the way you do business
- 2. Identify logical uncertainties – Developments likely to occur that will affect you when they do
- 3. Four scenarios for your organization – Four equally plausible futures based on identified certainties and potential uncertainties
- 4. Strategies – A winning framework built on strategies to be implemented no matter which scenario becomes reality, and strategies specific to each of the scenarios
- 5. Tracking – Determination of the indicators that will signal which scenario is occurring

Adayana’s industry experience and proven ability to stimulate creativity and consensus-building among strategy teams enables you to use scenario planning to sharpen your vision of your current and future business environment.