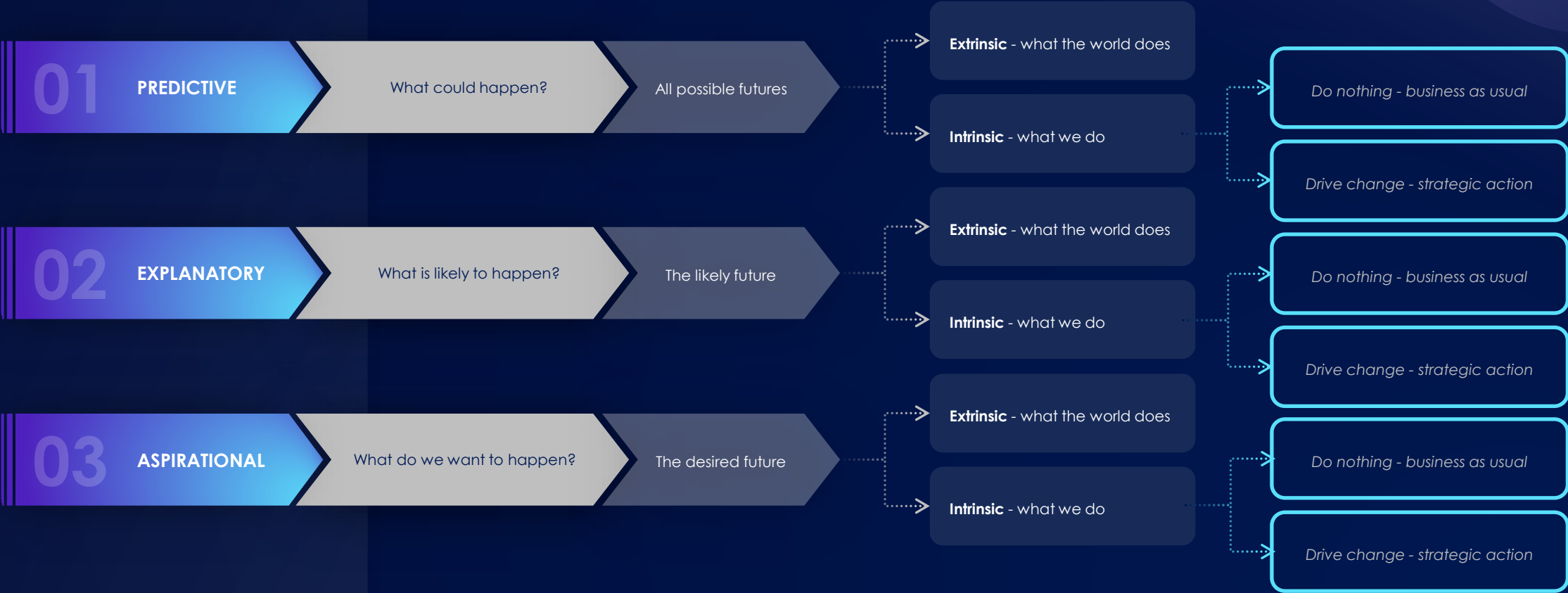


SCENARIO PLANNING MAP



SCENARIO PLANNING IN ACTION

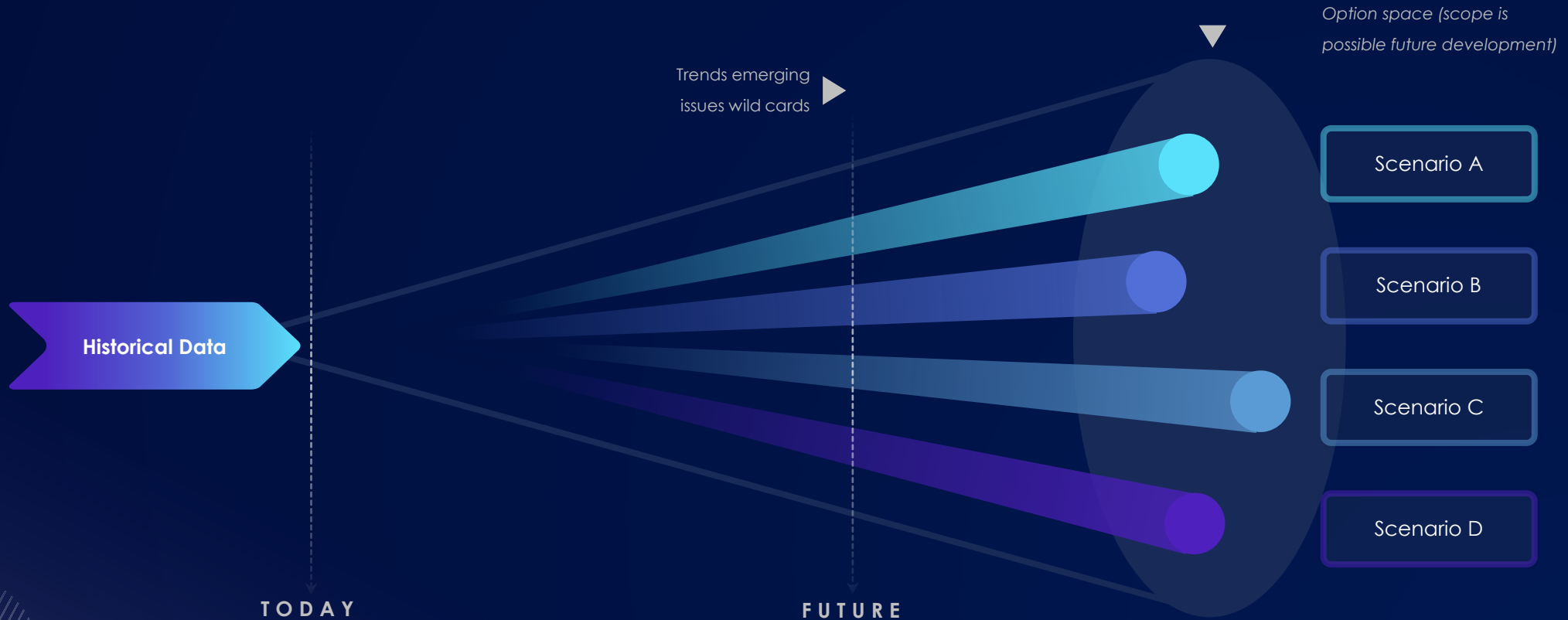


DEFINE	EXPLORE	CREATE	COMMUNICATE	ACT	EMBED
PRIORITISE <i>objective</i>	PROVOKE <i>new thinking</i>	ESTABLISH <i>scenario framework</i>	CREATE <i>scenario documents & outputs</i>	TEST <i>current strategies</i>	ESTABLISH <i>ongoing strategic conversation</i>
DECIDE <i>focal issues</i>	BRAINSTORM <i>spectrum of issues</i>	BUILD <i>scenario logics</i>	ENABLE <i>people to experience the scenario</i>	GENERATE <i>strategic options</i>	BRAINSTORM <i>systems to monitor weak signals</i>
SET <i>time horizon</i>	IDENTIFY VITAL <i>driving force</i>	GENERATIVE <i>compelling narratives</i>	GENERATE <i>discussion of implications</i>	DEFINE <i>a core strategy robust against scenarios</i>	BUILD <i>responsiveness to change</i>
DEFINE <i>scope</i>	RESEARCH <i>key themes</i>	ENSURE <i>internal consistency</i>		ESTABLISH <i>contingent strategies</i>	
NAME <i>core & extent scenario teams</i>	DISTINGUISH <i>certainties and uncertainties</i>				
	TEST <i>preliminary scenario frameworks</i>				

SCENARIO PLANNING MATRIX



THE SCENARIO FUNNEL



SCENARIO PLANNING WORKSHEET

		SCENARIO A	SCENARIO B	SCENARIO C	SCENARIO D
IMPACT OF SCENARIO	What happens after the scenario occurs?				
UNCERTAINTIES	What is unknown about the scenario?				
QUESTIONS	What question do you have about the scenario?				
COMMENTS	What comments do you have about the scenario?				
RESPONSE	What response do you take upon the occurrence of the scenario?				
ALTERNATIVE PLANS	What alternative route do you take if it occurs?				