



rapid

scenario planning

a weapon against uncertainty



The onrush of unpredictable change has crippled and destroyed many a business. The pressure of the future will only increase in the years ahead. Technological, economic, and social change continues to accelerate. Technologies are cross-fertilizing and mutating -- unpredictably spawning new technologies, new products, and new markets. Blink and your business is history. The bad news is that you cannot predict the future. The good news is that you can prepare for it. And we can show you how.

Increased volatility and uncertainty magnifies the competitive advantage of businesses that can develop *robust* strategies. Scenario planning is the most effective tool for doing this. Scenario planning imbues strategy with foresight. Used defensively, your enterprise will be able to respond more effectively to unexpected, unlikely, and unpredictable events. Used offensively, you will gain an advantage by responding to threats and opportunities faster, and by staying ahead in strategic positioning.

Strategic Scenarios Done Right

Scenario planning begins by defining the scope of the scenario exercise and the key stakeholders, then proceeds to gathering information and analyzing trends, driving forces, and critical uncertainties. The process concludes by developing a scenario framework against which you can "wind tunnel" your current strategy to test for robustness. Strategy can be continuously tested and adjusted by monitoring signals indicating the actual path of events.

ManyWorlds possesses unique expertise in scenario planning. We bring deep experience delivering scenarios across multiple industries, and have developed an integrated and powerful set of modeling components that ensure internal integrity of developed scenarios. The result is more robust, comprehensive and usable scenarios, and delivered in a fraction of the time versus any other source.

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Advanced Strategic Weapon Against Uncertainty

It has become a cliché to say that those who do not learn from the past are doomed to repeat it. In today's business world, we can say that those who do not "learn from the future" are doomed, period. Just as you would not use adobe to build a skyscraper, so you should not use outdated and inadequate tools for testing the robustness of your business strategy in the face of frenetic change. Accelerated change and heightened uncertainty require cutting edge future planning tools.

Scenario-tested strategic planning enables your organization better to handle sudden shifts in technology, demand, culture, and regulation. Strategic scenario planning generates shareholder value by heightening awareness of potential risks and improving responsiveness to avert disaster and cut costs. Rapid scenario planning strengthens strategy by testing it against a wider range of future developments. More strategic options are uncovered, yielding potentially high option value. Most businesses develop their strategy by focusing on one most likely (or most hoped for) future. Scenario planning replaces this half-blind approach with the business equivalent of scientific testing. Only strategies that survive scenario testing can be trusted as robust and responsive.

In most business situations the scenario tool needs to be deployed speedily while retaining analytical rigor. **ManyWorlds' unique fusion of strategy, futures, and innovation enables us to apply scenario thinking rapidly and powerfully.**

This advanced strategic analysis tool involves a rare combination of critical and creative, convergent and divergent thinking that optimally blends the advantages of both. Rapid scenario planning will not turn you into an infallible oracle, but it can give you an unfair advantage.

Contact us at ManyWorlds' to find out how to make this unfair advantage yours.

