

## **STRATEGIC SCENARIO PLANNING**

Scenarios may be used for a variety of purposes including planning, decision-making and simplifying the floods of data into a limited number of possible outcomes. In short, scenario planning attempts to organise those possibilities into narratives that are easier to grasp and use than great volumes of data. In general the technique is applicable to any situation in which a decision-maker would like to imagine how the future might unfold.

### **Topics include:**

- Development of scenarios as pictures of plausible futures;
- Selecting a plot which describes how the major driving forces might combine to shape the future;
- Using scenarios as tools for strategic management in complex organisations and uncertain environments;
- Scenarios as an analytical process applicable to a wide variety of strategic management problems and issues.