

# Strategic Thinking in a COVID World

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## Scenario Planning: Five Steps

- 1** Define the driving forces: the assumptions of what MUST happen/not happen for our strategic goals to become reality.
- 2** Create your 'Official Future' based on your assumptions about the performance of your driving forces.
- 3** Develop scenarios for what the world would look like if your driving forces were significantly better or worse than what you expect them to be.
- 4** Create strategies for how you would respond to each of these scenarios.
- 5** Define the most critical driving forces and assign a person to monitor each one, ready to identify if/when they become the official future.

## Five Reasons Scenario Planning Is Important



### ASSUMPTIONS

Force you to identify and prioritize your assumptions



### FRAMEWORK

Give you a framework to ask questions you won't ask any other time



### RISK

Help you name the markers of risk and be prepared to mitigate risk quickly



### SEE

Enable you to see causal connections that may affect your future



### AGILITY

Add agility to your strategic plan