

# Our Scenario Planning Methodology

- Example Only -

Phase One

## ORIENT

Defining focal question(s)

- \* Interviews
- \* Research

Core Team

Phase Two

## EXPLORING

- > Broaden perspectives (e.g. Learning journeys, seminars, future primers)
- > Brainstorm key factors & forces
- > Identify critical uncertainties
- > Identify locked-in dynamics

Workshop I

Phase Three

## SYNTHESIZING

- > Scenario logics (Analytical focus)
- > Scenario stories (Creative focus)
- > Systems dynamics

Core Team

SHARED INSIGHTS & "Ah-Hahs"

Phase Three (continued)

## CRYSTALIZING

- > Strategic implications (Big bets, robust options, contingencies)
- > Internal implications (leadership, culture, structure, capacities)

Phase Five

## MONITORING & COMMUNICATING

- > Monitoring scenarios, trends, and strategic impact
- > Communications and engagement strategy

Core Team

Executive Meeting

Phase Four

## ACTING

- > Implementing strategies
- > Prototyping new approaches
- > Building competencies
- > Creating "Change Labs"

Core Team

Workshop II