

# Scenario Planning

Worksheet



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# Introduction

This worksheet is designed to help you map out possible scenarios for the future. Any business, particularly in the unpredictable and ever-changing world of digital, needs to be able to plan for the future. These scenarios should frame your strategy and inform your choices.

This sheet can be used in a workshop or a planning session. Each page will contain brief instructions and work-sections for writing. The goal will be to identify four future scenarios, and seeing how your business might fare in one of them.

For this exercise, you will need knowledge of current events, social and business trends and the workings of your own business. This exercise is best done in a group workshop environment, in order to obtain a large number of diverse views and perspectives.

For more information, see chapter x of *Bits, Bytes and Barrels*

## Find the Trends

For this exercise, list as many different social, economic, industrial and technological trends as you can think of. These can be larger, “big picture” trends or industry-specific trends. Try to think of at least seven different trends. This will help you contextualise future scenarios.



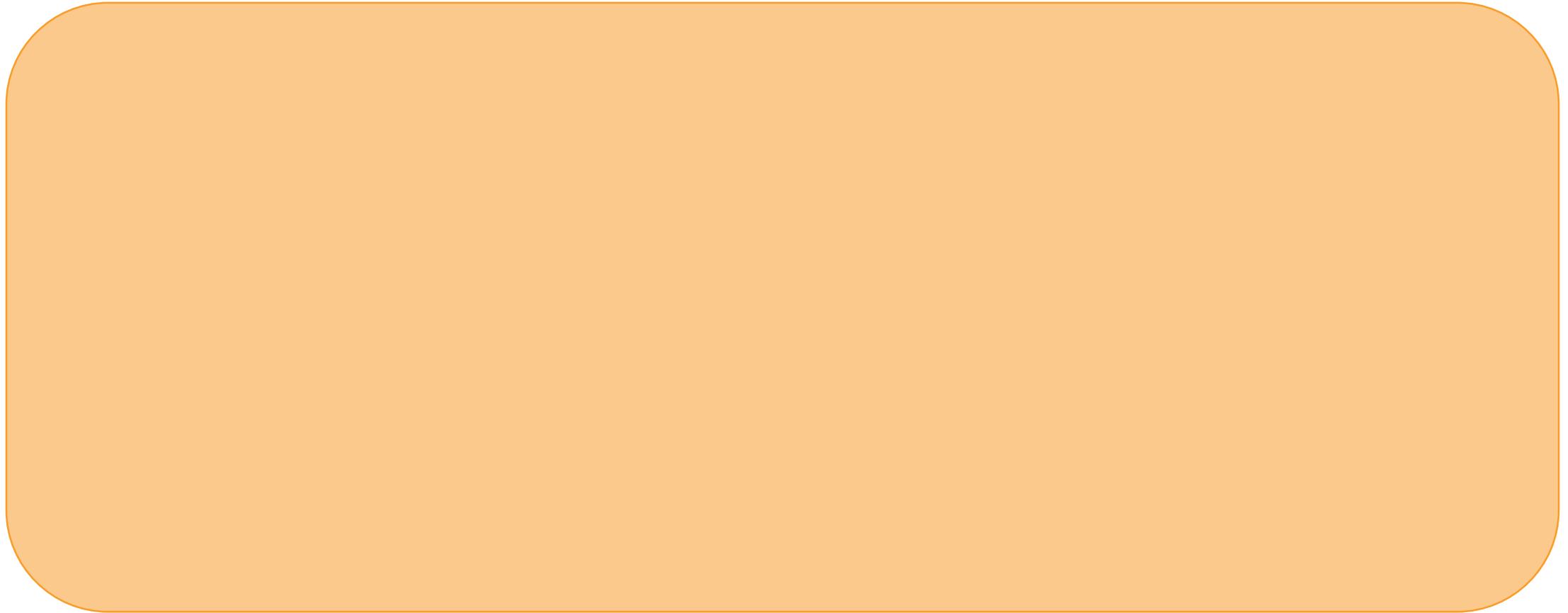
## Pick Uncertainties

For this exercise, pick 2 main uncertainties. These need to have two features: a) they are wider, unpredictable issues that are not tied to any given trend, and b) they should be framed (for simplicity's sake) in a set of binary outcomes.



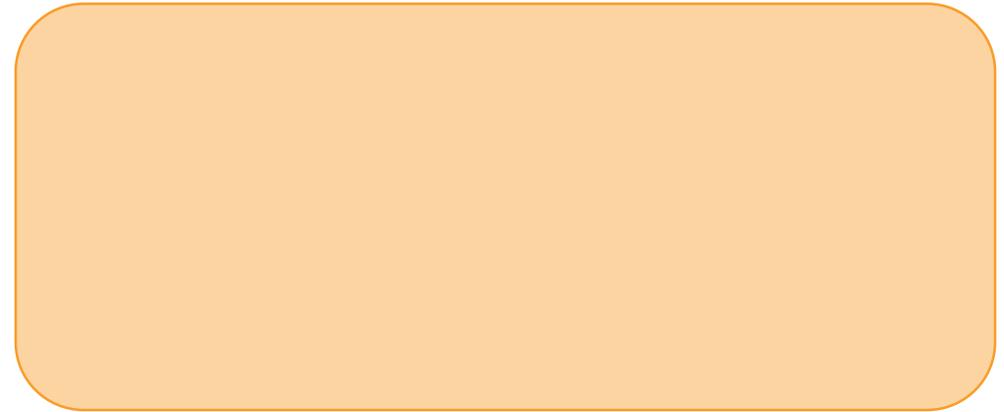
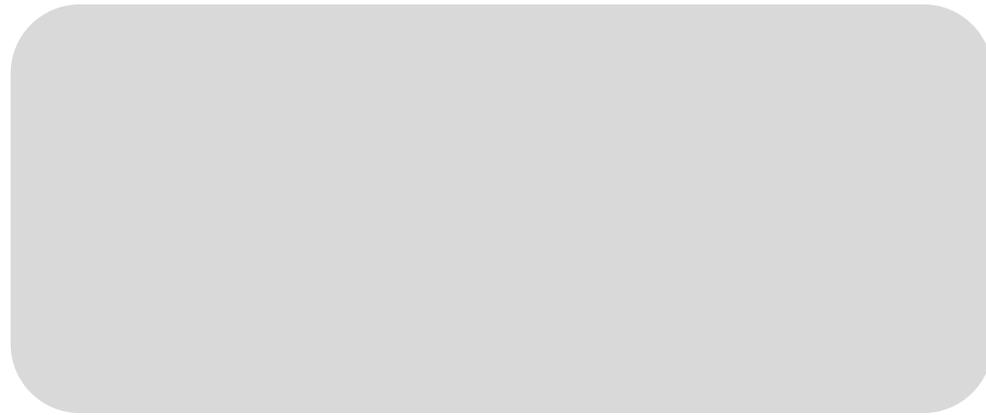
# Who are you as a business?

For this exercise, identify your own business needs. This is not meant to be exhaustive; identify the industry you work in (in particular), your asseture, your revenue model, and so on. This will help you develop a clear sense of how potential scenarios will affect your business.

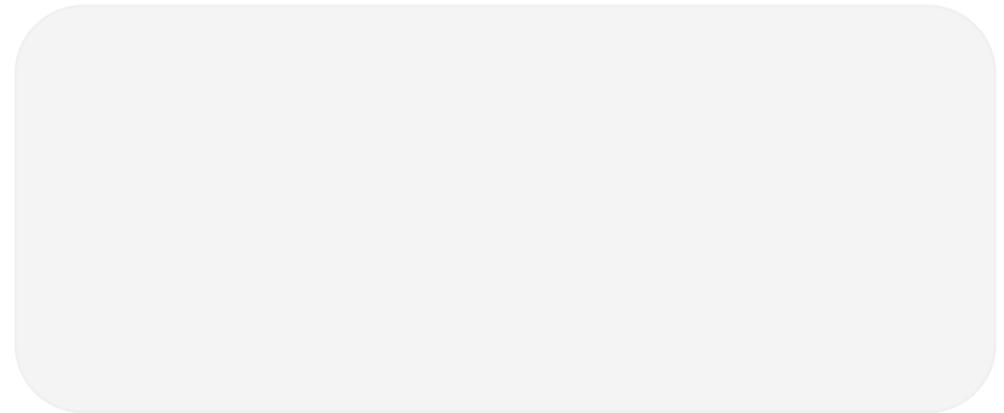


# Uncertainty Matrix

For this exercise, map out the uncertainties (keep in-mind the trends), and create a matrix to model them. Each quadrant of the matrix will include both uncertainties and all possible outcomes between them.



Uncertainty 1



Uncertainty 2

# Outcomes

For this exercise, list and describe (in point form) each of the scenarios based on the matrix of uncertainties, wider trend-lines and the state of your business. These will create the “scenarios”.

1

2

3

4

For this exercise, perform a “SWOT” analysis (more detail later)

# SWOT Analysis

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# Scenario planning

For more information, consultation or if you have any questions, feel free to contact!

