

the
Singapore

WAY

USE CASE

Scenario Labs for Clients

Scenario Labs for Clients: A Consulting Firm's Chapter-Based Foresight Studio

1. Context Snapshot – A Captivating Story

- City Name: Casablanca
- Country: Morocco
- Population: 3.7 million
- Year of Launch: 2024

By 2023, global consulting was flooded with buzzwords—AI, ESG, digital transformation—but most strategic roadmaps still looked backward. Risk plans were reactive. Growth plans relied on last year's data. Few clients were prepared for systemic shocks or long-tail disruptions.

In Casablanca, at the North African office of global consulting firm Cobalt Strategies, financial consultant Layla Bennissaw the same flaw repeated: clients were making multi-million dollar bets with static spreadsheets and short-term vision.

Then Layla encountered The Singapore Way—especially its discipline in long-term planning and policy scenario analysis. She saw a chance to change the game: not just to advise clients, but to prepare them for futures they hadn't yet imagined.

Thus began Scenario Labs—a modular, chapter-based foresight studio where clients don't just plan—they simulate, adapt, and co-author their strategic futures.

2. LOCAL LEADER'S Vision Statement

“In Singapore, planning is not prediction—it's preparation. That's what we offer our clients now: the ability to stay credible in any future, not just the one they're hoping for.”
— Layla Bennis, Senior Financial Consultant, Cobalt Strategies

3. 10 Lessons from The Singapore Way Adapted to the City

Singapore Strategy	Local Adaptation
Scenario Planning	Clients simulate 3-5 alternate futures using dynamic dashboards
Cross-Sector Integration	Foresight scenarios link finance, supply chain, policy, and climate risk
Institutional Memory	Every client engagement produces a “Strategic Chapter” archived for future reference
Early Warning Systems	Built trigger points into client KPIs tied to global macro events
Iterative Strategy	Quarterly “Re-Scenario Days” allow plans to evolve with trends
Strategic Alignment	Each scenario tied to national/regional policy frameworks (AfCFTA, Green Morocco Plan)
Educating for Resilience	Internal client teams trained to build micro-scenarios post-consultation
Adaptive Culture	Clients gamify decisions across scenarios to test leadership flexibility
Foresight for SMEs	Adapted model for smaller enterprises with pre-loaded local data sets
Legacy Thinking	Clients encouraged to define impact 20+ years out—not just ROI

4. The Local Plan

- **Name of Initiative: Scenario Labs: Chapter-Based Foresight Studio**
- **Objectives:**
 - Integrate strategic foresight into mainstream financial consulting
 - Equip client leaders with scenario-based decision tools
 - Build reusable knowledge chapters across industries and geographies
- **Key Design & Policy Tools:**
 - Modular Scenario Kits with plug-ins for climate, tech, finance, social change
 - “Client Chapter” playbooks—custom strategy books for each engagement
 - AI-enhanced scenario engine with narrative and quantitative blending

5. Implementation Framework

Phase	Activities	Duration	Stakeholders
Phase 1	Design Scenario Lab toolkit and pilot with 3 key clients	4 months	Strategy consultants, AI engineers
Phase 2	Launch Chapter Authoring Platform for long-term tracking	5 months	UX teams, foresight experts
Phase 3	Regional roll-out to 10 offices with training modules	6 months	Senior partners, business development teams
Phase 4	Publish cross-sector “Futures Anthology” with anonymized insights	Ongoing	Thought leaders, think tanks, business press

6. Outcomes & Impact (18–24 Months)

- Quantitative:
 - 53 clients across 6 countries ran Scenario Labs (avg. 2.7 chapters/client)
 - Over \$500M in strategy recalibration tied to new risk-based scenarios
 - Scenario tools used in 3 IPO prospectuses and 8 board-level decisions
- Qualitative:
 - A mining firm halted a risky expansion after the “Green Trade Shift” scenario revealed vulnerability
 - A fintech startup rebranded its pitch deck based on future digital credit cultures
 - A West African port authority redesigned its logistics vision through scenario gaming

7. Challenges Faced & How They Were Overcome

Challenge	Solution or Mitigation
Client fear of uncertainty	Reframed foresight as risk immunity, not fear-mongering
Consultants lacked storytelling skills	Trained teams in narrative strategy and systems design
Resistance from CFOs focused on ROI	Embedded scenario metrics into cost-saving simulations
Cultural bias toward certainty	Gamified the ambiguity to reward agility, not accuracy

8. LOCAL LEADER'S Reflections

“Singapore showed us that nations don’t just react—they rehearse. With Scenario Labs, we’ve given companies that same gift: the courage to prepare for futures not yet born.”
— Layla Bennis