

*We need to price cut*

Price cuts are a perfectly useful form of gameplay but again be careful. Unless you understand the competitor's value chain then you're unlikely to know if they have constraints which limit their own price reductions. It's very easy to get into a game of last man standing with a competitor that has significantly more potential for price reductions than you do.

*We need to focus on core*

In a time when those core parts of your value chain are evolving to a more industrialised form, then this can often become simply reinforcement of inertia combined with wishful thinking. Core is a transient concept and as such, it changes.

All of the above can equally be useful, if applied in the right context. But what has this got to do with the practice of scenario planning? This entire chapter has been all about introducing you to the concept of variants, of different possible scenarios, of different roles, of different contexts and the interplay between them. With this in mind, let us plunge into another scenario.

## **The “LFP” Scenario**

### **Who are you?**

You are the CEO of a small software company with 100 employees. You have been approached by a global conglomerate that is interested in commissioning your company to build them a new service.