# STEP 1: SCANNING AND INDENTIFYING KEY UNCERTAINTIES

## **SCAN**

Brainstorm, involve divergent thinkers, systematic search, etc.

#### **POLITICAL**

New laws, executive orders, etc.

#### **ECONOMICAL**

Factors driving supply, growth, etc.

#### SOCIAL

Factors affecting customer needs, consumer behaviour, etc.

#### **TECHNOLOGICAL**

Availability of technical solutions, automation, etc.

### **COLLECT & SELECT**

List about 30 factors > Select 5-8 key factors

- · Data control (GDPR)
- Corona government measures
- · Environmental laws
- New modes of governance
- Political tensions
- Demand
- · Banks' decisions
- Investments
- Individualization
- Competitors
- Accessibility
- · Capitalism fall
- · Search for flavour
- · Better health style
- Food Culture
- Sustainability
- Justamabini
- Soil quality
- New way of consumption
- Digitalization
- Deep-learning
- · Matchmaking Services
- · Smart connected objects
- Research & Development

Mission: Making organizations FIT to drive desirable futures.

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## **BUILD SCENARIOS**

Discuss and consolidate the key factors into two main factors that will form the axes of your scenario cross

# The collapse of capitalism

SCENARIO 2:

SCENARIO 1: Business model valued for its innovative and eco-friendly aspect

SCENARIO 3:

Over consumption

remains, quantity is

preferred to quality

More attention required to the provenance and the quality of herbs 'seeds

SCENARIO 4: Restricted production because of deterrence political systems (the

Polluter Pays

Principle)

Climate change worsening: governmental policies



MES PETITES FEUILLES