

STEP 1: SCANNING AND IDENTIFYING 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
- Soil quality
- New way of consumption

- Digitalization
- Deep-learning
- Matchmaking Services
- Smart connected objects
- Research & Development

BUILD SCENARIOS

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

