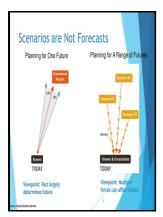
Business planning for an uncertain future - scenarios & strategies

Pergamon Press - Scenario planning for dummies



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Notes: Includes bibliographical references and indexes.

This edition was published in 1983



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The decisions leaders make in the near term will drive how their organizations are sustained in the long term.

What Is Scenario Based Business Planning?

Andrew Blau Are there any tools or techniques you can recommend to help monitor the indicators? Scenarios illuminate possibilities in the future by focusing on what is uncertain rather than what is certain, and on how those uncertainties could add up in surprising ways.

Scenario planning for an uncertain future

Financial markets and tech fly high, so investors are happy, but the visible gap between happy investors and frustrated workers threatens to boil over into new waves of populist uprising. Lack of time is a commonly argued excuse.

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Blau was quick to caution that these possible scenarios are not predictions. War-gaming and simulations allow management to deviate from conventional mental models in an effort to uncover threats and missed opportunities of strategic decisions.

Scenario planning for an uncertain future

Good leaders should draw on the ideas and imagination of staff members throughout the business. Leadership made the assumptions that recurring revenue would stay largely the same and new deals would surge when the economy reopens. Then evolve and rethink how to reposition your offerings for more value and execute in an adjacent, but related way.

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