

### No one can predict the future.

We can however create structure in the uncertainty to help you make sense of it.

Making sense of the future means that you and your team can converge on crucial assumptions and choices, lifting the focus and productivity of your strategic planning process.

#### The result?

Alignment and inspired ownership to drive confident decision-making in an uncertain world.

## MAKING SENSE OF THE FUTURE



## OUR WORK



Our work with SJS Strategy proved insightful and engaging. We gained new insights into many plausible futures, this was achieved through an approach that deeply engaged a cross-section of our staff and leaders as well as external subject matter experts.



We needed our Strategy Town Hall to be shared conversation about the future of our sector. Synth and Sander expertly curated and facilitated our Town Hall and were able to create a safe space for an inclusive, insightful and challenging dialogue that proved to be of great value.



We were looking for a different approach to our regular five year planning process. SJS Strategy was able to bring our diverse team together to stretch our frame of reference and pressure test the assumptions that underpinned our strategy. This was exactly what we were

Ian Burgwin General Manager  
Electrical Safety and Technical  
Regulation

Rebecca Casson  
Chief Executive Officer

Prof Calum Drummond AO  
Deputy Vice Chancellor Research &  
Innovation and Vice President

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## OUR APPROACH



## OUR PERSPECTIVES

### Navigating Tomorrow

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We are proud to partner with the following organisations

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## OUR STORY

### Why we do what we do



### OUR PEOPLE



**SYNTH SENTHI**  
Co-founder & Director



**SANDER VAN AMELSVOORT**  
Co-founder & Director



**DHARA CHANDRASEKARAN**  
Consultant



Over the course of our careers we've had the great fortune to work with an incredible range of people and organisations. We have seen and experienced how the world has changed over this period, and how people and organisations have dealt with this.

No one can accurately predict the future. Still, more often than not, decision-makers feel they have to predict the future in order for them to lead their organisation through change. The pressures of having to "get the future right" – and to get their teams aligned around this future – turns the inherent uncertainty about what lies ahead into organisational paralysis.

Having experienced the power of scenario planning in liberating decision-makers from these pressures, we founded SJS Strategy in early 2019 as a dedicated scenario planning consultancy to help create leaders that can turn tomorrow's uncertainty into confident decisions today.

Since we founded SJS Strategy, our clients have given us lots of gratifying feedback: how they were able to capitalise on their team members' diverse perspectives; how they ignited their collective imagination; how they gained new and credible insights; how they can now make sense of the future; and how it has brought real focus and tangible strategies that are immediately actionable.

It's here where our skills and passions collide and it's what drives our work every day.

The world is changing - we can help you navigate it.

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## OUR SOLUTIONS

Although we cannot predict the future, there are ways to explore the range of plausible futures



### WHY

The world and your operating environment constantly change in ways that are outside your control and impossible to predict.

Nevertheless, as a decision maker you need to develop a strategy that successfully takes your organisation beyond its immediate horizon.



### WHAT

Scenario planning facilitates a structured dialogue about the forces of change that are shaping the world we live in and the operating environment you will have to compete in.

By providing structure in uncertainty, scenario planning equips decision makers with a powerful toolkit to formulate robust longer-term strategies.



### HOW

Although we cannot predict the future, there are ways to explore the range of plausible futures.

Illuminating the corners of the 'playing field', scenario planning stretches your team's frames of reference enabling you to identify signals of change and adapt to them in a timely fashion.

## OUR APPROACH



Business Model Analysis



Determine the Scope



Explore the External Environment



Establish the Key Uncertainties



Develop the Scenario



Generate and validate Strategic Options



Monitor and Strategic Adaptability



## SCENARIO PLANNING

### THE RESPONSIVE ORGANISATION PROGRAM

Mapping your organisation's exposure to change, exploring your future operating environment, developing an Adaptive Strategic Roadmap and



building a monitoring capability. Our responsive organisation program is an inclusive program that works with your teams across the organisation to create the tools and embed a culture to become an organisation that can recognise relevant signals of change, learn from them, and adapt in a timely fashion.

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#### SCENARIO PLANNING SPRINT

A changing world and the uncertainty that it brings means that business-as-usual planning is no longer fit for purpose. However, getting your team aligned on what that uncertainty looks like – and what it means for your organisation – often proves elusive. Built to address these challenges, the scenario planning Sprint improves the focus and productivity of your strategic planning. A proven method for creating structure in uncertainty, scenario planning will provide you and your team with new and credible insights to stress-test your organisation's strategy for the future.

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#### TASTER MASTERCLASS

Scenario planning is often misunderstood or poorly implemented. However, when done well, this proven method is invaluable for improving the focus and productivity of your strategic planning. The Taster Masterclass will take you through the why and what of scenario planning, and how you can apply these principles at your own organisation. Exploring some of the key trends and megatrends that are shaping our future, this one-hour interactive session will get you and your team to experience the power of creating structure in uncertainty.

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#### BUSINESS MODEL ANALYSIS

How are changes in the economy, technology, society and the environment affecting your business model? Every organisation has a unique way of creating, delivering and capturing value. However, the trends that are shaping your operating environment are unpredictable and produce strategic uncertainties that impact your business model and your strategy. Together with your team, our Business Model Analysis will create a shared understanding and common language of your organisation's core value proposition, how vulnerable it is to a changing future, and what you can do about it to be fit for tomorrow's world.

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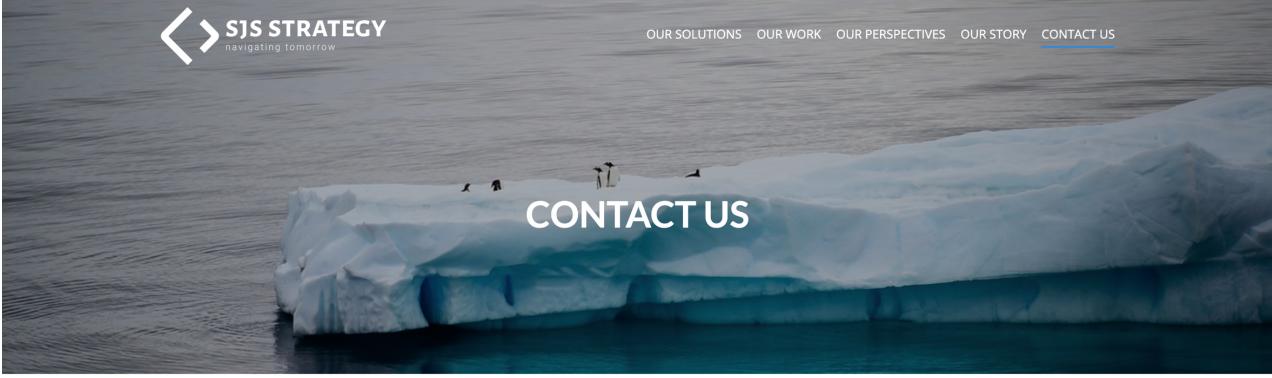
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