



Scenario Planning: A Field Guide to the Future

Woody Wade

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Is your business ready for the future?

Scenario planning is a fascinating, yet still underutilized, business tool that can be of immense value to a company's strategic planning process. It allows companies to visualize the impact that a portfolio of possible futures could have on their competitiveness. It helps decision-makers see opportunities and threats that could emerge beyond their normal planning horizon. *Scenario Planning* serves as a guide to taking a long-term look at your business, your industry, and the world, posing thoughtful questions about the possible consequences of some current (and possible future) trends. This book will help you:

- Outline (and help you prepare for) any trends that could play out in the future that could change the political, social, and economic landscapes and significantly impact your business
- Explore the impact of technological advances and the emergence of new competitors to your business
- Examine challenges that are only dimly recognizable as potential problems today

This visual book will help you answer this question: Is my organization ready for every possibility?

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