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# Scenario Planning Template

## What is Scenario Planning Template?

Scenario planning is a strategic planning approach that involves imagining and preparing for different future scenarios or outcomes, rather than assuming a single, most likely outcome. The scenario planning template is a tool used to facilitate this process.

A typical scenario planning template includes the following components:

1. **Future Time Horizon:** Define the time frame over which the scenarios will be played out (e.g., 5 years, 10 years, etc.).
2. **Drivers of Change:** Identify key factors that could influence the future outcome (e.g., technological advancements, changes in consumer behavior, government policies, etc.).
3. **Scenario Titles:** Create a set of scenario titles that describe different possible futures (e.g., "The Digital Revolution", "Sustainable Energy Boom", "Global Economic Downturn", etc.).
4. **Scenario Description:** Write a brief description for each scenario, including the key drivers and outcomes.
5. **Key Indicators:** Identify specific metrics or indicators that would be used to measure the success of each scenario (e.g., revenue growth, market share, customer satisfaction, etc.).
6. **Implications:** For each scenario, outline the implications for the organization in terms of strategy, operations, and resource allocation.
7. **Action Plan:** Develop an action plan for each scenario, including specific steps to be taken if that scenario were to occur.

Here is a sample scenario planning template:

**Future Time Horizon:** 5 years

### Drivers of Change:

- Technological advancements in AI and robotics
- Changes in consumer behavior due to demographic shifts
- Government policies on climate change and sustainability

### Scenario Titles:

1. "The Digital Revolution"
2. "Sustainable Energy Boom"
3. "Global Economic Downturn"

### Scenario Description:

1. "The Digital Revolution": By 2025, AI and robotics have become ubiquitous in the industry, leading to increased efficiency and productivity. Consumer behavior has shifted towards online shopping, with many preferring the convenience of e-commerce.
2. "Sustainable Energy Boom": The government has implemented strict regulations on carbon emissions, driving the adoption of renewable energy sources. As a result,

companies are investing heavily in sustainable infrastructure and technology.

3. "Global Economic Downturn": A global recession has led to reduced consumer spending and decreased demand for products.

### Key Indicators:

- Revenue growth
- Market share
- Customer satisfaction

### Implications:

1. "The Digital Revolution":
  - + Increase investment in AI and robotics
  - + Develop e-commerce capabilities
  - + Shift marketing focus towards digital channels
2. "Sustainable Energy Boom":
  - + Invest in renewable energy infrastructure
  - + Develop sustainable products and services

\* Focus on reducing carbon footprint

1. "Global Economic Downturn":
  - + Reduce costs through cost-cutting measures
  - + Prioritize cash flow management
  - + Diversify revenue streams

### Action Plan:

1. "The Digital Revolution":
  - + Implement AI-powered customer service chatbots within the next 6 months
  - + Launch e-commerce platform by end of year 2
  - + Increase digital marketing spend by 20% YoY
2. "Sustainable Energy Boom":
  - + Invest in renewable energy infrastructure by end of year 1
  - + Develop sustainable product line within the next 2 years
  - + Achieve carbon neutrality by end of year 3
3. "Global Economic Downturn":
  - + Reduce headcount by 10% within the next 6 months
  - + Implement cost-saving measures across all departments
  - + Focus on cash flow management and reduce debt

This scenario planning template provides a structured approach to imagining different future scenarios, identifying key drivers of change, and developing strategies for each scenario. By using this template, organizations can prepare for a range of potential outcomes and make informed decisions about their future direction.

[problem](#), [business](#), [strategy](#), [planning](#), [sustainability](#), [economics](#), [technology](#), [marketing](#), [innovation](#)

# Scenario Planning Template

## 1. Introduction

- **Purpose of the Scenario Planning:**
  - [Briefly describe the objectives of the scenario planning.]
- **Scope:**
  - [Define the scope, including the timeframe and relevant factors.]

## 2. Key Drivers of Change

[Driver 1]	[Description of driver 1]	[Level]	[Level]
[Driver 2]	[Description of driver 2]	[Level]	[Level]
[Driver 3]	[Description of driver 3]	[Level]	[Level]
[Driver 4]	[Description of driver 4]	[Level]	[Level]

## 3. Scenarios

### Scenario 1:

- **Description:**
  - [Brief overview of the scenario.]
- **Key Assumptions:**
  - [List key assumptions for this scenario.]
- **Implications:**
  - [Discuss potential implications for the organization or industry.]

### Scenario 2:

- **Description:**
  - [Brief overview of the scenario.]
- **Key Assumptions:**
  - [List key assumptions for this scenario.]
- **Implications:**
  - [Discuss potential implications for the organization or industry.]

## Scenario 3:

- **Description:**

- [Brief overview of the scenario.]

- **Key Assumptions:**

- [List key assumptions for this scenario.]

- **Implications:**

- [Discuss potential implications for the organization or industry.]

## 4. Strategic Options

- **Options for Scenario 1:**

- [Outline strategic options to consider.]

- **Options for Scenario 2:**

- [Outline strategic options to consider.]

- **Options for Scenario 3:**

- [Outline strategic options to consider.]

## 5. Monitoring and Updating

- **Indicators to Monitor:**

- [List key indicators that will signpost changes in the environment.]

- **Review Schedule:**

- [Outline how often the scenarios will be reviewed and updated.]

## 6. Conclusion

- **Summary of Insights:**

- [Summarize the key insights gained from the scenario planning process.]

- **Next Steps:**

- [Outline the next steps that will follow this scenario planning exercise.]



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