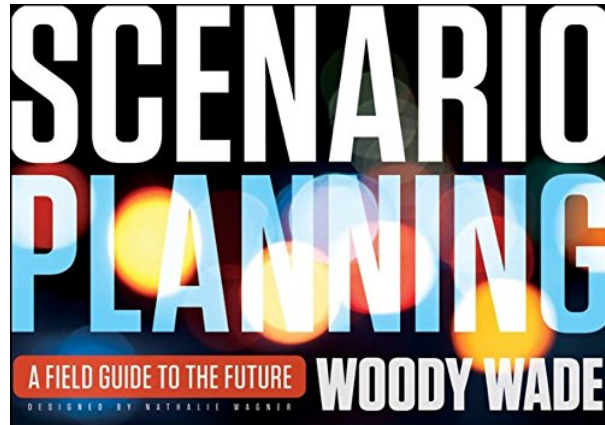
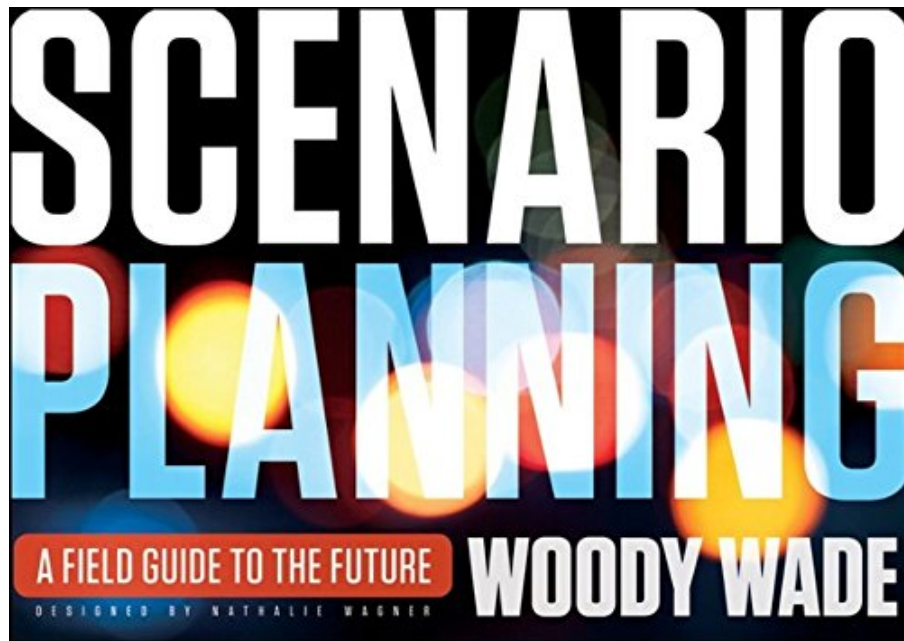


SCENARIO PLANNING: A FIELD GUIDE TO THE FUTURE BY WOODY WADE



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From the Back Cover

Is your business ready for the future?

While crystal balls cannot actually see into the future, a methodology does exist that can help you visualize it. Or to be more precise, this methodology helps you see a range of alternative futures—or scenarios—that could plausibly emerge, depending on how current developments continue to unfold.

Scenario Planning serves as a guide to looking at your business, and the world, years from now, posing thoughtful questions about the possible consequences of current (and possible future) trends. It helps decision-makers see opportunities and threats that could emerge beyond their normal planning horizon. This book will help you:

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

This visual book will help you answer the question, "Is my organization ready for every possibility?"

About the Author

WOODY WADE heads Wade & Co., a management consultancy focused on business foresight, and frequently speaks on the topic of future trends. With an MBA from Harvard Business School, he has more than thirty years of business experience, specifically in international marketing and strategy development. He has worked for two Swiss private banks; served as a member of the executive board of the Geneva-based World Economic Forum; and was the marketing director of the world-renowned Ecole Hôtelière de Lausanne.

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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

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- Sales Rank: #450275 in Books
- Published on: 2012-03-27
- Original language: English
- Number of items: 1
- Dimensions: 10.00" h x .40" w x 6.95" l, 1.10 pounds
- Binding: Paperback
- 204 pages

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Most helpful customer reviews

7 of 7 people found the following review helpful.

Great

By Jim Henderson

I teach the concept of scenario planning to students in a strategy class, but I never found a book that explained it clearly and easily.

Now I have: this book has a completely practical focus and walks you through the process step by step. It's also a beautifully designed book.

I will test it out with my class in the upcoming semester.

3 of 3 people found the following review helpful.

A great book for university courses as well.

By S. Card

This is a great book; clear, intelligent and practical. I chose this book for an upper level Strategic Planning course. Students made great use of the material. I looked at a number of options for a text covering the scenario planning part of the course. No other book came close.

What is particularly helpful is the combination of conceptual, design and practical thought shown in the book's development. Scenario planning is often presented in ways that are either impenetrable or trivial. Theory and practice are well integrated here and there is nothing misplaced in that integration.

I recommend this book without hesitation.

2 of 2 people found the following review helpful.

A Proven Methodical Approach to Envision Plausible Futures

By Mike Tamayo

Woody Wade, an accomplished strategy consultant, has written a thorough overview of the scenario planning process. This book should be particularly beneficial to those with a limited knowledge of scenarios who need a basic understanding in order to get started.

Scenario Planning is organized into five chapters, with chapters 2 (how to develop a scenario), 3 (case studies), and 4 (Black Swans) being the most instructive. In discussing how to develop a scenario, Wade presents a 10-step process that begins with framing the strategic challenge, and concludes with how to monitor and write your completed scenario. The successful completion of steps 4 (defining either / or uncertainties) and 5 (generating scenarios) are critical to developing viable scenarios. As such, I was somewhat disappointed in that I felt Wade could have devoted a bit more space to explaining these concepts in more detail.

The chapter devoted to case studies is very beneficial as it brings to life the "how to" concepts presented previously. This section introduces the idea of using well-written and imaginative vignettes to convey how scenarios might play out. I particularly enjoyed reading the newspaper industry case study and the accompanying presentation of four very different and plausible futures.

As Wade cautions throughout the book, scenarios do not equal predictions. Rather, well-developed scenarios are a must have tool to help organizations develop potential strategic choices and direction. Indeed, I think a well thought out strategy can only evolve from the potential choices presented by developing multiple scenarios.

Scenario Planning is well written, practical, and entertaining to read. It's recommended for someone who wants to develop a basic understanding of the various considerations and steps involved in developing an informed look at possible and plausible futures.

See all 18 customer reviews...

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