

Scenario Planning to address Uncertainties of the Future

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“ The trend is your friend until the end when it bends ”

Developing long-term strategy requires establishing views about the future and charting out coordinated actions and implementation plan to achieve desired goals. We are all, in general, heavily influenced by conditions in the present and our belief systems predisposed with what we have seen or read about in the past; so while articulating our views about future, majority of us as forecasters extrapolate from the past.

Most planners/forecasters while preparing their future plan develop three types of views - reference (business as usual) view, optimistic view and pessimistic view in extending present to the future. Our culturally conditioned mindset limits the extent to which we can envisage a broader set of futures. But those that rely merely on forecasting in their outlooks about the future can find the consequences very expensive.

The uncertainties are abounding and affecting us deeply in most of our present-day businesses. We live in a world of increasingly complex interconnections of geopolitics, fast-changing technology, societal & market forces and changing regulations. It is crucial that today's strategy development exercises adopt new approach, new thinking, and new processes to take care of the uncertainties and of challenging our assumptions about what the future holds.

Expectation from the Interaction

The participants will be exposed to the art of developing scenarios, which are plausible, pertinent, coherent and credible alternative stories. Scenarios are powerful tools for addressing what is both fundamentally significant and highly inexplicable – the future. Scenarios help us to understand and appreciate the risk exposure that organizations face and those forces that shape large-scale investment and major strategic initiatives. Good scenarios help us to improve the quality of corporate conversation on strategy, leading to a better quality of investment and reduced corporate liabilities.



Facilitator
Mr. Manas Das
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About the Facilitator:

Passionate about Strategy and Change Management, Mr. Manas Das has over 30 years of Industry experience. He worked in various functions like Strategic Planning, Change Management, L&D, Marketing, Business Development and Plant Operations etc. He worked with GAIL, India's Maharatna Company & Kuwait Petroleum Corporation – one of the largest Oil company in the world. He is a Chemical Engineer from IIT Kanpur and MBA (International Business) from IIFT. He teaches Strategy & Change management at many topmost MBA colleges.

He is CEO & MD of ValuEndow Consulting, a leading firm in Management Consultancy, Leadership Development, Systems Audit and Workplace Wellbeing.