

## Scenarios The Art Of Strategic Conversation

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Scenario planning is a powerful approach used to explore volatility, uncertainty, complexity and develop plausible futures that map out such issues. Scenarios, in combination with the organisation's business idea, facilitates a strategic conversation that helps to determine a course of action and assists in resource allocation in complex and rapidly changing environments.

Scenarios : the art of strategic conversation (Book, 2010 ...

Scenario planning allows companies to move away from linear thinking and better understand external change. Eight years (and 30,000 copies) after publication Scenarios is still acknowledged as the definitive work in the field. Now, Kees van der Heijden brings his bestseller up to date, following up on his original case studies and adding significant new material.

Scenarios The Art Of Strategic

Scenarios: The Art of Strategic Conversation, Second Edition will help you: Break out of the organization's 'thinking box' and take a wider perspective Understand the unique drivers of an organization's success by articulating its central business idea

Scenarios: The Art of Strategic Conversation by Kees van ...

The Art of Scenarios and Strategic Planning: Tools and Pitfalls. MICHEL GODET. ABSTRACT The term strategy has been misused and even abused. Worse, the word scenario is often confused with strategy to the point that clari fi cation is needed if we are to understand one another.

Scenarios: The Art of Strategic Conversation - Kees van ...

Preface xvii. Scenarios are the best available language for the strategic conversation, as it allows both differentiation in views, but also brings people together towards a shared understanding of the situation, making decision making possible when the time has arrived to take action.

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Scenario Planning and the Art of Strategic Conversation ...

Through the implementation of scenario planning tools participants develop a number of scenarios that explore the key concerns in the scenario agenda. Implications for the organisation are drawn out and considered in the context of strategic change. The process results in new insights about potential strategic risks for the organisation.

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