

## **C3Centricity 1-Day Catalyst Workshop**

### **S3: Strategy and viSion with Scenarios**

**Objective:** Expose business executives to a new way of developing their vision and strategies. As the world is changing ever faster, there is no time for reaction, so pro-activity needs to become the norm. This can only happen through effective scenario planning and the integration of the customer into the strategy and vision.

**Overview:** Many organisations rely on trend following alone to prepare for future opportunities and challenges. This workshop will explain why this is insufficient and explain how you can get a competitive advantage by working with future scenarios.

#### **Content:**

- What has changed in recent past: social media, employee loyalty, customer loyalty, customer demands, speed of communication, and desired speed of reaction.
- Why trend following is no longer sufficient.
- Developing a competitive advantage.
- Geographical expansion planning from trends.
- Scenario planning and uses with case studies.
- Challenging management to think the unthinkable.
- Summary and Q&A.
- Action planning, evaluation and close.

**Pre-work:** Review of current strategies, and company vision and mission statements, as well as any trend reports currently purchased.

**For Whom:** Executive and Management teams, Market Research and Insight, Marketing, Planning and Strategy, Business Intelligence professionals.

**Material provided:** Complete training file containing a summary of the presentations; examples of the charts, diagrams and process templates reviewed; blank examples of templates for internal use.