

Workshop strategic scenario analysis

In these times of global crisis many companies and organisations would like to be able to look into a crystal ball to predict the future. When will the crisis be over? What will be the consequences for my organization? What are new trends and developments? The crystal ball might provide the answers, but such a crystal ball doesn't exist except in fairy tales. What does exist, however, is the technique of Scenario Analysis to prepare yourself and your organization. Prepare yourself for the unpreparable and unpredictable, anticipate the future!

Scenario analysis was originally 'invented' by Shell in the 1960s. Ever since then, the technique of scenario analysis has been introduced not only in other companies in the private sector, but within the public sector as well. Governments on the national and local level use 'scenarios to formulate new policies to anticipate on new and future developments. Ecorys Academy has extensive experience with the application of scenario analysis for a wide variety of clients, national and international and offers a two day workshop around this theme.

Workshop Scenario Analysis

The two day workshop starts with a brainstorm to identify so called 'driving forces'. Driving forces are forces that significantly determine future developments, but the way in which these forces will develop is mostly uncertain. The forces with the highest importance and (un)predictability are used to formulate four scenarios. The participants will then 'build' the different scenarios: how will the future develop? What are important events? What time lines? etc. This will be on the base of action learning, using your own organisation as subject.



On the basis of the scenarios and the ambition of your organisation, the second day (scheduled four weeks later) you will brainstorm on measures and actions to be taken in each scenario. The workshop will end with the 'robustness-test': what measures/actions should you always implement, regardless the future, and what measures/actions are scenario-specific, to be implemented only in certain situations? You and your organization are now future proof!

Your Trainers

Atze Verkennis is director Ecorys RSE and has extensive experience with strategy development, program and policy evaluation for regional/urban and rural development and EU funds. Atze has executed this workshop for several clients, both domestic and international, during the last 10 years.

Rob Boudewijn is director of the Ecorys Academy and has 20 years of experience with the development of international training courses for clients from the public and private sector.

Practical information

Programme

Day 1

- 09.00 Welcome and introduction
- 10.00 Module 1: brainstorm “driving forces” and the importance and (un)predictability of these forces, outline for scenarios
- 12.30 Lunch
- 13.30 Module 2: Scenario-building, four futures for your organisation

Day 2

- 09.00 Module 3: brainstorm “measures and actions to achieve ambition in each scenario”
- 12.30 Lunch
- 13.30 Module 4: Ranking the measures and robustness: what to do at all times, what to do in specific situations
- 17.30 Certificates and cocktails

Costs

The costs of the workshop are €995,- p.p., exclusive VAT and include all materials, lunches, cocktails and certificate. This workshop will be offered on tailor made basis with a minimum of 12 participants.

Date and location

This workshop is tailor made. Date and location will be determined together with the client. To “implement” the scenarios within the own organization, it is necessary that there are at least 4 weeks between the first day and the second day. For more information you can contact info@ecorysacademy.com.

What clients say about our workshops

“This workshop provided me with major tools to develop new policies.”

Municipality of Rotterdam

“I could not believe the future was predictable, until I participated in this workshop, fantastic!”

European Commission, Brussels

“Very well informed trainers, logical step by step approach, very useful models to implement.”

Croatian alumnus, Co-ordination unit SF

“Will certainly be recommended!!”

Members of parliament Bulgaria



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