

# Workshop „Future Scenarios“

## Background

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As the future becomes less predictable it becomes all the more important to actively shape it. Traditional prognoses frequently prove to be error prone. Due to increasing complexity and dynamic interactions mere extrapolation no longer suffices.

To say it with Perikles: "Predicting the future accurately is not so important, being ready for it is." Or put differently: What is relevant is pointing towards possible future living spaces rather than evaluating the probability of any particular course of events. Developing future scenarios for selected areas and markets gives you insights on such future living spaces. By focussing on interactions between various future developments this method goes beyond classical trend analysis. Thus an integrated picture of the future emerges that permits insights on future risks and potentials.

## Aim

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Getting to know the method of scenario development that may later be applied as a decision making aid.

## Realisation

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A one-day seminar serves to develop and discuss future scenarios in a particular field. Attention will be given both to the methodology used (e.g. the "wild cards-tool") and to the practical realisation within the particular firm. As a framework for decision making scenarios are typically developed along three different lines: as realistic, optimistic and pessimistic outlook.

The programme:

9.00-9.45	Introduction to scenario development – What are scenarios? What can we learn from them?
9.45-10.15	The scenario process and its relation to strategy development and planning in the firm
10.15- 10.30	Break
10.30 -12.15	Scenario development – basic trends & wild cards and the development of frames for the intended scenario development
12.15-13.30	Lunch Break
13.30- 15.15	Scenario development for a selected field
15.15-15:30	Coffee Break
15:30-17:00	Scenario development for a selected field – continued
17:00-18:00	Application contexts and limitations for the scenarios developed

## Costs

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For a one-day workshop (in the client's premises): 3 400,- €  
This includes overhead costs, briefing, preparation, and evaluation but excludes any additional expenses (travel costs etc.) and VAT.