

# Scenario based strategy processes

Megatrends such as globalization, climate change, technological development, aging populations, and the aftermath of the financial crisis, develop and interact in ways that make many industries and businesses face an uncertain future.

Through scenario based strategy processes Econ Pöyry helps companies develop strategic responses flexible enough to take advantage of opportunities and robust enough to deal with the downside risk that such uncertainty entails.

## HOW DO YOU DEAL WITH UNCERTAINTY?

The purpose of strategy development is to create a good fit between the characteristics of a company and its business environment. Understanding that the aggregate effects of the strong, and sometimes conflicting, driving forces that influence the future cannot be predicted and presented in the form of a traditional forecast, is in our opinion a critical success factor in industries facing an uncertain and complex future.

## SCENARIO THINKING ENABLES FLEXIBILITY AND ROBUSTNESS

Well defined and well communicated scenarios enables your company to build necessary flexibility and robustness into your strategic activity. This leads to a more thorough understanding of the implications of unfolding economic and political events, and leaves you better positioned to recognize and exploit opportunities as they present themselves.

The scenario method combines the analytical with the creative and intuitive, and provides a common vocabulary and framework for strategic dialogue that gives your company a competitive edge in a market faced with uncertainty.

## A STRUCTURED PROCESS WITH HIGH CLIENT INVOLVEMENT

A scenario based strategy process is carried out in three phases – scenario development, strategy development and testing, and finally monitoring the unfolding of scenarios in order to assess the consequences for your company's past, present and future strategy choices. A key to success in linking scenarios to strategy is involvement of your company's competence in all three steps of this process. Econ Pöyry facilitates and provides substance in the first two phases, and helps its clients establish efficient monitoring systems in the third phase.

## ECON PÖYRY OFFERS PROVEN COMPETENCE

Econ Pöyry has a long history of using scenario methodology to support decision makers in industry and government in their efforts to navigate through complexity and uncertainty. Our business idea is to combine industry experience and a deep understanding of the relevant driving forces, with first class process facilitation.

