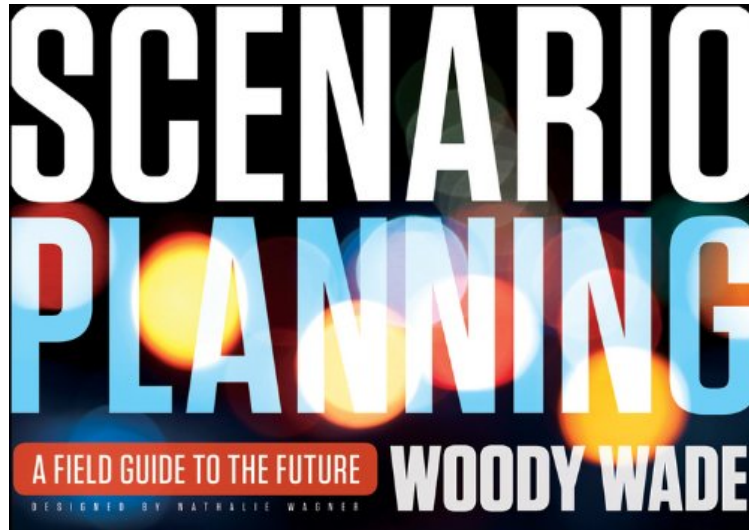


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Scenario Planning: A Field Guide to the Future

Woody Wade

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Woody Wade : Scenario Planning: A Field Guide to the Future before purchasing it in order to gauge whether or not it would be worth my time, and all praised Scenario Planning: A Field Guide to the Future:

2 of 2 people found the following review helpful. Readable, practical - a superb "how-to" for strategists
By Helveticus
There must be dozens of books on scenario planning on the market. Before discovering this one, I had bought and read (or tried to read) 5 or 6 of these books, and found them uniformly dry, academic, heavy-going... boring. Wade's book is different. It is easily the most readable of the ones I have dipped into, and it is also, without a doubt, the one with the best design, which makes the book a pleasure to read as well as facilitating your ability to understand how scenario planning works. However, in my view its ultimate value is its clarity. First, its step-by-step description of how to implement a scenario planning process is very helpful and would give beginners enough confidence to try it. Second, it provides clear and convincing argumentation for WHY an organisation should think in terms of scenarios. If you are the head of a company and read Wade's reasoning for introducing this way of thinking/planning into your firm, you would be hard-pressed to find any decent arguments for ignoring the technique and simply pressing ahead with the forecasts that you believe (or hope?) will turn out to be right. Scenario planning is about visualising the future so you are not taken by surprise when things turn out the way they do. After reading Wade's book, you will surely realise that by NOT introducing scenario thinking into your company, you are practically condemning it to exactly that fate: being taken by surprise. So if you are responsible for your organisation's long-term viability, this is the best overview and "how-to" primer out there. Start here... it is a quick and even light-hearted read... and then you can "graduate" to the boring academic tomes if you are so inclined.
3 of 3 people found the following review helpful. A great book for university courses as well.
By S. Card
This is a great book; clear, intelligent and practical. I chose this book for an upper level Strategic Planning course. Students made great use of the material. I looked at a number of options for a text covering the scenario planning part of the course. No other book came close. What is particularly helpful is the combination of conceptual, design and practical thought shown in the book's development. Scenario planning is often presented in ways that are either impenetrable or trivial. Theory and practice are well integrated here and there is nothing misplaced in that integration. I recommend this book without hesitation.
1 of 1 people found the following review helpful. Read this or be left behind!
By CaBroK
It's not often that a book can

truly help you prepare for the future given that everyone's situation is different. Yet that's just what SCENARIO PLANNING does. In very simple and understandable terms, it can help you learn what it takes to analyze your present situation, examine the factors that can affect you in the future and determine a multitude of possible real world paths you will ultimately end up heading down. This book is a must for those who want to stay ahead of the curve and not be part of the lemming crowd that simply waits for their fate to happen. Those who use and learn the lessons of this book will be the ones that succeed in the future, leaving the rest of us to react to changes we did not expect. Wade also adds sections to the book called Web 9.0 and 11 Changes that get you think about what the next 10 years may bring, which alone were worth the price of the book.

Is your business ready for the future? Scenario planning is a fascinating, yet still underutilized, business tool that can be of immense value to a company's strategic planning process. It allows companies to visualize the impact that a portfolio of possible futures could have on their competitiveness. It helps decision-makers see opportunities and threats that could emerge beyond their normal planning horizon. Scenario Planning serves as a guide to taking a long-term look at your business, your industry, and the world, posing thoughtful questions about the possible consequences of some current (and possible future) trends. This book will help you: Outline (and help you prepare for) any trends that could play out in the future that could change the political, social, and economic landscapes and significantly impact your business Explore the impact of technological advances and the emergence of new competitors to your business Examine challenges that are only dimly recognizable as potential problems today This visual book will help you answer this question: Is my organization ready for every possibility?

From the Back Cover Is your business ready for the future? While crystal balls cannot actually see into the future, a methodology does exist that can help you visualize it. Or to be more precise, this methodology helps you see a range of alternative futures—or scenarios—that could plausibly emerge, depending on how current developments continue to unfold. Scenario Planning serves as a guide to looking at your business, and the world, years from now, posing thoughtful questions about the possible consequences of current (and possible future) trends. It helps decision-makers see opportunities and threats that could emerge beyond their normal planning horizon. This book will help you: Outline (and prepare for) any trends that could change the political, social, and economic landscapes and significantly impact your business Explore the impact of technological advances and new competitors Examine challenges that are only dimly recognizable as potential problems today This visual book will help you answer the question, "Is my organization ready for every possibility?" About the Author WOODY WADE heads Wade Co., a management consultancy focused on business foresight, and frequently speaks on the topic of future trends. With an MBA from Harvard Business School, he has more than thirty years of business experience, specifically in international marketing and strategy development. He has worked for two Swiss private banks; served as a member of the executive board of the Geneva-based World Economic Forum; and was the marketing director of the world-renowned Ecole HEC de Lausanne.