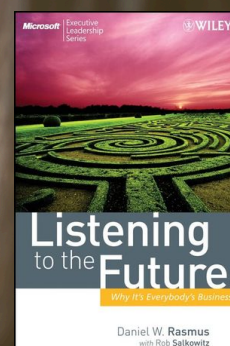


Scenario

noun /sə'nerē,ō/

*A story set of in the future;
Scenarios help our team
imagine different futures.*



Build scenarios, anticipate the change

Serious Insights helps organizations embrace uncertainty as a tool of innovation and strategy. We facilitate the development of future scenarios that anticipate change, create insight, and drive strategic dialog.

Every industry faces uncertainty. In some cases uncertainty points toward threats and in others toward emergent opportunities. Regardless of how astute an organization may be, if it doesn't grapple with the social, technological, economic, environmental, and political forces shaping its market, it will likely miss signals that may prove the difference between leadership and survival.

Serious Insights offers a variety of workshops and consulting models from one-day introductory workshops to full scenario development and advisory services.

We wrote the book on listening to the future. Schedule a conversation with Serious Insights about **Scenario Planning** today and learn how your organization can start listening to the future and use what it hears to create strategic advantage.

Scenario Planning

Use uncertainty to anticipate change.



CHALLENGE ASSUMPTIONS



AVOID SURPRISES



ANTICIPATE CHANGE



PREPARE FOR THE FUTURE

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