



Scenario Management International
Corporation for Future Research
and Strategic Management



Scenario Manager™

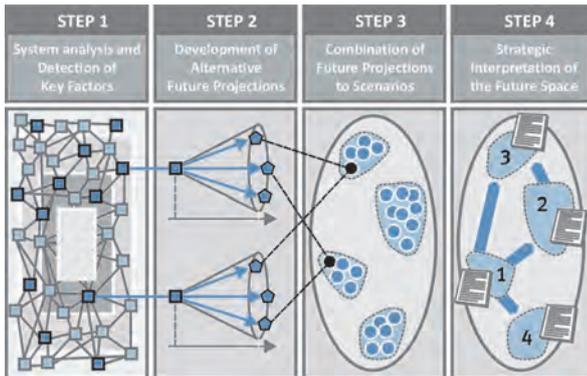
Software to implement
Scenario-Management™

Scenario Manager

www.scmi.de

1 Scenario-Management™

In an environment of growing variety and dynamics, future developments are getting increasingly hard to predict. At the same time the necessity of getting involved with the future is growing. Future scenarios offer a solution to cope with this challenge. By describing a landscape of possible alternative futures, scenarios help to make reliable decisions. The Scenario-Management™ of ScMI is one of the leading methods concerning the development and application of future scenarios in the german-speaking area. The development of scenarios is based on a four stage process:



Detection of key factors (Step 1)

Firstly, the examined topic gets structured. Therefore the relevant influence areas are identified and visualized in a graphical overview. Within these areas, concrete influence factors are being described. Based on an evaluation of the interaction of these aspects, key factors are selected, which primarily shape the future development.

Development of future projections (Step 2)

For each key factor possible alternative future developments, so called future projections, are developed and formulated. These projections evolve in a creative group discussion and represent the fundamental elements for the following construction of scenarios.

Combination of projections to scenarios (Step 3)

Scenarios are concise descriptions of possible alternative future developments. The creation of these scenarios is based on the determination of the most consistent combinations of the future projections by a scenario software. The complete set of different scenarios describes “a map of the future”, which structures the space of conceivable developments. All future images of this map are finally described, according to the specific target group.

Strategic interpretation of the future space (Step 4)

Subsequent to their development, the scenarios are analyzed regarding their strategic consequences and evaluated concerning their probability of entrance. This step reflects the transition between the development of scenarios and the scenario application.

The created scenarios can be applied in three main areas. In planning, they help to make decisions and strategies robust against unexpected external changes. Also they provide input for innovation management and create a foundation for the implementation of strategic early warning processes.

2 Scenario-Manager™

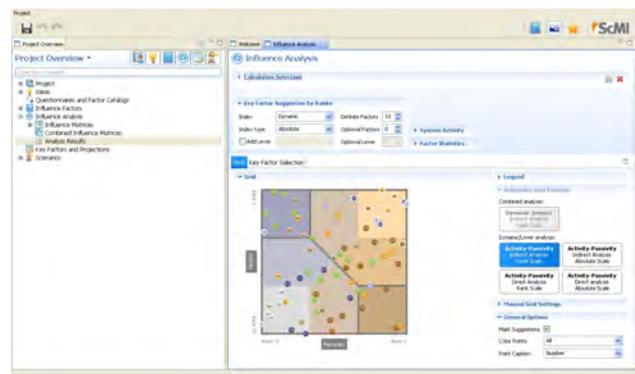
Beyond methodological competence and experience, the application of a suitable software is one of the essential key drivers of successful scenario projects. In this regard ScMI provides a powerful solution.

Based on experiences in numerous applications in different industries and sectors, the Scenario-Manager™ supports the efficient development of high-quality scenarios based on the methodology of Szenario-Management™. This software-offer is enhanced by optional training and coaching modules, which enable an individual support of your specific scenario project.

The use of latest technology and a contemporary interface design form the foundation of our development work. In addition to that, the Scenario Manager™ offers the following unique selling propositions:

Functional Completeness

Comprehensive support and documentation of scenario projects, from project definition to result interpretation



Outstanding Performance

Powerful algorithms support real-time update, even for complex tasks and the consideration of numerous influence factors in scenario projects.

Praxis Orientation

Practically proven processes based on more than 250 projects of Scenario-Management™ in various industries.

Intuitive Usage

Easy, graphical guidance through all process steps and catchy visualization of results.

MS-Office-Integration

Efficient documentation of results and team processes based on MS-Office integration

Scalability of Functions

Flexible adaption of functions to individual requirements based on modular software structures.

Functionality

Targeted scenario field definition

- Systemic definition of the scenario field by system levels and influence areas
- Group-based identification of possible influence factors resting upon written surveys
- Detailing of the influence areas by well described influence factors

Group-based influence analysis

- Group-based assessment of factor relations through consolidated influence matrices
- Comprehensive analysis of the indirect cause-effect-chains between all influence factors
- Comprehensible derivation of characteristic indicators to support the selection of key factors

Transparent key factor selection

- Visualization of factor characteristics in various portfolio representations
- Automatic derivation of a proposal for the selection of key factors
- Support of the final key factor selection in workshops sessions

Visual projection development

- Identification of suitable dimensions to describe the possible future developments
- Visual development of projections based on easily adjustable projection portfolios
- Detailed description of future projections

Efficient scenario calculation

- Efficient and visual consistency assessment of future projections
- Powerful algorithms to compute the most consistent pictures of the future
- Cluster analysis supporting the aimed selection of an adequate number of scenarios

Comprehensive scenario representation and analysis

- Clear representation of the scenario contents in order to describe future images
- Cross-comparison of scenario elements to identify crucial scenario characteristics
- Systematic identification of varying key factors shaping the scenario space based on a sensitivity analysis

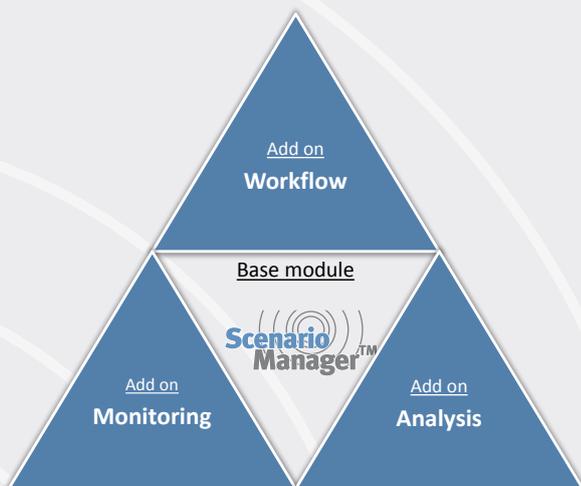
Visualization of the future space

- Clear visualization of scenarios in a Future-space-map
- Analysis of the projection distribution of specific developments within the future space
- Identification of key dimensions within the future space distinguishing the scenarios

Comprehensive scenario evaluation and interpretation

- Detailed assessment and analysis of future projections (actual situation, expectation, desired future)
- Aggregation of projection assessments to a comprehensive evaluation of the scenarios
- Scenario interpretation by different perspectives (winners/losers, opportunities/threats, etc.)

Softwaremodules



Base module: Scenario-Manager™

Basic functions of scenario development, from the identification of key factors to description of future projections and the final construction of scenarios.

Additional module: Workflow

Supports team-based processes and comprehensive Office-integration for an efficient documentation and presentation of results.

Additional module: Monitoring

Allows the analysis of scenario consequences as well as the assessment probability of developed scenarios.

Additional module: Analysis

Extension of analytical functions in order to improve the quality of results as well as to deepen the understanding and the interpretation of scenarios.

3 Training and Coaching-Offers

Regarding the software application we give you a helping hand and provide individual support based on modular service offers. Choose between different training formats or punctually integrate the competences of our consultants in your internal projects.

We are delighted to compile an individual offer for you.

Trainings

In our trainings we convey the necessary knowledge about the methodology of the Scenario-Management™ as well as the application of the software. Alternative formats enable an individual setting of priorities.

Coachings

Based on our coaching offerings you are able to use our consultants' experience to support critical steps of the scenario process. The aim of our coaching is to improve the quality of results by giving constructive impulses for your work. Therefore we respond flexibly and individually to your specific consulting demand.



4 ScMI

ScMI is a market leader in developing and implementing scenarios. Its corporate objective is to support companies and organisations in the development of future scenarios, the design of visionary strategies as well as innovation-, business development and strategic early warning processes.

Since its foundation ScMI has supported the majority of German Top 20-Companies in the field of Scenario Management™.

The Scenario-Management™ approaches steadily over the years. The corresponding results as well as practical experiences in a huge variety of industries can be found in different books, professional articles and magazines.

Our special recommendation is:



A. Fink, A. Siebe
Handbuch Zukunftsmanagement
Campus-Verlag, 2011
ISBN: 3-593-39550-0

A. Fink, O. Schlake, A. Siebe
Erfolg durch Szenario-Management
Campus-Verlag, 2001
ISBN: 3-593-36714-9

With the Scenario-Manager™, ScMI is able to offer a comprehensive software support for systematic scenario processes. Together with our modular trainings and coaching services we facilitate the independent use of Scenario Management™ in organizations. We are delighted to give you more information.

Additional information:



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