

24h Workshop

SCENARIO MANAGEMENT





How can we shape the future?

Get to know the scenario methodology with our experienced **Scenario-Management** experts. You will be developing your own, realistic set of scenarios for the future of mobility. Furthermore, attendees will gain valuable insights into application areas of scenarios and will have the chance to discuss their personal key learnings.



Perhaps it is due to the obvious increase in complexity and uncertainty – »scenarios« are on everyone's lips. But it is not only this increase in complexity and uncertainty that have led to scenarios being an important strategic instrument. Due to the both quantitative and qualitative method, an abundant number of companies, organisations and association employ this foresight technique.

Oftentimes, we are not able to accurately foresee the future. In these cases, alternative developments have to be anticipated. **Scenario-Management** is an advanced approach to scenario methodology which is used with great success in many companies and industries.

In addition to our tailor-made scenario projects, we are open to share our expertise with professionals wanting to learn more about our approach to the future. Precisely for this purpose, we have developed the **24h Workshop Scenario-Management**. This workshop is offering valuable knowledge about the scenario creation process in the shortest of time. With a hands-on and efficient approach, scenarios will be created for the specified case of the future of mobility. Attendees will moreover be able to discuss potential use cases of scenarios in decision making processes.

Are you ready for the future? Then I look forward to welcoming you to our **24h Workshop Scenario-Management!**

Dr. Alexander Fink

Program - Day 1

- 3:00 PM Welcome and introduction
- 3:45 PM Phase 1.1: Definition of scenario field
- What is the focus of our scenario project?
- 4:00 PM Phase 1.2: Identification of influence factors
- What are our questions about the future?
- 4:45 PM *Coffee break*
- 5:00 PM Phase 1.3: Detection of key factors
- What are the prioritized key topics?
- 6:00 PM *End of workshop day 1*
- 7:00 PM *Common evening event*

Program - Day 2

- 9:00 AM Phase 2: Development of future projections
- How can key factors develop over time?
- 10:15 AM Phase 3: Scenario creation
- Which pictures of the future are consistent?
- 11:15 AM Phase 4.1: Scenario evaluation
- How can scenarios be assessed?
- 12:30 PM *Lunch break*
- 1:15 PM Phase 4.2: Consequence analysis
- How do we use and implement scenarios?
- 2:30 PM Final discussion and feedback session
- 3:00 PM *End of workshop*

Dates & tickets

The **24h Workshop Scenario-Management** takes place on 12 and 13 March 2020 in Berlin.

The exact location will be announced soon.

Get your tickets for an early bird price of 550€ incl. VAT until 20 January 2020.

Regular ticket is 680€ incl. VAT.



Methodical approach

Take advantage of the **24h Workshop Scenario-Management** by gaining initial insights into the fascinating methodology of **Scenario-Management** and its application areas. Within one and a half days we will familiarise you with the development and application of scenarios.

You will proceed an exemplary scenario process, including its individual phases and critical steps. Targeted exercises based on a case study of the mobility industry will provide you with the necessary practical knowledge. Linked to theoretical explanations, attendees get to know the overall scenario creation process, but also its typical challenges and pitfalls. Finally, special attention is brought to the usage of the resulting scenarios in entrepreneurial contexts, such as strategy development.

Organiser



ScMI AG is one of the market leaders for the development and application of scenarios. We support companies and organisations in the creation of visionary strategies as well as the design and implementation of strategic leadership and early warning systems. Since its foundation, ScMI AG has worked with more than two third of Germany's Top 20 companies in the field of **Scenario-Management**.

www.scmi.de/en/

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