

Using Scenarios to Plan for Tomorrow

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Make sure you actively answer questions when asked.

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Welcome employees, to the Apple Inc. Head office!

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The iPhone 5S
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How are we going to introduce it effectively into the current marketplace?



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What is Scenario Planning?



So what is Scenario Planning?

Go to GoSoapBox and complete the Quiz- **What is Scenario Planning?**

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In conclusion...



Discuss now on GoSoapBox!

What benefits does Scenario Planning have for an organisation?



Scenarios Apple Inc. has devised:

- Increased use of Smartphone technology from younger generations.
- Global financial crisis occurs again in 5-10 years, impacting supply & demand
- Reduced cost of smart technology with more advanced supplier techniques
- Apple iPhones will no longer be the preferred smart phone with the evolution of other devices from Samsung and HTC



Step 5: Check for Consistency and Feasibility



Steps in Scenario Planning

Step 1: Define the scope

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Look at how broad and wide the time frame is, the areas in which you would like to conduct business as well as the competitive environment as well as other internal and external factors.



Vote now on GoSoapBox!

Should Apple Inc. use Scenario planning based on the conditions in the external environment we face?

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Apple's Current Environment

- Competition from Samsung, HTC smartphones
- New users of iPhones i.e. Youth/younger generation
- New regulations with new elected government that could impact?

Would scenario planning be beneficial in an environment like this?

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Scenario Planning is...

- * A Strategic thinking tool- What will our future look like?
- * Creating balance between under prediction and over prediction- reaching a middle ground.
- * "Depict possible futures, but not the strategies to deal with them".
- * Selecting several possible futures and designing business processes to be prepared for responding to them (i.e. natural disaster & loss of suppliers)

When Should Scenario Planning be used in an organisation?

- There have been a number of costly surprises in the past
- Poor innovation and generation of new opportunities
- Competition is high and competitors are using this tool.
- The industry is about to or is experiencing significant change
- There are a number of different opinions from stakeholders- many of which have merit



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Step 2- Identify the major stakeholder

For potential business partners who have an invested interest in the organization and its goals such as customers, shareholders and employees.



Step 3-Construct Initial Scenario Themes

These consist of related issues that are identified with the key uncertainties and therefore leading to scenarios with differing implications and therefore a broad range of scenarios that organizations need to plan for.



Step 4- Identify Key uncertainties

Uncertainties that come with changing basic trends create questions as well as areas for further investigation and attention.



Step 5 Identify basic trends

Factors that would influence the organization and the way it operates as well as the goals that they aim to achieve such as the scope they wish to target. These influences come from legal, economic, environmental and societal factors.

