

WORKSHOP

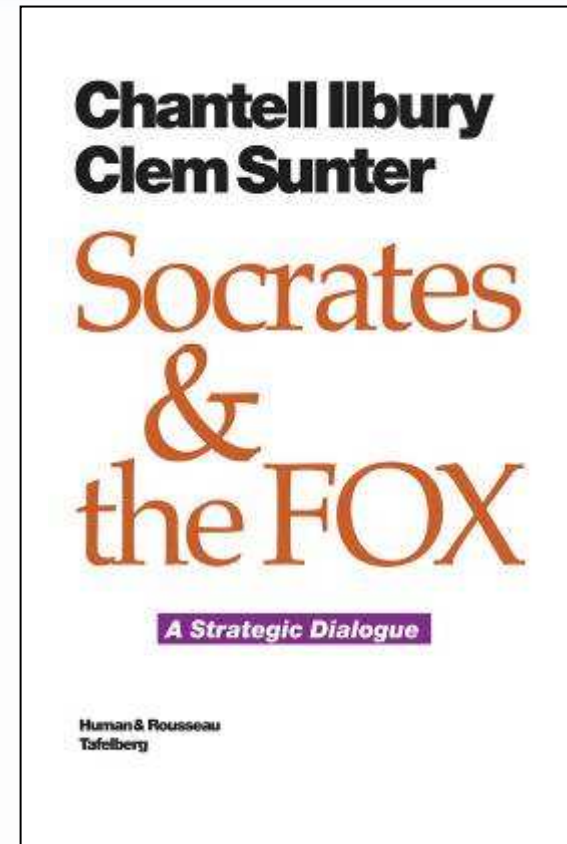
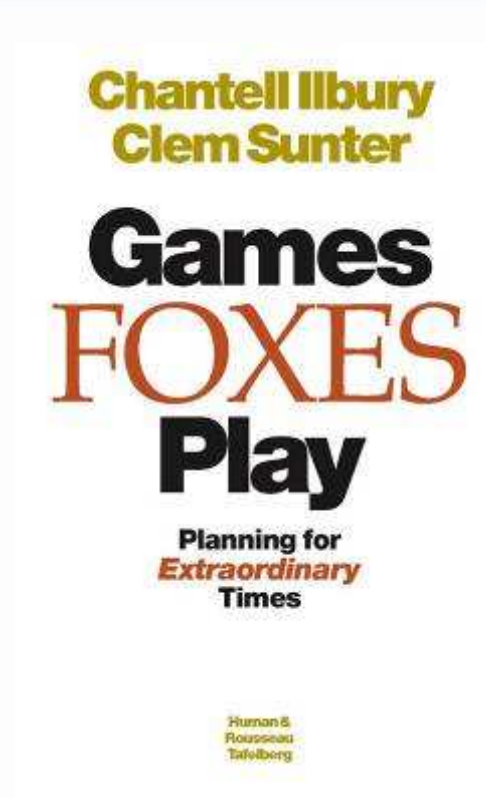
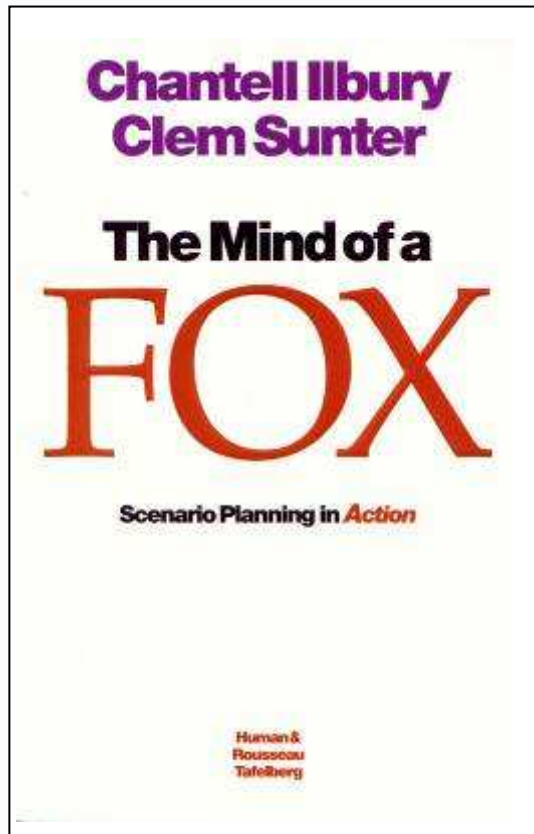
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Predicting the potato's future

Chantell Ilbury

Independent Scenario Strategist & Facilitator

The Books

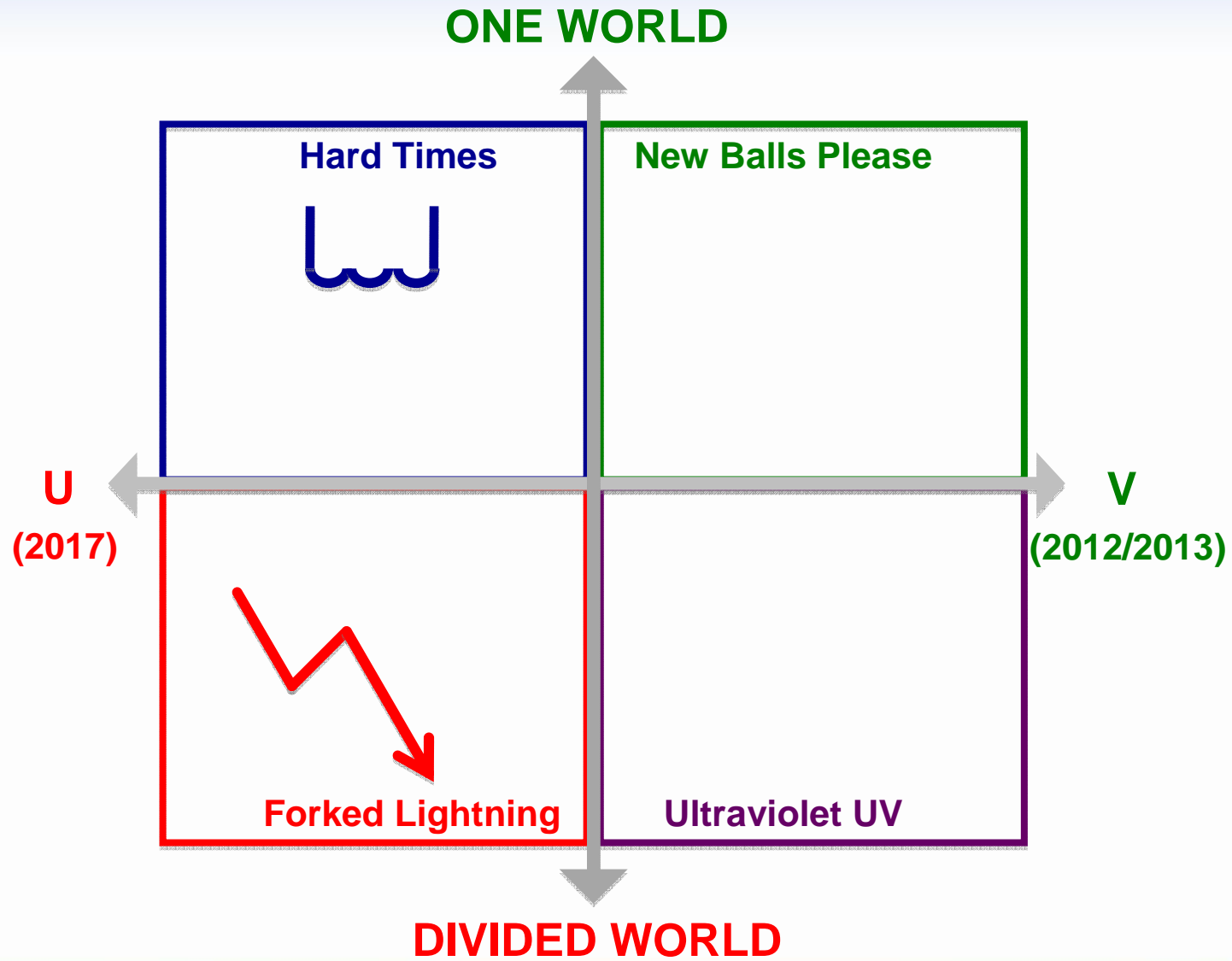


Foxes and Hedgehogs

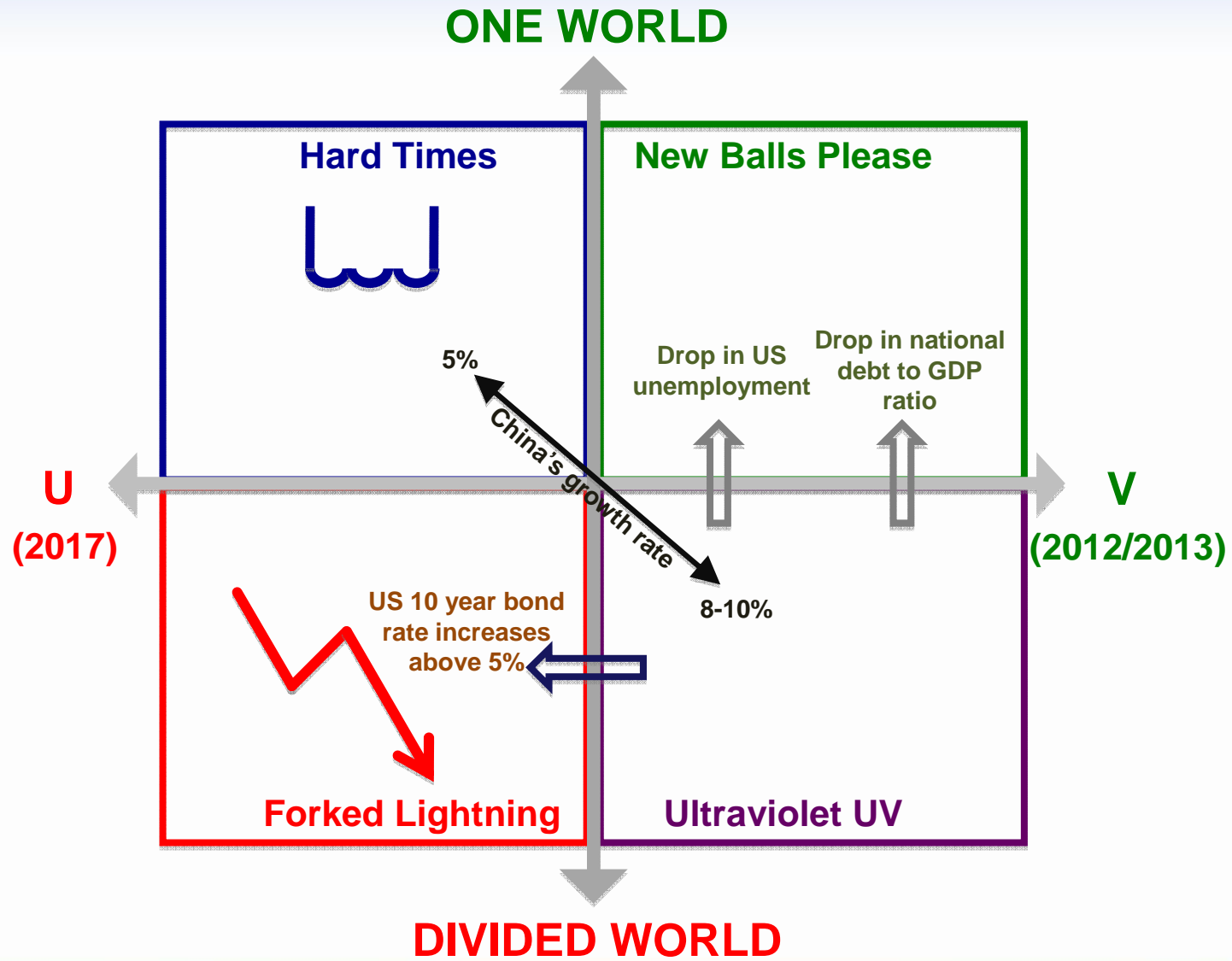
“The fox knows many things -
the hedgehog one big one”

Archilocus c.650 BC

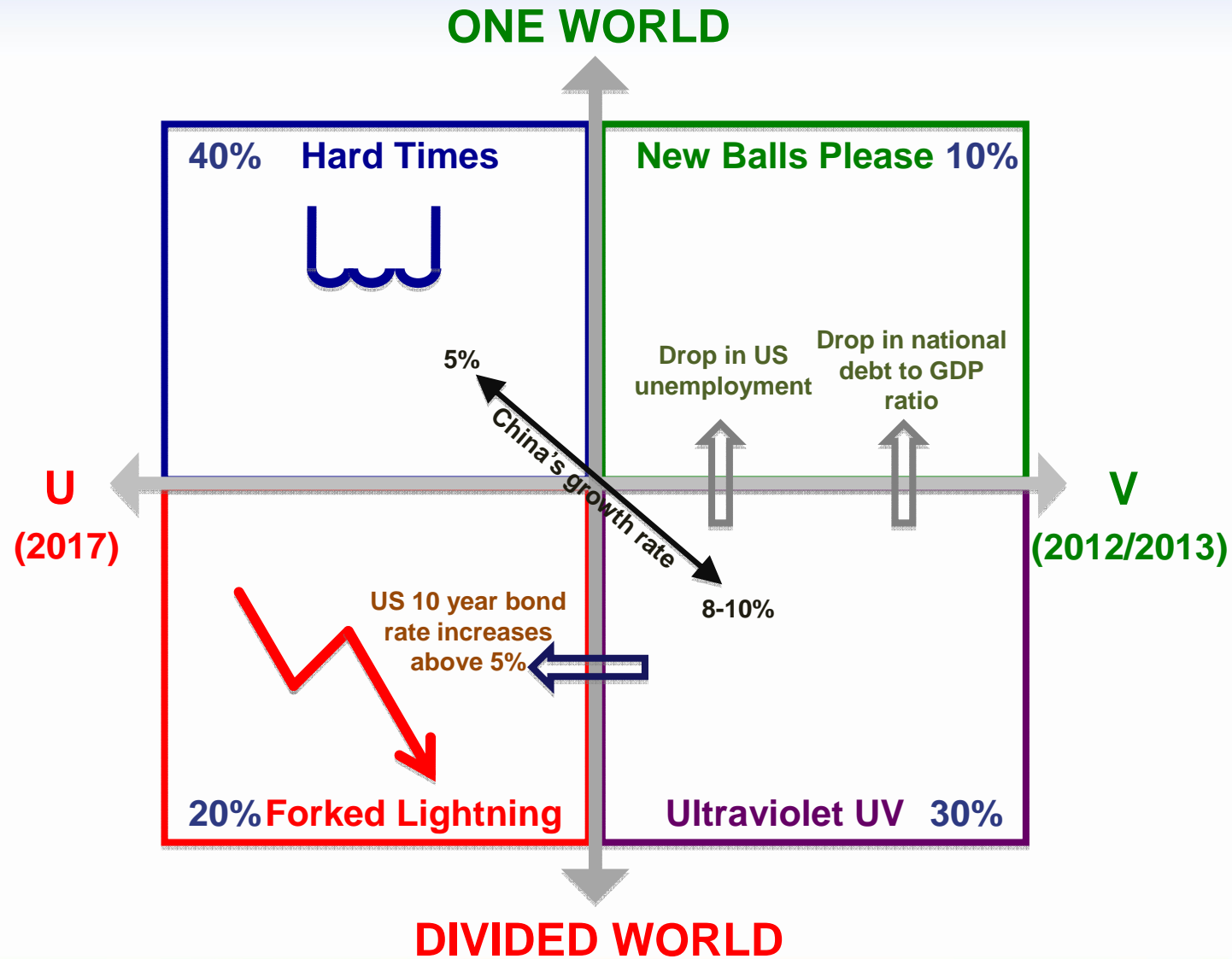
Global Scenarios



Global Scenarios - Flags



Global Scenarios - Probabilities



10 Strategic Questions

1. Context: How has the global potato industry changed, and where is it heading?
2. Scope: What is the playing field today, and what could it look like in the future?
3. Players: Who are the players that can most advance or retard your industry strategy, and how should you handle them in the future?
4. Rules: What are the rules of the game?

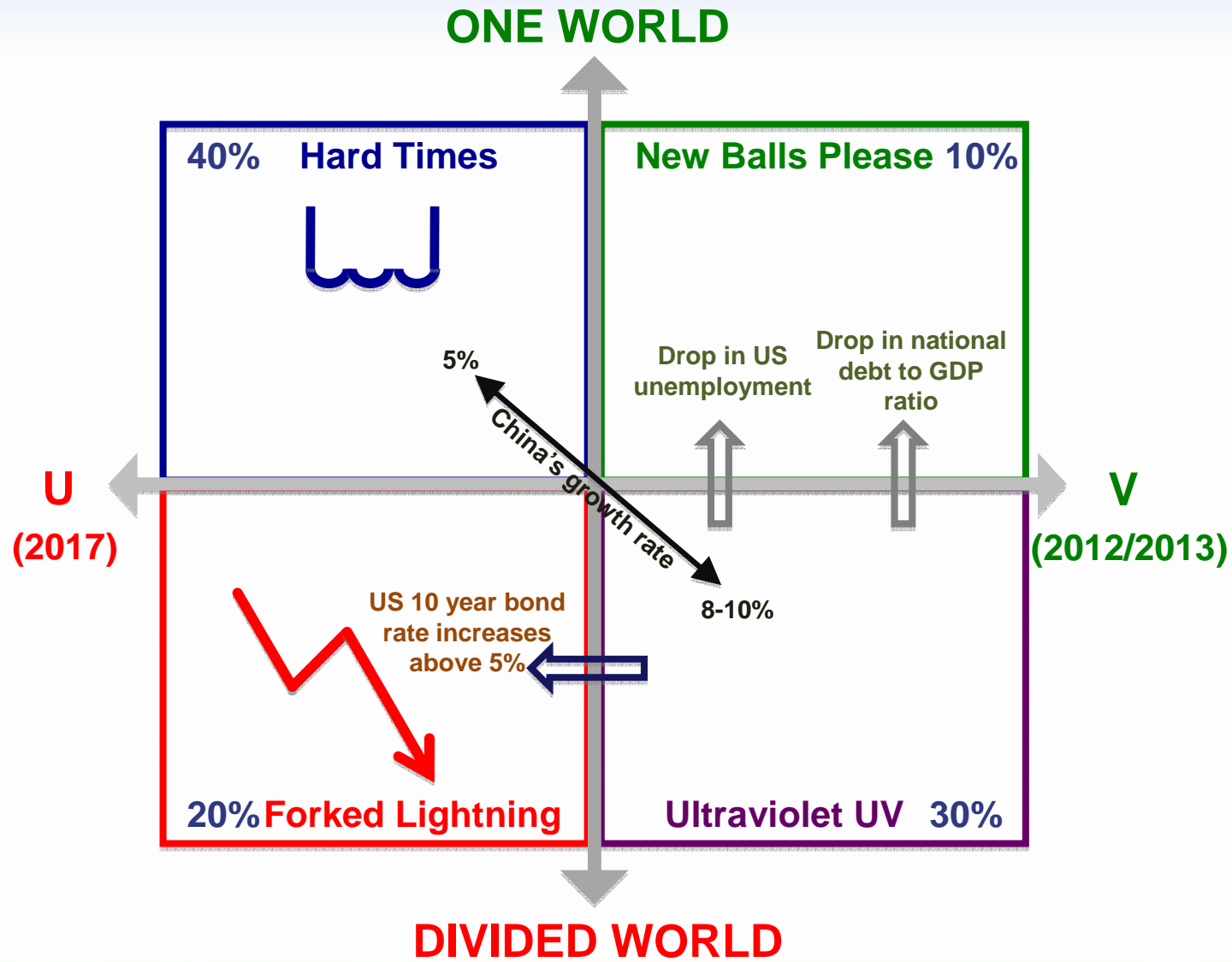
10 Strategic Questions

5. Uncertainties: What are the key uncertainties that could have a significant impact on the game and divert your course either positively or negatively?
6. Scenarios: On your game board, what are the possible scenarios and where would you position yourself in relation to them now?

10 Strategic Questions

7. SWOT: Looking inwards, what are your strengths and weaknesses and, looking outwards, your immediate opportunities and threats?
8. Options: What options within your span of control do you have to improve the scope of your game and your performance in it?
9. Decisions: Which options right now do you want to turn into decisions and what is the initial action associated with each decision?
10. Outcomes: What is your meaning of winning the game in 5-10 years time, expressed as a set of measurable outcomes?

Global Scenarios - Probabilities





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