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HBA Europe presents:

Scenario Planning - How to Think Differently About the Future

Tuesday, September 29, 2015 | 5:30 – 8:30 PM

Event location

TechnologiePark Basel
Hochbergerstrasse 60C, Auditorium
4057 Basel

Event description

As leaders and managers, you are feeling the constant pressure of global competition and unrelenting changes that are taking place in your business landscape. Your challenge is a difficult one: to formulate strategies not just for the market environment you are operating in now, but for the environment you'll be facing five, or even ten, years from now - which will surely be different than today's.

Different, yes. That much is certain. But how will it be different? That's the key question. Unfortunately, you have no crystal ball to guide you - nobody does. So how can you plan for future changes - changes that may significantly alter the landscape in which you will have to compete and succeed? This challenge is even trickier in an industry as dynamic as healthcare, which has to deal with high-impact changes coming from every direction at once.

In order to plan with a degree of confidence, you need to be able to visualize the most critical changes that could occur over the next few years, and understand the impact they could have on your future business landscape. A powerful technique for doing this is called scenario planning. This structured approach to thinking creatively about the future maps out not just one future landscape, but several possible future landscapes that could potentially materialize, depending on how key trends play out.

Swiss-based author and expert in scenario planning, **Woody Wade**, will explain to us why most strategic plans get the future wrong; he will open our eyes to a new way of thinking about how the future unfolds; and run us through a basic "how-to", so we can generate future scenarios for our companies.

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