

Scenario Planning Table

2024 Strategic Outlook

Scenario	Description	Key Drivers	Potential Impacts	Recommended Actions
Baseline	Business-as-usual projection based on current trends.	<ul style="list-style-type: none">Steady market growthStable regulationsConsistent consumer demand	<ul style="list-style-type: none">Predictable revenue increaseIncremental operational changes	<ul style="list-style-type: none">Continue current strategyMaintain operational efficiency
Optimistic	Accelerated growth due to favorable market and new opportunities.	<ul style="list-style-type: none">High adoption of new technologyMarket expansion	<ul style="list-style-type: none">Increased market shareNeed for rapid scaling	<ul style="list-style-type: none">Invest in talent and infrastructureExpand product offerings
Pessimistic	Market downturn driven by economic, regulatory, or competitive pressures.	<ul style="list-style-type: none">Economic slowdownIncreased competitionRegulatory challenges	<ul style="list-style-type: none">Revenue declineBudget constraints	<ul style="list-style-type: none">Review and reduce costsPrioritize core offerings
Disruptive	Unexpected changes create new risks or opportunities (e.g. technological breakthroughs, crises).	<ul style="list-style-type: none">New market entrantsSudden regulatory shiftsTechnological disruption	<ul style="list-style-type: none">Rapid shift in prioritiesPotential for major gain or loss	<ul style="list-style-type: none">Develop contingency plansIncrease flexibility and adaptability

Important Notes

- Scenario planning helps organizations prepare for multiple possible futures.
- This document should be reviewed and updated regularly based on new data and trends.
- Engage key stakeholders in the scenario building process to ensure relevance and buy-in.
- The scenarios are not predictions but tools to support strategic thinking and readiness.