

# 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"><li>Steady market growth</li><li>Stable regulations</li><li>Consistent consumer demand</li></ul>	<ul style="list-style-type: none"><li>Predictable revenue increase</li><li>Incremental operational changes</li></ul>	<ul style="list-style-type: none"><li>Continue current strategy</li><li>Maintain operational efficiency</li></ul>
Optimistic	Accelerated growth due to favorable market and new opportunities.	<ul style="list-style-type: none"><li>High adoption of new technology</li><li>Market expansion</li></ul>	<ul style="list-style-type: none"><li>Increased market share</li><li>Need for rapid scaling</li></ul>	<ul style="list-style-type: none"><li>Invest in talent and infrastructure</li><li>Expand product offerings</li></ul>
Pessimistic	Market downturn driven by economic, regulatory, or competitive pressures.	<ul style="list-style-type: none"><li>Economic slowdown</li><li>Increased competition</li><li>Regulatory challenges</li></ul>	<ul style="list-style-type: none"><li>Revenue decline</li><li>Budget constraints</li></ul>	<ul style="list-style-type: none"><li>Review and reduce costs</li><li>Prioritize core offerings</li></ul>
Disruptive	Unexpected changes create new risks or opportunities (e.g. technological breakthroughs, crises).	<ul style="list-style-type: none"><li>New market entrants</li><li>Sudden regulatory shifts</li><li>Technological disruption</li></ul>	<ul style="list-style-type: none"><li>Rapid shift in priorities</li><li>Potential for major gain or loss</li></ul>	<ul style="list-style-type: none"><li>Develop contingency plans</li><li>Increase flexibility and adaptability</li></ul>

## 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.