



Outward Insights is a strategy and competitive intelligence consulting firm that provides the skills, tools and counsel that clients require to anticipate external threats, identify business opportunities and develop strategies to achieve a leadership position.

Comprised entirely of senior practitioners, our consultants were groomed at the world's leading consulting and intelligence organizations and provide expert counsel to a number of Pharmaceutical, Healthcare, Technology and Financial Services companies.

Our strength is in teaching clients how to build their own competitive intelligence and strategy capabilities in order to anticipate emerging threats and opportunities and then develop competitive strategies to conquer both.

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Scenario Planning

Consulting & Assistance

***One Thing is Certain. The Future is Uncertain.
We Help you Prepare.***

IN AN INCREASINGLY COMPETITIVE MARKETPLACE business leaders must assume, acknowledge and address the likelihood of future uncertainty. But a host of variables - including consumer trends, the economy, market conditions, global security concerns, and competitor actions - often obscure a clear road to competitive success. Further frustrating is that traditional planning methods, developed well before the Internet made even small companies appear global, deliver underwhelming results. Seeking more relevant solutions, leaders at progressive organizations are looking for proactive and innovative business strategies to ensure they are prepared to embrace future volatility - not run from it.

At Outward Insights we recognize that today's - and tomorrow's - competitive challenges can result in multiple outcomes, and that your competitive strategies must take them all into account. Our **Scenario Planning** method is a road-tested solution that prepares you for numerous situations. Different from conventional approaches that plan for a single set of outcomes to competitive situations, Scenario Planning takes a broader, more realistic approach that assesses today's marketplace, considers tomorrow's, and prepares you for both.

With over 35 years of combined experience in strategic planning, our principals are uniquely qualified to help your company realize the benefits of utilizing a scenario approach. We work collaboratively with you to leverage scenario planning to reveal substantive insights that drive robust competitive strategies. Select success stories include advising:

- A Financial Services company on how to deploy contingent strate

Scenario Planning Consulting & Assistance (continued)

- gies by offering a set of substitute products to counter the emergence of a competitor.
- A Pharmaceuticals company on how to plan a product-evolution strategy that anticipated and planned for a range of future competitive and regulatory conditions.
- A Specialty Chemicals company on how to anticipate changes in competitor strategy under a range of supply and demand conditions.

At Outward Insights we think that scenarios, while compelling, are a means to an end and not the solution itself. We therefore focus each Scenario Planning project on actionable outcomes and include in our final presentation a range of strategic options including detailed explanations why one set of options may be more effective than another. We also provide a set of Early Warning Indicators that help guide competitive intelligence collection and analysis, so that you know as soon as possible which strategy to employ for maximum effect.

Ready to get ready? Contact Outward Insights today. We'll explain how to use Scenario Planning to anticipate and plan for future uncertainty.



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