

# Scenario Planning - Revised and Updated: The Link Between Future and Strategy

*Mats Lindgren, H. Bandhold*

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**Mats Lindgren, H. Bandhold : Scenario Planning - Revised and Updated: The Link Between Future and Strategy** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Scenario Planning - Revised and Updated: The Link Between Future and Strategy:

Recent research in the field of business strategy has shown that strategic flexibility can be achieved through a scenario planning perspective for long-term competition and performance. The authors have drawn upon examples and case studies to develop a new model for scenario planning that is closely integrated with strategy and innovation.

s and comments on the first edition: "This is a serious book, yet it's the friendliest introduction to the nuts and bolts of scenario planning that you are likely to find. Most charts are simple and smart, not spiders' webs of zigzagging arrows. Chapters walk you through an overview followed by the basic principles of scenario and strategic thinking and offer a glimpse of scenario planning in practice. Buy this book." - Harvard Business School "Given the recent rise of uncertainty, writing a book about scenario planning is a brave move. However, Mats Lindgren and Hans Bandhold have done a great job in breaking down the elements of scenario planning and explaining why those elements are there and how they all interlink. They offer a multitude of tools, techniques and models for almost every situation an organization could face and offer advice on how to use them effectively. ... Recommended." - Steve Towells, the Strategic Planning Society "This is an eminently practical book on scenario and strategy development. The language is simple, straight-forward with many examples, tools and anecdotes. In a verbal style, with lots of figures and bullet point lists, the five chapters in a way resemble lectures. If you, as a manager or consultant want to learn, update or expand your portfolio of future oriented strategy tools, this one is The Choice."- Per Espen Stoknes, Faculty at the Norwegian School of Management "Tough economic times call for serious action. Enterprises that are losing revenues and market share need more than just a traditional strategic plan to assess their possible futures. Scenario Planning is the tool box to help businesses peer into their future, and still have time to create solid strategies for the possible challenges ahead.' Martha Stone, Director, Shaping the Future of the Newspaper project, World Association of newspapersAbout the AuthorMATS LINDGREN is founding partner and CEO of Kairos Future Group, the leading future strategist in Northern Europe, where he heads is research division. He is a frequent international speaker on various topics and has spoken in more than 15 countries in Europe, North America and Asia, including US, UK, Spain, France, China, Japan and India. He is author or co-author of more than a dozen books, including The MeWe Generation (Bookhouse Publishing 2005) and Beyond Mobile (Palgrave Macmillan, 2002). He holds a doctoral degree in business administration and specializes in strategic management in turbulent business environments. nbsp; HANS BANDHOLD is a senior partner at Kairos Future and head of its strategy division. He has a broad experience of helping public and private organizations with future analysis and strategic orientation. Hans is the architect behind TAIDA-Lab, a unique setting where executives together with future strategists identify and evaluate strategies that meet future demands. He is also a frequent speaker and teacher within the area of scenario planning.