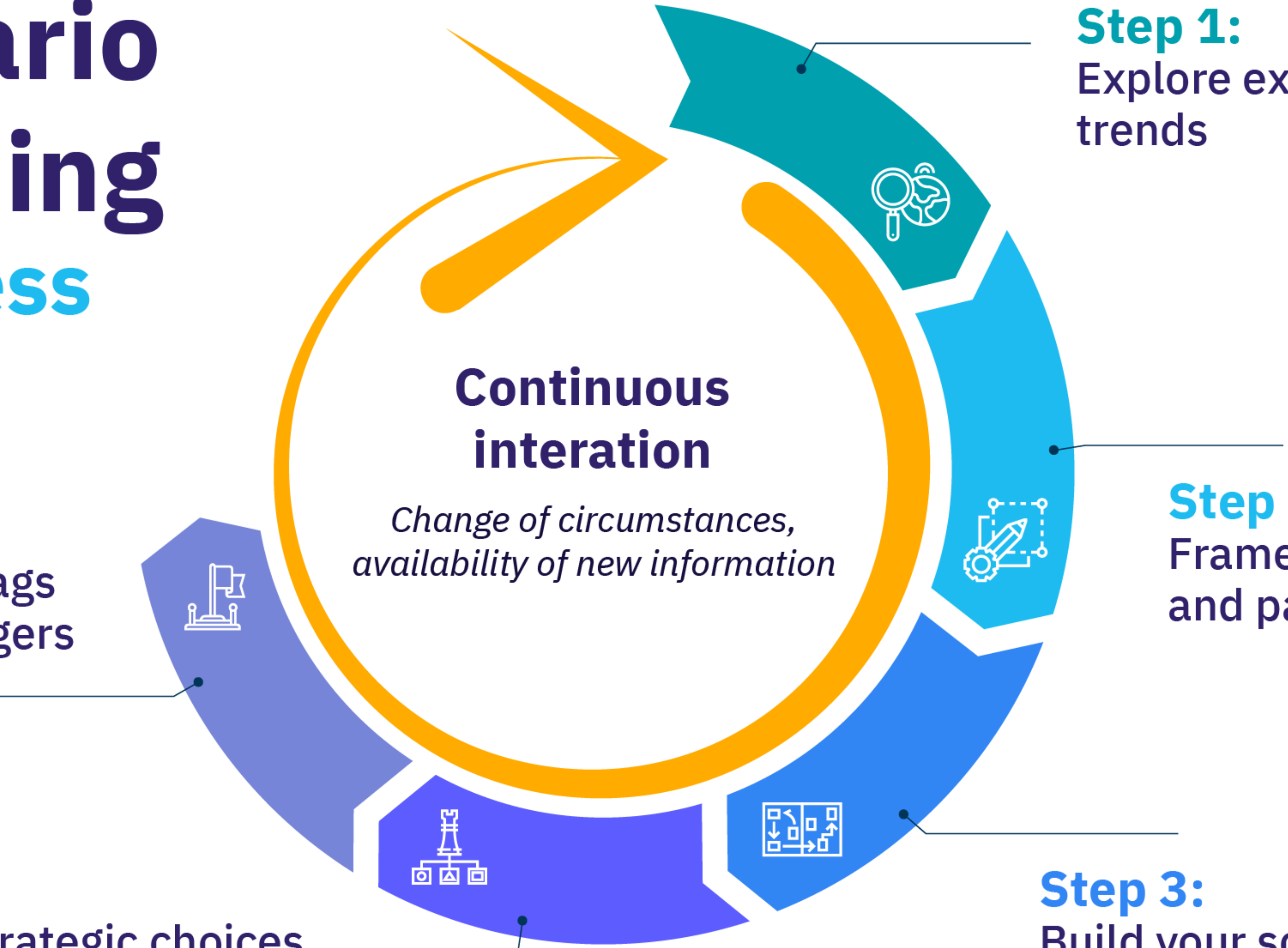


Scenario Planning Process

Step 5:
Build external flags
and internal triggers

Step 4:
Define strategic choices



**Continuous
iteration**

*Change of circumstances,
availability of new information*

Step 1:
Explore external
trends

Step 2:
Frame your horizon
and parameters

Step 3:
Build your scenarios