



FUTURE-SCENARIOS

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Content

- ◆ Why think about future?
- ◆ Scientific Future Research
- ◆ Future Laboratories
- ◆ Scenarios
- ◆ Example: Airline traffic

Why think about future?

- ◆ company decisions should pay attention future to developments to be well prepared for possible changes
- ◆ decisions and acting today also will influence the future in positive or in negative ways

→ we need a kind of future-forecast

Future-Forecast

- ◆ some well known possibilities



BUT: they are not really reliable

→ we need a scientific future research

Scientific Future Research

goals:

- ◆ plausible views/models of future for preventive acting („thinking on storage“)
- ◆ recognizing of changes before your competitors
- ◆ create visions as source for innovation

Future Laboratory

- ◆ method to develop future scenarios
- ◆ structured & problem-oriented process of communication about future scenarios
- ◆ used methods:
 - systematic analysis
 - creativity methods
 - decision / planning methods

purposes of Future Laboratories

- ◆ development of company visions
- ◆ simulation of processes for creating ideas
- ◆ development strategies for special business areas
- ◆ development of new organization structures
- ◆ Technology Assessment
- ◆ create Future Scenarios

Creation of Scenarios

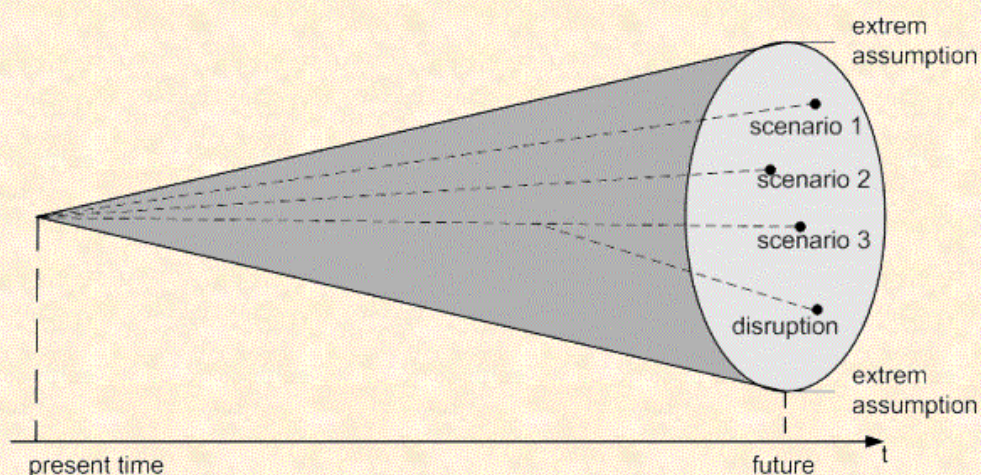
- ◆ sequences of workshops
- ◆ survey of experts
- ◆ scientific researches
- ◆ inter area teamwork
 - R&D
 - production
 - sales, marketing
 - ...



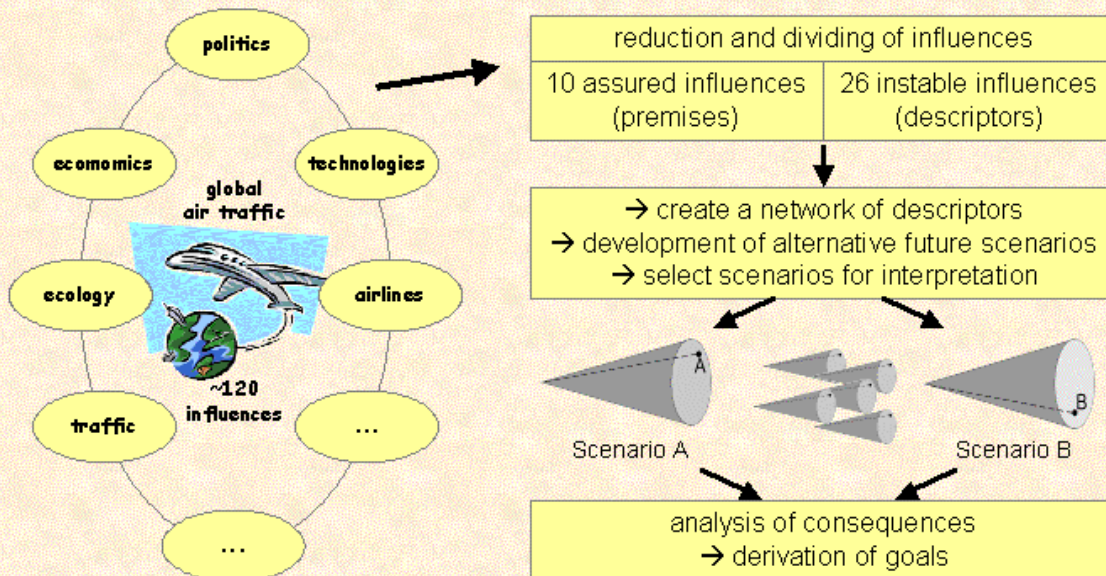
Future Scenarios

- ◆ reasonable alternative Scenarios based on different interests, views and expectations
- ◆ developed for complex and doubtful long-term questions
- ◆ do not forecast a defined future, but show possible ways

variation of Scenarios



example: „air traffic 2015“



example - results

Scenario A: „Flying – What Else?“

- ◆ prices & better transport connection raise the passenger volume
- ◆ there is a large airway network with comfortable services
- ◆ high demand for airplanes and integrated traffic concepts

advice:

→ strategic alliances with construction companies for airports

Scenario B: „Flying is limited“

- ◆ attractiveness of flying has decreased much
- ◆ decreasing airplane prices because of difficult market situation
- ◆ lack of integrative traffic concepts
- ◆ volume of air traffic stagnates

advice:

→ increase attractiveness of flying and create a better network of products

- ◆ a long-range business-area-strategy was developed
- ◆ descriptors caused a re-discussion of some assumptions
- ◆ communication problems between different areas were solved

summary of scenarios

- ◆ better understanding of borders and possibilities to solve a problem (no exact knowledge about the future)
- ◆ alternative future-settings to derivate possibilities for acting (no detailed instructions)
- ◆ problem oriented communication and collecting of information
- ◆ systematic structuring of problems, regarding external influences and tendencies of developments
- ◆ provide arguments for decisions (do not deliver a decision)

Merry X-mas & Happy New Year



and maybe on silvester
you can ask the lead
oracle for the future

