

SHAPING A REFORMATION—FRIENDLY ENTERPRISE CULTURE THROUGH
SCENARIO PLANNING (Presented by Chen Chien—fu)

英文電子報

In the book *The Scenario Planning Handbook : Developing Strategies in Uncertain Times*, Ralston and Wilson, the scenario planning experts of SRI International, introduce in details how policy—makers in the enterprise or organization solve the unforeseeable challenge and impact through scenario planning when they face to the uncertainty of future society. With analysis of the real cases, the authors show the would—be policy—makers to understand what scenario planning is as well as its methodology and procedure, and how to use scenario planning to take actions and make decisions. Finally, the authors mention that many policy—makers of enterprises neglect how to transform these possible scenarios into something executable. Sometimes they even need to modify or adjust the scenarios according to different levels or departments so that they can put the scenarios into effect in every department. (~ Shu—chun Yen)