



# Using Trends and Scenarios as Tools for Strategy Development: Shaping the Future of Your Enterprise

By Ulf Pillkahn

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## Using Trends and Scenarios as Tools for Strategy Development: Shaping the Future of Your Enterprise By Ulf Pillkahn

Is my enterprise really prepared for future business? What can I do to become more competitive? Ulf Pillkahn's book is directed at all of those seeking answers to these questions: executives in strategic positions, business analysts, consultants, trend scouts, marketing and product managers and research engineers.

The book presents the two most powerful tools for future planning: environmental analysis, based on the use of trends, as well as the development of visions of the future through the use of scenarios. While scenarios are generally regarded as a classical management tool, it is expected that the importance of trends will gain tremendously in the coming years. Pillkahn demonstrates how to build robust strategies by aligning the results of environmental and enterprise scenarios, thereby offering entirely new insights.

"Using Trends and Scenarios as Tools for Strategy Development" convincingly illustrates why efficient observation of the environment of an enterprise is an absolutely essential factor for strategy development, and why strategy development only works if it is institutionalized as a permanent enterprise process. It also addresses the issue of what information is needed to keep both processes running. The book further describes how trends can be categorized, and offers advice on how to glean the essential information from the vast variety of trends. Information is provided on how scenarios are used as a holistic instrument for creating visions and pictures of the future, and how the results of trend research and scenario techniques find their way into entrepreneurial strategy development. An optimized strategy development process is also outlined. Practical examples and real-life pictures of the future round off Pillkahn's insightful discussion of future business planning.



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#### **About the Author**

#### **ULF PILLKAHN**

is Strategy Consultant at Siemens AG in Munich. He is proprietor of a number of patents and inventions. For a few years now he is successfully dealing with innovation management, especially with I and C technologies, strategy development and futurology.

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