

A decorative graphic in the top left corner consisting of several overlapping circles in blue, red, green, and purple, with thin lines connecting them.

ACM LEADERSHIP CALL NOTES

Scenario Planning: Enhance Your Ability to Respond to Change
Tuesday, August 31, 2010, 2:00 p.m. ET

Moderator: Nancy Lee, Managing Consultant, LarsonAllen, LLP

In lieu of notes please refer to PowerPoint presentation, Scenario Planning: A Tool to Enhance Your Organization's Ability to Respond to Change, on the Leadership Conference Call page, which is available from the Bulletin Board section of the ACM Members Only Web site.

Questions from Leadership Call Participants

Question: What is scenario planning?

Answer: Scenario planning is a strategic planning method designed to assist organizations in developing strategies for operating in a wide range of both positive and negative future business conditions. Scenario planning requires looking at both past and present performance to craft future scenarios.

Question: How far out should an organization plan for potential scenarios?

Answer: The scenario planning typically forecasts ten years out.

Question: What makes scenario planning different from adjusting a museum's mission and watching trends?

Answer: An institution's mission and trends primarily focus on the specific community served. Scenario planning casts a wider net by taking into account mega-trends that not only impact local communities but extend nationally and globally.

Question: How does scenario planning impact a museum's relationship with a potential funder?

Answer: Scenario planning indicates that an organization is making a valuable investment toward sustainability and growth. Scenario plans highlight both positive and negative forecasts and provide funders with an outline of future expectations that may secure a potential investment made by a funder to support the organization.

Question: How does an institution go about designing the two to three scenarios recommended when developing a scenario plan?

Answer: An institution should take into consideration past strengths and weaknesses as the basis for crafting scenarios. It is helpful to crackdown on related studies (local, regional and national) for comparison and to use them as tests when developing scenario plans.

Resources for Scenario Planning

Scenario Planning PowerPoint presentation

<http://www.childrensmuseums.org/docs/ScenarioPlanningACMLeadershipCall08.31.10.pdf>

Burt Nanus, *Visionary Leadership: Creating a Compelling Sense of Direction for Your Organization*
(New Jersey: Jossey-bass, 1995)