



Scenario Path™



The Scenario Path will provide participants lot of practical insights into creation of scenarios. Typically 1-5 teams from one or several companies participate in the workshops. **Scenario Path** environment is an opportunity for effective networking and experience sharing with other participants. The scenario path can be organized on a company-specific basis or for the innovation ecosystem including several stakeholders.

The Scenario Path includes half-day target setting day with the key persons, 1-5 workshop days and a half-day final review including the roadmap building with the key persons. During the Scenario Path, highest level specialists will guide your team to solve the scenario challenge of your team, business unit, company or ecosystem.

The scenario path provides an opportunity to

1. **Build-up and implement a scenario based strategy**
2. **Develop new product, service, process or business model scenarios**
3. **Validate scenario process**
4. **Boost scenario based innovativeness and innovation culture**

During the **Scenario Path**

- Several scenarios to the desired development challenge are obtained
- A tightly scheduled and guided rapid process is used
- Iterative and flexible newest scenario models are used
- Multiple concepts are created and tested
- **New scenario processes and tools are learnt for your organisation´s later use**
- Internal and external benchmarking approaches are implemented

Dr. **Pekka Berg**, and his team have a solid research experience in innovation. **Scenarios Path** experts are involved in innovation management research, in basic and postgraduate education and in further education at Aalto University. The method has been thoroughly tested over 30 years in more than 300 companies and organizations globally.

Customers´ comments:

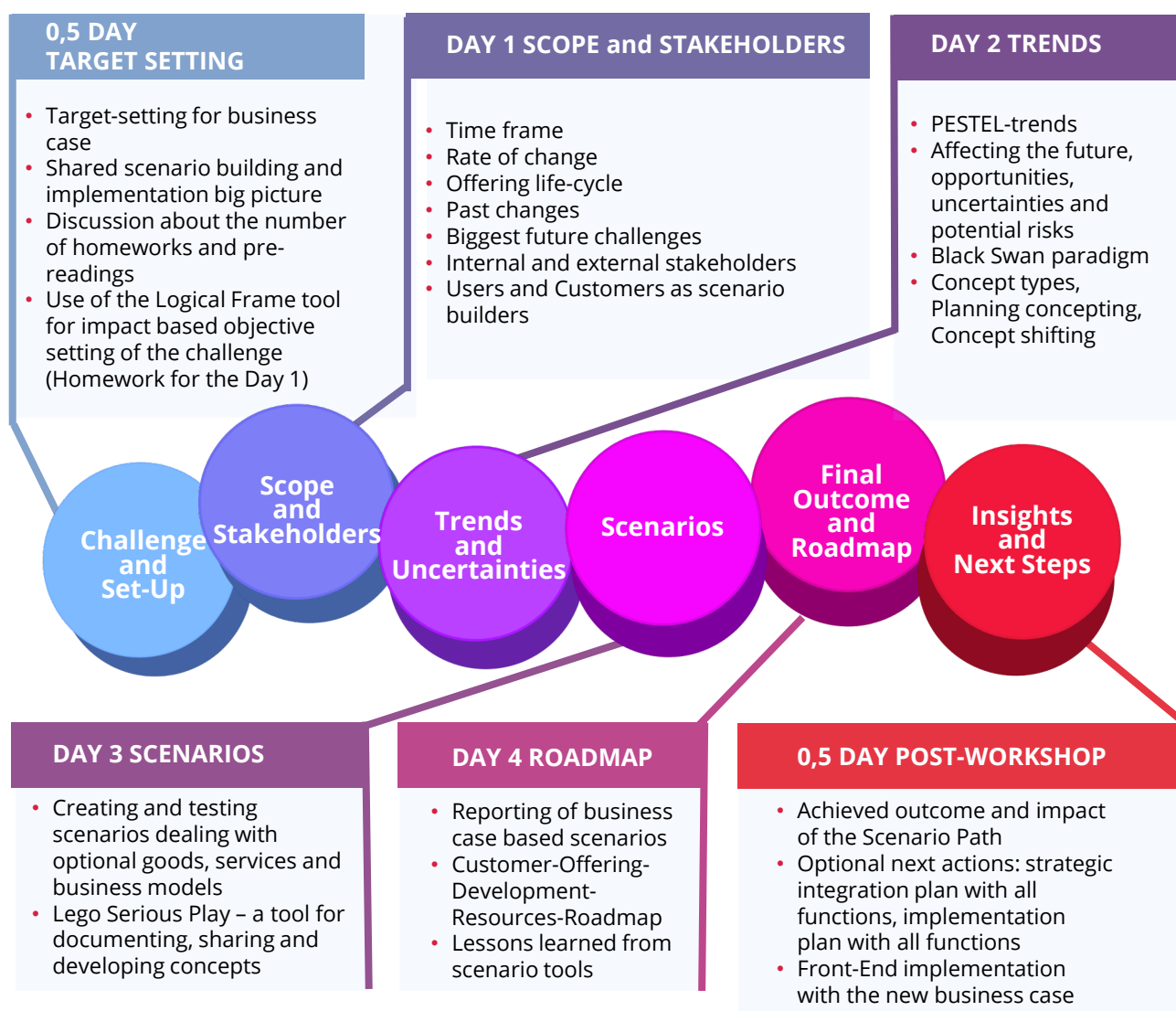
"Scenario thinking helped juggling the risks and potentials and the effects of different scenarios on business."

"Lego Serious play helped to learn from other team members, helped to understand others and at the same time, made a humorous point of view. "

"Trend analysis was a fundamental base for risk assessment. "

Customer experience:
"This was an excellent learning process for all of us."
Marko Mäkikyrö,
Director
SSAB Europe Oy

SCENARIO PATH™ – AN EXAMPLE



SCENARIO CREATION REFERENCES

Genelec, VAPO, Business Finland, ISS, Medix Biochemica, Ministry of the Environment, Ministry of Finance, Ministry of Transport and Communications, Neste, Partek, SSAB, Valio, Valmet, Wärtsilä and Yle.

Duration:

Scenario Path includes f.ex. half-day target setting, 1-5 workshop days and a half-day final follow-up review separately with key persons.

Venue:

Company´s spatials or Innoman Open Creation Space: Business Meeting Park Forum, Mannerheimintie 20B, 00100 Helsinki.

Investment:

4 000 (half day) – 6000 (1 day) - 30 000 (5 days) € + VAT (excluding the venue and traveling costs). The number of teams is not limited. The recommendation is maximum of 6 people / team.

We have lot of company specific Scenario Path implementations. The variation of the volume of Scenario Path has been from half day to several years development programs. Please, ask our rapid and agile offer.

More information:

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