



# Scenarios

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## Activity: Scenarios

Read through the description of scenarios as a tool to help think about innovation futures (available in the Toolkit section of the Toolkit)

Choose a sector or business and develop two scenarios about possible futures for them 15 years from now. One should be a positive view, assuming things turn out well and they are able to survive and prosper in the political, economic, social and technological environment you have explored. And the second should be a pessimistic scenario, where things turn out badly.

How would you use the information available in such 'science fiction' pictures of the future to help shape innovation strategy today?