

LEARNING

SCENARIO PLANNING FOR THE FAMILY BUSINESS

5TH DECEMBER 2019 | RIYADH, KSA



The Tharawat Family Business Forum is an independent membership organisation dedicated to the sustainability, innovation, and growth of MENA family businesses.

AGENDA

Through the session participants will

- become familiar with the scenario planning techniques
- learn how to apply it in their own context to allow their Family Business to evaluate the efficacy of strategies, tactics, and plans under a range of possible future environments.

SESSION 1

INTRODUCTION TO

SCENARIO PLANNING

This session is an introduction to Scenario Planning, its theoretical background and methodology. It explores various areas of application and its role in business decision making.



5th December 2019



9.30am - 3pm



Riyadh, KSA



Members of family businesses & executives

SESSION 2

SCENARIO PLANNING EXERCISE

The main session of the program is an interactive, applied scenario planning exercise, which allows participants to practice their newly-acquired knowledge and experience the process and outcomes of scenario planning.

WHY JOIN

INCREASING COMPLEXITY AND BUSINESS DECISION MAKING

Business leaders today are facing an increasingly complex, fast-paced world. The factors impacting their business decision making are multiplying and the megatrends shifting and disrupting the market reality.

For family businesses, these megatrends have important consequences - their decision making processes have to be agile, yet based on data, adaptive, and include both short - and long-term considerations.

Scenario planning, also called scenario thinking or scenario analysis, is a strategic planning method that organizations use to make flexible long-term plans. Scenarios are possible views of the world, described in narrative form (stories) that provides context in which managers can make decisions.

85%

of the world's GDP
is generated in
cities

77%

of jobs in China are
potentially at risk
from automation.

The demand for
workers with AI
talent has more
than doubled over
the past three
years.

PROGRAM

SCENARIO PLANNING FOR FAMILY BUSINESS

The goal of Scenario Planning is not to predict the future, but to explore the various scenarios well enough that you can use the knowledge to prepare today your actions for tomorrow. It will allow you to make better decision today with clear understanding about the driving forces that will shape the business, social, environments and economic landscape in short and long-term. You do that by thinking through the chain of events in the scenario and how they will likely play out into the future.

ABOUT THE TEACHER

Dr. Hischam El Agamy is an expert in leadership development, family business, competitiveness of nations and cluster development. A member at IMD Business School since 1999, he focused on strategy, entrepreneurship and family business transformation. He has published extensively on various topics and has worked with leaders from the private and public sector across the world on leadership development and innovation. Dr. El-Agamy co-founded Tharawat Family Business Forum in 2006. With a background in geophysics, he previously occupied a variety of international functions in seven European countries in a long career with a major Swiss multi-national corporations in Zurich.

SCENARIOS ARE DESCRIPTIONS OF **POSSIBLE FUTURES** RATHER THAN PREDICTIONS OF **A PARTICULAR FUTURE**



BENEFITS

WHO SHOULD ATTEND?

This program is designed for today's and tomorrow's leaders of family businesses, owners, and board members. This program is of mixed attendance.

WHAT WILL YOU LEARN

- The concept of scenario planning, its use and application.
- Go through a full scenario planning exercise.
- Build tools and know-how to develop scenarios for your own family business.
- Learn how to strategise in a fast-paced environment.
- Interactive conversation with family business peers.

HOW TO REGISTER

For registration please contact our Events Coordinator

Joy Wandia at joy@tharawat.org





www.tharawat.org