

# Businesses increasingly use the term VUCA to describe their strategic environment: **volatile; uncertain; complex; ambiguous**.

But they cannot afford to become paralysed by not knowing. Strategists need develop frameworks to help executives and Boards to make strategic decisions in the midst of this dilemma.

One tool to help strategists make sense of the landscape is scenario planning. Scenario planning does not seek to predict the future, but rather to describe an array of **plausible features**.

