**WORKSHEET – SCENARIO ANALYSIS**

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| **1. Select an issue to evaluate by timeframe***For example: Owners of brick-and-mortar stores may find themselves in a bind due to business closures. A lifestyle boutique took this opportunity to launch an online shop and double down on social media marketing.* |  |
| **2.** **Determine factors that affect the issue***For example: changes in customer demand, number of suppliers available.* |  |
| **3. Identify the external forces that drive uncertainty***For example: competitors, inflation.* |  |
| **4. Develop two to four possible scenarios***For example: the products become obsolete as another trend takes over.* |  |
| **5. Test and find an effective strategy** |  |