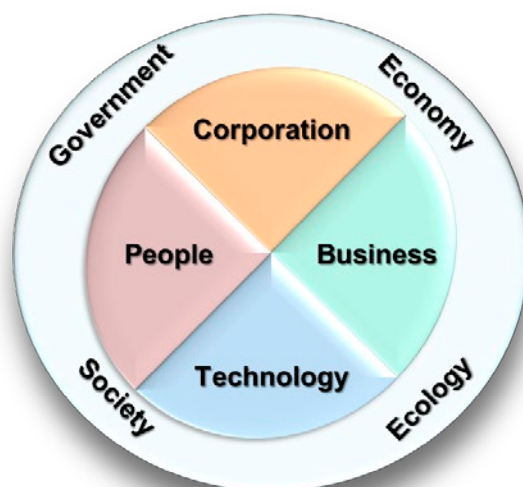


Scenario elements

The designing of the future requires a concrete conception of basic conditions. Scenario elements describe aspects of basic conditions. This includes objective information (numbers/data/facts) and subjective information (estimations/rumors/opinions). Participants of the scenario development collect and arrange together the information and achieve thereby a common understanding of the scenarios. In the following, each scenario can be further developed, for example with the description of the logical levels.

Scenario elements are organized into eight areas: corporation, business, people, technology, economy, ecology, society and government. The elements are divided in business-oriented elements (inner circle) and rather general elements (outer circle).



- **Corporation**
covers aspects that constitute the organization. This includes above all strategy, values, organization, HR- and IT-system.
- **People**
describes aspects, which concern the employees and partners. Among them management and leadership style, capabilities and manner as well as motivation.
- **Business**
contains aspects that relate to the business model. This subsumes all deliverables and substitutes (i.e. products and services) as well as market (i.e. industries and business segments), competition, customers and suppliers.
- **Technology**
consists of aspects, which include the available and used technical possibilities (i.e. tools, materials and insights). This comprehends functions and applications, innovation potentials, life cycles, maturity levels and availability.
- **Economy**
consists of aspects that describe the general economic situation. This includes financial aspects (e.g. financing expenses, exchange rates), economic situation (e.g. economic cycle and situation) and resource availability.
- **Ecology**
describes aspects that represent the environment-related situation. This consists of environmental guidelines, water availability and climate aspects.
- **Society**
represents societal, social aspects. This contains demography, stability, culture, religion, ethics, education as well as social events (e.g. elections, revolutions).



Felt is not recognized; recognized is not thematized; thematized is not drafted; drafted is not formulated; formulated is not perceived; perceived is not understood; understood is not agreed; agreed is not done; done is not known.

- **Government**

indicates aspects that are made available by respective national systems. It consists of laws, taxes and other administrative information.

Every element contains substantial information concerning the scenario. It'll be distinguished in objective information (numbers/data/facts) and subjective information (estimations/rumors/opinions).

- **Numbers/data/facts**

are proven, objectively determined, available and incontestable information that originate from several sources and is generally appreciated.

- **Estimations/rumors/opinions**

are provable, subjective, not presentable and doubtful information that is not provable or described by doubtful sources and is not generally appreciated.