



Identify critical
uncertainties

Create
opportunities

Adept
your strategy

UNCERTAINTY MAPPING

RISK, OPPORTUNITY & WINNING BUY-IN TO CHANGE

How can we see risk, avoid disruption and plan a long-term strategy when everything is so uncertain? We cannot tell the future, but we can learn how to plan for scenarios that we are likely to face. Working collaboratively we can spot hidden opportunities, mitigate the risk of disruption and win buy-in to accelerate change. We develop the vision to decide which future we will lead toward for the best outcomes.



ACTION PLAN

In four steps our strategy experts will introduce tools and methods to lead through uncertainty. Gain insight to envision future scenarios and a pathway toward opportunity.

PHASE I: Identify key factors

Leaders of change and innovation look for valuable insights from many sources. Use collaboration tools to build trust with stakeholders and collect key factors affecting your business today. Recognize factors that are easy to overlook but have the most innovation value.

PHASE II: Map Uncertainty vs. Impact

Use an interactive tool to quickly map factors by potential business impact and by how likely they are to happen. As you build your map, your view of your business in the coming years will come into focus. Market and technology “game changers” become clearer.

PHASE III: Critical Scenario Matrix

Use a simple matrix to identify the critical uncertainties that can affect your business. Learn how to change your perspective to see opportunities in potential disruptors. Reshape your strategy to mitigate risk and navigate toward your best outcomes.

PHASE IV: Reprioritizing Strategic Initiatives

Use your new leadership vision and the buy-in from your collaboration team to refocus your company initiatives. Keep or add initiatives that address your chosen strategy. Delay or cut those that no longer serve the future you want to lead toward.



TinyBox Expert: Laura Schulte | Founder Project Renaissance

Laura's career has taken her through the booming ecosystems of Silicon Valley, Germany, and now the Eastern US. Combining her unique experience as a startup-to-IPO executive, award-winning business editor, and B2B content strategist, Laura provides Go To Market strategies for tech innovators. She helps visionary leaders accelerate the route to success with narratives that win trust and shortcut complexity.

TINYBOX | It's about strategy, not technology. We are a Think Tank for the adoption and implementation of emerging technologies. Our strategies create value by incorporating business strategy with technologies, people operations, and leadership development, to ensure client success well into the future. For more information and tools contact us at hello@tinybox.me or visit www.tinybox.academy