

Client Case Study: Scenario Planning Workshops

The Cultural Change Company was invited to join a multi-disciplinary team to design and deliver a Scenario Planning course to Honours students based at St Andrews University Gateway Business School. This project involved crafting course materials and presentation support for three core workshops employing methodologies such as:

- Neuro Logical Levels
- Meta Mirror
- Building Coach State
- Establishing Generative Dialogue
- Managing Different Thinking Styles

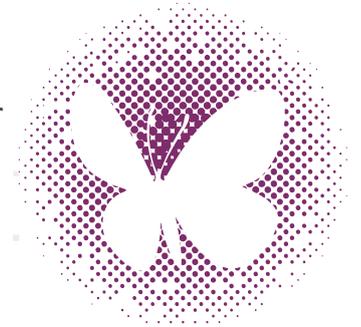
Entrepreneur and course participant, Victoria Rainbolt, stated that:

“As a lecturer at the University of St Andrews, David presented me with a thorough introduction to scenario thinking and change management. David’s contributions to our business course were insightful, engaging, and extremely practical for furthering our understanding of the internal complexities of management and team interactions.”

The core idea was to bring together a model of scenario thinking and, importantly, practice that blends the abstract with the practicalities of actually leading scenario planning activities. To do this we borrowed three key NLP ideas from Robert Dilts of NLP University of California, who David studied with:

1. **The Seven Faces of Leadership** depicted in his insightful book ‘From Coach to Awakener’
2. **The Neurological Levels** as an analytical strategic change device to augment traditional tools such as PESTAL, SWOT and Five Forces Analysis.
3. **Perceptual Mapping** through First, Second, Third and Fourth perceptual positions to develop perceptual agility in order to complement stakeholder mapping tools.

Throughout our ‘Generative Cultural Change’ training course we cover the art and practice of Scenario Planning to enable organisational leaders to build organisational cultures that fit with the strategies required to manage challenging and uncertain futures.



The Cultural
Change Company

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