

06 | SCENARIO

TIPS AND INSTRUCTIONS

POLARITY MAPPING

The POLARITY MAPPING* tool is used to identify scenarios by creating 4 contrasting scenarios in regard to the high uncertain/high impact drivers.

01 Analyze the issue/topic of your concern and highlight the key core element(s) in it. These elements are possible core issues(s).

02 Identify the core/focal issue of the project. This should be detailed and defined in order to be able to clearly map possible consequences and scenarios.

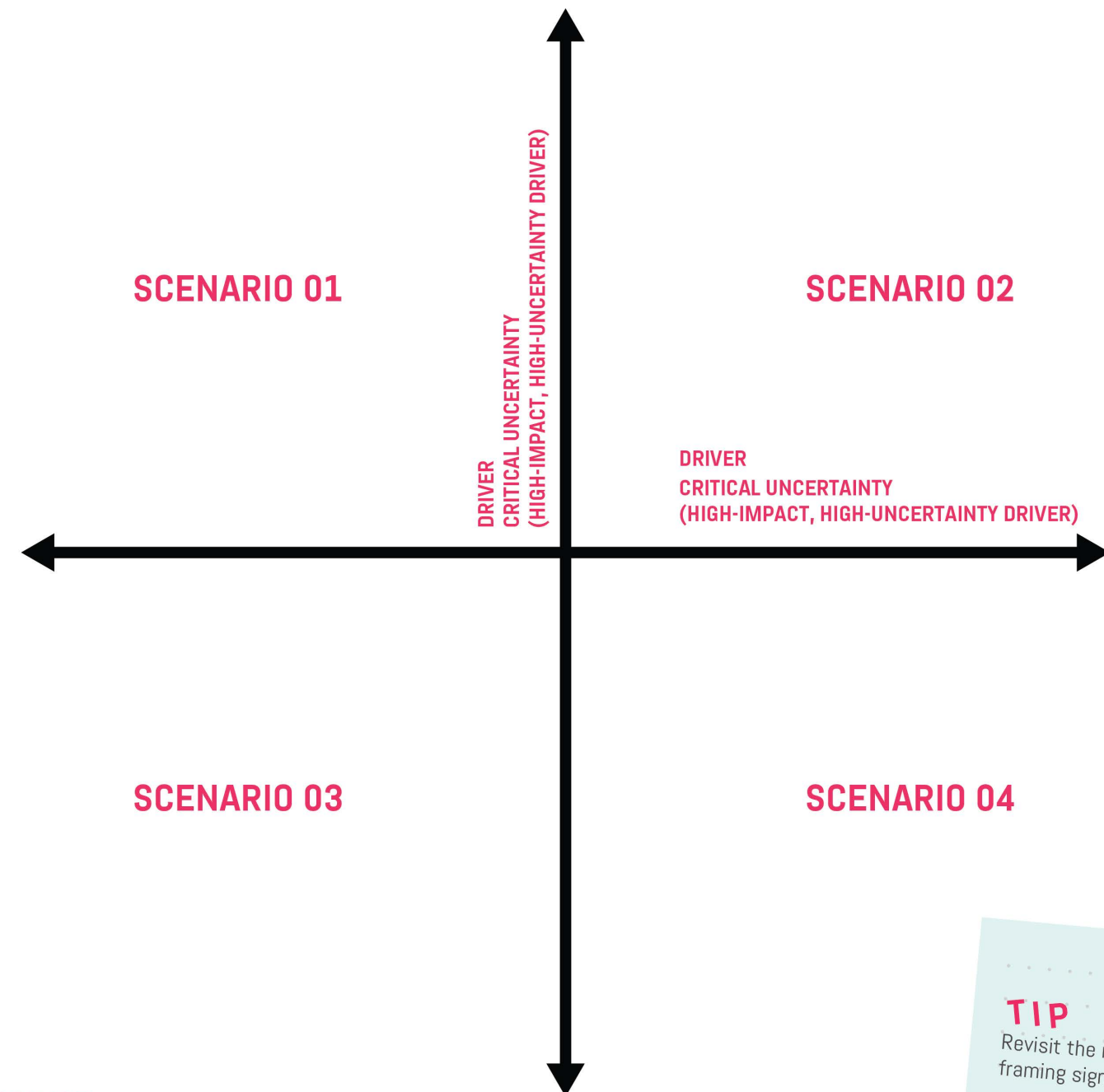
03 It's essential in this exercise to identify a timeline for the futures design project. So that you map future events in regard to specific time horizon.

04 Identify what are the highly uncertain/high impact drivers that are impacting your focal issue. Revisit the drivers mapping exercise.

05 Discuss how could these drivers play extreme contrasting roles (e.g. in a topic like global security, the drivers that are highly uncertain could be described as either: nations are closed and protectionist vs. nations are open). Each axis should represent the two extremes (poles) of the two drivers.

06 In each quadrant, map what could describe the scenario that is formulated by the combination of the axes. The four scenarios should focus on the focal issue under investigation.

07 Name each quadrant as a possible scenario.



FOCAL ISSUE _____
TIME HORIZON _____

TIP
Revisit the map you made in the framing signals exercises.

TIP
Use the lexicon neologism to come up with names for your scenarios

(*) POLARITY MAPPING is originally popularized by Peter Schwartz (1991) as "double uncertainty method" in the book "The Art of the Long View". Doubleday