Scenario Planning Matrix Cheat Sheet

**What is a Scenario Planning Matrix?**Scenario planning helps you prepare for the future by thinking through different possible outcomes. This matrix lets you test your strategies under different scenarios—like market growth or decline, tech change, regulation shifts, etc.  
  
**How to use this sheet:**1. Pick two key uncertainties (e.g. demand up/down, costs stable/volatile).  
2. Label the axes with these uncertainties, creating four possible futures.  
3. For each box, describe what happens and how your business or project would respond.

Scenario Matrix (Example: Demand vs. Costs):

|  |  |  |
| --- | --- | --- |
| Uncertainty | Costs Stable | Costs Volatile |
| Demand Up |  |  |
| Demand Down |  |  |

Tip: Write out what would happen in each scenario. What would you do differently? Where are the biggest risks or opportunities?