



# VIS-IT® SOLUTIONS TRAINING DOCUMENT

## MATRIX THINKING SCENARIO THINKING MATRIX

Scenario Thinking is a more complex method of matrix thinking because each intersection usually involves multiple measurement criteria. For example, an executive team may want to evaluate three or four significantly different long-term strategy options against several different future “endstate” scenarios. The members need to evaluate how each strategy option would likely play out in each alternative future scenario, based on several measurement criteria.

For example, the criteria measures might be market share, revenue growth, and need for alliances. A facilitator of this method, in this example, would record the consensus evaluation of the group for each of the three criteria within the BIP at each intersection. See the matrix format below.

<b>List Criteria Measures (CSFs)</b>	<b>Scenario A Name</b>	<b>Scenario B Name</b>	<b>Scenario C Name</b>
Strategy 1 Name	CSF a = ? CSF b = ? CSF c = ?	CSF a = ? CSF b = ? CSF c = ?	CSF a = ? CSF b = ? CSF c = ?
Strategy 2 Name	CSF a = ? CSF b = ? CSF c = ?	CSF a = ? CSF b = ? CSF c = ?	CSF a = ? CSF b = ? CSF c = ?
Strategy 3 Name	CSF a = ? CSF b = ? CSF c = ?	CSF a = ? CSF b = ? CSF c = ?	CSF a = ? CSF b = ? CSF c = ?

### ABOUT VISION WORKS

Vision Works, LLC is the creator of the VIS-IT™ Line of facilitation and thinking tools including FlowShapes™, 6” Hexagons, Jumbo Hexagons, Mini Hexagons,

Big Idea Pads, and the Great Big Idea Pad. Vision Works serves a rapidly growing customer base including facilitators, trainers, consultants, managers and executives working in some of the world's largest and most innovative organizations.

**ORDER ON OUR WEB SITE, [WWW.VIS-IT.COM](http://WWW.VIS-IT.COM), OR CALL US AT 1-888-439-7237 (1-888-HEXPADS)**