

Category

Data & AI

Data-Informed Strategy & Scenario Planning Literacy Playbook

Using data to widen the range of futures you plan for, not to manufacture false confidence in one prediction

- Executive
- Intermediate
- Template Included
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- 13 May 2021
- 4 minute(s)

Overview

A framework for building data literacy specifically for strategy and scenario planning work — understanding uncertainty ranges, avoiding false precision in forecasts, and using data to inform multiple plausible scenarios rather than a single point prediction — addressing the specific risk of strategic planning over-trusting data-derived forecasts as more certain than warranted.

Doesn't using data in strategic planning make forecasts more

reliable by definition? Data-informed forecasting is more rigorous than pure intuition, but it can still create false confidence if presented as a single precise prediction rather than a range of plausible outcomes with explicit uncertainty — the discipline is using data to inform multiple scenarios, not to manufacture false precision.

How is this different from general Data-Informed Strategy &

Scenario Planning already covered in the Strategy category? That existing playbook covers the strategic planning methodology itself. This one focuses specifically on the data literacy skill — understanding uncertainty, avoiding false precision — that strategic planners and leadership need to actually use that methodology well.

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presented as a single precise prediction rather than a range of plausible outcomes with explicit uncertainty — the discipline is using data to inform multiple scenarios, not to manufacture false precision." } }, { "@type": "Question", "name": "How is this different from general Data-Informed Strategy &", "acceptedAnswer": { "@type": "Answer", "text": "Scenario Planning already covered in the Strategy category?\nThat existing playbook covers the strategic planning methodology itself. This one focuses specifically on the data literacy skill — understanding uncertainty, avoiding false precision — that strategic planners and leadership need to actually use that methodology well." } }] }

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