

# Simple Scenario Planning Workbook

[cogecog.com](http://cogecog.com)



# Trend and Scenario Tracker

Enter key trends down the left side of the chart, and scenarios across the top. For each scenario, consider what impact the key trend would have, and whether the scenario is more likely with a stronger (+), weaker (-) or neutral direction for that trend. Ideally, each trend should be represented across the scenarios in each form (+, -, and neutral).

Scenarios Trends					













# Conclusions and Takeaways