

WHAT ACTORS AND ISSUES SHOULD THE COMPANY BE MONITORING IN ORDER TO ACCURATELY FORECAST FUTURE EVENTS, ACTIONS AND DECISIONS?

This question came up in the ZOOM on Friday and I wanted to frame the answer.

Go back to Module 7 in which we explored the question, “WHAT ACTORS AND ISSUES SHOULD THE COMPANY BE MONITORING?”

If you can identify the key actors in the case other than the company, you can speculate on how they will act as the future unfolds. If you can identify the key issues that underlie the case and of importance to the company and other actors, you can project how these issues will unfold.

As an example, in Case #7 issues unfolding would be:

Government regulations and industrial policy to require and incentivise the use of hydrogen in aviation

development of alternative fuels other than hydrogen

Hydrogen availability worldwide

The building of airport infrastructure by local governments to support hydro-fueled aircraft.

Changing public perceptions about hydrogen

Actors whose future actions and decisions would be:

Airbus competitors like Boeing

Local airport authorities

Energy Transitions Commission (ETC)

European government Energy Transitions Commission (ETC)

Zero Emission Development Centre (ZEDC) (working to develop a “cost-competitive cryogenic fuel system”)

So in preparing your scenarios for Case 9, take the time to go through the case and identify the key actors and salient issues and then project how they and the company project into the future.