

USC Annenberg Scenario Lab
Scenario Planning Recommended Readings List
June 2010

Here is a selection of both academic and general professional readings that will be useful to those wishing to learn more about Scenario Planning. It is by no means an exhaustive list and more recommendations are to be added in the future.

Bradfield, R., Wright, G., Burt, G., Cairns, G. and van der Heijden, K. (2005). "The origins and evolution of scenario techniques in long range business planning". *Futures* 37:395-812

Cascio, Jamais (2006). "Open Source Scenario Planning." *Open The Future*: http://openthefuture.com/2006/08/otf_core_open_source_scenario.html

Chermack, T., Lynham, S. and Ruona, W. (2001). "A Review of Scenario Planning Literature." *Futures Research Quarterly* Summer 2001.

De Geus, Arie (1988). "Planning as Learning." *Harvard Business Review* 66, 2:70–74.

Knowledge@Wharton (July 2009). "Embracing Uncertainty through Scenario Planning." Wharton School of the University of Pennsylvania. <http://knowledge.wharton.upenn.edu/article.cfm?articleid=2298>

Ogilvy, James (2002). *Creating Better Futures: Scenario Planning as a Tool for a Better Tomorrow*. Oxford University Press.

Ramirez, R., Selsky, J., van der Heijden, K. (2010). *Business Planning for Turbulent Times: New Methods for Applying Scenarios* (2nd edition). Earthscan Publications.

Ringland, Gill (1998). *Scenario Planning: Managing for the Future*. Chichester: John Wiley & Sons.

Searce, Diana and Fulton, Katherine (2004). *What If? The Art of Scenario Thinking for Nonprofits*. Global Business Network: http://www.gbn.com/articles/pdfs/GBN_What%20If.pdf

Schoemaker, Paul (1993). "Multiple Scenario Development: Its Conceptual and Behavioral Foundation." *Strategic Management Journal* 14:193–213.

Schoemaker, Paul (1995). "Scenario Planning: A Tool for Strategic Thinking." *Management Review*, Winter 1995 36, 2:25-40.

Schwartz, Peter (1996). *The Art of the Long View: Paths to Strategic Insight for Yourself and Your Company* (2nd edition). New York: Doubleday Currency.

Schwartz, Peter (July 2009). "Your Future in 5 Easy Steps: Wired Guide to Personal Scenario Planning." *Wired* 17.08:

http://www.wired.com/special_multimedia/2009/ff_scenario_1708

van der Heijden K., Bradfield R., Burt G., Cairns G. and Wright G. (2002). *The Sixth Sense, Accelerating Organisational Learning with Scenarios*. Chichester & New York: John Wiley & Sons.

van der Heijden, Kees (2005). *Scenarios: The Art of Strategic Conversation* (2nd edition). Chichester & New York: John Wiley & Sons.

Wilkinson, Lawrence (September 1995). "How To Build Scenarios."
Wired/HotWired: <http://www.wired.com/wired/scenarios/build.html>