



Opportunity & Uncertainty Mapping

How to reveal opportunity, plan for uncertainty and win buy-in to lead innovative initiatives

Today's innovation leaders need to see risk, avoid disruption and accelerate change in spite of unknowns. To be successful, transformation and innovation initiatives need the buy-in of their organization, as well as from complex stakeholder networks, too. By mapping potential scenarios leaders take the fear out of potential threats and disruptors, reveal hidden opportunities and win the trust to lead.

In a highly interactive workshop, we'll introduce a 4-step method based on scenario planning and adapted to innovation leaders. Through mapping and comparing potential outcomes, participants will identify critical uncertainties, reframe the risk of doing nothing, and reprioritize initiatives based on new insights.

A full-day workshop and a follow-up summary of findings and next steps:

- Introduction to the methodology and tools including worksheets and templates
- 4 expert-led mapping exercises customised to client goals, documented for reference
- Follow-up report with key insights and recommended next steps

"You'll learn hands-on tools to build buy-in for bold innovation initiatives – which also supports your strategic vision for OKRs, big-picture planning and thought leadership themes."



Laura Fleming Schulte | Enabler, Go To Market & Digital Brand Expert

With over 20 years experience in transformation, digital growth strategy and innovation marketing, Laura knows the business value of trust. A startup-to-IPO executive and award-winning B2B editor, she uses storytelling and customer-centric strategies to position brands and leaders, optimize the sales pipeline and create trust for innovation and growth. → [in](#)

Ready for the next step? Contact us for an informal exchange at **+49 89 44 99 07 20** or book us [here](#).