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Rafael Ramirez - Business planning for turbulent times
Strategic Reframing The Oxford Scenario

Strategic Reframing The Oxford Scenario Planning Approach
Rafael Ramirez and Angela Wilkinson. Offers practical guidance assisting the reader to make scenario planning more effective; Provides many examples to help relate theoretical principles to actual practices

Strategic Reframing - Hardcover - Oxford University Press

Strategic Reframing, as the subtitle seeks to promote the Oxford Scenario Planning Approach, however, in doing this, it makes some valuable contributions to the scenarios library. Strategic Reframing is

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not a 'how to' guide on running a scenario planning workshop, though this subject is covered well.

Strategic Reframing: The Oxford Scenario Planning Approach ...

The core emphasis in the OSPA is on the role of scenarios in supporting a cycle of prospective sensemaking that involves framing and reframing future contexts to enhance the exercising—indeed, the quality—of leadership judgment, enable reperception of possibilities, and, in turn, clarify strategic choices and identify more and better options.

Strategic Reframing: The Oxford Scenario Planning Approach ...

The route to deep scenarios learning
Strategic Reframing, by Dr. Rafael Ramirez of Oxford Said Business School and Dr. Angela Wilkinson, Head of

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Scenario Planning Approach
Strategic Foresight for the OECD, aims to provide the leading guide to scenario planning – with a particular focus on corporate strategy and public policy.

Undoubtedly it is certain to become a well-thumbed fixture on the bookshelves of serious scenario planners and foresight practitioners.

Strategic Reframing: The Oxford Scenario Planning Approach ...

Strategic Reframing: The Oxford Scenario Planning Approach. Traditional strategy assumes stability and predictability. Today's world is better characterised by turbulence, uncertainty, novelty and ambiguity - conditions that contribute disruptive changes and trigger the search for new ways of coping. This book aims to become the premier guide on how to do scenario planning to support strategy and public policy.

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Co-authored by three experts in the field, the book presents The Oxford Scenario Planning Approach (OSPA). The approach is both intellectually rigorous and practical. Methodological choices and theoretical aspects in practice are detailed in reference to the relevant literatures and grounded in 6 case studies the authors have been involved with.

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Strategic Reframing: The Oxford Scenario Planning Approach
Strategic Reframing: The Oxford Scenario Planning Approach, by Ramirez R., and Wilkinson, A., Oxford University Press, 2016. Book Review Article (PDF Available) - April 2016 with 2,267 Reads

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Strategic Reframing: The Oxford Scenario Planning Approach ...

In addition to coauthoring two books, Strategic Reframing: The Oxford

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Scenario Planning Approach (Oxford University Press, 2016) and Business Planning for Turbulent Times: New Methods for Applying Scenarios (Earthscan, 2008), the lead author of this article has examined the ideas in a number of articles. We wish to thank a number of our colleagues, including Kees van der Heijden and Angela Wilkinson, as well as Trudi Lang, Cynthia Selin, John W. Selsky, Jerry Ravetz, and Malobi Mukherjee.

Using Scenario Planning to Reshape Strategy

Oxford University Press. DOI:10.1093/acprof:oso/9780198745693.003.0001. This book is about how the Oxford Scenario Planning Approach (OSPA) enables individuals and groups to enhance their understanding of a particular situation and develop new strategies. It outlines seven

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Scenario Planning Approach premises, and has two distinctive features: (1) an approach to support strategy in contexts that exhibit turbulence, uncertainty, novelty, or ambiguity—or TUNA conditions; (2) its role in helping people to frame, reframe ...

Introduction: Scenario planning—The Oxford Approach ...

Rafael Ramirez is Director of the Oxford Scenarios Programme and has pioneered work in organizational aesthetics; the interactive design of strategy; and how scenarios work. He was Visiting Professor of Scenarios and Corporate Strategy at Shell International 2000-2003 and Chairman of the World Economic Forum's Global Agenda Council of Strategic Foresight.

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