

# Anticipate Futures and Plan for Them



## situation



Diversified personal lines provider questions future of industry given changes in demographics, crisis of consumer confidence, heightened competition, and massive upheaval in financial services.

## approach



Fuld + Co. used scenario analysis to future-proof, and conducted a war game to competitor-proof, the client's strategy.

## analysis



Fuld + Co. created four plausible future scenarios and worked with client to test competitor reactions and resilience under conditions of each scenario.

## value



Strategic imperatives identified to ensure continued growth and success regardless of which future scenario emerged, and anticipating bold competitor strategies.