

FUTURE PROOF[®] WARGAMING

APPROACH

Wargaming is a strategic decision making tool to explore possibilities and secure resilience, growth and agility in a fast-changing world.

Toffler Associates' Approach to Future Proof[®] Wargaming

Our wargames are designed to improve executive decision making across a range of possible environments by allowing them to “Stand in the Future” and safely experience the opportunities, risks, and consequences of various courses of action that comprise your current strategies or potential future strategies.

A wargame is a planning exercise in which groups of participants gather to conceive and consider options to address critical challenges or opportunities from multiple perspectives in the context of one or more scenarios. Typically, the participants group in one or more teams, some representing the client organization or its sub-organizations (often called “Blue Teams”) and some representing competitors (often called “Red Teams”). The teams have a scenario containing details about their operating environment and details about the situation they are to address, along with descriptions of the resources at their disposal to achieve desired effects. They then work their way through a series of predicaments (called game “moves”) in the context of the scenario.

These moves involve devising the team’s own course of action and responding to the courses of action chosen by the other teams in that move or in a prior move. Group discussion and our analysis determine the effectiveness of the courses of action (did the teams achieve their objectives?) and the implications for the client organization in the “real world” outside the scenario. Implications may have to do with, for example, the viability or utility of a product or service the company is investing in or plans to invest in; the need to develop new operating concepts to leverage current or envisioned future capabilities; hurdles associated with working with stakeholders; etc.

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BENEFITS

Members of Toffler Associates have designed, run, and played in more than 250 table-top exercises and business wargames.

We address challenges and opportunities our clients face. We craft scenarios and game moves customized to your aims, testing the efficacy of your strategies and in vivid, creative, practical ways. Our wargames are a testing ground for new concepts and strategies, and for playing out strategies and plans for your business in familiar and unfamiliar environments to expand thinking and drive decisions.

Among other benefits, we:

- Enable participants to safely face “known unknowns” and “unknown unknowns”
- Generate enthusiasm in your organization and in stakeholder communities around ideas for how to do business in new ways
- Identify imperatives that cannot be satisfied with current business and communications approaches, technologies, and solutions
- Generate and test specific and concrete new ideas, solutions and strategies
- Illuminate cause and effect relationships
- Link experts and stakeholders (inside and outside your organization) who may not otherwise routinely interact
- Improve personal trust and drive team building
- Identify areas for future partnership and innovation in products, services, business models, and communications
- Inform and guide future investments
- Identify high-value strategies and eliminate low-value options
- Create a sense of urgency, opportunity, and risk

Toffler Associates can help you make rational and informed decisions about how to face disruptions, pursue opportunities, and continually transform the organization to build resilience and future value creation.

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STYLES

There are many types of wargame exercises we have experience helping teams execute.

Strategic	Includes market, economic, social, political, technical, operational forces that can impact clients
Futuristic	Designed to help clients “stand in the future” as if it were today
Creative	Unexpected moves and varied conditions that are logical but not always “obvious,” to compel participants to generate new ideas
Experimental	Rigorous testing of hypotheses to identify high- and low-value strategies and options
Experiential	Create sense of urgency, opportunity, risk
Competitive	Beyond simple A vs. B – often include stealthy, asymmetric, multidimensional issues competing in unexpected ways
Facilitated	Extensive prep to elicit participation needed from players to meet objectives

Are you ready to build your action plan?
Contact us to translate possibility and unknowns into confidence and agility.
Game On.

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Toffler Associates is a strategic advisory firm that helps businesses and public entities capitalize on opportunities, build agility, and mitigate risk in an uncertain future. Our unwavering commitment to being a catalyst for change is backed by a Future Proof[®] business consulting approach. We help global leaders ask the right questions, understand how future shifts impact current decisions, and position their organization to create future value.