

What are Your Scenarios?

Scenario Factors & Variables

Economic Recovery

(% of normal)

Regulatory Impact

(shutdown, stimulus, no change)

Customer Behavior Changes

Industry/Competitor Evolution

(BEST PRACTICES)

Market Share

(Will you steal or lose share? How?)

INVESTMENTS

(What investments will you make?)

Worst Case Scenario "Bad Beyond Belief"	Expected Scenario "New Norm"	Best Case Scenario "Good Ole Days"