

# S-Trendcasting™

*Planning for the unforeseen*

 **Acorn** INTERNATIONAL  
CONSULTING + PARTNERING | We help good companies be good neighbors

+1 832-900-3997

info@acornintl.net

www.acornintl.com

# S-Trendcasting™

## *Planning for the unforeseen*

### CHALLENGE

The pandemic highlights the cost of not foreseeing nor planning for low likelihood, high impact risks that devastate business. By the time “bleeding edge” social risk issues show up in mainstream media and impact your company, options are limited and the fix is expensive.

### SOLUTIONS

Acorn International works with the world’s largest companies and investors in high-risk situations. We deploy 30 years of experience in social risk management to facilitate a tailored (half-day to two-day) workshop building early warning systems.

We help teams build skills, programs and imagination needed to foresee earlier, the next disruptive social force and make better operating decisions

### RESULTS DELIVERED

- **Outlying social risks** identified in a facilitated process of structured imagination
- **Toolkit to manage risks** as part of business planning cycle
- **Skills training to foresee and act** on risks before they become public relations and reputational problems or constrain strategic and operational flexibility
- **Culture of forethought vs. afterthought** on social issues
- **Co-created scenario planning** to build future risk and opportunity
- **Prioritize action** over reaction

“ I have been very impressed with you and your staff through this process. ”

BOARD MEMBER, MULTINATIONAL FORTUNE 10 COMPANY

# Our Solutions

## How we help you see around corners

We bring extensive industry experience combined with expert facilitation and visioning capabilities and a focus on your situation and needs — and apply a proven trendcasting workshop program to draw a view of future social risks and opportunities for your business and set the groundwork for pro-active plans to optimize your positioning.



### SAMPLE TAKEAWAYS

- **Operating plan** for anticipated social movement impacts
- **Action plan** to address interconnected risks as related to a gathering social issue
- **Understanding of customer and other stakeholder pain points** related to a need addressed in a gathering social movement
- **New opportunities** for products and services to meet customers and stakeholder needs
- **Description** of mutually beneficial partnerships
- **S. renewable energy** development team

### RESULTS

- **Qualified, professional analysis** of sociopolitical and cultural trends impacting strategic planning & investment decisions
- **Safe, structured process** to guide imaginative thinking around possible outcome scenarios, given trends and outlook
- **Reliable view of societal issues** that will impact business — and what steps business can take to thrive amidst these emerging issues
- **Sharpened ability** to “see around corners” and get ahead of future black swan events and trend shifts.
- **Anticipated timing** of possible scenarios

“ This process has been incredibly informative and thought-provoking. ”

CEO, TIER I STRATEGY FIRM

## *Why work with Acorn International?*

- **Global reputation in leading workshops** for business leaders, board members & investors >20 workshops since April
- Helped global energy company **foresee and avoid what became moratoriums in 4 countries of interest.**
- **More than 3 decades** deploying social performance experience to industry
- **Expert social scientists** focused on operating solutions in high-risk environments

---

## *Let's get to work!*

Contact us now to foresee social risks and opportunities affecting your business and define your actions.

☎ +1 832-900-3997

✉ [info@acornintl.net](mailto:info@acornintl.net)

🌐 [www.acornintl.com](http://www.acornintl.com)

 **Acorn**INTERNATIONAL  
CONSULTING + PARTNERING | We help good companies be good neighbors