

A Methodological Framework for Enhancing Strategic Decision-Making Efficacy through Adaptive Scenario Planning

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Abstract. In an era characterized by rapid changes and uncertainties, organizations face profound challenges in strategic decision-making. This paper introduces an advanced methodological framework tailored to optimize strategic decision-making processes by integrating adaptive scenario planning techniques. Employing a mixed-methods approach, we analyze existing strategic frameworks and incorporate novel adaptation mechanisms to enhance organizational agility and foresight. Our findings suggest that organizations leveraging this framework can significantly improve decision quality and adaptability in volatile environments. The proposed model not only addresses current gaps in strategic management literature but also provides practical implications for practitioners seeking to navigate complex business landscapes.

Keywords: Strategic Decision-Making, Adaptive Scenario Planning, Organizational Agility, Strategic Management, Decision Quality, Complex Business Environment, Innovative Framework

Introduction

The contemporary business landscape is defined by unprecedented levels of uncertainty and complexity, necessitating a re-evaluation of strategic decision-making processes. Organizations are increasingly confronted with rapid technological advancements, shifting market dynamics, and evolving consumer preferences, which complicate traditional

strategic planning methodologies. In 2024-2026, the relevance of adaptive strategies becomes paramount as companies strive to remain competitive and relevant in their industries. The traditional static approaches to strategic planning often fail to account for the fluid nature of the current business environment, leading to suboptimal decision-making and missed opportunities. To combat these challenges, this paper proposes an innovative methodological framework that enhances strategic decision-making efficacy through the integration of adaptive scenario planning. This framework not only allows for a systematic exploration of potential futures but also emphasizes the importance of flexibility and responsiveness in decision-making. The paper is structured as follows: firstly, we will review existing literature on strategic decision-making and scenario planning, highlighting the limitations of current methodologies. Secondly, we will present our proposed framework, detailing its components and operational mechanisms. Thirdly, we will discuss empirical evidence supporting the effectiveness of our approach. Finally, we will conclude with practical implications and suggestions for future research.

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