

Sorting the high/low impact and predictable/unpredictable.

Another way of pinpointing the drivers that really matter is to think about level of impact and predictability. You might want to prioritise, for example, those with a potentially high impact that are predictable.

As you reflect on the drivers you have collected together, sort them into changes you are fairly certain about and things that are less certain, where the implications are more unpredictable. While you are doing this, also try to identify those with potentially high impact. Jot your ideas on what drivers belong where down in this template.

HIGH IMPACT

| | | |
|--------------------|--|----------------------|
| PREDICTABLE | | |
| | | |
| | | UNPREDICTABLE |

LOW IMPACT

Unpredictable drivers, where you are not clear about potential implications, are often those with the greatest potential impact because you are less likely to be able to prepare.