

**SKILLS FRAMEWORK FOR DESIGN
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE**

TSC Category	Business Strategy					
TSC	Scenario and Strategic Planning					
TSC Description	Brainstorm alternative accounts of the future that may be caused by emerging factors, and develop a plans of action for each of the scenarios					
TSC Proficiency	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
			DSN-ACE-3016-1.1	DSN-ACE-4016-1.1	DSN-ACE-5016-1.1	DSN-ACE-6016-1.1
			Conduct market analysis to identify emerging factors in the industry that may impact future scenarios	Develop analytical models to understand the financial and operational impact of various future scenarios	Evaluate future scenarios and the impact of proposed changes on the business	Strategise and drive the implementation of future go-to-market strategies based on outcomes from scenario planning
Knowledge			<ul style="list-style-type: none"> Data collection techniques for primary and secondary data Principles and techniques of market research Creation of scenarios Report writing Tools for visualising data and scenarios 	<ul style="list-style-type: none"> Statistical analysis Financial modelling Cost-benefit analysis Operational efficiency analysis Revenue target-setting Feasibility studies Business intelligence software 	<ul style="list-style-type: none"> Statistical analysis Financial modelling Cost-benefit analysis Operational efficiency analysis Revenue target-setting Trend analysis Feasibility studies Business intelligence software Data visualisation and mining software tools Persuasion techniques 	<ul style="list-style-type: none"> Data visualisation and mining software tools Persuasion techniques Business development Trend analysis Strategic planning Problem structuring Strategic problem-solving Stakeholder management

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<p>Abilities</p>			<ul style="list-style-type: none"> • Monitor and maintain critical data on industry, organisation and key customers • Analyse critical data to create possible business scenarios • Identify and document trends, correlations, and anomalies within the industry • Research precedents, examples, best practices and outcomes in the current design landscape for scenario planning • Extract and organise data into concise summary reports to update team members on market and industry developments 	<ul style="list-style-type: none"> • Develop analytical models to calculate the financial impact of future scenarios on the organisation's business • Create models to forecast financial needs, according to financial budgets and actuals • Perform modelling and simulate what-if scenarios to determine alternative future accounts • Create and monitor dashboards of Key Performance Indicators (KPIs), highlighting trends and analysing causes of unexpected variance • Oversee the maintenance of reports and dashboards to update team members on performance metrics • Storyboard and design presentations to share insights with stakeholders 	<ul style="list-style-type: none"> • Relate future scenarios to design output, and propose new design opportunities based on alternative scenarios • Conduct complex statistical modelling to lead stakeholders in business decisions • Formulate new scenarios based on emerging factors • Propose courses of action based on future scenarios • Develop strategies to influence internal key stakeholders' strategic decisions • Develop metrics to track the success of future planned actions 	<ul style="list-style-type: none"> • Envision possibilities for the future and engage key decision makers to realise the vision of forecasted scenarios • Drive dynamic scenario assessments to facilitate decision-making for the organisation • Drive analytics and modelling for potential business development activities • Strategise long-term go-to-market strategies based on future scenarios
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