

## *Strategic Reframing The Oxford Scenario Planning Approach*

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**Welcome to the Oxford Scenarios Programme**  
**Oxford Scenarios Programme: Participant insights Autumn 2017**  
**Rafael Ramirez - Business planning for turbulent times**  
**Strategic Reframing The Oxford Scenario**  
**Strategic Reframing The Oxford Scenario Planning Approach**  
**Rafael Ramirez and Angela Wilkinson. Offers practical guidance assisting the reader to make scenario planning more effective; Provides many examples to help relate theoretical principles to actual practices**

**Strategic Reframing - Hardcover - Oxford University Press**  
**Strategic Reframing, as the subtitle seeks to promote the Oxford Scenario Planning Approach, however, in doing this, it makes some valuable contributions to the scenarios library. Strategic Reframing is not a 'how to' guide on running a scenario planning workshop, though this subject is covered well.**

**Strategic Reframing: The Oxford Scenario Planning Approach ...**  
**The core emphasis in the OSPA is on the role of scenarios in supporting a cycle of prospective sensemaking that involves framing and reframing future contexts to enhance the exercising—indeed, the quality—of leadership judgment, enable reperception of possibilities, and, in turn, clarify strategic choices and identify**

***more and better options.***

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***The route to deep scenarios learning Strategic Reframing, by Dr. Rafael Ramirez of Oxford Said Business School and Dr. Angela Wilkinson, Head of Strategic Foresight for the OECD, aims to provide the leading guide to scenario planning - with a particular focus on corporate strategy and public policy. Undoubtedly it is certain to become a well-thumbed fixture on the bookshelves of serious scenario planners and foresight practitioners.***

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***Rafael Ramirez is Director of the Oxford Scenarios Programme and has pioneered work in organizational aesthetics; the interactive design of strategy; and how scenarios work. He was Visiting Professor of Scenarios and Corporate Strategy at Shell International 2000-2003 and Chairman of the World Economic Forum's Global Agenda Council of Strategic Foresight.***

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