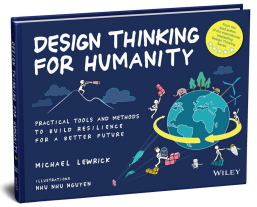
Project:
Team:
Version & Date:

Wind Tunneling

Quick guide: Wind Tunneling is a strategic stress test: it places a current strategy or idea into each of your future scenarios to see how it holds up under different conditions, exposing hidden blind spots.

More tips & tricks on book page: 110



Lewrick, M.
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1 Core Institutional Strategies

What central core initiatives, product pipelines, or value metrics are we putting to the test?

2 Run Strategic Stress-Tests Across Scenario Quadrants

Plot your various future scenarios on the horizontal axis and your strategies on the vertical axis and through a process of collaborative interrogation, assess the viability of each strategy against each future scenario. Examine performance: Where does our core value logic break down? Which elements survive?

	Scenario 1	Scenario 2	Scenario 3	Scenario 4
Strategy 1_____				
Strategy 2_____				
Strategy 3_____				
Strategy 4_____				

3 Formulate Adaptive Adjustments & Resilient Choices

What explicit design interventions shore up our weaknesses? Which choices remain functional across all horizons?

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