

# aractech

Global Learning for Operational Leaders



PLANNING AND STRATEGY MANAGEMENT

## Navigating Business Uncertainty

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# Course content

## Why Attend

Nowadays, uncertainty is significant because it is an inherent feature of our dynamic and intricate world. Dealing with uncertainty requires identifying strategies, adjusting to new situations, and an improved capacity to recognize and mitigate risks. Moreover, uncertainty can inspire ingenuity and originality, resulting in innovative solutions and prospects.

This course is designed to help participants develop the skills and mindset needed to set appropriate strategies, navigate uncertainty, and embrace the opportunity in their personal and professional lives.

## Course Methodology

- The course will use practical exercises to enable participants to develop essential skills for facing business uncertainty and risk. These exercises will be hands-on, and participants will work in teams to create and present their scenario plans. In addition, participants will engage in group discussions and interactive activities to facilitate knowledge-sharing and the exchange of best practices.

## Course Objectives

- Explain the nature and impact of uncertainty
- Discuss how to mitigate uncertainty through market research
- Examine scenario planning and strategies for managing uncertainty
- Interpret uncertainty and strategic decision making
- Underline how to deal with uncertainty through agile leadership

## Target Audience

- The target audience includes managers, executives, entrepreneurs, professionals from various industries, and individuals seeking to enhance their personal development. This course is also suitable for anyone who wants to embrace uncertainty as an opportunity for growth and innovation and to improve their ability to make decisions in uncertain environments, adapt to change, and build resilience.

- Target Competencies
- Dealing with uncertainty
- Analyzing scenario planning



# Course outline

## Detailed course outline

Module-by-module outline for Navigating Business Uncertainty.

### Module 1 - Understanding Uncertainty

- Definition and importance of business uncertainty
- Overview of types of business uncertainty
- The impact of business uncertainty on the organization
- The role of mindset
- Managing business uncertainty

### Module 2 - Reducing Uncertainty Through Market Research

- Understanding market trends
- Collecting data
- Conducting business analysis
- Use of AI to improve insight and Google Analytics
- Identifying strategic priorities

### Module 3 - Scenario Planning in Managing Uncertainty

- Overview of uncertainty scenario planning
- Identifying potential uncertainty scenarios
- The benefits of scenario planning for managing uncertainty
- Assessing the impact of uncertainty scenarios
- Developing contingency



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### Module 4 - Uncertainty and Strategic Decision Making

- Evaluating strategic options under uncertainty
- Decision-making frameworks for uncertain environments
- The challenges of making decisions under uncertainty
- Developing strategies for managing and responding to risks and opportunities
- Analyzing case studies of businesses that successfully managed uncertainty

### Module 5 - Dealing With Uncertainty Through Agile Leadership

- Techniques for building agility
- Developing a culture of agility
- Strategies for building agility
- The role of self-care in building resilience
- Learning to embrace change and see opportunities in ambiguity



# Seminar dates

## Available seminar dates

Live dates and pricing for Navigating Business Uncertainty generated from the course details page.

Date	Location	Format	Fee
8 - 12 June 2026	Rome	Classroom	€2,975
6 - 10 July 2026	Munich	Classroom	€2,415
10 - 14 August 2026	Amsterdam	Classroom	€2,975
14 - 18 September 2026	London	Classroom	€2,940
5 - 9 October 2026	Istanbul	Classroom	€1,995
16 - 20 November 2026	Vienna	Classroom	€2,975
7 - 11 December 2026	Barcelona	Classroom	€2,695

**Live online option**

Online delivery is available at €1,250.