**[A green sign with white text

Description automatically generated](https://www.smartsheet.com/try-it?trp=12075&utm_source=template-word&utm_medium=content&utm_campaign=As-Is+Scenario+Planning+Map+Example-word-12075&lpa=As-Is+Scenario+Planning+Map+Example+word+12075)AS-IS SCENARIO PLANNING MAP TEMPLATE EXAMPLE**

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| This template helps you capture a comprehensive snapshot of the current state, enabling informed decision-making and strategic planning for future scenarios. | | | | | | | | | | | | | | | | | | | | | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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|  | STRATEGIC CONTEXT |  |  |  | CURRENT OBJECTIVES |  |  |  | OPERATIONAL ENVIRONMENT |  |  |  | KEY STAKEHOLDERS |  |  |  | RESOURCE ALLOCATION |  |  |  | PERFORMANCE METRICS |  |  |  | EXISTING CHALLENGES |  |  |  | EMERGING TRENDS |  |  |  | COMPETITIVE LANDSCAPE |  |  |  | RISK PROFILE |  |
|  | *Describe your organization's overarching strategic goals and the environment in which the company operates. Now you're ready to plan a detailed scenario.* |  |  |  | *List the immediate and medium-term objectives that the organization aims to achieve, providing clarity on current priorities.* |  |  |  | *Summarize the internal and external factors that affect the organization's operations, including market conditions and operational capabilities.* |  |  |  | *Identify the main stakeholders involved with or impacted by the organization, including customers, employees, and partners, in order to understand their influence and needs.* |  |  |  | *Outline how the company currently distributes resources across various projects and operations, highlighting areas of investment and potential resource constraints.* |  |  |  | *Describe the metrics and KPIs used to measure the organization's performance, offering insight into areas of strength and those requiring improvement.* |  |  |  | *Highlight significant challenges that the organization faces, detailing obstacles that could hinder the achievement of current objectives.* |  |  |  | *Discuss trends and changes in the market or industry that could impact the organization, thereby providing a basis for the anticipation of future shifts.* |  |  |  | *Analyze the competitive environment, including key competitors and their strategies, in order to understand the organization's position in the market.* |  |  |  | *Summarize the main risks to the organization, including financial, operational, and strategic risks, in order to shape your risk management and mitigation strategies.* |  |
|  | Review the company's founding vision and mission statements. |  |  |  | List the immediate objectives, such as expanding the charging infrastructure. |  |  |  | Analyze the efficiency of current charging station operations. |  |  |  | Identify key customer segments and their usage patterns. |  |  |  | Map out current investments in charging technology and infrastructure. |  |  |  | Measure customer satisfaction through surveys and usage data. |  |  |  | Identify bottlenecks in the current charging infrastructure network. |  |  |  | Monitor advancements in EV technology and their potential impacts on charging demand. |  |  |  | Conduct a competitive analysis to benchmark the organization against other EV charging and logistics companies. |  |  |  | Assess the company's financial risks, including dependence on external funding. |  |
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|  | Assess how the current strategy aligns with overall industry trends. |  |  |  | Define medium-term goals, like increasing market share. |  |  |  | Assess the impact of regulatory changes on operations. |  |  |  | Engage with partners, suppliers, and regulatory bodies to understand their expectations. |  |  |  | Review budget allocations toward marketing and customer service. |  |  |  | Track operational efficiency, such as turnaround times at charging stations. |  |  |  | Analyze the challenges related to scaling operations in new markets. |  |  |  | Evaluate industry shifts toward renewable energy sources. |  |  |  | Identify the competitive advantages and areas for improvement. |  |  |  | Identify operational risks, such as disruptions in the supply chain. |  |
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|  | Identify the strategic goals that you've achieved in the past year. |  |  |  | Evaluate the company's progress toward its sustainability and innovation targets. |  |  |  | Review customer feedback to identify operational strengths and weaknesses. |  |  |  | Conduct employee feedback sessions to gauge internal stakeholder sentiment. |  |  |  | Analyze resource distribution across different geographic regions. |  |  |  | Assess the company's financial performance through revenue growth and profitability metrics. |  |  |  | Address any skill gaps or technological limitations within the company. |  |  |  | Stay informed about changes in consumer behavior toward electric vehicles. |  |  |  | Monitor new entrants into the EV charging market. |  |  |  | Evaluate the strategic risks, including potential regulatory changes that affect the industry. |  |
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