**AS-IS SCENARIO PLANNING MAP TEMPLATE EXAMPLE**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| This template helps you capture a comprehensive snapshot of the current state, enabling informed decision-making and strategic planning for future scenarios.  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|   |   |   |  |   |   |   |  |   |   |   |  |   |   |   |  |   |   |   |  |   |   |   |  |   |   |   |  |   |   |   |  |   |   |   |  |   |   |   |
|   | 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. |   |
|   |   |   |  |   |   |   |  |   |   |   |  |   |   |   |  |   |   |   |  |   |   |   |  |   |   |   |  |   |   |   |  |   |   |   |  |   |   |   |
|   | 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. |   |
|   |   |   |  |   |   |   |  |   |   |   |  |   |   |   |  |   |   |   |  |   |   |   |  |   |   |   |  |   |   |   |  |   |   |   |  |   |   |   |
|   | 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. |   |
|   |   |   |  |   |   |   |  |   |   |   |  |   |   |   |  |   |   |   |  |   |   |   |  |   |   |   |  |   |   |   |  |   |   |   |  |   |   |   |

|  |
| --- |
| **DISCLAIMER**Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk. |