Abstract

The objective of this article is to establish the usefulness of planning scenarios within the strategic context of organizations. The study is supported on theories proposed by Bas (2002); Frances (2001); Saloner et al (2005); Dess and Lumpkin (2003); and Garrido (2003), among others. Methodology is documentary or bibliographic. This management technique makes it possible to redefine and update optional strategies by evaluating risks and opportunities coming from the surroundings, as well as proposing contingent plans adjusted to a certain reality. Conclusions are that planning scenarios has a relevant importance within the international and Venezuelan strategic context, because this strategy is nurtured by a systematic study of the surroundings and constitutes a strategic planning tool oriented toward facing the uncertainty of the future and optimizing decision making through the development of simulation models.

Keywords

Planning scenarios, strategic tool, surroundings, uncertainty.