



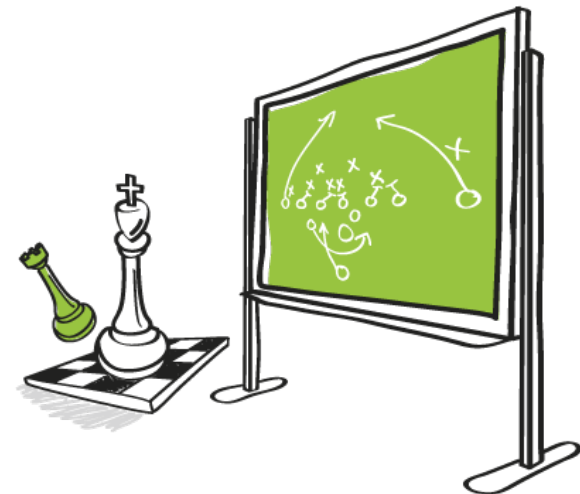
NEXT GENERATION
SCENARIO PLANNING TOOL

ProACT

Mitigate | Optimize | Strategize

ProACT is a strategic tool that enables systematic and objective scenario planning development and action planning

- Mitigate Risk, Leverage Opportunities & Optimize Strategy
- Optimise Corporate, Portfolio and Product Life Cycle tactics and strategies at Global, Regional and Country level
- Align base case assumptions and alternate scenarios across functional teams for Integrated action plans
- Align different views of risk and its potential consequences



THE PROCESS

- STEP 1** Input Events
- STEP 2** Define the Base Case
- STEP 3** Define the Alternative Cases
- STEP 4** Evaluate the Scenarios
- STEP 5** Vote on the Risks & Opportunities
- STEP 6** Plan Short-to Long-term

The screenshot displays the ProACT software interface, which is divided into several sections:

- Top Navigation:** Includes tabs for 'ProACT Planning', 'Tactical Planning (Short to Medium term)', 'Action Planning', and 'Strategic Planning (Medium to Long-term)'.
- Left Panel:** A list of 'Event ID' and 'Risk/Opportunity' descriptions.
- Center Panel:** Features a 'ProACT: Probability-Impact Matrix' with a grid showing 'Probability' on the y-axis and 'Impact on Sales' on the x-axis. Data points are plotted as red squares with numerical values.
- Right Panel:** Contains a 'Purpose' box explaining the ProACT scenario and a 'Next' button.
- Bottom Section:** Shows 'Top 10 Basecase' and 'Top 10 ProACT Scenario: Alternatives: Downside + Upside' with a table of 'Selected Risk & Opportunities'.
- Bottom Right:** A 'ProACT - Review Actionability & Vote' section with another matrix and a table for voting on actionability.

Be ProACTIVE ! Mitigate Risk and Maximize Opportunities

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