



What will the world look like post crisis?

A framework for developing resilient strategies by Eidos Partners

Global scenarios 2025

Length & depth of the health crisis	Economic & financial recovery	Structural change in business & industry	(Geo) Politics	Social/ ecological behaviour
Crisis subsides quickly	Bounce back	Structures follow pre-corona trends	Old order struggles on	Gaps are growing more obvious
Back to normal in some places, but not in others	Double deep dip	Lasting shifts in demand trends	New blocks: science vs populism	Together we proved that we can change
Crisis drags on, but lock downs are lifted	Valley of death	Big changes to create resilient value chains	Innovated world order	Way of the dragon
Long crisis with repeated lock downs	Slippery slope down	Same structure but only the big players survive	China leads a new world order, ROW apart	Closer to nature, but socially distant

This scenario space identifies 5 key issues (grey boxes) & alternative ways in which these key issues may develop between now and 2025 (yellow boxes)

Creative Bounce

Scenario 1

Global scenarios 2025				
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The L-long crawl to China

Scenario 2

Global scenarios 2025				
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Too fragile to move

Scenario 3

Global scenarios 2025				
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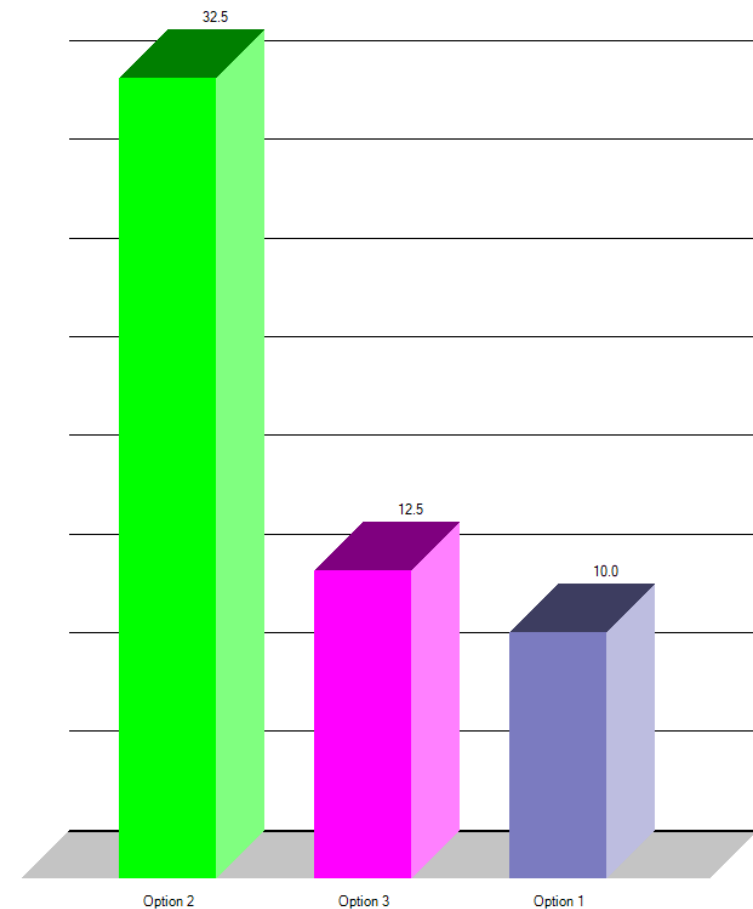
Splitting in two

Scenario 4

Global scenarios 2025				
Length & depth of the health crisis	Economic & financial recovery	Structural change in business & industry	(Geo) Politics	Social/ ecological behaviour
Crisis subsides quickly	Bounce back	Structures follow pre-corona trends	Old order struggles on	Gaps are growing more obvious
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From the space, 4 consistent, different and challenging scenarios were created. Taken together they represent the edge points of what could happen

Time	Criteria	2025			
2025					
Options	Weighting				
Option 1		3	-5	1	5
Option 2		6	2	1	4
Option 3		-4	8	4	-3



Only the main headlines of the scenarios are given in this document, and we would normally develop sector specific scenarios as well. Still, the scenarios can help you to think which options you have (left above) and if they are robust (score highly) in all four futures (see top)...

Creative Bounce

Scenario 1

Global scenarios 2025

Length & depth
of the health
crisis

Crisis subsides
quickly

Back to normal
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Crisis drags on,
but lock downs
are lifted

Long crisis with
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Economic &
financial
recovery

Bounce back

Double deep
dip

Valley of death

Slippery slope
down

Structural
change in busi-
ness & industry

Structures
follow pre-
corona trends

Lasting shifts in
demand trends

Big changes to
create resilient
value chains

Same structure
but only the big
players survive

(Geo) Politics

Old order
struggles on

New blocks:
science vs
populism

Innovated world
order

China leads a
new world order,
ROW apart

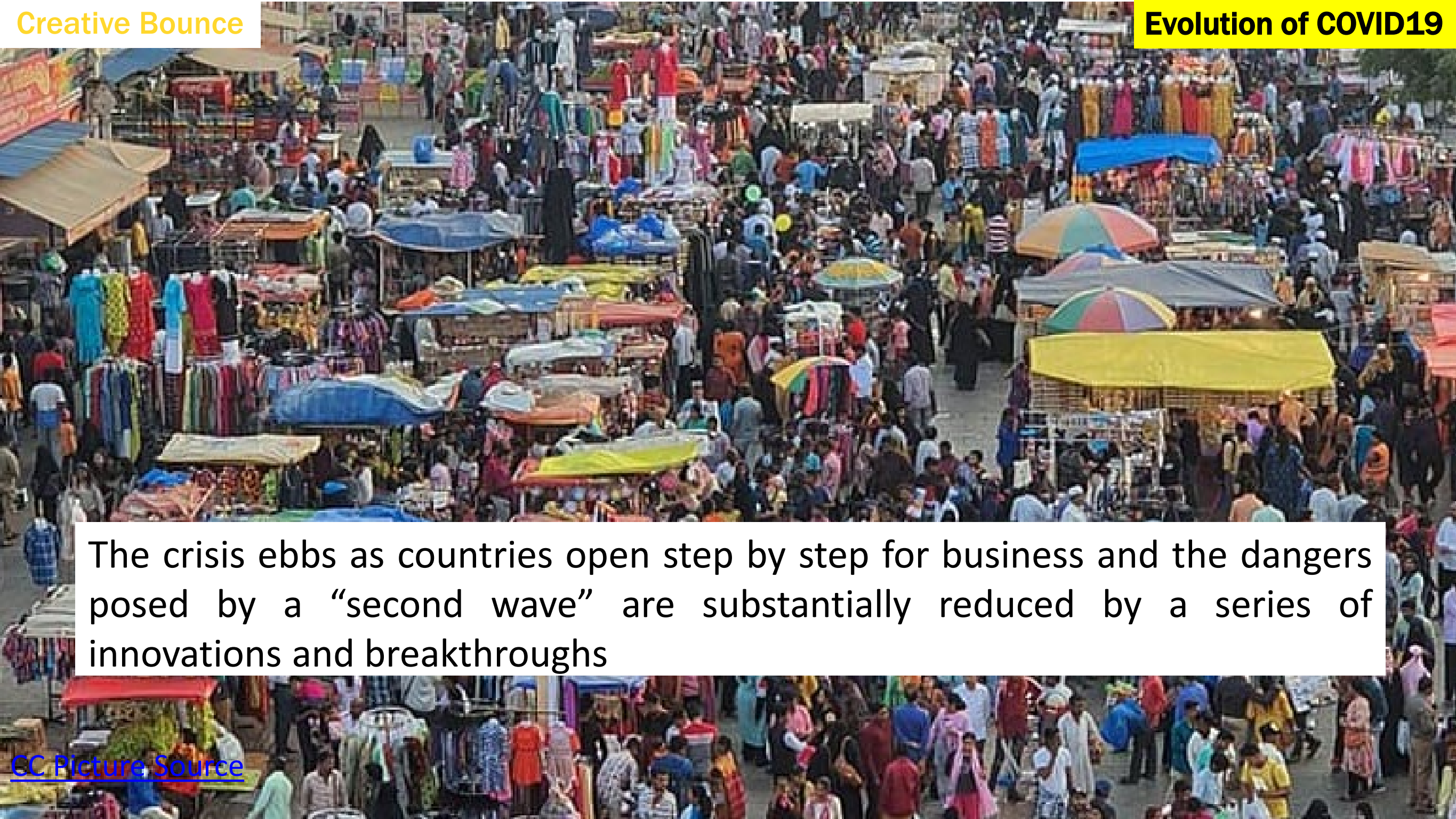
Social/
ecological
behaviour

Gaps are
growing more
obvious

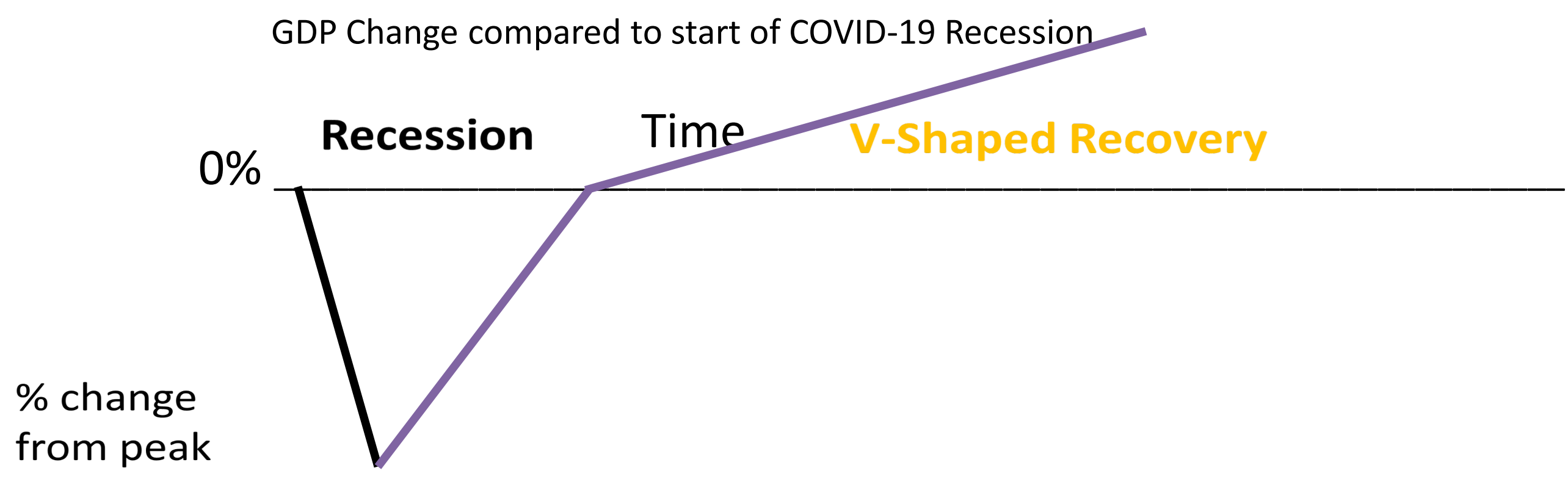
Together we
proved that we
can change

Way of the
dragon


Closer to
nature, but
socially distant



The crisis ebbs as countries open step by step for business and the dangers posed by a “second wave” are substantially reduced by a series of innovations and breakthroughs



Demand recovers rapidly once restrictions are gone and the financial order remains in-tact




There are lasting shifts in the structure of demand. Bricks and mortar/brown suffers, whereas virtual/green gains



[CC Picture Source](#)

Populism is down, and to keep global trade going despite the vast subsidies given to companies, states have to coordinate in ways they never did before

The background of the slide is a complex, abstract pattern. It features a light gray world map as a base. Overlaid on the map are various chemical structures, including hexagons and zigzag lines, some in black and others in a vibrant rainbow gradient. There are also several small, solid rainbow-colored polygons scattered throughout the design.

The shut down demonstrated that it is possible to change behaviour without everything collapsing. Thus citizens drive changes to make the world more socially equitable and environmentally sustainable



So now take a look at your existing strategic plans:
Are they still robust if “Creative Bounce” comes to pass?

The L-long crawl to China

Scenario 2

Global scenarios 2025

Length & depth of the health crisis

■ Crisis subsides quickly

■ Back to normal in some places, but not in others

■ Crisis drags on, but lock downs are lifted

■ Long crisis with repeated lock downs

Economic & financial recovery

■ Bounce back

■ Double deep dip

■ Valley of death

■ Slippery slope down

Structural change in business & industry

■ Structures follow pre-corona trends

■ Lasting shifts in demand trends

■ Big changes to create resilient value chains

■ Same structure but only the big players survive

(Geo) Politics

■ Old order struggles on

■ New blocks: science vs populism

■ Innovated world order

■ China leads a new world order, ROW apart

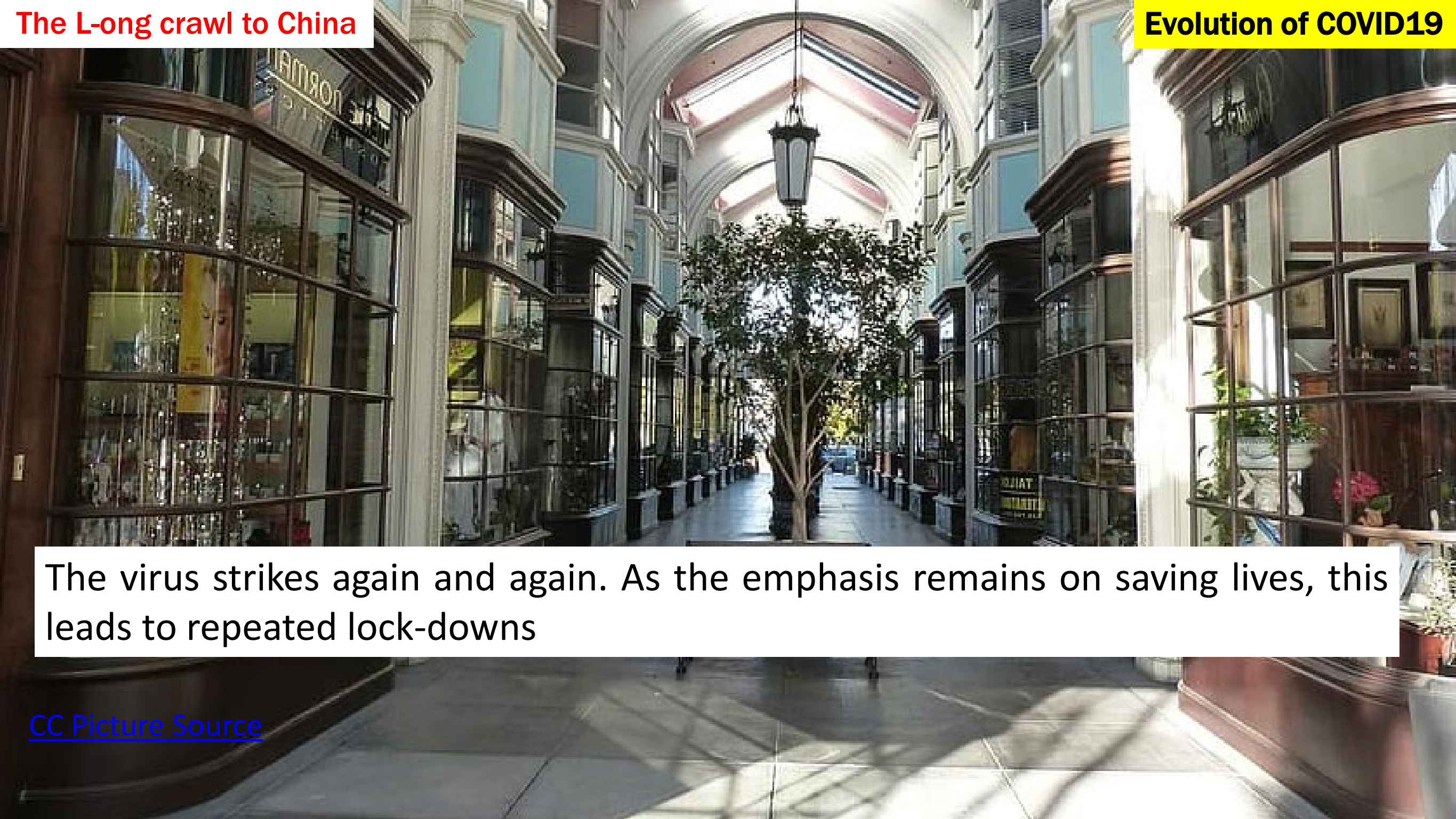
Social/ ecological behaviour

■ Gaps are growing more obvious

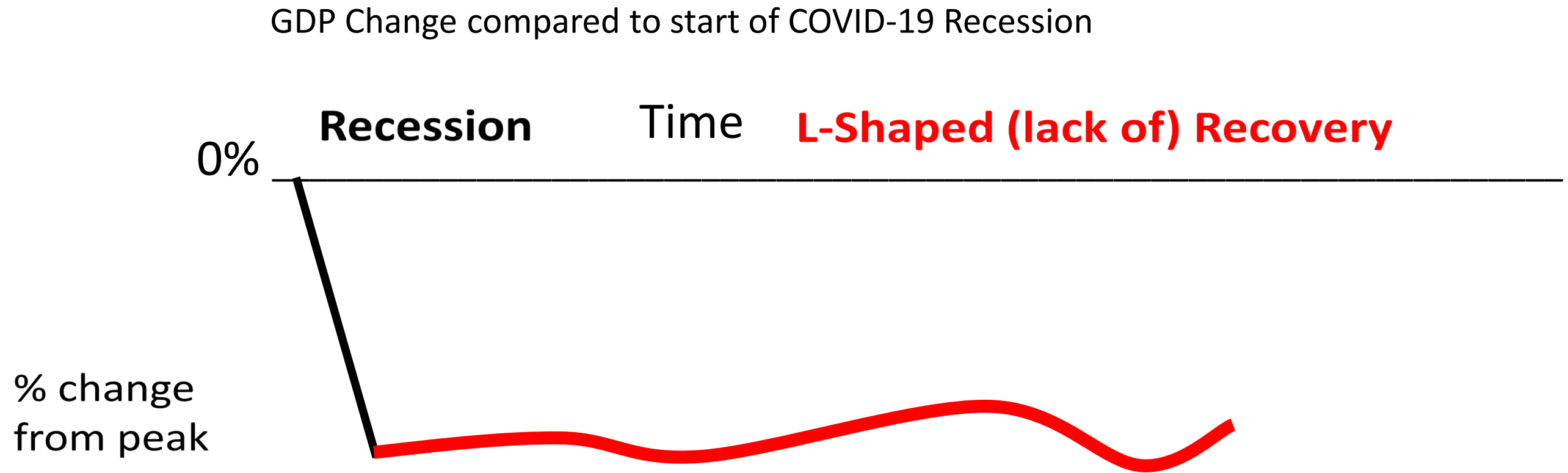
■ Together we proved that we can change

■ Way of the dragon

■ Closer to nature, but socially distant



The virus strikes again and again. As the emphasis remains on saving lives, this leads to repeated lock-downs



The dip is L-shaped. The traditional financial markets are trashed, so new forms of finance and financial markets emerge as serious forces

The L-long crawl to China

The big shift is on the supply side.
Global production chains with just
in time production are out.
Companies, driven by
governments, make sure they can
produce everything locally

Structure of business



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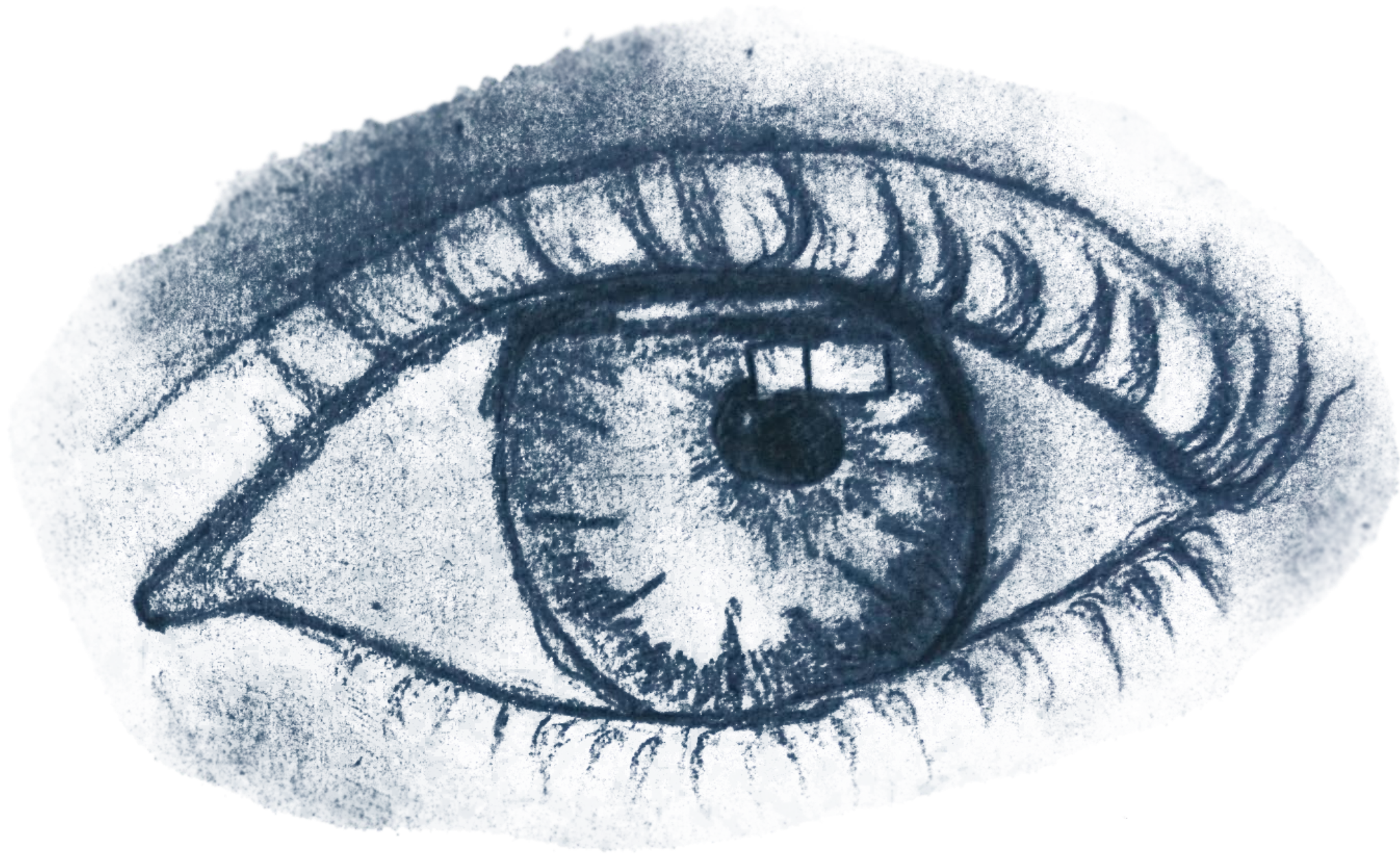


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China profits from the crisis, and many follow its path. The Rest Of the World is divided, as NATO, the EU and the old world order are train wrecks

The social fracture is the main concern and there is a drive for greater cohesion in society. Ecology takes a back seat: getting food on the table today is more important than preserving the planet for tomorrow





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Are they still robust if “The L-long crawl to China” comes to pass?

Too fragile to move

Scenario 3

Global scenarios 2025

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Too fragile to move

Evolution of COVID19

WAS IT WORTH IT?

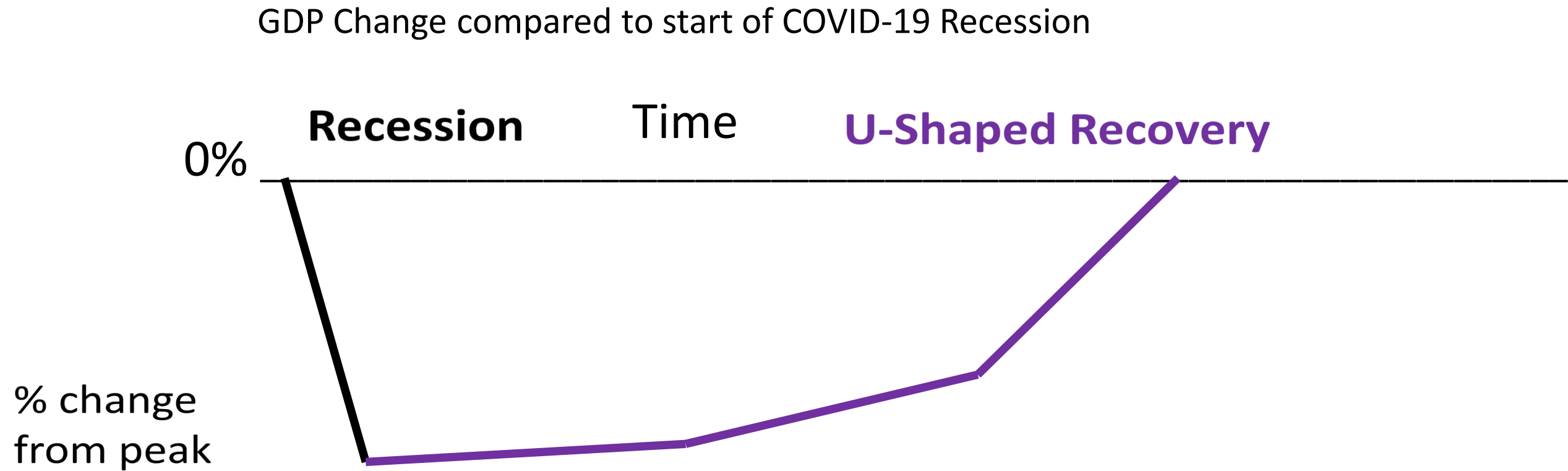


The virus strikes back in waves, but governments cannot muster the support of their populations for renewed lock downs. Even if they do not admit it, governments accept there will be a higher mortality rate in exchange for keeping the economy going



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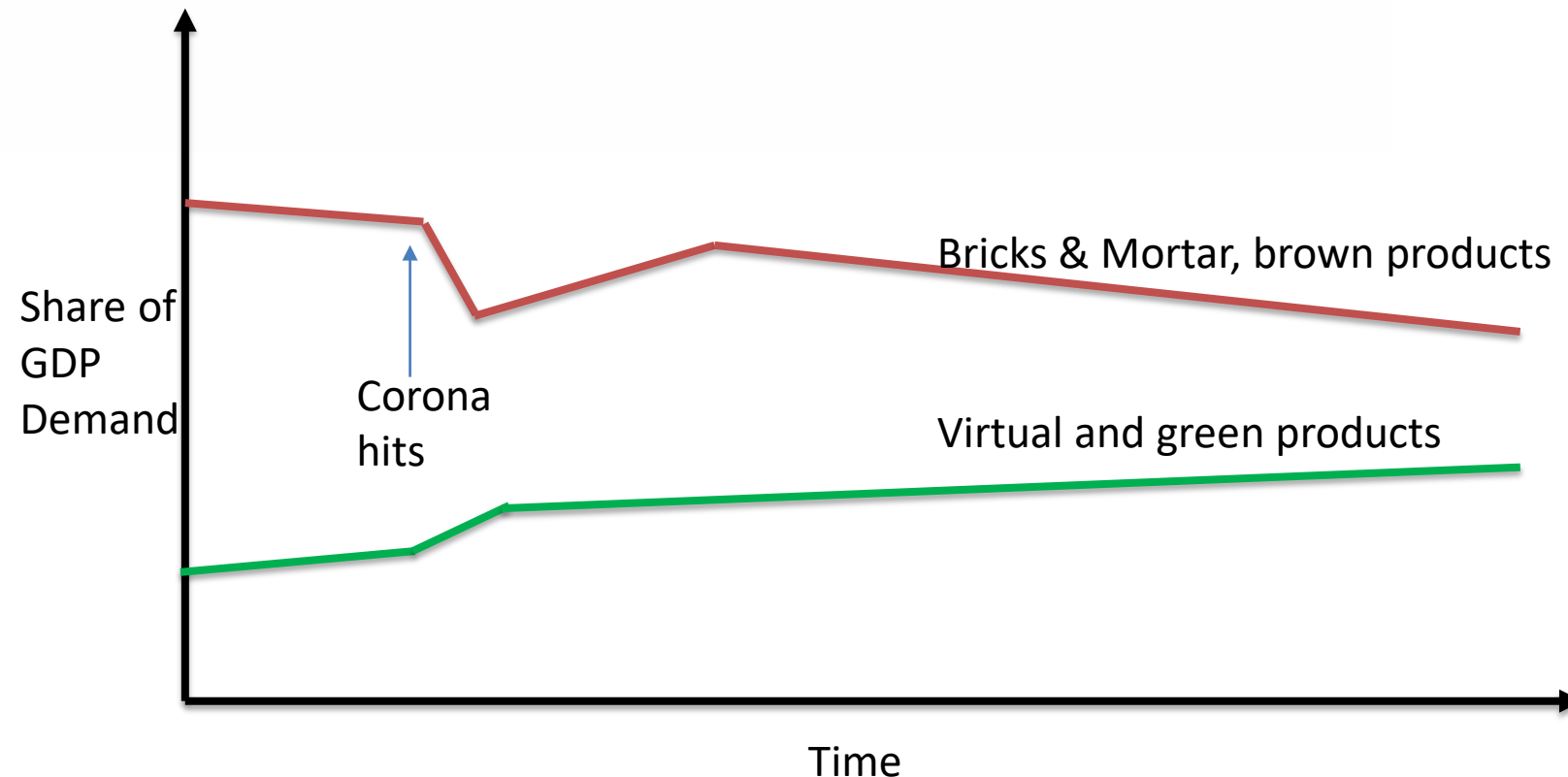
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This is a U-shaped dip. Financial markets are anemic, and central banks try to use Modern Monetary Theory to stimulate growth

n^{the new}Ormal

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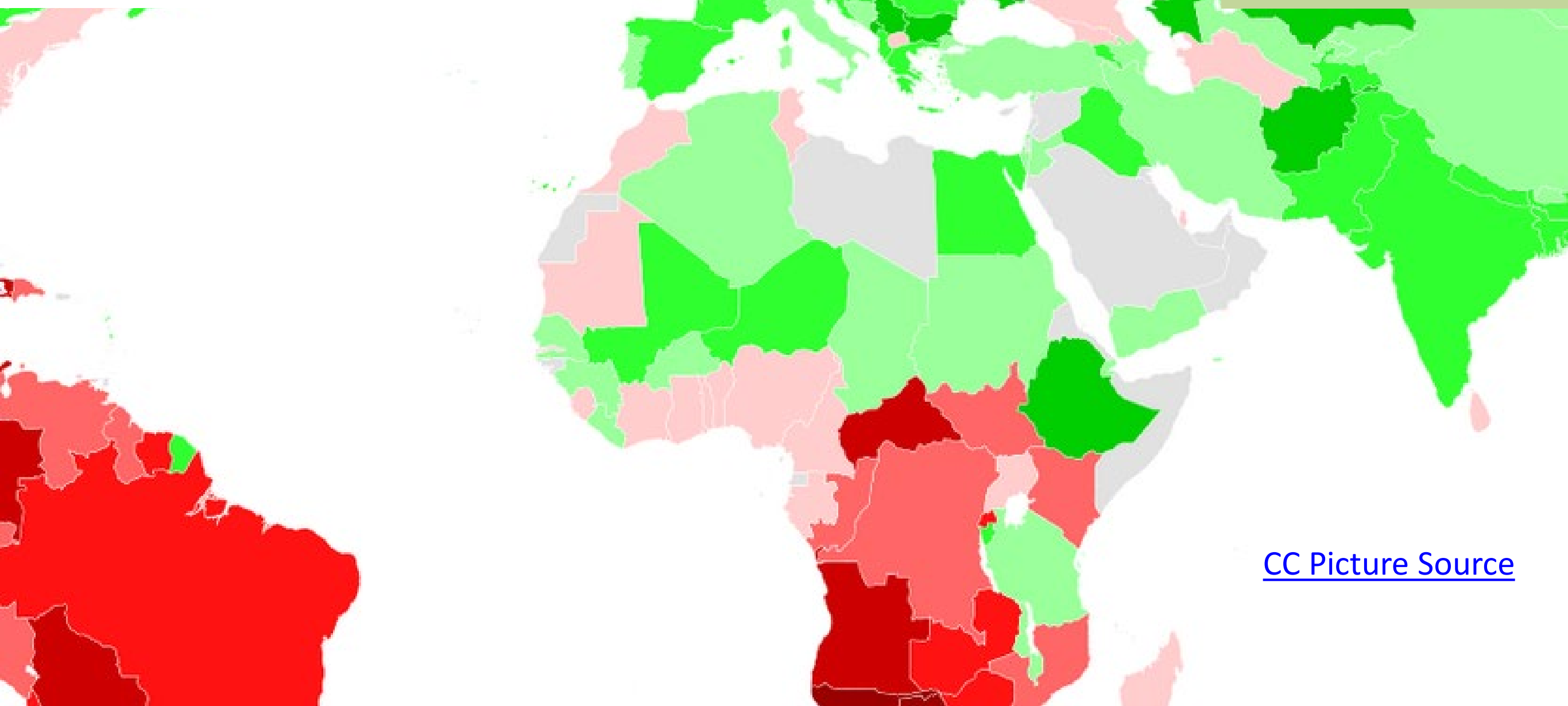
Although the level of demand is down, the structure does not change so much compared to pre-crisis times. The trends that were present before COVID19 continue at the same pace as before the crisis

The old world order struggles on as everybody fears collapse, and democracies slowly are being hollowed from inside as the connection between elites and masses erodes



Too fragile to move

Society & Ecology



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Social inequalities continue to grow, and the ecological overshoot becomes more obvious. But citizens are hunkered down and cannot change their ways



So now take a look at your existing strategic plans:
Are they still robust if “Too Fragile to Move” comes to pass?

Splitting in two

Scenario 4

Global scenarios 2025

Length & depth of the health crisis

Crisis subsides quickly

Back to normal in some places, but not in others

Crisis drags on, but lock downs are lifted

Long crisis with repeated lock downs

Economic & financial recovery

Bounce back

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Valley of death

Slippery slope down

Structural change in business & industry

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(Geo) Politics

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New blocks: science vs populism

Innovated world order

China leads a new world order, ROW apart

Social/ ecological behaviour

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Together we proved that we can change

Way of the dragon

Closer to nature, but socially distant

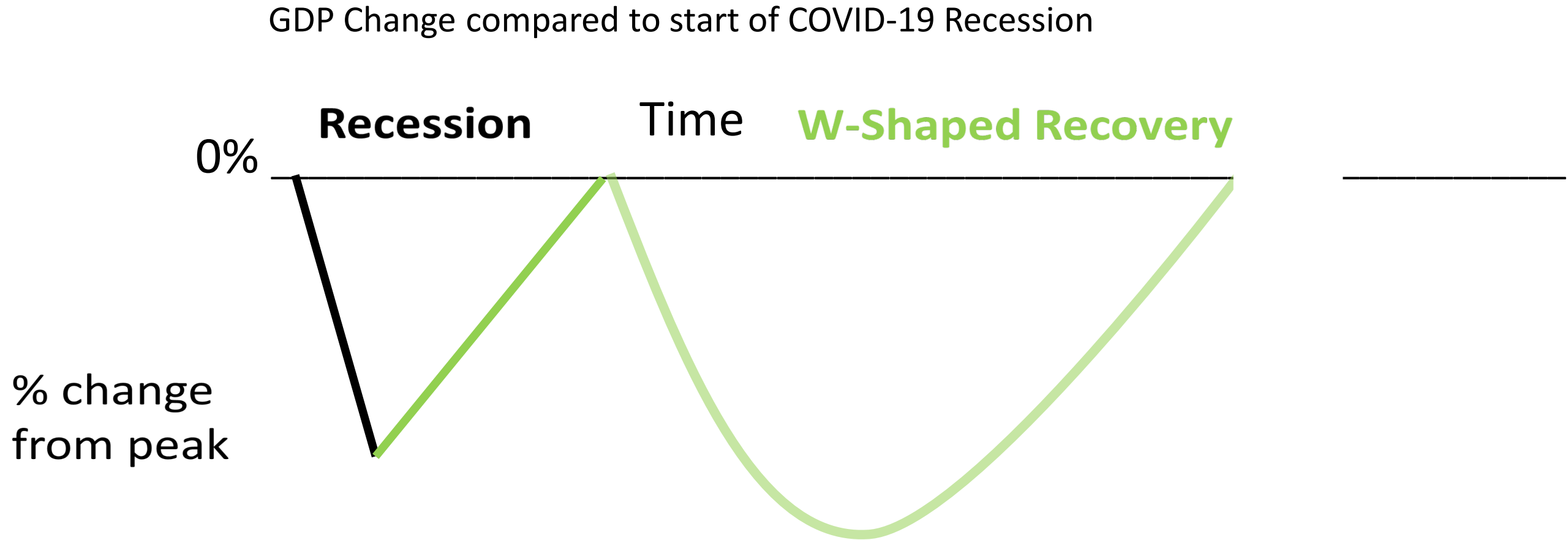


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[CC Picture Source 2](#)

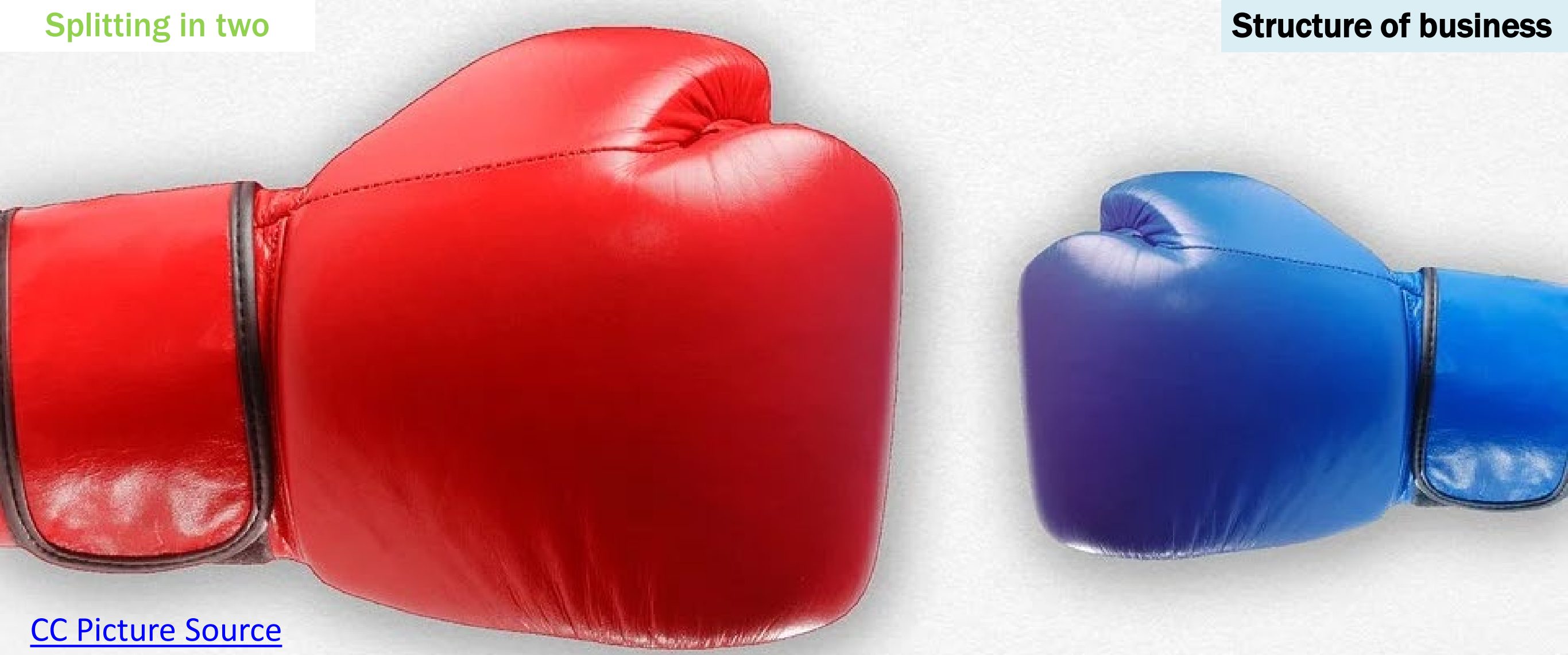
In some countries, or regions of countries, COVID19 is rapidly contained, but in others it proves much harder to reign in. As a result quarantine borders go up – even within countries. But these borders keep changing as the virus spreads, fades and mutates



A w-shape - just as recovery gathers pace, the economy takes another hit. Financial markets swing wildly and swings are not synchronised globally

Splitting in two

Structure of business




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The nature of demand for products follows the pre-corona trend, BUT the competitive landscape is very different, as it is highly driven by state aids. This leads to a consolidation of players in many industries and the emergent of ever more giant companies. Size and subsidies make free trade between nations much harder

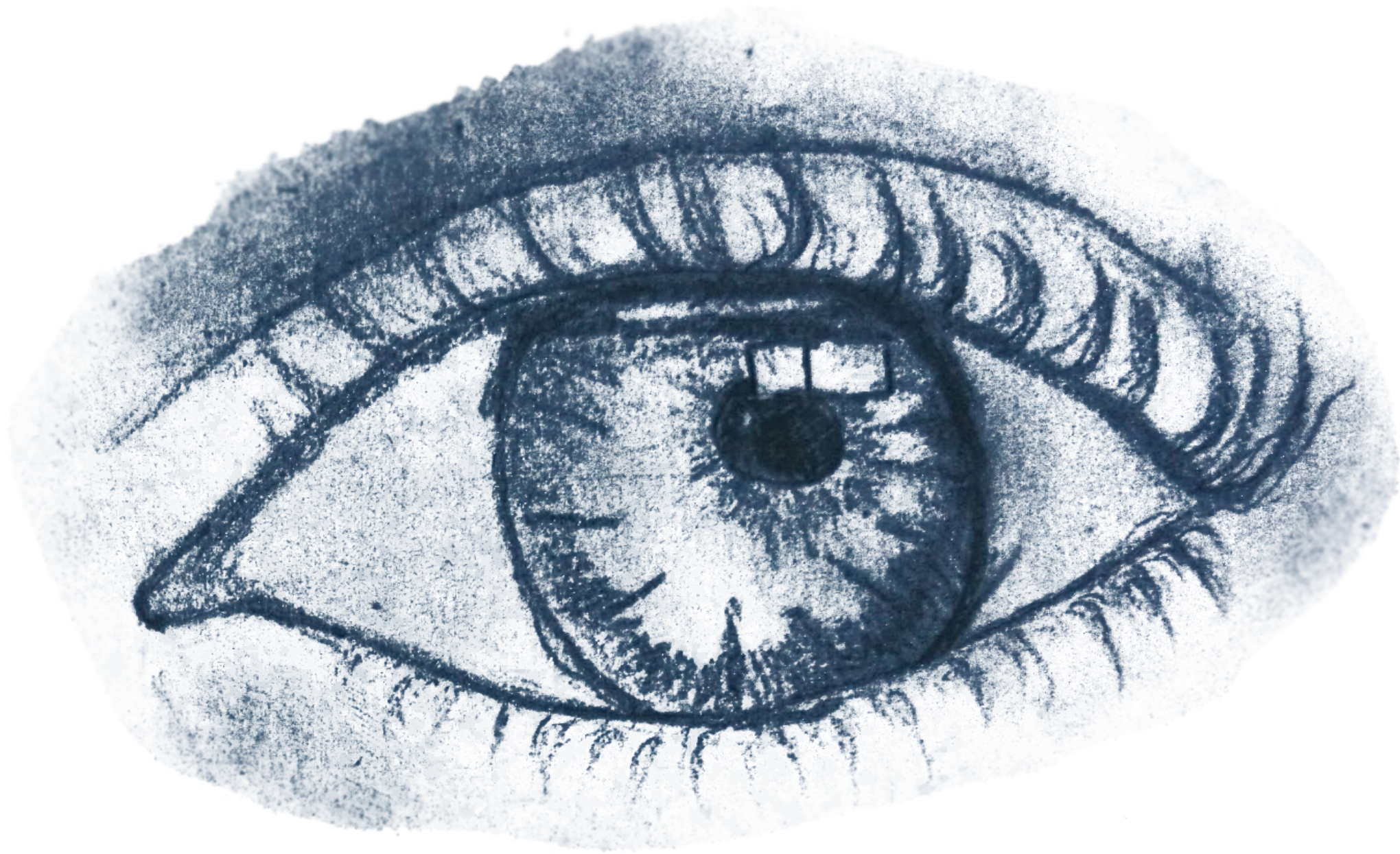


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New blocks are created as countries split between those tending to populism and those more towards science. These blocks also make former pillars of the world order - like NATO and the EU – are existent but dysfunctional



Time is running out, but old inequalities are still growing, and the earth still losing resources faster than it can replace them. The problem is that citizens are facing too many other challenges to make big changes in behaviour



So now take a look at your existing strategic plans:
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EIDOS IS GENERATING RE-THINKABLE THOUGHTS



Contact us for the full scenarios or
to discuss your strategy options:
info@4sing.com

The Eidos partners who created
this include colleagues from:



Not to mention Dhiren Desa, Peter Gommers, Thorsten Schiffer and Ullrich Lorenz. Specific thanks to Jonathan Buhl & Petra Wiesbrock of 4Sing for this short summary