

## August 2020 – CSUR’s Non-Technical Webinar

### Forces Shaping the Post-Pandemic Future & Tools to Survive and Thrive

Dr. Arden Brummell and Greg MacGillivray from Scenarios to Strategy were CSUR’s special guests for August’s instalment of our Non-Technical Webinar series.

It’s really anyone’s guess as to what the world will look like post-pandemic. What will change permanently and what will return to normal, if anything, like it was pre-pandemic? How do we prepare ourselves for the uncertainties in order to protect or at least shelter ourselves? We all at some point or another over the past few months have likely pondered these types of questions. Dr. Brummell and Mr. MacGillivray are experts in the field of corporate strategic planning & change management and were invited to share their perspectives on how organizations, and indeed individuals, can potentially formulate strategies going forward.

In addition to understanding the concept & stages of change (restructuring, adaptation & momentum), the speakers elaborated on what they consider will be the five major forces that will likely dictate the post-pandemic period. Although there will be many other factors, Arden & Greg focused on the following as potentially the most influential:

1. Digitization, including the increasing speed of change as a result of the pandemic
2. Debt Management – personal, business and government
3. Expanded Role of Government, including greater control & intervention
4. Business Expectations, including expectations of higher performance & increased competition
5. Changes in Values & Behaviour, including personal & various socio-economic aspects

The presentation also touched on the uncertainties that are prevalent in our lives currently and will have major & enduring implications on policies and strategies in the future. Specifically, the impact of the ongoing environmental & climate change debate and the global energy picture will no doubt continue to generate polarizing philosophies.



## Non-Technical Webinar Series

"Forces Shaping the Post-Pandemic Future & Tools to Survive and Thrive"

BY DR. ARDEN BRUMMELL  
AND  
GREG MACGILLIVRAY

SCENARIOS TO STRATEGY  
INC.



The session concluded with the speakers encouraging the attendees and their organizations to have the necessary conversations in order to bring awareness, create dialogue, plan, reorganize and then reinvent & have the capacity to pivot in order to survive and thrive in the post-pandemic world!

---

**ABSTRACT:** The world is currently engaged in responding to the very challenging COVID-19 pandemic. In North America, governments have been injecting massive financial support into the economy, businesses and households. What happens after the pandemic? What are the profound changes that will shape the economy and society post pandemic? In this 30-minute webinar, Dr. Arden Brummell will explore three concepts and five forces that will shape the post-pandemic future. After a brief discussion, Greg MacGillivray will then share some ideas on how scenarios can be used to inform your strategy post pandemic and how leaders can engage the people that support their organization in order to survive, reinvent, emerge from and thrive in a post-pandemic future.

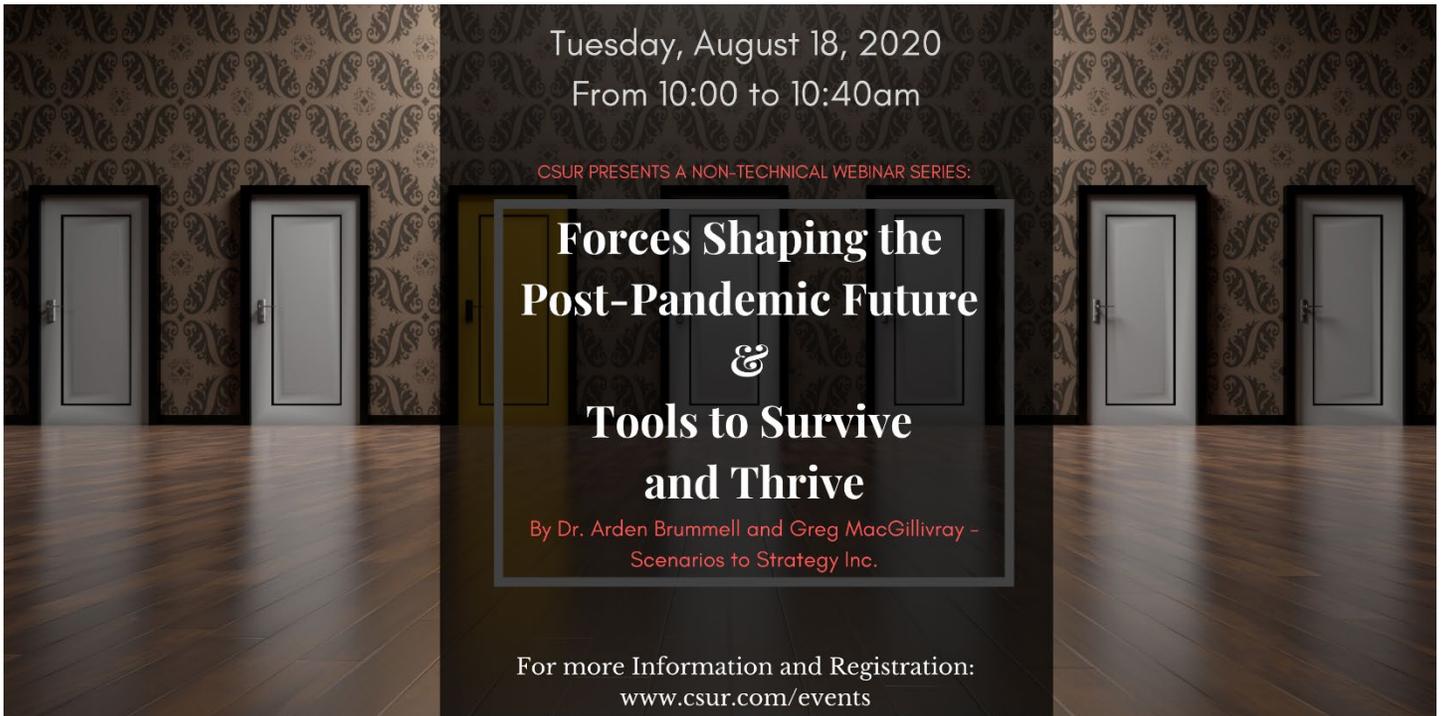
Scenarios to Strategy Inc (S2S) equips leaders to build healthy, purposeful, engaged and high-performing organizations! We help organizations have important conversations by providing scenario, strategy and facilitation services.

**PRESENTER:** Dr. Arden Brummell and Greg MacGillivray - Scenarios to Strategy Inc.

Arden Brummell is Managing Director of Scenarios to Strategy Inc. (S2S). Arden has more than 40 years of experience in strategic management, corporate development and academic research. His particular focus is on scenario planning facilitation to promote organizational learning and strategic business development. Dr. Brummell spent five years as a university professor in urban economic geography before joining Shell Canada in 1981. There he participated on the original scenario development team at Shell Canada and later became head of scenario and strategic studies. Twice, he was seconded to London, England to join Royal Dutch/Shell's Group Planning department where he was part of the global scenario teams. In 1995, he established Decision Futures Inc. and in 1996 founded Global Business Network Canada. In 2005, Dr. Brummell joined Greg MacGillivray in establishing Scenarios to Strategy Inc. He has led work with a variety of large and small companies, government departments and non-profit organizations helping them in focusing their strategic priorities and understanding change. He has a Bachelor of Arts Degree from Queen's University, as well as a Master of Arts Degree and a Ph.D. from McMaster University.

Greg MacGillivray is Managing Director of Scenarios to Strategy Inc. (S2S). Greg has more than 30 years of experience in the private, public and not-for-profit sectors, He has very strong strategic and commercial expertise. After earning a Business Degree in 1986, he worked in the energy sector in finance, regulatory affairs, energy marketing and business development capacities at Voyager Energy, the Alberta Department of Energy and Suncor Energy. During this time, Greg acquired deep commercial, legal and regulatory knowledge in conventional and unconventional energy development, wholesale and retail energy marketing and sustainable development. During this time he also learned a great deal about scenario planning and strategy. In 2005, he established Scenarios to Strategy Inc, combining with colleague Arden

Brummell. Since founding S2S, he has worked with multiple clients in the oil, gas, transmission and power industry, as well as large government agencies and business associations on their strategic planning efforts.



Tuesday, August 18, 2020  
From 10:00 to 10:40am

CSUR PRESENTS A NON-TECHNICAL WEBINAR SERIES:

**Forces Shaping the  
Post-Pandemic Future  
&  
Tools to Survive  
and Thrive**

By Dr. Arden Brummell and Greg MacGillivray -  
Scenarios to Strategy Inc.

For more Information and Registration:  
[www.csur.com/events](http://www.csur.com/events)