



AI-Assisted Model

# Platform for Complex Scenario Analysis

Design Board + Prompt Instructions

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# Navigating Uncertainty

In an increasingly volatile and changing environment, envisioning the future requires moving beyond linear and deterministic views to embrace uncertainty, emergence, and the constant interaction between actors and variables. This document presents an AI-assisted model for designing complex scenarios, which not only allows us to chart potential futures, but also to detect and analyze interaction patterns in the present, recognizing inflection points and opportunities for creation that lead to more resilient and adaptable strategies.

Based on an epistemology of complexity, the model integrates methodological tools such as agent-based modeling, network analysis, and weak signal detection, enhanced by AI's ability to process large volumes of information and uncover relationships not readily apparent. Furthermore, the model has been trained to iterate through seven prompts that operate across five dimensions of analysis, providing intervention alternatives for specific corporate challenges. This generates dynamic maps of the future that go beyond extrapolating past trends, incorporating self-organization, adaptability, and the richness of systemic interactions.

With this approach, scenario design transcends mere quantitative prediction and becomes a creative and collaborative process, where AI and human reflection converge to enable new visions of the future. In a world marked by the rapid evolution of technologies, increasing global interconnectedness, and the emergence of disruptive phenomena, this complex approach offers the analytical depth necessary to anticipate relevant changes, maximize opportunities, and strengthen adaptive capacity.

# Understanding Unpredictability

## Heterogeneity of Social Actors

This level of consequences highlights the growing diversity of interests participating in the current socio-economic context, expanding the dynamics of interrelations to multiple actors of different sizes, territories, and objectives. This dimension reshapes the balance of power, levels of innovation, cultural change trends, political transformations, and sectoral interests. New geopolitical players with unpredictable decisions are emerging, alongside a global race for advancements in artificial intelligence that is redefining global productivity. Therefore, making decisions focused solely on controlling visible or well-known actors is a strategic mistake, as many changes can be driven by small players from traditionally marginalized territories or underestimated social movements.

## Deepening Structural Instability

This level involves the ongoing transformation of development conditions for projects and organizations. Structural instability is not determined by the passage of time but rather by the strength or weakness of the system's operating patterns. This instability arises because the parameters that once ensured the stability of systems no longer fulfill that function, leading to chaotic and disordered movements in social systems—movements that were previously uncommon. In this context, planning based solely on time (linked to a specific calendar date) is a strategic management error, as time does not define the permanence of structural conditions. Deep structural transformations may occur much earlier than anticipated, often unforeseen or with unexpected characteristics. Similarly, some projected structural conditions may never materialize.

## Three Corporate Vulnerabilities

The instability of the current social structure, combined with the uniqueness and depth of social transformation, creates three critical levels of impact for an organization. Contextual dynamics can influence the social perception of a proposal (i.e., “what the organization does”). External demands can also affect how an organization operates (i.e., “how it does it”), impacting its organizational culture and the dynamics of internal processes, including the company's core business. This situation compromises the organization's ability to respond to environmental changes. Additionally, the ongoing transformation of the context may directly affect the strategic direction of a project or organization (its “raison d'être”), which ultimately defines its sustainability and relevance within a given social context.

# Unpacking Instability

Emerging contexts are social systems of various sizes that are redefining their structure. The uniqueness of these emergent systems lies in their undefined and evolving form. Whether it is a market, a productive region, a community, a social group, or an organization, the future shape of these structures remains unclear during the transitional phase. These contexts are labeled emergent because they exist in a diffuse state, lacking precise definition of their internal dynamics or organizational structure.

To identify the emerging state of systems, it is essential to recognize three defining features:

**EMERGING SHIFTS:** Unstable systems are structures undergoing profound transformation. This means that changes happen rapidly, resulting in a continuous reshuffling of roles, internal alliances, leadership positions, and forms of integration within the system.

**UNSTABLE GROUNDS:** The integration patterns that once provided structure and continuity have eroded or disappeared altogether. As these reference points dissolve, the system loses its sense of orientation and stability. This breakdown generates volatility and disrupts the sense of belonging.

**UNPREDICTABLE BEHAVIORS:** The collapse of shared social norms gives rise to fragmented, individualistic attempts at solutions. Some endure and take root, while others quickly fade. This fragmentation fuels unpredictable behaviors across the system, making it increasingly difficult to anticipate consistent or unified responses.

**Emerging contexts are open systems that experiment with structural transformations. In this sense, the very factors that define transforming systems also serve as entry points, offering intervention opportunities based on three key characteristics.**

**ABSORBING TRENDS:** Driven by continuous movement, transitional systems are more sensitive to exploring, considering, and developing initiatives that are often overlooked or dismissed when the system is stable. This openness allows emerging contexts to embrace previously underestimated trends.

**TRANSFORMING PARADIGMS:** Due to structural instability, these systems are highly permeable to new ideas, alternative reference points, and innovative ways of living and organizing as they seek solutions to restore balance and sustain integration.

**ADOPTING CHANGE:** The unpredictability of emerging behaviors transforms instability into a catalyst for exploration, allowing systems to adopt new forms or response patterns that would typically be constrained by internal rules of preservation.

# Unlocking Alternatives

Our decisions are based on an incomplete puzzle—one that offers only a fragmented view of the dynamics shaping our environment. We navigate reality through the lens of our own interpretations, constructing explanations that stem from how we perceive situations and the subjective projections we impose on events.

In this context, alternatives emerge from the interplay between possibilities—the diversity and breadth of potential states—and opportunities—the personal narratives that give meaning to those possibilities. It is at this intersection where new paths take shape, transforming uncertainty into actionable choices.

## Unveiling the Hidden Dimensions of Alternatives

**THE DYNAMICS OF CONTEXT.** The result of the interaction between multiple variables that generate different potential states of transformation.

**THE IMAGE OF CONTEXT.** A construct based on personal perceptions of events, shaped by individual interpretations and explanations of unfolding situations.

The transformation of possibilities into opportunities depends on how individuals or groups interpret the situations they face. In other words, opportunities are not inherent in a given reality—they emerge from the way people perceive and explain the possible trajectories of change. The number of possibilities within a context is a consequence of its complexity: the more complex a system, the greater the number of potential outcomes. However, opportunities arise from interpretations of those possibilities. Unlocking opportunities requires redefining the narratives that shape our understanding of possible futures.

possibilities + opportunities = alternatives

### POSSIBILITIES: THE FOUNDATIONS OF EMERGING SCENARIOS

These conditions emerge from the interaction of three key dimensions: a) the diversity of actors, which form a dispersed and heterogeneous network actively shaping the system; b) a deep level of interdependence, where the movements of individual actors generate multiple ripple effects that influence the broader dynamics of events; and c) the multiplicity of emerging situations, as this interdependence fuels continuous shifts, creating new conditions that reshape social systems. The greater the complexity, the broader the range of potential scenarios, each unfolding through the web of interdependent forces.

### OPPORTUNITIES: THE INTERPRETATIVE FRAMEWORK OF ACTION

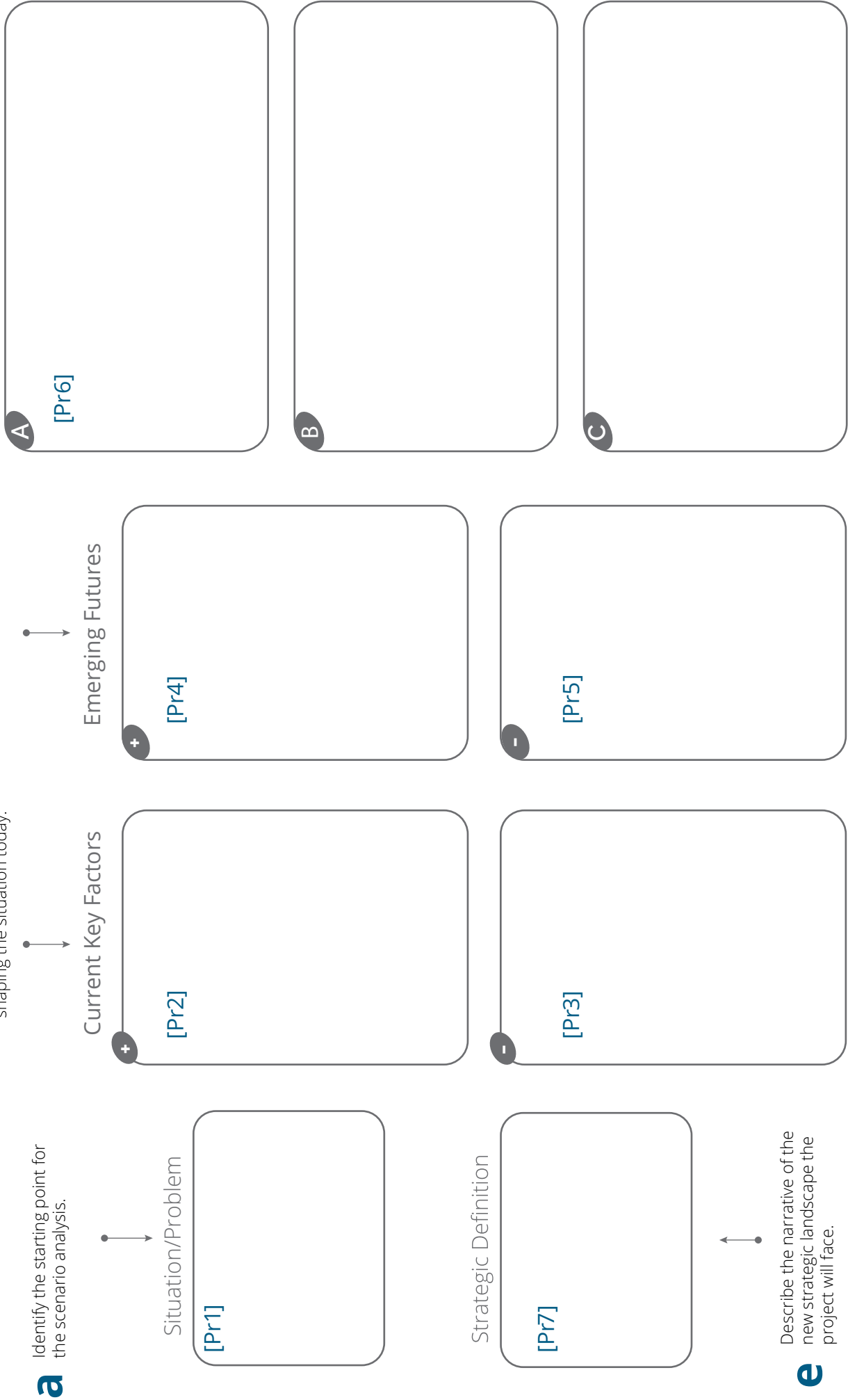
Opportunities arise from the way individuals interpret the characteristics of a given context. This personal framework is shaped by three key dimensions: a) beliefs and ideas, which influence how people perceive events and their significance; b) attitudes, which establish an emotional stance toward situations, shaping responses and expectations; and c) historical references, drawn from past behavioral patterns that serve as cognitive anchors for decision-making. People make choices based on this intimate interpretative framework, which ultimately reconstructs the range of possible scenarios.

Prompt Sequence Execution

d Define actions considering various areas of intervention (community, market, internal process, management, etc.)

b Define the key variables (positive and negative) shaping the situation today.

c Describe possible scenarios for the evolution of the situation.



e Describe the narrative of the new strategic landscape the project will face.

## Downloadable Resources

AI Prompts for Scenario Analysis in Companies

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AI Prompts for Scenario Analysis in Organizations

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Scenario Analysis Interactive Board (PDF)

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Step-by-Step Audio Guide for Applying Prompts.

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Special Podcast Dedicated to the Scenario Model.

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