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The mind of a fox: Scenario Planning in Action

Clem Sunter

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**Chantell Ilbury
Clem Sunter**

The Mind of a FOX

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Many of the world's true leaders in politics, business and sport have succeeded by adopting the mental processes typical to the ingenuity of one of nature's most resourceful animals — the fox. Are these mental processes extraordinary? No, they are perfectly natural, and can be a powerful tool in scenario planning and making decisions. By drawing on fascinating examples found in business, nature, science, space and sport, Chantell Ilbury and Clem Sunter provide a crisp and entertaining analysis of the mind of a fox and identify the two questions you should ask before committing yourself to action: what do you and do you not control? What is certain and uncertain about the future? They have constructed an ingenious matrix around these questions, which assists you to identify the rules of the game; assess the key uncertainties; paint scenarios; evaluate realistic options; and thereby make effective decisions. Essentially, the matrix will give you the edge: *The Mind of a Fox*.