

SCENARIO PLANNING FOR COVID-19

Assessing the impacts

COVID-19 is having dramatic impacts on organisations worldwide, but the precise nature and scale are difficult to predict. The short-term health impacts are already substantial and are rising fast. The long-term economic, social, political and security ramifications are not yet fully understood.

Given the range of possible outcomes and degree of uncertainty about which will occur, Oxford Analytica's recommended approach is scenario planning.

COVID-19 scenarios

In the context of your company's needs and concerns, we can construct **country-level** scenarios based on the following and other questions:

First order impacts: health

How fast is the virus likely to spread? How prepared is the health system? What measures are national and local governments putting in place? How well is social distancing likely to work? What proportion of the population has underlying conditions such as diabetes?

Second order impacts: the economy and society

How resilient is the economy in terms of services versus manufacturing, trade dependence, domestic agricultural production, and security of supply chains? How deeply will the crisis affect poverty and inequality? How much fiscal room for manoeuvre does the government have? How long can people survive being 'locked down'?

Third order impacts: politics and security

What will be the domestic political consequences of governments handling the crisis well or badly? Which political parties or other groups will be strengthened? How high is trust in government? How strong is governance? What is the threshold for institutional breakdown and chaos?

Our scenario analysis will help you evaluate the possible financial, operational and strategic impacts on your organisation, and in turn to plan accordingly.

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Approach

Our scenario analysis is primarily qualitative; it provides a structured framework to consider multiple possible outcomes and how these might be realised. It is bespoke, and oriented towards capturing the topic areas that matter most to your organisation. We leverage the multidisciplinary insights of our network of 1,500 experts, which includes leading experts on the pandemic, on public health and on the country itself.

Deliverables, timing and pricing

- **Single-country scenarios** start at 25,000 US dollars for a **30-page assessment** with an associated **one-hour online, interactive briefing** with our country/sector and health experts.
- The written report can be delivered within 4-6 weeks, or sometimes sooner if needed, and the associated briefing can take place at any mutually agreed time during the engagement or following delivery of the report.

Our clients

Private sector clients include:



Public sector clients include:



About Oxford Analytica

Founded in 1975, Oxford Analytica is an independent geopolitical analysis and advisory firm. Our mission is to help our clients navigate complex markets where understanding the intersection of politics and economics, business and society is critical to success.

We combine our global network of 1,500 experts with high-calibre in-house analysts who deploy robust methodologies and build collaborative relationships to deliver trusted, impartial and actionable insights.

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