

# Jordan Agricultural Sector

## Think Shop

(Think Tools Work Shop)

5 - 6 June 2001

Amman - Jordan

Supported by:

Jordan National Competitiveness Team

(Jordan Ministry of Planning) &

German Technical Co-operation (GTZ)



# Jordan Agricultural Sector

## PROPOSED PROGRAMME

Tuesday 5 June 2001

8:30	Welcome, Introductions and contracting
8:45	Input on Visioning
9:00	Recap on previous work
9:15	Prioritisation of Goals – Macro and Sector
10:00	Break
10:30	Develop Options for Sector Strategy
12:00	Develop Options for Sector Strategy (2 <sup>nd</sup> session)
13:15	Lunch
14:15	Compatibility of options – Working groups
15:30	Break
15:45	Report back and discussion
17:30	Way Forward



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## PROPOSED PROGRAMME

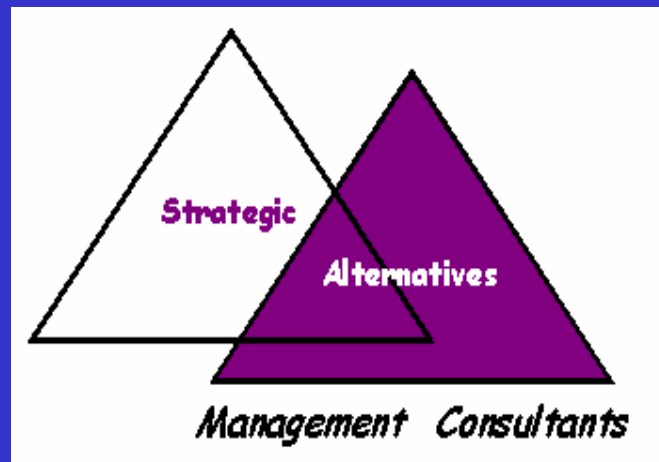
Wednesday 6 June 2001

8:30	Recap of previous day
8:45	Evaluation of Sector Strategies
10:00	Break
10:30	Evaluation of Sector Strategies
12:30	Lunch
13:30	Risk Assessment
15:30	Break
15:45	Risk Assessment (2 <sup>nd</sup> session)
17:30	Closure



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## INTRODUCTIONS AND CONTRACTING



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## INTRODUCTIONS AND CONTRACTING

- No Smoking Please
- Switch off all cellular phones
- Focus on subject at hand - Sector options for the future
- Punctuality
- Results Orientation
- Time management



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“Knowing in part may make a fine tale,  
but wisdom comes from seeing the  
whole”

*Ed Turner - Seven Blind Mice*



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## “Visioning is picturing excellence”

- Visioning is visualising the best possible future
- Visioning is NOT being limited by operational problems - ***Think Wild - Invent the future !***
- A realistic action plan is created, woolly ideas are avoided
- Visioning is developing a Vision that has commitment



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**"Visioning is developing a Vision that has commitment"**

- The vision is jointly created and 'owned' by the organisation
- The vision is "invented by me" and not by consultants
- "It is OUR vision"



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**"If you're not making dust,  
you're eating it"**

- A Vision is a definition of what we want to achieve together
- A Vision creates effective communication
- Visioning provides the organisation with new ideas and initiatives
- A Vision provides the answers to strategic choices
- A Vision helps the organisation to obtain a leading position and sustainable competitive advantages



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## Recap of Previous Work

- ✓ 2001 Process
- ✓ JNCT Study (available)



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## Scenario Planning

- Robust strategies are created in plural, such that each scenario diverges markedly from the others
- Specially constructed stories about the future, that reflect a distinct but “plausible” world
- “Scenario planning isn’t rocket science”

Peter Schwartz

