Use Gartner Reset Scenarios to Move From Survival to Renewal for Automotive Companies

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Automotive companies are struggling to reset their strategy in light of COVID-19. This report lays out four scenarios to help CIOs understand how the future might unfold, defining opportunities and risks. The aim is to assess and reshape the company’s critical initiatives toward a renewal strategy.

The COVID-19 pandemic has brought unprecedented urgency to the most critical question our clients are asking.

“How will we succeed in a world disrupted by COVID-19?”

Automotive companies recognize that they may have to change their critical strategic initiatives, and CIOs will be expected to support these changes. To help CIOs succeed, Gartner has created an industry-specific slide deck that describes four plausible, near-term scenarios. CIOs can use this deck to evaluate their technology and capabilities preparedness, particularly in the area of digital transformation.

Focusing on near-term decisions, Gartner analyzed market forces and client interactions and identified the two most critical uncertainties facing enterprises as a result of COVID-19:

- **Duration of disruption** — How long will the combined public health/economic crises be the primary strategic consideration?
- **Behavior change** — To what extent will the imposed and learned behaviors from the pandemic fundamentally change our markets, enterprises and institutions?

Using the interplay between those uncertainties, Gartner created four scenarios that represent various ways that the future may unfold and influence decision making (see Figure 1):

- Cleaning Up After the Storm
- Norming and Conforming
Gartner believes scenario planning can be an incredibly useful tool for navigating through uncertain times. Scenarios enable leaders to consider a range of possible future realities — breaking away from what can be predicted from linear extrapolation. They enable management to move away from “most probable” thinking to consider several futures and their associated impacts.

The downloadable PowerPoint describes each scenario in detail, including risks and opportunities, and explains how each scenario could be applied to the automotive industry. Each slide includes a talk track on the notes section to facilitate understanding.

CIOs should use the downloadable PowerPoint to:

- Work with executive leaders to understand the impact of four plausible future scenarios on the automotive manufacturing industry.
Stress-test current and proposed business and technology initiatives and investments against potential future scenarios.

Adapt IT strategies and strategic plans to support any changes in the enterprise’s mission-critical priorities due to COVID-19 impacts.

This research will save CIOs time and give them unbiased insight into decision making.

This presentation is an industry contextualization of Toolkit: Gartner Global Scenarios 2020: How to Accelerate Business Success in a Time of Worldwide Disruption.

**Recommended by the Authors**

How to Increase the Chances of Success for Your Cost Optimization Initiatives

10 Effective Metrics to Measure Your Digital Investments

Automotive CIO’s Guide to Cost Optimization

Video: Automotive Manufacturing CIOs’ COVID-19 Cost Optimization Action Plan

Expert Insight Video: Mastering Business Dynamics for the Automotive Industry

COVID-19: Technology Can Mitigate Car Sales Slump

Guide to Successful Automotive Online Sales

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