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From data analysis to storytelling in scenario building. A semiotic approach to purpose-dependent writing of stories

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Highlights

- There is an important reduction of information in scenario building when passing from the research and analysis to the storytelling phase. We call this effect transformational information reduction
- This paper offers a framework that turns to semiotics to cope with this reduction. It considers the purpose and the kind of effect to be produced on the audience in order to edit stories
- This framework allows traceability through the storytelling process despite the different

Abstract

Scenario building is one of the activities that companies frequently carry out in order to understand and communicate aspects or strategies about the future. Methodologies related to scenario building include, in one way or another, two phases, one oriented to the research of data and analysis, and the storytelling focused on communication. This paper identifies the transition from one phase to the other as a cause of loss of consistency and information that can jeopardize the whole process. It also develops a framework to build narratives or stories from the data obtained in the first phase, turning to diverse semiotic concepts in order to bridge this transition. This methodology is illustrated with an example obtained from Telefonica technology scenarios.

Keywords: scenario building, storytelling, semiotics, Peirce

0.- Introduction

Analysis of scenarios has become a relevant tool for management activities, mainly for the staff related to strategy and strategic foresight, and to internally and externally communicate strategies

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