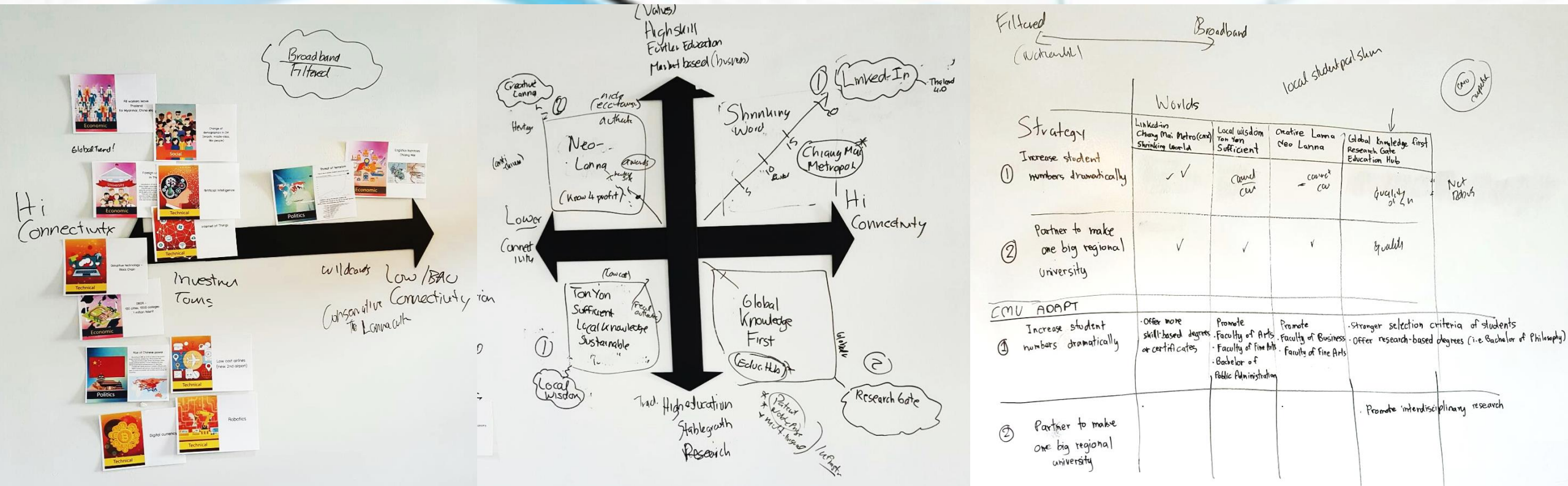




# CMU - Scenario Planning



คณะทำงาน CMU Scenario Planning

# CMU - SCENARIO PLANNING

- ที่ประชุมสภามหาวิทยาลัยมีมติให้ดำเนินการเกี่ยวกับยุทธศาสตร์การจัดการศึกษา และจัดทำ  
การวางแผนด้วยสถานการณ์ (Scenario Planning) ด้านจัดการศึกษา ระยะ 5 - 10 ปี  
เพื่อวางแผนการใช้ทรัพยากรของมหาวิทยาลัยอย่างยั่งยืน โดยกำหนดประเด็นความไม่แน่นอน  
(Uncertainty) ที่มีความสำคัญและผลกระทบต่อมหาวิทยาลัยด้านจัดการศึกษาประกอบการสัมมนา  
ดังกล่าว

# CMU - SCENARIO PLANNING

- มหาวิทยาลัยได้เรียนเชิญผู้ที่มีความรู้ความสามารถจากส่วนงานต่างๆ มาร่วมเป็นคณะกรรมการ  
CMU Scenario Planning



# ขั้นตอนการทำงาน

- มหาวิทยาลัยได้เรียนเชิญ ศ.เกียรติคุณ ดร.ปิยะวัตติ บุญ-หลง มาให้กรอบแนวทางและปรึกษาหารือแนวทางการจัดทำ Scenario Planning ร่วมกับคณะทำงาน เมื่อวันที่ 30 กันยายน 2560



- จัดประชุมเชิงปฏิบัติการร่วมกับสถาบันนโยบายสาธารณะ Prof. Louis Label และคณะทำงานร่วมกำหนด Driven Force เพื่อนำมาสร้าง 4 สถานการณ์ที่เป็นไปได้ (Plausible Scenarios) เมื่อวันที่ 14 พฤศจิกายน 2560



# THE SCENARIO DEVELOPMENT PROCESS

Define Focal Issue, Question, or Decision and Relevant Timeframe  
Review Past Events & Alternative Interpretations

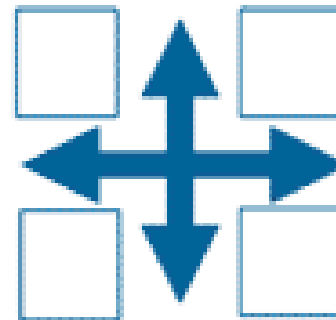
**Identify  
Driving  
Forces**



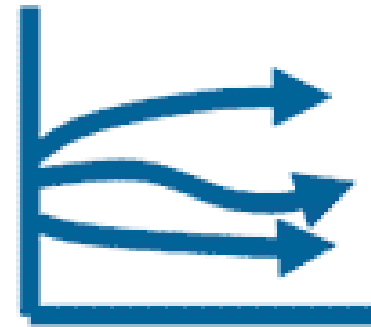
**Identify  
Critical  
Uncertainties**



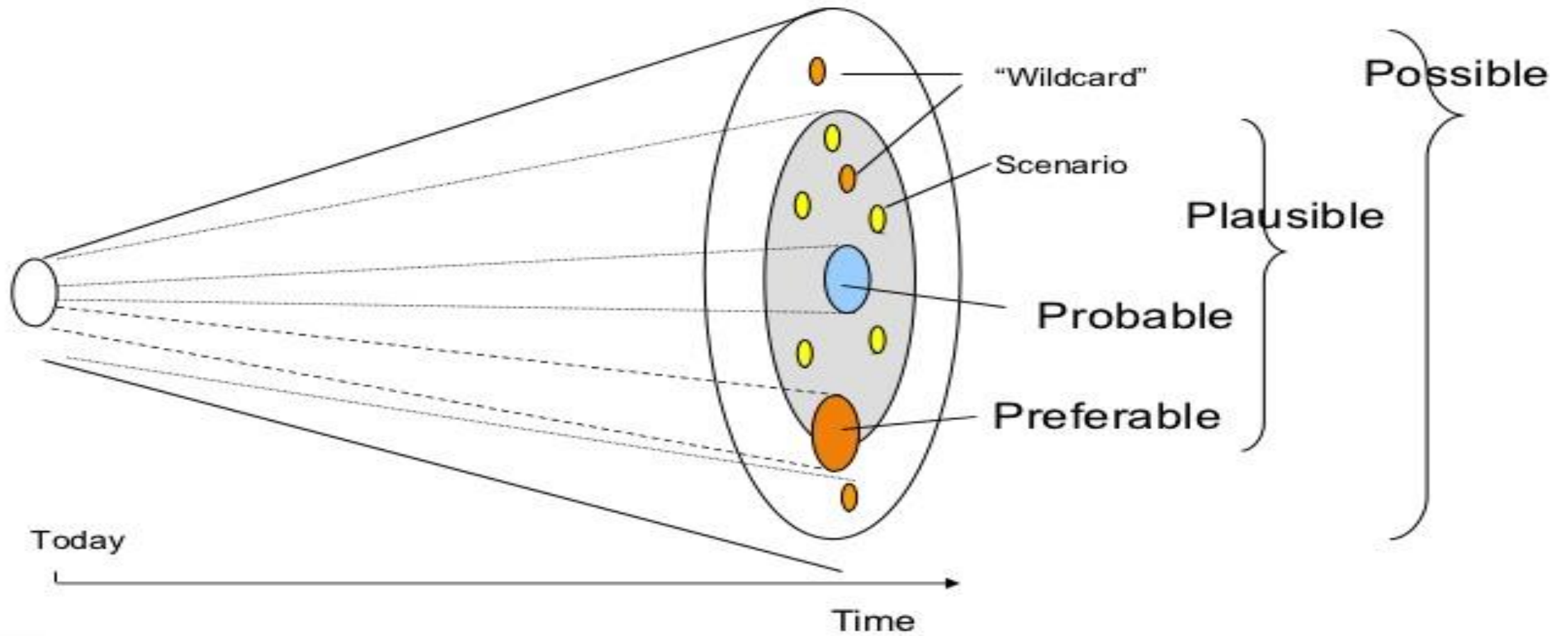
**Develop  
Plausible  
Scenarios**



**Discuss  
Implications  
& Paths**



# Types of Futures



## The “Plan”

### *Problem Sensing*

- **Horizon Scanning**
- **Weak signals**
- **Wild Card Process**

### *Problem Framing*

- **Sense making**
- **Scenarios**
- **Games**
- **Prototyping**

### *Problem Solving*

- **A Routine**
- **A Rule/Law**
- **A Punishment/Incentive**
- **A System/Hardware**

# MINDSETS MATTER

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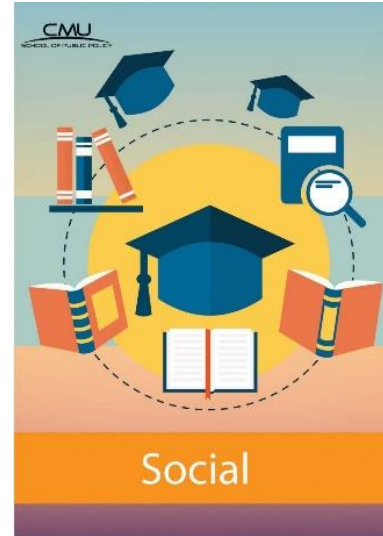
- Levels of uncertainty - *Epistemology*
  - Level 1 – “**Official Future**”; a clear, single view of the future. Usually extrapolated from the past, and through the present
  - Level 2 – “**Official Future, +/- x percent**”; explored by decision trees. Probable Futures. Linear thinking.
  - Level 3 – “**Plausible Futures**”; going beyond sensitivity analysis. Traditional scenario planning.
  - Level 4 – “**Aspirational Futures**”; not just uncovering, but (co-)creating. Transformational scenario planning.



# Identify Driving forces : Social



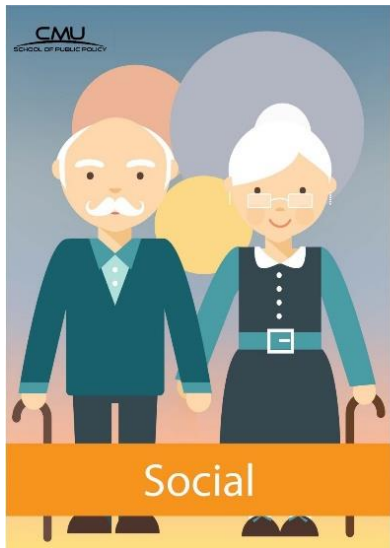
**Change of demographics in CM**



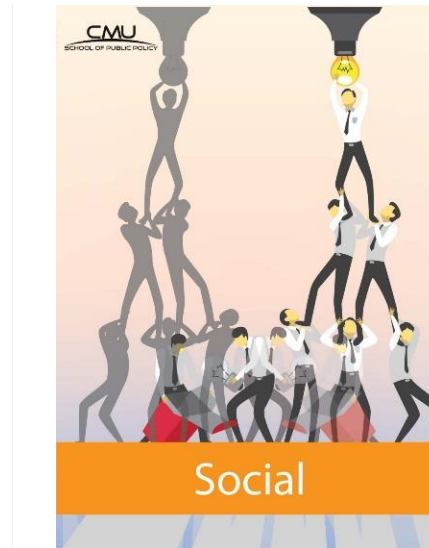
**Change of Family values**



**Preference of Employers and Students**



**Aging Society**

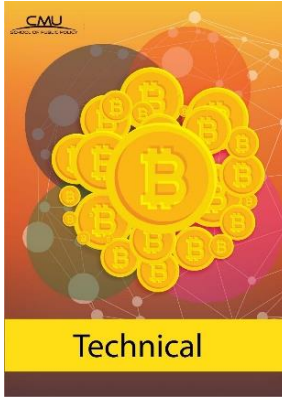


**Employee 's preference**



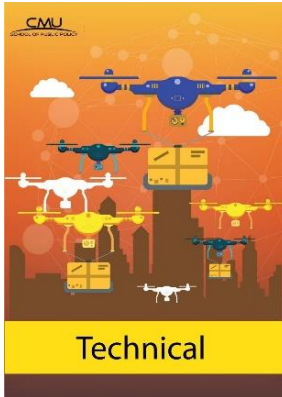
**Larger Income inequality**

# Identify Driving forces : Technology



**Digital  
Currency**

Technical



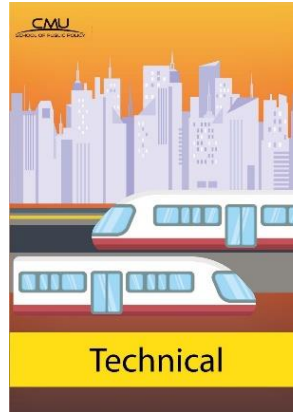
**Drones**

Technical



**Driverless  
Cars**

Technical



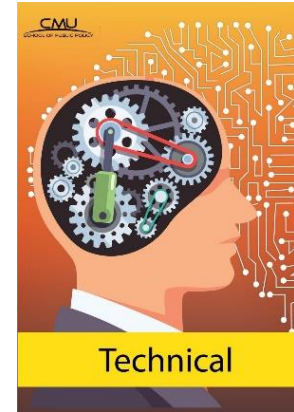
**Rail-less  
light trains**

Technical



**Disruptive  
technology –  
Block Chain**

Technical



**Artificial  
Intelligence**

Technical



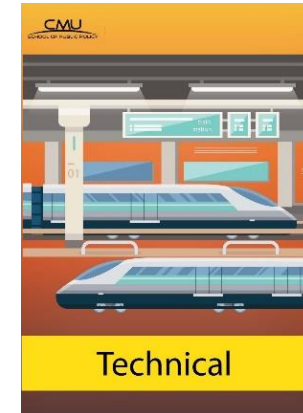
**Low cost  
airlines**

Technical



**Internet of  
Things**

Technical



**High-speed  
train**

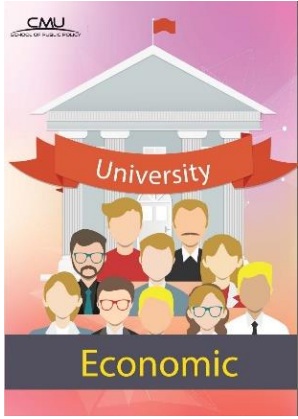
Technical



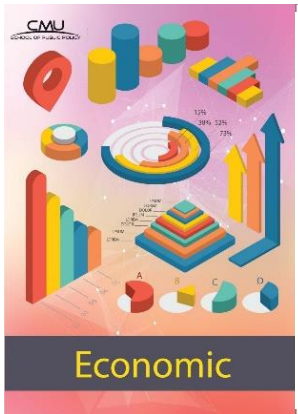
**Robotics**

Technical

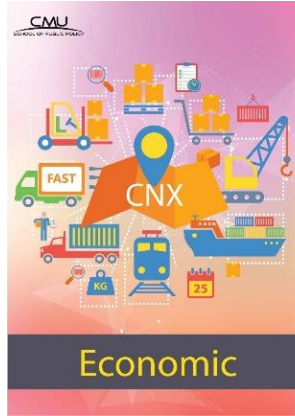
# Identify Driving forces : Economic



**Foregin  
Universities  
in Thailand**



**Stable  
growth**



**Logistics  
bypasses  
Chiang  
Mai**



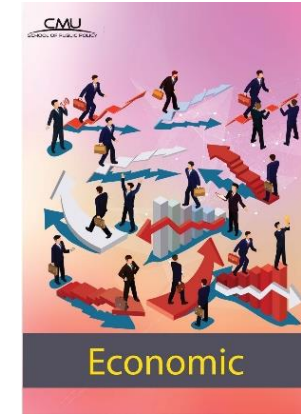
**All workers  
leave  
Thailand for  
Myanmar**



**Sharable  
economy**



**OBOR –  
100 Cities,  
1,000 Colleges,  
1 millon talent**

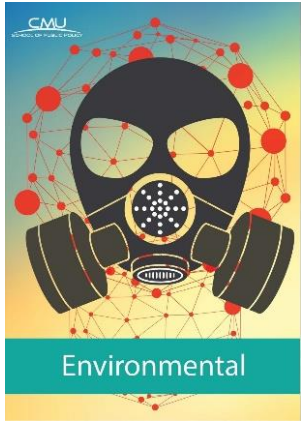


**High-  
Skilled  
workforce**



**Open  
economy  
(tourism,  
trade,  
investments)**

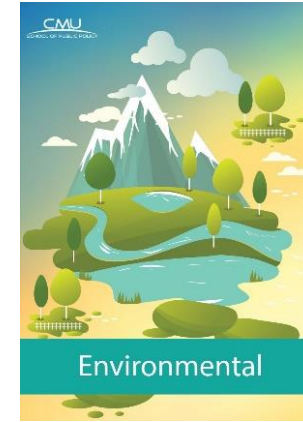
# Identify Driving forces : Environmental



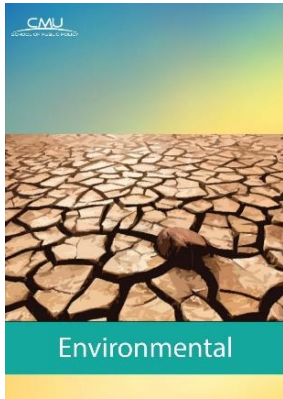
**Large scale  
disease  
outbreak**



**Urbanization  
– dense areas**



**Empty  
rural lands**



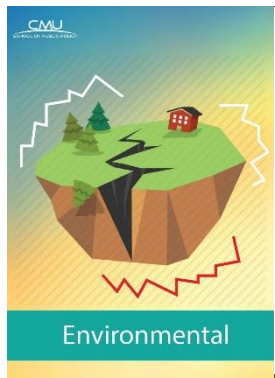
**Drought**



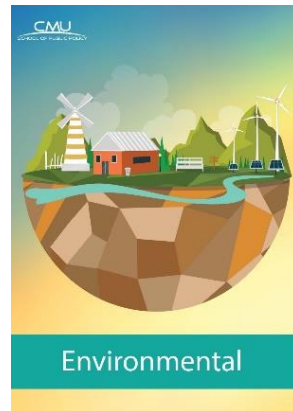
**Floods**



**Climate  
Change  
(rise in  
temperature,  
change of seasons)**



**Impacts of  
Earthquakes**



**Limited forest,  
water,  
underground  
resources**



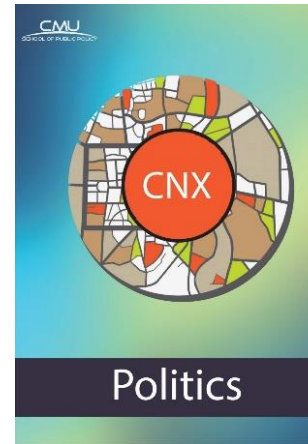
**Haze**

# Identify Driving forces : Politics



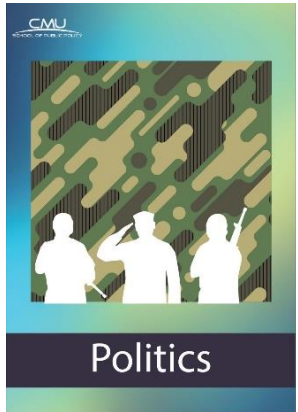
**Weak local governments**

Politics



**Setting up Chiang Mai Metropolitan**

Politics



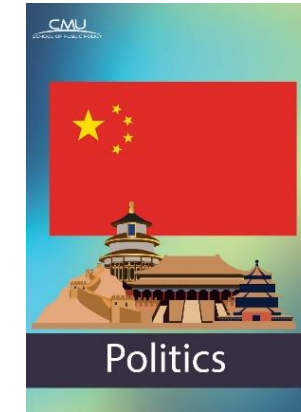
**Large protests + political divide + military coup**

Politics



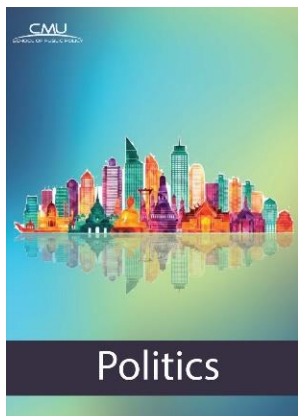
**India rises**

Politics



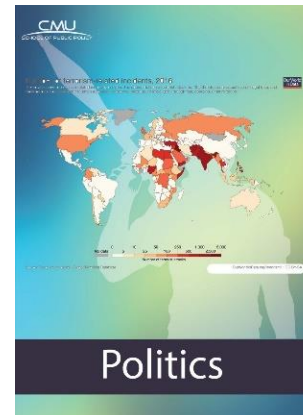
**Rise of Chinese Power**

Politics



**The Constitution of 2560 + National 20-Year Strategic Plan**

Politics



**Threat of terrorism**

Politics



**Unstable democracy**

Politics

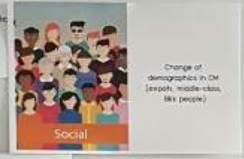


**EU + U.S. slow down**

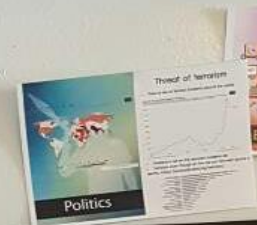
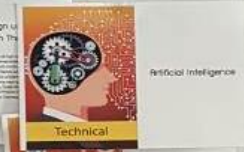
Politics



Broadband Filtered



Global Trend!



Hi Connectivity

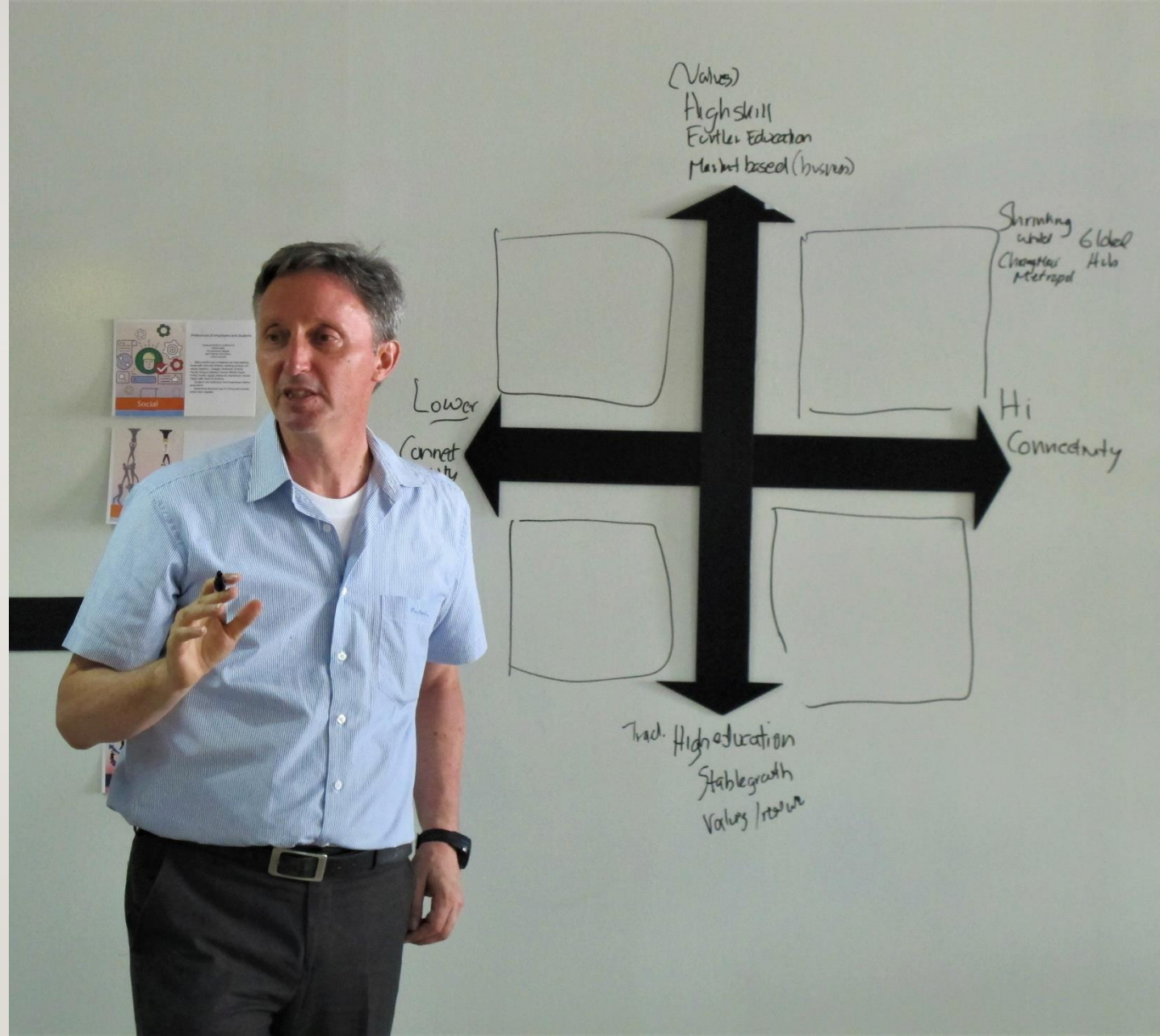
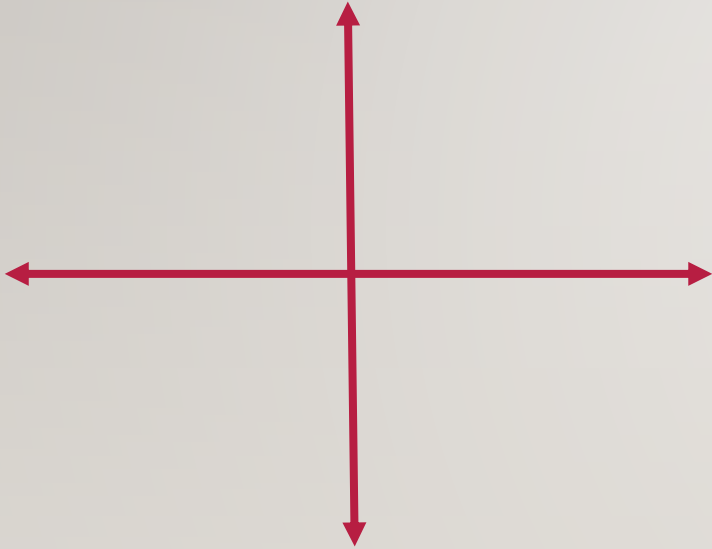


Investment Tools

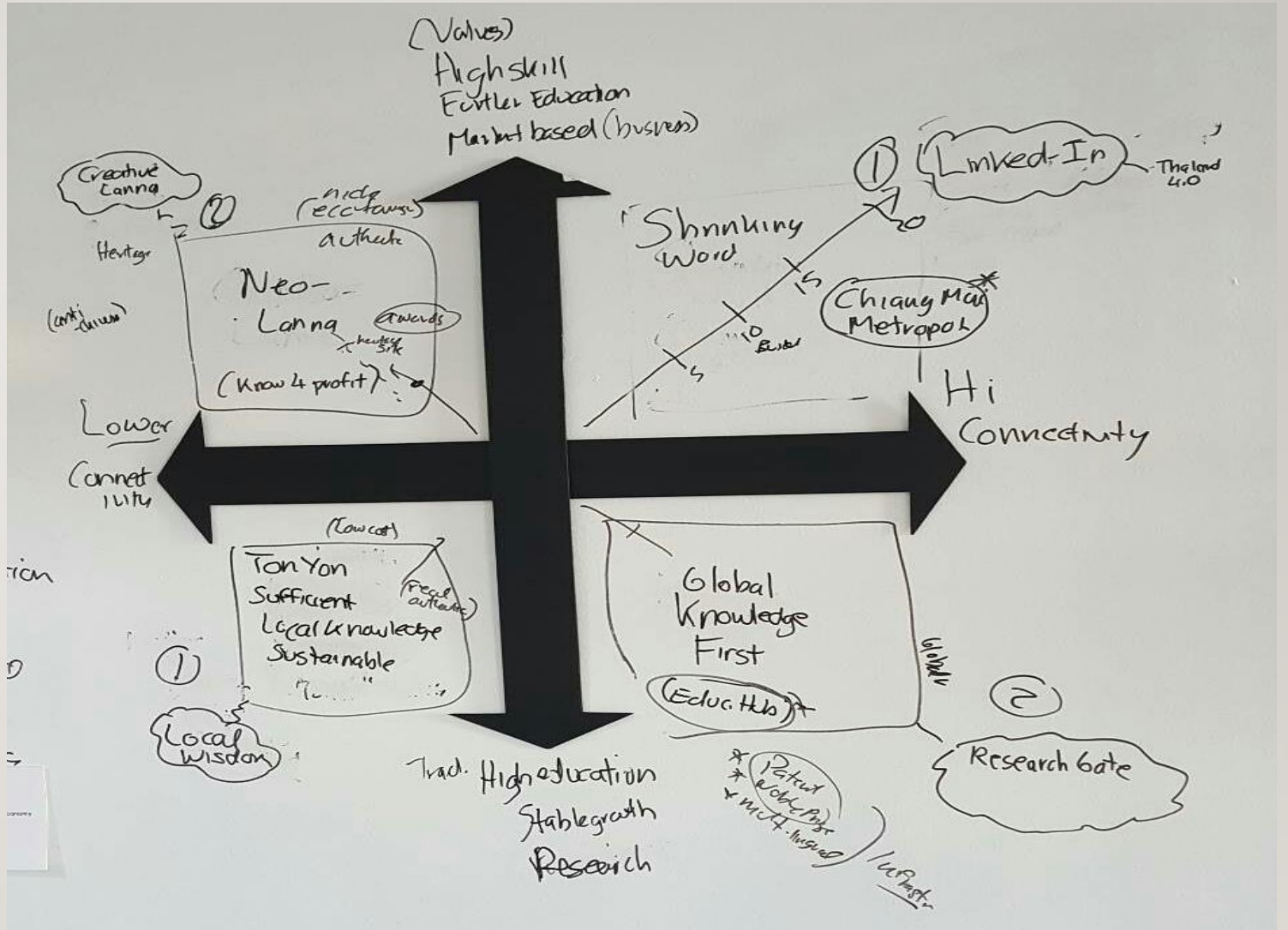
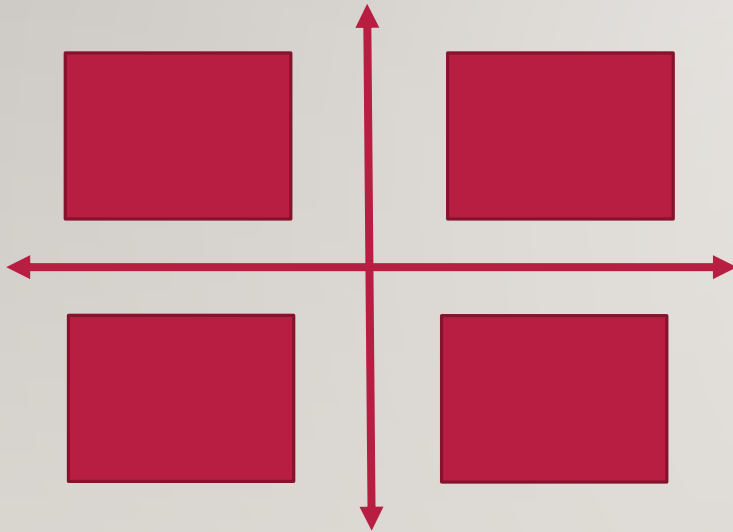


will do away with Low/BAC Conservative Connectivity to Connectivity

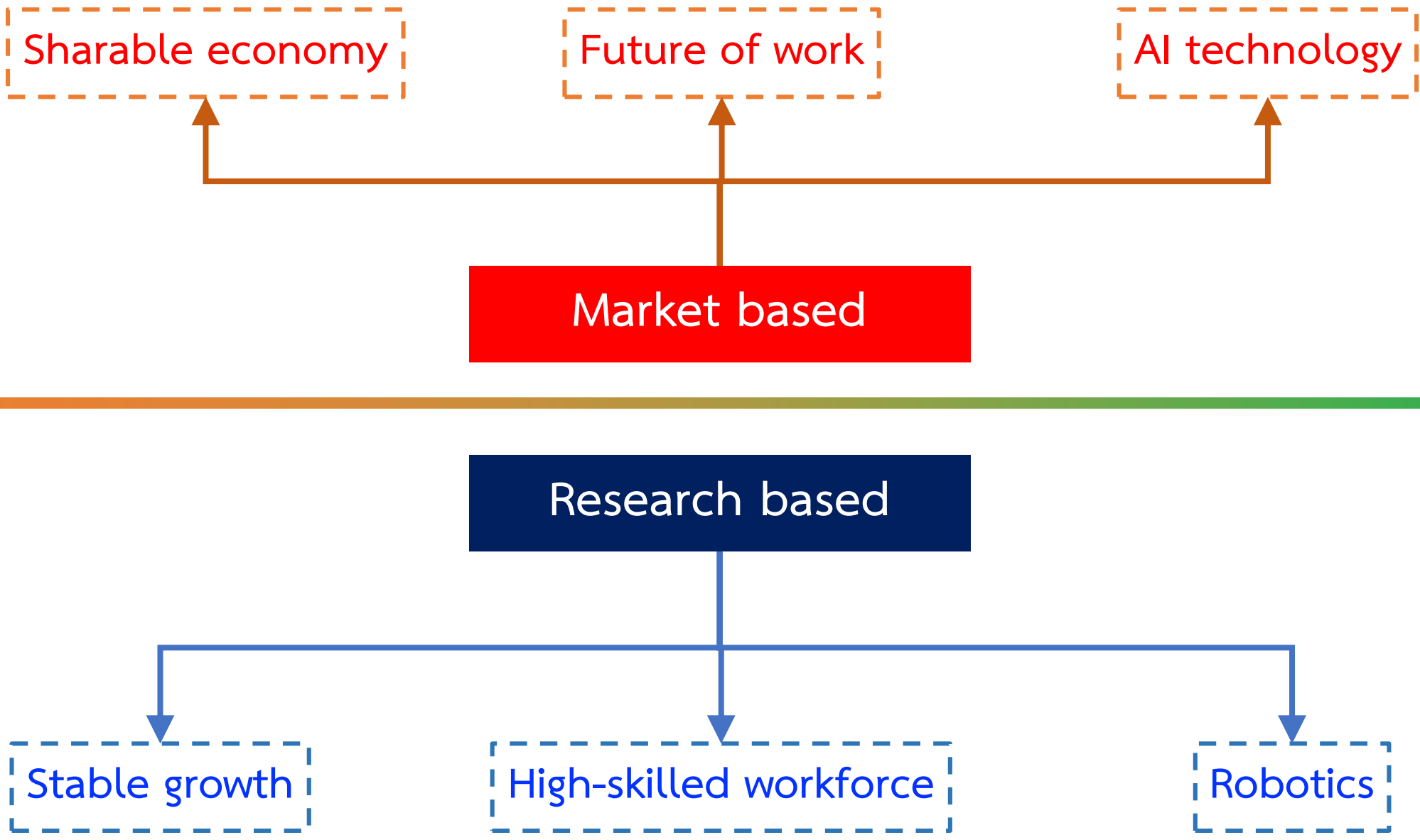
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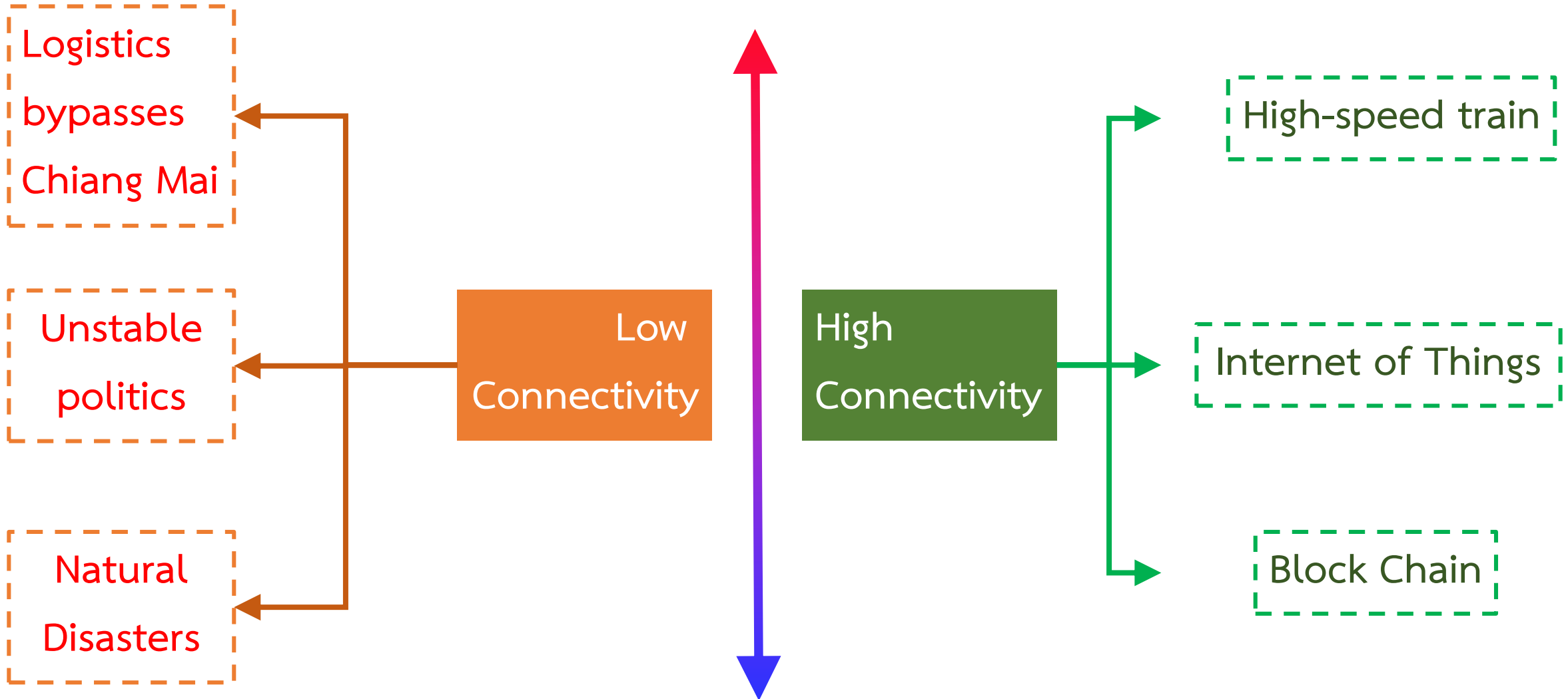


3









# The 4 Scenarios



Local  
Community  
(Low Connectivity)

Global  
(High Connectivity)

Market based

Knowledge based

Scenario 2  
Neo Lanna

Scenario 1  
Innovative Metropolis

Scenario 4  
Heritage City

Scenario 3  
Education Hub



# The 4 Scenarios



- Start up
- Skills Based
- Speed Train
- Entrepreneurship
- Digital Home

Local  
Community  
(Low Connectivity)



Scenario 4  
Heritage City

Market based



Knowledge based

Scenario 1

Innovative Metropolis



Global

(High Connectivity)

Scenario 3

Education Hub



# The 4 Scenarios



Local  
Community  
(Low Connectivity)

Scenario 2  
Neo Lanna

- Creative Economy
- Modern Art & Design
- Lanna to World

Global  
(activity)

Scenario 4  
Heritage City

Scenario 3  
Education Hub

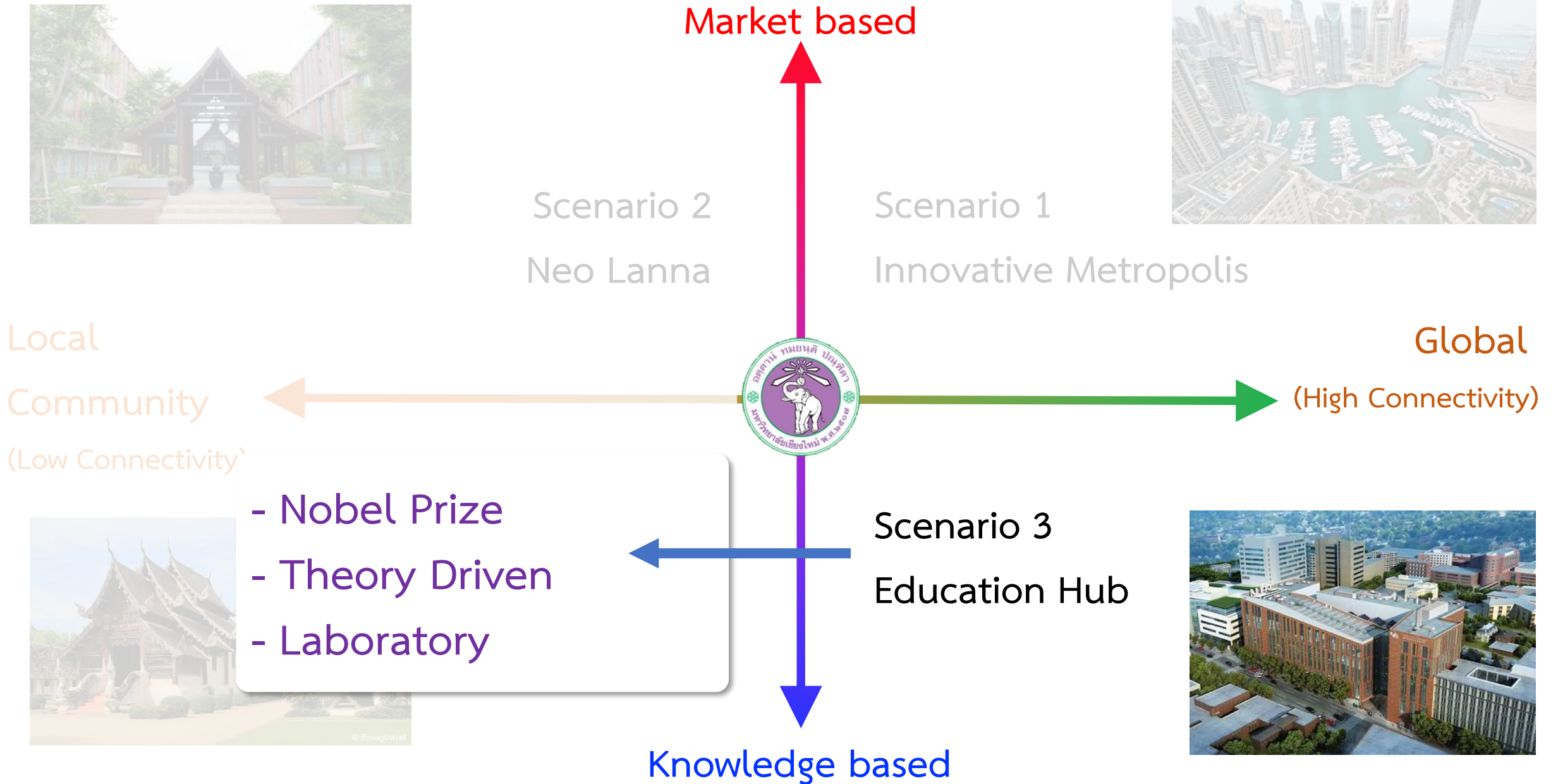


Market based

Knowledge based



# The 4 Scenarios



# The 4 Scenarios



Market based

Scenario 2  
Neo Lanna

Scenario 1  
Innovative Metropolis

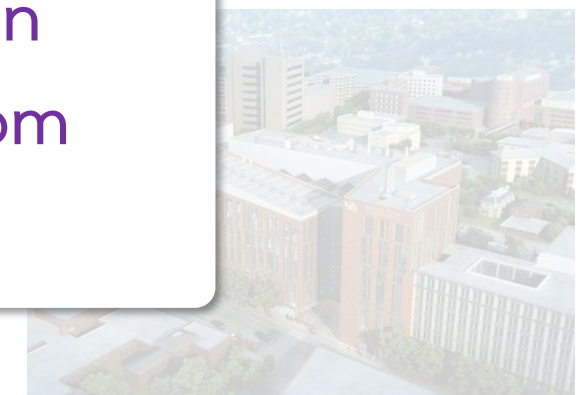
Local  
Community  
(Low Connectivity)

Global  
(High Connectivity)



Scenario 4  
Heritage City

- Conservation
- Local Wisdom
- Home Stay



Knowledge based

# TEST SCENARIOS WITH OUR STRATEGIC PLAN

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**OFFICIAL FUTURE VS. ASPIRATIONAL FUTURES**





# The 4 Scenarios



Local  
Community  
(Low Connectivity)

Global  
(High Connectivity)

Market based

Knowledge based

Scenario 2  
Neo Lanna

Scenario 1  
Innovative Metropolis

Scenario 4  
Heritage City

Scenario 3  
Education Hub

