**ANNEX B – Indicative Supplier Specialisms Form**

*Note: this list, as presented below, will not be scored during the selection process. It is for information only.*

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| **Specialism** |
| Web analytics |
| Horizon scanning |
| Customised data acquisition systems |
| Data visualisation and dashboard development |
| Issues paper development |
| Trends analysis |
| Trend forecasting |
| Driver analysis |
| Scenario development/ Scenario planning |
| Crowd based scenarios |
| Quantitative scenarios |
| Deductive scenarios |
| Delphi |
| Competence mapping |
| Portfolio analysis |
| Strategic Option Grid |
| Business Model design |
| Value Proposition Design |
| Strategy |
| SWOT analysis |
| Market modelling |
| Consumer analytics |
| Customer journeys |
| Ethnographics |
| 7 questions |
| Abell analysis |
| Tipping point analysis |
| Timelining |
| Backcasting |
| Roadmapping |
| Innovation foresight |
| Disruptive Innovation |
| Prototyping |
| Wind tunnelling |
| Speculative design |
| Future personas |
| Visioning |
| Gamification |
| Facilitation |
| Workshops |
| Expert Panel management |
| Interviewing |
| Marketing |
| Communications |
| Literature reviews |
| Benchmarking |
| Futures wheel |
| Complexity – describing and explaining |
| Risk assessment and management |
| Uncertainty characterisation (e.g., axes of uncertainty) |
| Change Management |
| Policy and strategy stress-testing |
| Systems mapping (conceptual modelling) |
| Systems modelling (numeric simulation) |
| Project management |