

Analisis strategi pembelajaran PT. Asuransi Tri Pakarta melalui pendekatan scenario learning

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Abstrak

<i>Organizational environment change quickly and uncertain. Anticipative Response to environmental change become necessary for every organization wishing still able to survive and or more than simply living on in the middle of change distortion. Become the learning organization is a compulsion for organization which wish to make the change their environment as potency attending advantage.

Scenario Learning selected to become as approach in this research to attend the organizational learning alternative method. Scenario Learning represents an approach using scenario as a learning tool. Scenario Learning consisted of two especial component; developing scenario and the decision making processes of strategic management.

Scenario lapped over from four elements; impeller pressure (driving force), the plot, logic, and end result (end state). From four the element formulated in a few step of research operational; identify the business scope, determining driving forces, scenario assortment (rank by importance and uncertainty), development of scenario logic, scenario development, and as policy implementation by specifying the learning type.

Scenario learning is applied at PT Asuransi Tri Pakarta, peripatetic insurance company at public insurance area. Public Insurance industry in Indonesia is even embosomed with the environmental condition uncertainty look the high competition level. Partner of Business of PT Asuransi Tri Pakarta of most corporations and a lot of them are among the public ownership. Openness demand come not only because of company manage the public fund but the existence of various regulation requiring openness also become the substance have strategy [to] for company.

This Descriptive Research conclusion submits 28 driving and 3 company scenario and also policy suggestion (strategic learning) to PT Asuransi Tri Pakarta.</i>