BUSINESS CONCEPT
/Market Position

DECISION SHEET
v2.2.1

Job to be done

Most businesses and organizations are influenced by trends and may even be involved in creating them.

By exploring new trends in various areas, we can be inspired for how to adapt to the change.

How to do it

Start by selecting within which area to explore trends. Use the checklist for inspiration. Then point out a trend and name it. Next, describe different aspects of the trend and note when you see this trend happening.

Continue by listing some positive consequences of this trend as well as the consequences if the trend is taken to the extreme.

Finish by figuring out who are the pioneers you should keep an eye on, who will be most effected and who might be disrupted by the trend you are looking at.

Next step

- Call for a meeting with your employees to discuss the consequences of the emerging trends.
- Plan how and how often to monitor the pioneers of the trends.
- Make an action plan on further adapting your business to emerging trends.

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Trendspotting
Understand the trends that are shaping the future of the business

CHECKLIST: AREAS FOR TREND SPOTTING
- [ ] Technology
- [ ] Business
- [ ] Talent
- [ ] Behavior (culture, values)

AREA TO EXPLORE	
TREND NAME	

TREND DESCRIPTION	WHEN			POSITIVE CONSEQUENCES	CONSEQUENCES IF TAKEN TO THE EXTREME	WHO		
	Now	Soon	Later			...are pioneers?	...will be effected?	...will be disrupted?

Date:

Name:

Company:

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	Company		Contact Person		Advisor		Printed		Printed
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