



Daniel Burrus

WORKSHEET

5 STEPS TO TURN DISRUPTION INTO OPPORTUNITY AND ADVANTAGE

1

IDENTIFY THE HARD TRENDS AND RELATED OPPORTUNITIES

What are the Hard Trends that will impact your business and/or your customers over the next 5 years?

What are the opportunities?

2

FOCUS ON TRANSFORMING PROCESSES

How will you transform your products, services or processes over the next five years?

How will you transform your career over the next five years?

Based on the Hard Trends that are shaping the future, what skills will you need to learn to stay relevant in your current role or the role you desire for the future?

3

REDEFINE AND REINVENT PRODUCTS AND SERVICES

What products or services are ripe for reinvention?

What would take the least amount of time and/or money to redefine or reinvent?

4

REFINE

Refine your list of top strategic actions to only a few “must do” actions.

5

RAPID EXECUTION STEPS

- 1.** Take action now. Make an appointment in your calendar to document the Hard Trends that are impacting your work.
- 2.** Use Problem Skipping to accelerate success – re-examine your strategies with problem skipping in mind.
- 3.** Fail Fast to Learn Faster – document and share best learning with your stakeholders and your team to accelerate learning.



ABOUT DANIEL BURRUS

Daniel Burrus is considered one of the world's leading technology forecasters and innovation experts. The New York Times has referred to him as one of the top three business gurus in the highest demand as a speaker.

He is a strategic advisor to executives from Fortune 500 companies, helping them to develop game-changing strategies based on his proven methodologies for capitalizing on technology innovations and their future impact. His client list includes companies such as GE, American Express, Google, Deloitte, Procter & Gamble, Honda, ExxonMobil, and IBM.

He has founded and managed six businesses, four of which were national leaders in their first year and is the CEO of Burrus Research, a research and consulting firm that monitors global advances in technology driven trends to help clients profit from technological, social and business forces that are converging to create enormous, untapped opportunities.

He is the author of seven books, including The New York Times and The Wall Street Journal bestseller Flash Foresight, and his latest book, The Anticipatory Organization is #1 on Amazon under Hot New Releases for Business. Burrus is also a featured writer with millions of weekly readers on the topics of innovation, change and the future.

He has been the featured subject of several PBS television specials and has appeared on programs such as CNN, Fox Business, and Bloomberg, and is quoted in and writes for a variety of publications, including Harvard Business Review, The Wall Street Journal, Financial Times, Fortune, and Forbes.

His accurate predictions date back to the early 1980s where he became the first and only futurist to accurately identify the twenty technologies that would become the driving force of business and economic change for decades to come. Since then, he has continued to establish a worldwide reputation for his exceptional record of predicting the future of technology driven change and its direct impact on the business world.

He is the author of seven books, including The New York Times and Wall Street Journal best-seller Flash Foresight, as well as the international best-seller Technotrends. His latest book, The Anticipatory Organization: Turn Disruption and Change Into Opportunity and Advantage (2017), is an Amazon #1 Hot New Release for Business. To learn more about Daniel Burrus, please visit www.Burrus.com