

Hard Trends

A trend that *will* happen that is based on measurable, tangible, and **fully predictable** facts, events, or objects.

Soft Trends

A trend that *might* happen that is based on an assumption that looks valid in the present, but it is **not a future fact**.



When we identify Hard Trends we gain the ability to see the **predictable future**.

3 HARD TREND CATEGORIES

EXAMPLES

Technology



- › Increasing use of sensors to make equipment smart and networked
- › Increasing use of multiple biometrics for mobile access and security
- › Increasing use of social media tools to reach and interact with customers

Demographics



- › Baby boomers will have increasing medical needs as they age
- › Increasing need for re-training the workforce
- › Increasing diversity in the workforce

Regulatory



- › Increasing regulations in environmental protection
- › Increasing changes in patent law regulations
- › Increasing regulation in transparency

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