# IDENTIFYING HARD TRENDS



## 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**.



#### Hard Trends Will Happen

Regulatory

- > Baby boomers retiring
- Increasing bandwidth, digital storage and processing power
- > Shift in workforce demographics
- > Increasing use of mobile apps in business
- Increasing regulations to govern cyber security

#### Soft Trends Might Happen

- > Housing prices will go up
- Increasing shortage of doctors, nurses, and skilled trades people
- > Consumer financing will increase
- > Home utility costs will rise
- Facebook will continue to be the leading social networking site

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

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### 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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