

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.

ALL Soft Trends are Based on Assumptions

LOWER RISK



Hard Assumptions

- › Based on **GOOD DATA & RESEARCH** that supports the assumption
- › Soft trends based on hard assumptions are **MORE** likely to happen

EXAMPLES

- › Healthcare costs will continue to rise
- › Energy costs will increase
- › Older customers will continue to be uncomfortable using technology

HIGHER RISK



Soft Assumptions

- › Based on **OPINION OR GUT LEVEL INSTINCT** lacking supportive research
- › Soft trends based on soft assumptions are **FAR LESS** likely to happen

EXAMPLES

- › It will be increasingly difficult to attract and keep talent
- › People will not want self-driving cars
- › Networks will all be wireless

Soft Trends can be molded and developed to produce **powerful benefits and advantages** for your organization and your industry.