



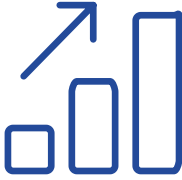
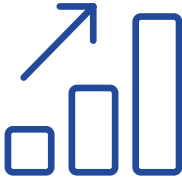
PREDICTING CHANGE

In this activity, you will identify cyclical and linear changes that will impact you.

Rapid Application Learning Activity Worksheet	
<p>While watching the video <i>Predicting Change</i>, you learned that understanding cycles and linear changes provides powerful insights to allow you to Know What's Next. Understanding them and how they affect business strategies can provide certainty and help you stay competitive into the future.</p>	
<p>Cyclical Change</p>	<p>A cyclical change is any change that occurs in some orderly fashion in which the events constantly repeat (biological cycles, seasonal cycles, economic cycles) similar to a pendulum swinging back and forth. Economists are masters at using the cycles to predict the future. The trouble is they tend to ignore Linear and Exponential Change.</p>
<p>Linear Change</p>	<p>Unlike Cyclical Change, Linear Change is one-way, and does not repeat. Linear Change is usually depicted on a graph as a straight line going in one direction. The Three Digital Accelerators take this one-way direction of change and accelerate it at an exponential rate, morphing this one-way Linear Change into an Exponential Change curve that starts out slow and then sweeps up at an increasing rate.</p>
<p>Exponential Change</p>	<p>Exponential Change starts out slowly and then rapidly builds. An arithmetic change curve follows a sequence that starts with 1 followed by 2 and then 3. An Exponential Change demonstrates the process of doubling and starts out with a 1 followed by 2 then 4 then 8. Imagine taking a penny and doubling it every day. Tomorrow, you'd have \$.02; the next day, \$.04, then \$.08 and so on. By the end of the week, you would have \$.64. By the end of week two, it would have grown to \$81.92. Not too exciting. But by day twenty-eight, just two weeks later, your pile of pennies would exceed \$1 million; and by day 31 you would have more than \$10 million. That's Exponential Change.</p>
<p>Activity #1</p> 	<p>What predictable cyclical changes will directly impact you and/or your organization?</p>

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<p>Activity #2</p> 	<p>What actions might you take to better capitalize on the predictable cycles you identified?</p>
<p>Activity #3</p> 	<p>Which linear changes will directly impact you and/or your work?</p>
<p>Activity #4</p> 	<p>Think about a project that you are working on that needs to be re-evaluated based on the impact of the linear changes you identified in the previous question. What actions will you take?</p>