


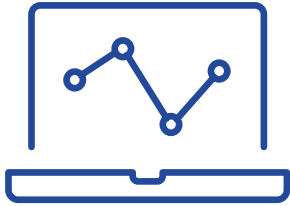
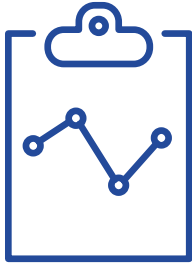
## IDENTIFYING HARD TRENDS

In this activity, you will identify Hard Trends with associated opportunities that will impact you, your organization, your industry and your customers.

Rapid Application Learning Activity Worksheet	
<p>While watching the video <i>Identifying Hard Trends</i>, you learned that Hard Trends will happen and represent future facts that are based on measurable, tangible and fully predictable capabilities and events that create enormous opportunity. You also learned that certainty as the basis of strategy yields low risk and provides high confidence.</p>	
<p><b>Hard Trend</b></p>	<p>A Hard Trend is a trend that will happen and is based on measurable, tangible, and fully predictable facts, events, or objects. The three major categories of Hard Trends are Demographics, Government Regulations, and Technology. See examples below:</p> <ul style="list-style-type: none"> <li>• <b>Technology Hard Trends:</b> Cloud Computing will be increasingly embraced by organizations of all sizes; Every business process will be transformed by mobility; Increasing the ability to perform real time auditing; Increasing automation of many services</li> <li>• <b>Demographic Hard Trends:</b> Baby Boomers are retiring; Customer base is increasingly working with anyone anywhere; Increasing changes in the way we want to learn and work</li> <li>• <b>Regulatory Hard Trends:</b> Increasing globalization of laws and regulations; Increasing legislative pressure on emissions and fuel efficiency; Continued increase in the number and complexity of laws/ regulations and standards</li> </ul>
<p><b>Activity #1</b></p> 	<p>Identify the Hard Trends that might impact you or your organization. Consider the main Hard Trend categories: Technology, Demographics, Regulatory.</p>

## IDENTIFYING HARD TRENDS

In this activity, you will identify Hard Trends with associated opportunities that will impact you, your organization, your industry and your customers.

Rapid Application Learning Activity Worksheet	
<p><b>Activity #2</b></p> 	<p>Look at each of the Hard Trends you identified in Activity #1. What opportunity becomes visible with each trend?</p>
<p><b>Activity #3</b></p> 	<p>What actions can you take personally to utilize the power of the Hard Trends and develop the opportunities you identified?</p>