





IDENTIFYING SOFT TRENDS

In this activity, you will identify Soft Trends that affect you and/or your organization to shape the future and Know What's Next.

Rapid Application Learning Activity Worksheet	
<p>While watching the video <i>Identifying Soft Trends</i>, you learned that Soft Trends are not future facts and can be changed or influenced. You also learned that Hard and Soft Assumptions provide differing levels of certainty. The quality of the data that supports the assumption determines the level of risk associated with the trend.</p>	
<p>Soft Trend</p>	<p>A Soft Trend is a trend that might happen and is based on an assumption that looks valid in the present, and it may be likely to happen, but it is not a future fact. Soft Trends can be changed. They are based on either a Hard Assumption, making the Soft Trends more likely to happen, or a Soft Assumption, making them far less likely to happen.</p>
<p>Activity #1</p> 	<p>What Soft Trends could change or influence your organization?</p>
<p>Activity #2</p> 	<p>From your answers above, assign to each whether they're based on a Hard Assumption or a Soft Assumption.</p>

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<p>Activity #3</p> 	<p>Of the Soft Trends with Hard Assumptions from Activity #2, which ones have the best future potential? What are the opportunities they could generate?</p>
<p>Activity #4</p> 	<p>What actions can you take to capitalize on these Soft Trends with Hard Assumptions to ensure a successful outcome?</p>