



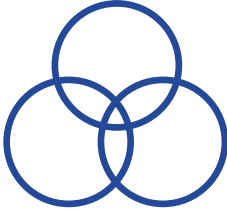
INTERACTIVITY, GLOBALIZATION AND CONVERGENCE

In this activity, you will identify the products, services or processes you think are ready for innovation in your organization.

Rapid Application Learning Activity Worksheet	
<p>While watching the video <i>Interactivity, Globalization and Convergence</i>, you learned how these three Hard Trend Pathways to Innovation will help you identify and develop new game-changing opportunities.</p>	
<p>Interactivity</p>	<p>The increasing ability to interact with all of the different types of media we use has represented a gigantic leap that we're still just beginning to comprehend. As we continue the process of making all of our media dynamic and interactive, we're gaining the ability to interface with everything in new and powerful ways.</p>
<p>Globalization</p>	<p>Globalization is made possible by technology. From ancient sailing ships, undersea telephone lines, and airplanes, to today's streaming multimedia communications, new technology enables new levels of Globalization. There are also degrees and levels of Globalization. An example of a lower level of Globalization is a manufacturer that sells its products in markets throughout the world. A higher level of Globalization is a manufacturer that customizes its products for the different markets around the world. Do your top executives often travel to other countries or are they from other countries? Both represent different levels of Globalization.</p>
<p>Convergence</p>	<p>You can converge features and functions just as we have done with smartphones, and you can also converge industries. You can see the future if you use Hard Trends to predict the industries that will converge, which creates new competition, as well as new customers and strategic partners.</p>
<p>Activity #1</p> 	<p>How can you benefit from using interactivity to educate or train your customers?</p>

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<p>Activity #2</p> 	<p>How might you apply global strategies to your products, services or processes? What customizations will you need to meet the needs of specific global requirements?</p>
<p>Activity #3</p> 	<p>What industries do you see that will eventually converge with your industry to create new challenges and opportunities?</p>