


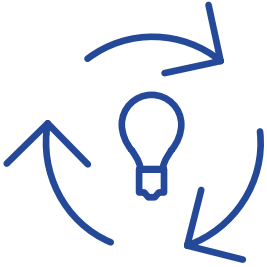

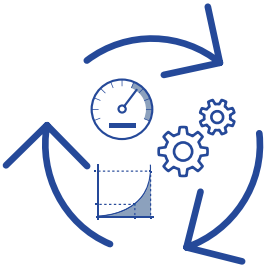
REDEFINING AND REINVENTING

In this activity, you'll apply these concepts to locate new opportunities by using Hard Trends to redefine and reinvent.

Rapid Application Learning Activity Worksheet	
<p>While watching the video <i>Redefining and Reinventing</i>, you learned that the Three Digital Accelerators are driving Exponential Change and have reached an inflection point that is driving transformational change in every industry. Every product, service and process can be redefined and reinvented.</p>	
<p>Redefining and Reinventing</p>	<p>The strategy of seizing the opportunity to rewrite your own history—before it happens. Transformation is an accelerated, magnified force of change. Redefining and reinventing is a way of harnessing that wild force and applying it to a product, a service, an industry, or a career. Transformation is a Hard Trend, while reinvention is a Soft Trend. Transformation is going to happen, all around us and also to us, whether we want it to or not. Reinvention, on the other hand, will happen only if we make the decision to do it—and if we don't do it, someone else will.</p>
<p>Three Digital Accelerators</p>	<p>The exponential growth in Processing Power, Digital Storage, and Bandwidth represent the three digital accelerators. Burrus Research has been tracking all three since 1983, and all have been advancing in a very predictable way over the past thirty years and have been used to create accurate time frames for technology-driven change and transformation. Every business process is directly influenced by all three of the accelerators. Hard Trends define “what” will happen, and the Three Digital Accelerators provide the “when.” At this point, they are driving the transformation of every business process.</p>
<p>Activity #1</p> <div style="text-align: center; margin-top: 20px;">  </div>	<p>What are the products, services or processes that you are currently working on?</p>

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Rapid Application Learning Activity Worksheet	
<p>Activity #2</p> 	<p>From your answers in Activity #1, what are the Hard Trends that support the need to redefine and reinvent?</p>
<p>Activity #3</p> 	<p>Using the Hard Trends you identified above, develop an associated opportunity. Consider the Eight Hard Trend Pathways to Innovation to redefine and reinvent your products, services or processes.</p>
<p>Activity #4</p> 	<p>Thinking of the capabilities of the Three Digital Accelerators, how will this knowledge impact the possibilities you identified above?</p>