The Anticipatory Organization™

IDENTIFYING AND DEVELOPING OPPORTUNITIES

In this activity, you will use Hard Trends and Soft Trends to find low risk, high reward opportunities in your organization.

Rapid Application Learning Activity Worksheet	
While watching the video *Identifying and Developing Opportunities*, you heard examples that use Hard Trends and Soft Trends to develop low risk, high reward opportunities. Remember, the best way to make a Hard Trend relevant and take action is to add a related opportunity.	
Hard Trend	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: • **Technology Hard Trends**: 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 • **Demographic Hard Trends**: Baby Boomers are retiring; Customer base is increasingly working with anyone anywhere; Increasing changes in the way we want to learn and work • **Regulatory Hard Trends**: 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
Soft Trend	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 Trend more likely to happen, or a Soft Assumption, making it far less likely to happen.
Activity #1	What are the Hard Trends and associated opportunities that will impact your organization in the future? Think about what will happen in the next three to five years. List your trends below.

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Activity #2	What are the Soft Trends and associated opportunities that might impact your organization's future? Think about what will happen in the next three to five years. List your trends below.
Activity #3	From the Hard Trends and Soft Trends generated in Activities #1 and #2, create a list of actions you can take now to positively impact your organization.
Activity #4	List the internal stakeholders and other resources in your organization that you can leverage to develop these opportunities.