


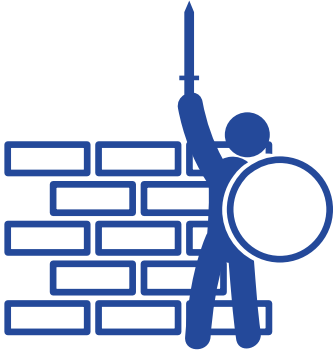
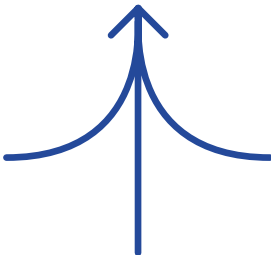
USING HARD TRENDS TO ELEVATE AND ACCELERATE

In this activity, you will use Hard Trends and Soft Trends to elevate your business plans. You will also discover new ways to accelerate the success of your plans.

Rapid Application Learning Activity Worksheet	
<p>While watching the video <i>Using Hard Trends to Elevate and Accelerate Planning</i>, you learned that being anticipatory helps you to keep your plans relevant and from becoming obsolete before they are fully implemented. By looking at Hard Trends and Soft Trends you can elevate your plans and gain a new competitive advantage.</p>	
<p>Hard Trend</p>	<p>A Hard Trend is a trend that will happen and is based on measurable, tangible, and fully predictable facts, events, or objects. Hard Trends cannot be changed. The three major categories of Hard Trends are Demographics, Government Regulations, and Technology.</p>
<p>Embrace and Extend</p>	<p>This strategy is about embracing the Hard Trends that will happen, even if they will disrupt your current products and services. Then, apply those forces of change to extend the life of your current cash cows and create new cash cows that will extend long into the future.</p>
<p>Protect and Defend</p>	<p>This is the default strategy businesses of all sizes take when confronting an external change or disruption. They spend time and money protecting their current cash cow and defending the way “we have always done it.” This often leads to failing slowly.</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 Trend more likely to happen, or a Soft Assumption, making it far less likely to happen.</p>
<p>Activity #1</p> 	<p>To the best of your knowledge, how would you describe your top three business initiatives?</p>

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Rapid Application Learning Activity Worksheet	
<p>Activity #2</p> 	<p>Using the initiatives you identified in Activity #1 and in reviewing your current plans, what are the key elements that are based on 'protecting and defending' the past instead of 'embracing and extending' the certainties that are shaping the future?</p>
<p>Activity #3</p> 	<p>What actions can you take to elevate and accelerate your current plans?</p>