

SOFT TRENDS AND OPPORTUNITIES LEARNING RESOURCE

Soft Trends	Opportunities
Increasingly difficult to attract and keep talent.	Implement strategies to get talent to find us, and keep the talent we have, by creating a compelling organizational Futureview.
Interest rates are going down and will continue to decline.	Take advantage of leveraging low cost for new equipment while we can. Be ready when the cost swings back up.
Healthcare costs will continue to rise.	Look for opportunities to develop products and services to transform processes like purchasing and logistics to lower costs.
The U.S. will continue to rank behind other leading countries in educational achievement.	Develop gamification systems that will accelerate engagement and learning.
There will be a continuing reduction in public spending on infrastructure.	Master new project funding procurement methods and monitor new regulations that provide new funding opportunities.
Fewer high school graduates plan to attend college.	Get our company involved in promoting the opportunities of careers in science, math, engineering and other areas at the high school level.
Increasing fuel costs will decrease the frequency of business travel.	Increase our understanding and use of visual communications to offset the time and expense of physical travel when travel costs swing up.
Tech Driven Transformation will increasingly displace many traditional jobs.	Focus our internal training on on-going education and training that understands the Hard Trends that are shaping the future and teaches skills our future workforce will need.
Increasingly, new college graduates will no longer be interested in our field.	Create more interest by expanding internship programs and promote our field on campuses.
There will be less down time.	Use technology to get more efficient helping us do more with less.