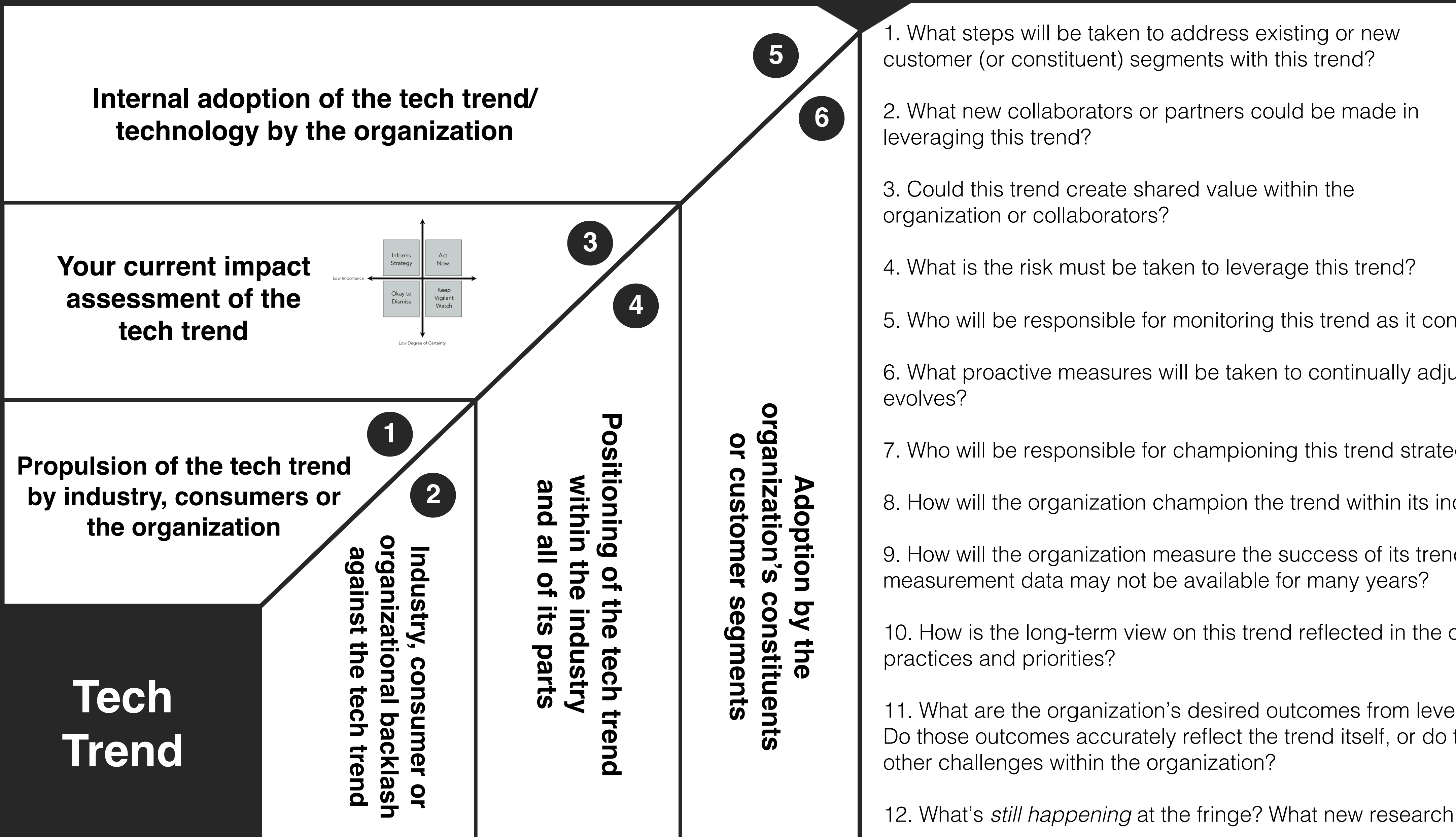


# Trends Map Template



## 7 Strategy Questions

1. What steps will be taken to address existing or new customer (or constituent) segments with this trend?
2. What new collaborators or partners could be made in leveraging this trend?
3. Could this trend create shared value within the organization or collaborators?
4. What is the risk must be taken to leverage this trend?
5. Who will be responsible for monitoring this trend as it continues to evolve?
6. What proactive measures will be taken to continually adjust plans as the trend evolves?
7. Who will be responsible for championing this trend strategy?
8. How will the organization champion the trend within its industry?
9. How will the organization measure the success of its trend strategy, assuming that measurement data may not be available for many years?
10. How is the long-term view on this trend reflected in the organization's short-term practices and priorities?
11. What are the organization's desired outcomes from leveraging this tech trend? Do those outcomes accurately reflect the trend itself, or do they reflect other challenges within the organization?
12. What's *still happening* at the fringe? What new research is emerging?

