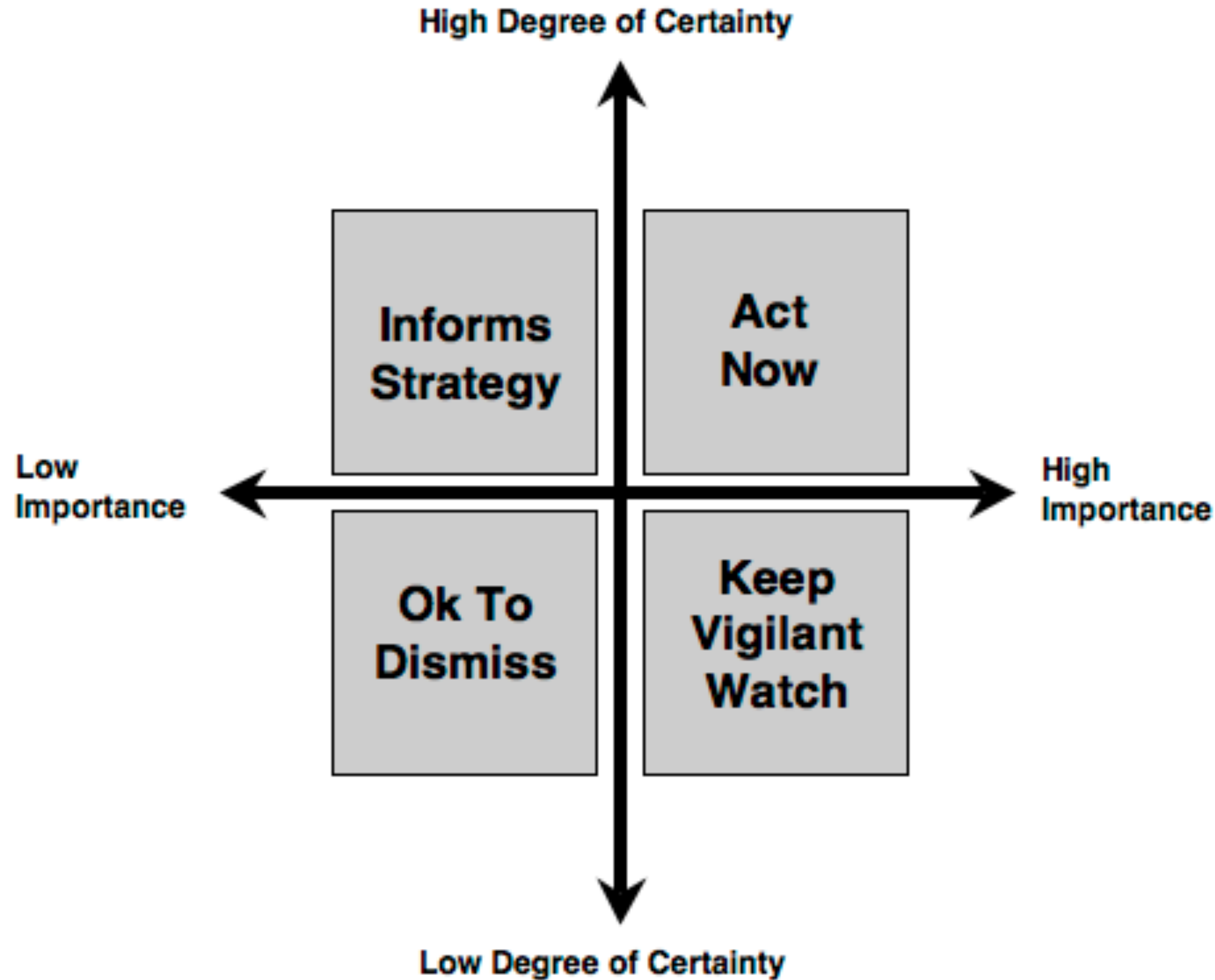


How confident are you in your trend research, timing and scenarios?



The FTI Trend Impact Matrix helps determine what action to take on an emerging trend. Use it after completing your fringe sketch, running CRISPR, calculating timing and building out scenarios.

How important is this trend to the future of your organization and industry?

