The Center for Management
Terms & Practices
THE STANDARDS BODY FOR GENERAL MANAGEMENT

From The Toolkit at
www.theindex.net

TRENDS OUTLINE

"We used to do SWOT analyses every few years, but they rarely helped. The simple breakdown of the Trends Outline got us focused fast. It made us realize we had to do more than just list the issues: we had to make big bet on the few things that could radically transform us." – CEO, Construction company

In What 3 Ways Will Your World Change?

The Trends Outline deals with opportunities and threats in a structured way. It takes courage to look squarely at the facts, but it gives everyone confidence by being ahead of trends. See the next page for a more detailed breakdown. See the Management Self-Audit for strengths and weaknesses and the Competitor Grid for those treats.

MARKET
LABOR
TECHNOLOGY
REGULATIONS
MACROECONOMICS
INDUSTRY

Benefits

The Center's tools minimize omissions, improve communications, and foster collaboration. The **Trends Outline**:

- Helps the everyone, including the Board focus on the biggest issues
- Ensures your overall plan isn't just reacting to today's problems and markets
- Shows everyone how they connect—and matter to—the world at large

Difficulty Easy
Estimated time 2 to 4 hours

Instructions

Share one or two provocative articles about the future of your industry.

1. Start with a positive attitude
2. Brainstorm all the trends that might substantially affect you positively or negatively.
3. Research those with reasonable probabilities, not just remote possibility.
4. See if there are opportunities within the threats
5. Consider assigning someone to be your futurist.

Subscribers can contact the Center for assistance.

Make It Better

Users should share ideas for improving any of the Center's tools and how they're taught and formatted. It's also great to suggest new applications or brand-new tools.

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TRENDS IDEAS (partial)

This is just a seed list. See The Index for other ideas.

MARKET

- Demographics of prospects and customers
- Psychographics (behaviors by cohort)

LABOR

- Demographics of employees and recruits
- Psychographics (behaviors by cohort)

TECHNOLOGY

- Production technology
- Communications technology
- Information systems

REGULATIONS

- Local, state, federal
- International trade
- Regulations affecting customers

MACROECONOMICS

- Inflation
- Recession risks
- Political risks
- Cost of and access to capital

INDUSTRY

- Competitor concentration (mergers and acquisitions)
- Vertical integration or disintermediation
- Operations techniques

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