



# Patterns and Trends Analysis

## Purpose of This Tool

While we often notice the change in the world around us, we rarely are in tune with the implications. This tool helps the team to look at the changes, observe the future in light of those trends and then find convergence by identifying what needs to change.

## How It Works

We first identify patterns and trends. Examples include demographics, channels, families, education, government and politics, competition, economy, etc. Allow the team to discuss the external patterns and trends that are causing outside pressure on the organization, its products/services, or its direction. Once you have captured these insights, ask the team to extrapolate these trends into the future and identify where they are headed. Guide the leadership team to identify the future result if the trends carry forward and what needs to change in order to take advantage of future opportunities or to avoid future pitfalls.

Patterns/Trends	Where It's Headed	What Must Change

