



MiniTrends 2012

**A Conference on Translating
Emerging Trends into
Business Opportunities**

October 17-18, 2012
Omni Austin Hotel Downtown
Austin, Texas, U.S.A

Hosted by
**TECHNOLOGY
FUTURES INC.**



Using Impact Wheels to Uncover MiniTrends

Carrie Vanston
Technology Futures, Inc.
(512) 258-8898
www.minitrends.com & www.tfi.com
cvanston@tfi.com

MiniTrends 2012 Oct. 17-18, Austin, TX



"Using Impact Wheels to Uncover MiniTrends" Presentation by Carrie Vanston
MiniTrends 2012, October 17-18, 2012, Austin, Texas
Please contact Technology Futures, Inc. regarding reproducing presentation material.

Impact Wheels

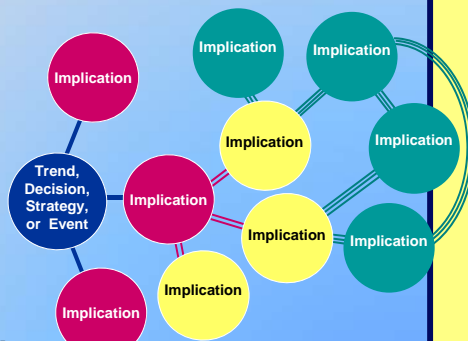
The systematic use of the intuition, judgment, and knowledge of an individual or group to determine first and higher order impacts of:

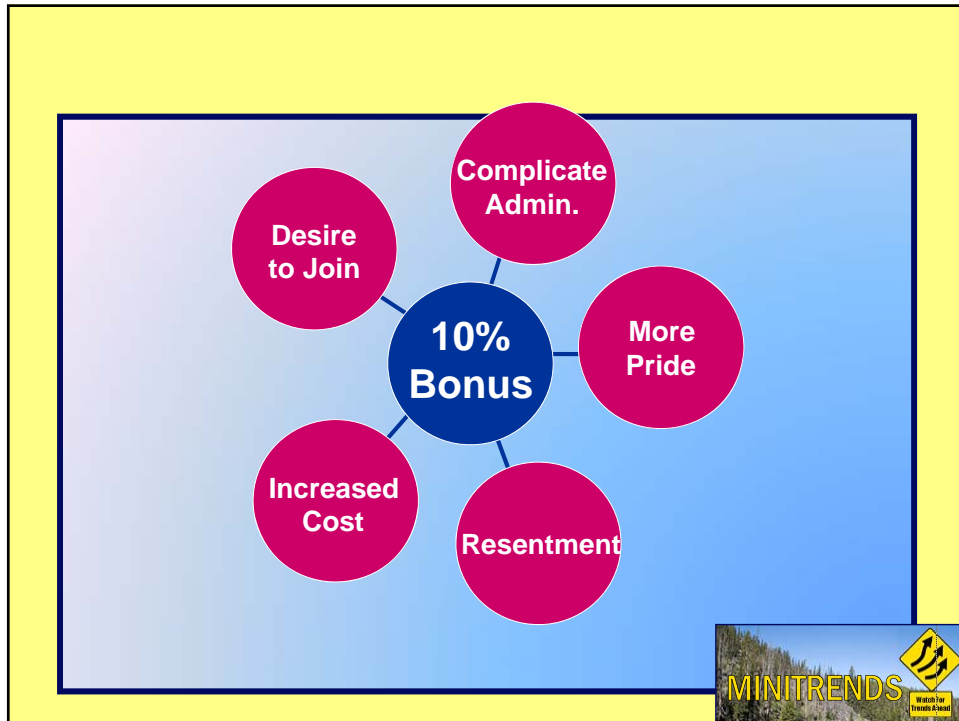
- ◆ Trends
- ◆ Decisions
- ◆ Events
- ◆ Strategies



Steps in Impact Wheel Development

- ◆ Select trend, decision, event, or strategy for analysis
- ◆ Place in hub of wheel
- ◆ Record direct implications of activity
- ◆ Record next level implications connected by double or color lines
- ◆ Continue process as desired
- ◆ Connect circles as appropriate
- ◆ Analyze results and opportunities





Changing Business Models in the Future

Tulevaisuus ja muuttuvat liiketoimintamallit

Subcontracting Fair, Tampere
Alihankintamessut 14.9.2012

Impact Wheels: Results

John H. Vanston, Ph.D. Chairman, Technology Futures, Inc.
Carrie Vanston, Media Relations Director, Technology Futures, Inc.

Teknologia
teollisuus

JARTEK

UC Logistics Center Oy

FIBIC

LAUREA CoFi

LEADERFORD
EXCELLENCE FINLAND

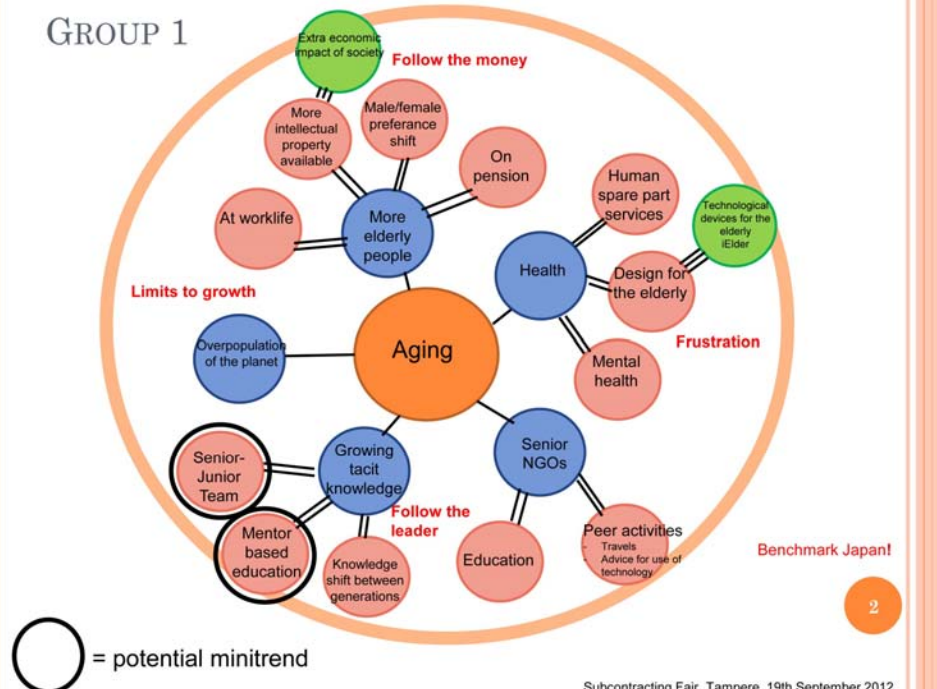
Tekes

CARGOTEC

Da Wo Oy

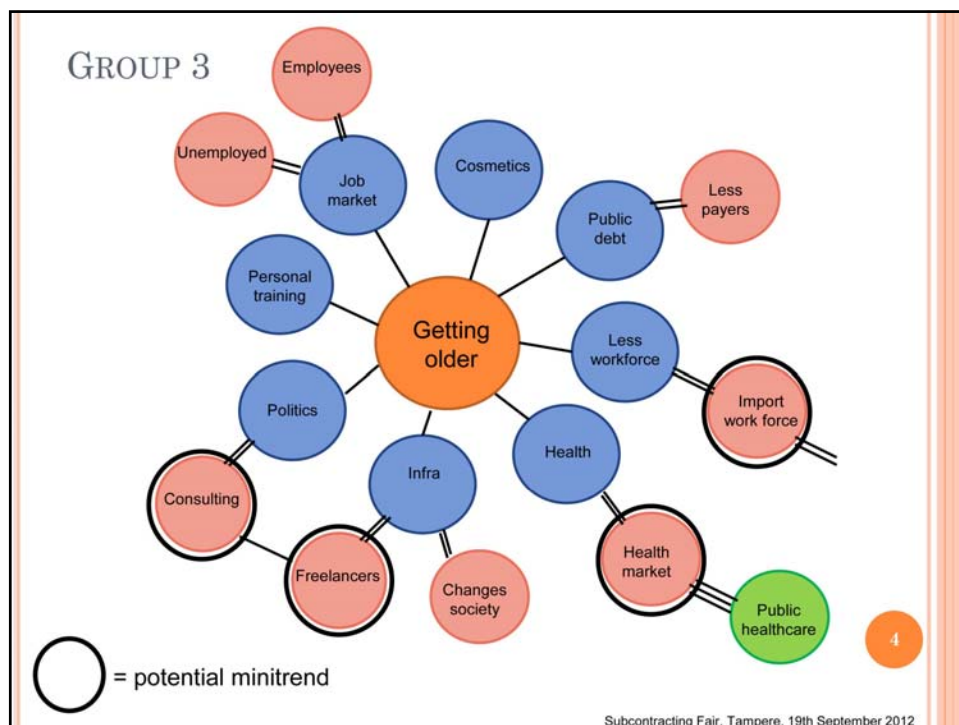
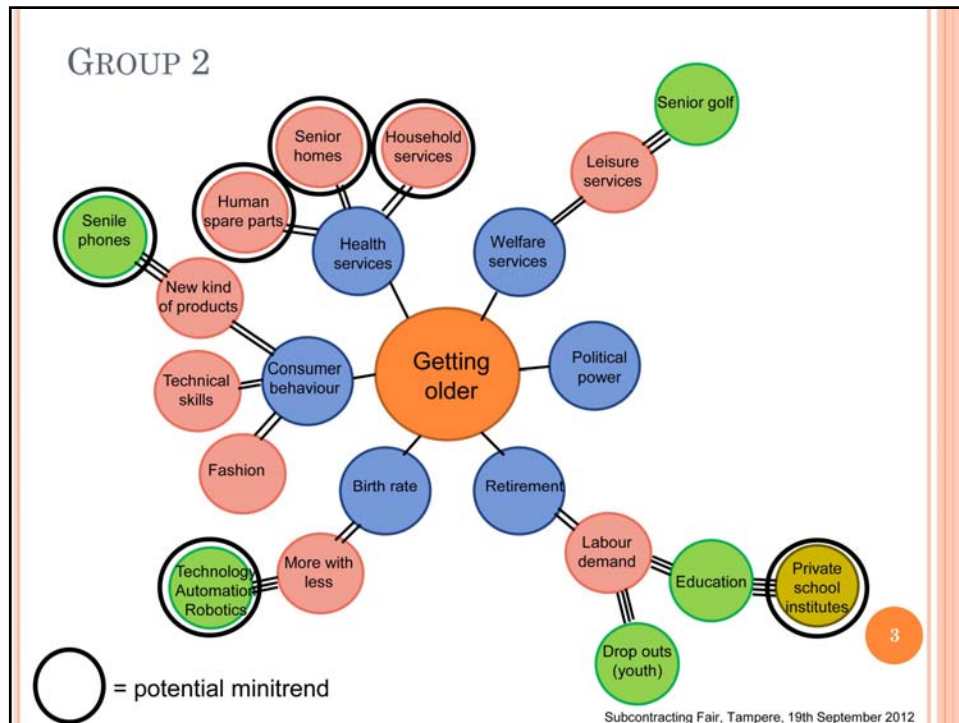
Laurea CoFi
Tykistökatu 4 B
20520 Turku
firstname.lastname@laurea.fi

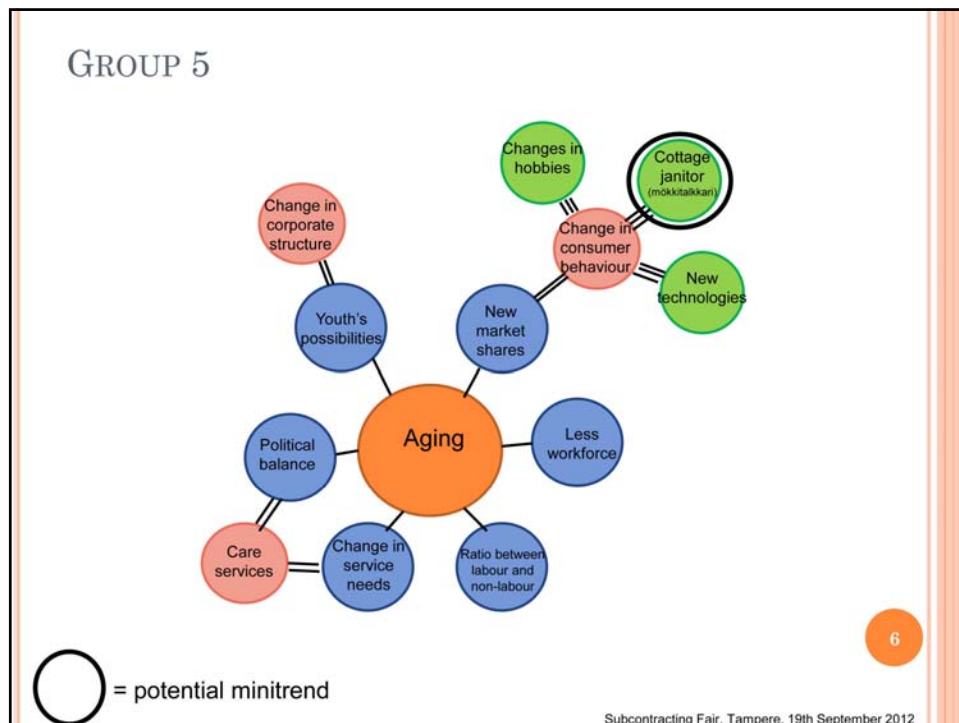
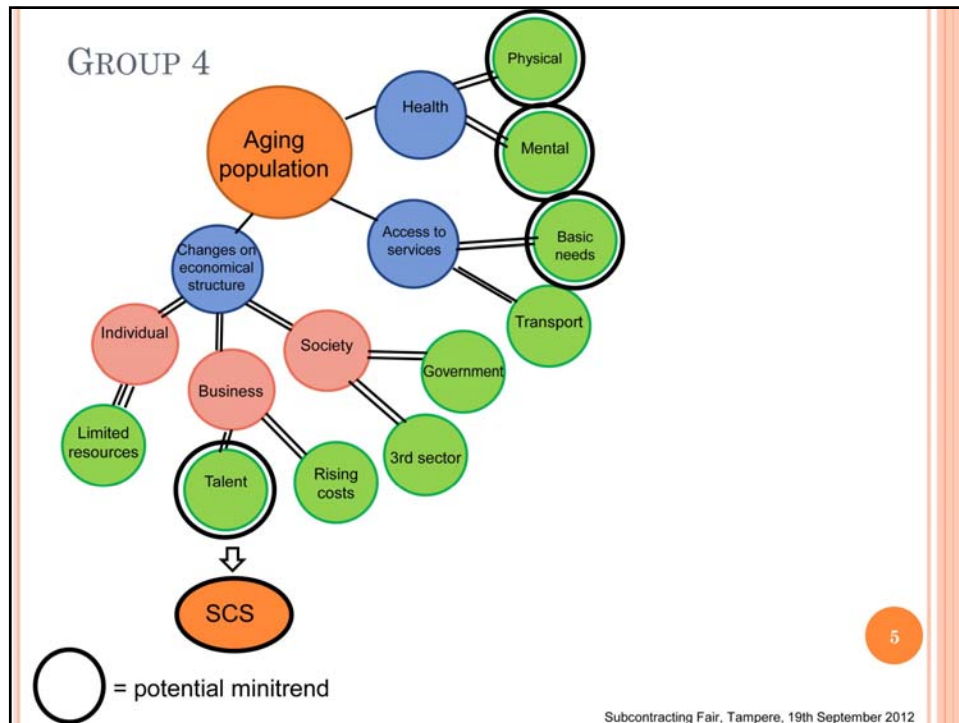
GROUP 1

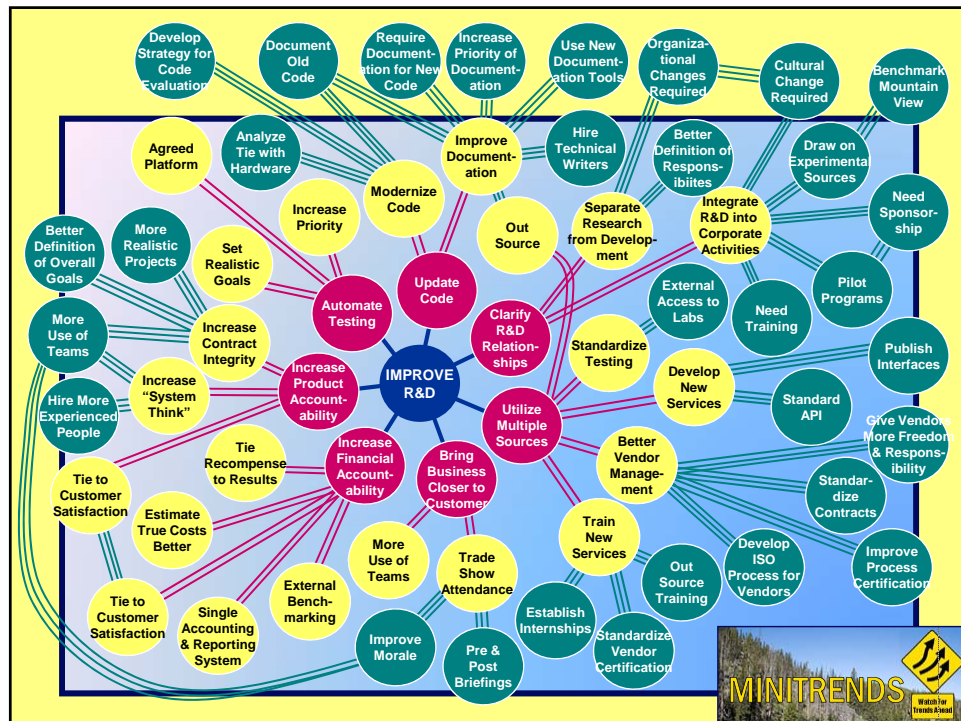


Subcontracting Fair, Tampere, 19th September 2012

"Using Impact Wheels to Uncover MiniTrends" Presentation by Carrie Vanston
MiniTrends 2012, October 17-18, 2012, Austin, Texas
Please contact Technology Futures, Inc. regarding reproducing presentation material.







Benefits of Impact Analysis *Beyond the Obvious*

- ◆ Structures thought processes
- ◆ Allows discussion/consensus to evolve
- ◆ Handles diversity of opinion
- ◆ Excellent small-group/team-building technique
- ◆ Allow other perspectives (role-playing)

"Using Impact Wheels to Uncover MiniTrends" Presentation by Carrie Vanston
MiniTrends 2012, October 17-18, 2012, Austin, Texas
Please contact Technology Futures, Inc. regarding reproducing presentation material.



MiniTrends 2012

**A Conference on Translating
Emerging Trends into
Business Opportunities**

October 17-18, 2012
Omni Austin Hotel Downtown
Austin, Texas, U.S.A

Hosted by
**TECHNOLOGY
FUTURES INC.**



Using Impact Wheels to Uncover MiniTrends

Carrie Vanston
Technology Futures, Inc.
(512) 258-8898
www.minitrends.com & www.tfi.com
cvanston@tfi.com

MiniTrends 2012 Oct. 17-18, Austin, TX



"Using Impact Wheels to Uncover MiniTrends" Presentation by Carrie Vanston
MiniTrends 2012, October 17-18, 2012, Austin, Texas
Please contact Technology Futures, Inc. regarding reproducing presentation material.