

MiniTrends 2013

The Integration of Profit & Social Responsibility

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Uncovering Attractive MiniTrends: Impact Wheels Exercise Introduction

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Impact Wheels

The Impact Wheel is a technique for identifying the multiple consequences of a single future trend or development.

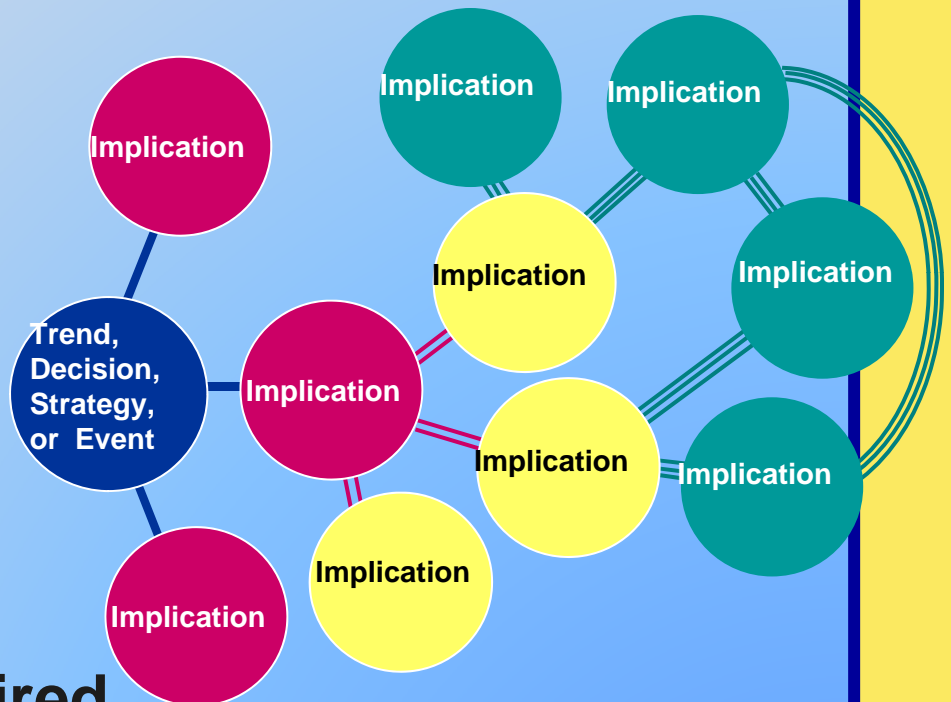
The intuition, judgment, and knowledge of an individual or group determines first and higher order impacts of:

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



Steps in Impact Wheel Development

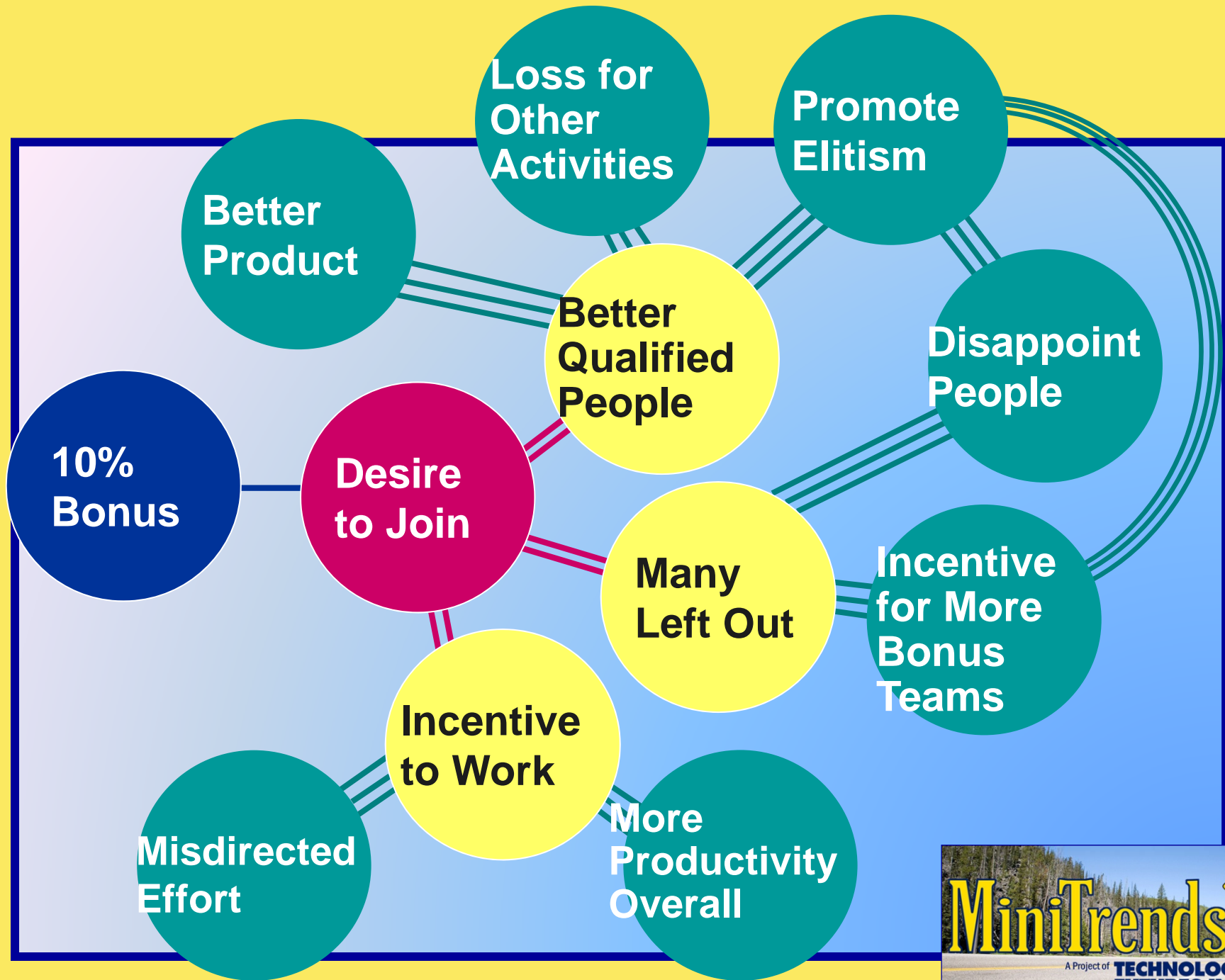
- ◆ Select trend, decision, event, or strategy for analysis
- ◆ Place in hub of wheel
- ◆ Record direct implications of activity
- ◆ Record next level implications connected by double or color lines
- ◆ Continue process as desired
- ◆ Connect circles as appropriate
- ◆ Analyze results and opportunities

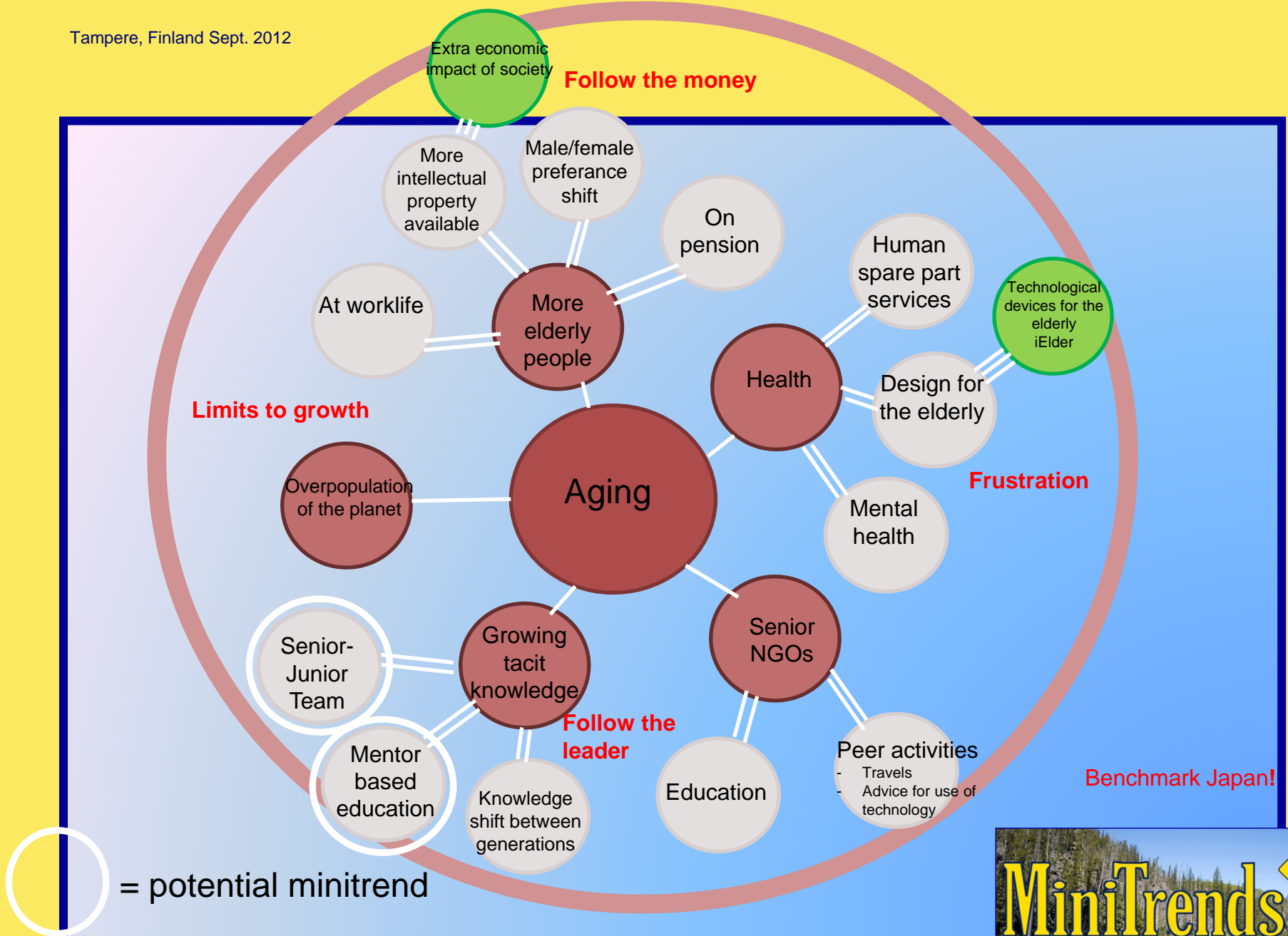


**10%
Bonus**









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)



Some Exploitation Suggestions

- ◆ Stress special features of Minitrend
- ◆ Look for opportunities for convergence
- ◆ Carefully examine drivers and constraints
- ◆ Engage allies and supporters
- ◆ Be flexible
- ◆ Stay healthy
- ◆ Remember there are other smart people in the world
- ◆ Always apply the sanity test



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