Follow Your Bliss: Launch Your Own MiniTrend Adventure

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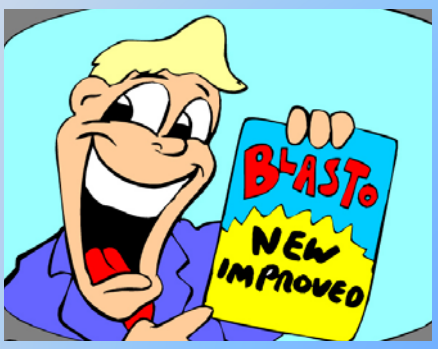
MiniTrends 2014 September 26, Austin, TX

Determine Special Features



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Convince Customers of the Value of Special Features to Them

3

Define and Analyze Relevant Drivers and Constraints

Photo: http://www.landmama.com/custom/index.cfm?id=134783

4

Analyze Analogous Situations

5

Engage Allies and Supporters

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Be Flexible

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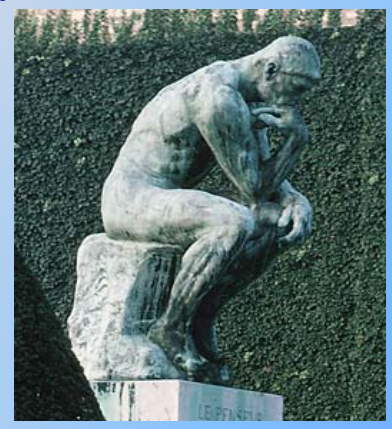
Stay Healthy

8

Apply the "Sanity Test" to Each Stage of the Exploitation Process



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Remember There Are Other Smart People in the World

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Goal

To establish a new mindset for yourself and your employees that encourages identification and evaluation of embedded Minitrends when:

- **A new law is passed**
- **A new business is launched**
- **An important person makes an unexpected statement**
- **A new technical or scientific discovery is announced**

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Final Comment

- **If you follow your bliss, you put yourself on a kind of track that has been there all the while, waiting for you, and the life that you ought to be living is the one you are living.**

–*Joseph Campbell*
Mythologist

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