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APPLYING TRENDS TO INNOVATIVE OPPORTUNITIES

This program is part of the 30 Day Master Program or can be delivered as a one-day standalone workshop. It provides these key skills:

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| 1 | How to identify emerging technology and market trends |
| 2 | How to analyze trends to develop unique customer value propositions |
| 3 | Methods to determine the maturity, rate of growth, and timing of trends |
| 4 | How to determine the rate of adoption and diffusion of new technology |
| 5 | How to develop a more powerful marketing mix based on enabling capability trends |

All major opportunities (and threats) are the result of changes in the market. An Innovator must be able to do more than "see" them.



THE FIVE ELEMENTS OF INNOVATION EXCELLENCE

The *Applying Trends to Innovative Opportunities* program provides the best methods to accurately see, analyze and apply technology, social, customer, and other market trends to identify new, valuable opportunities.

Innovators that see these trends clearly - including timing, impact, and direction - and then know how to operate on the information have a distinct advantage in the market. This program uses case studies and interactive Trendeation exercises to provide these skills, including:

- How to determine if a trend will become an important opportunity or a threat
- How to quickly analyze a trend for its potential value for customers
- How S-curves and diffusion models can be used to quantify the potential impact of a trend
- How to identify the sources of key trends and their possible impact
- How to set up a trend watching system to never get caught off guard

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PROGRAM OUTLINE

IDENTIFYING EMERGING TRENDS

The origin of major trends

- How major trends get started and grow
- Triggers for seeing market and technology trends

Types of trends and the opportunities they create

- Market, social, and customer trends
- Technology trends

Case Studies: *A review of top trends and their historical impact on markets*

TREND ANALYSIS

Understanding timing and forecasting

- Market maturity and S-curve analysis
- Estimating key inflection points

Analyzing current trends

- Review top trends occurring today
- Estimating trend impact and market potential
- Applying diffusion factor to develop scenarios

Exercise: *Hands on trend analysis practice*

APPLIED SOLUTION INNOVATION

Trendation - Applied customer problem solving

- Applying trends to Customer Value Pyramids to identify more valuable solutions
- Developing and using a Trendation matrix
- Applying trends to the complete marketing mix

Solution element selection

- Techniques to prioritize features and functions
- Creating clear execution steps

Exercises: *Applied Trendation techniques*

CREATING A TREND SENSING SYSTEM

Identifying the sources of key trends

- Spotting trends through atypical sources
- Where, who, when, how, why to find sources

Operating on identified trends

- Scoring methods for estimating a trend's impact
- Discussing and communicating trend information

Exercises: *Developing a trend sensing system*

ABOUT KINGSEY INSTITUTE

The Kingsley Institute for Strategy and Innovation was founded by noted innovator and product development professional Dorian Simpson. He developed this program working closely with colleagues and using his experience with some of the world's most prominent companies such as GE, Motorola, AT&T, Qwest, and many other startups and Fortune 500 companies.

Dorian received a BSEE from Northwestern University and an MBA from the University of San Diego.



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CONTACT US

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