



# Trend Mapping

Use trend mapping to navigate trends better by assessing their overall importance. It helps you visualize and evaluate your trends better. Based on your mapping, different implications can be drawn on how to act on the trends.

Assess the trends on its maturity (x axis) and business impact (y axis).

**Trend Maturity** describes the time to impact on your industry:

Industry: very mature, 0-1 year until impact

Mainstream: medium mature, 1-3 years until impact

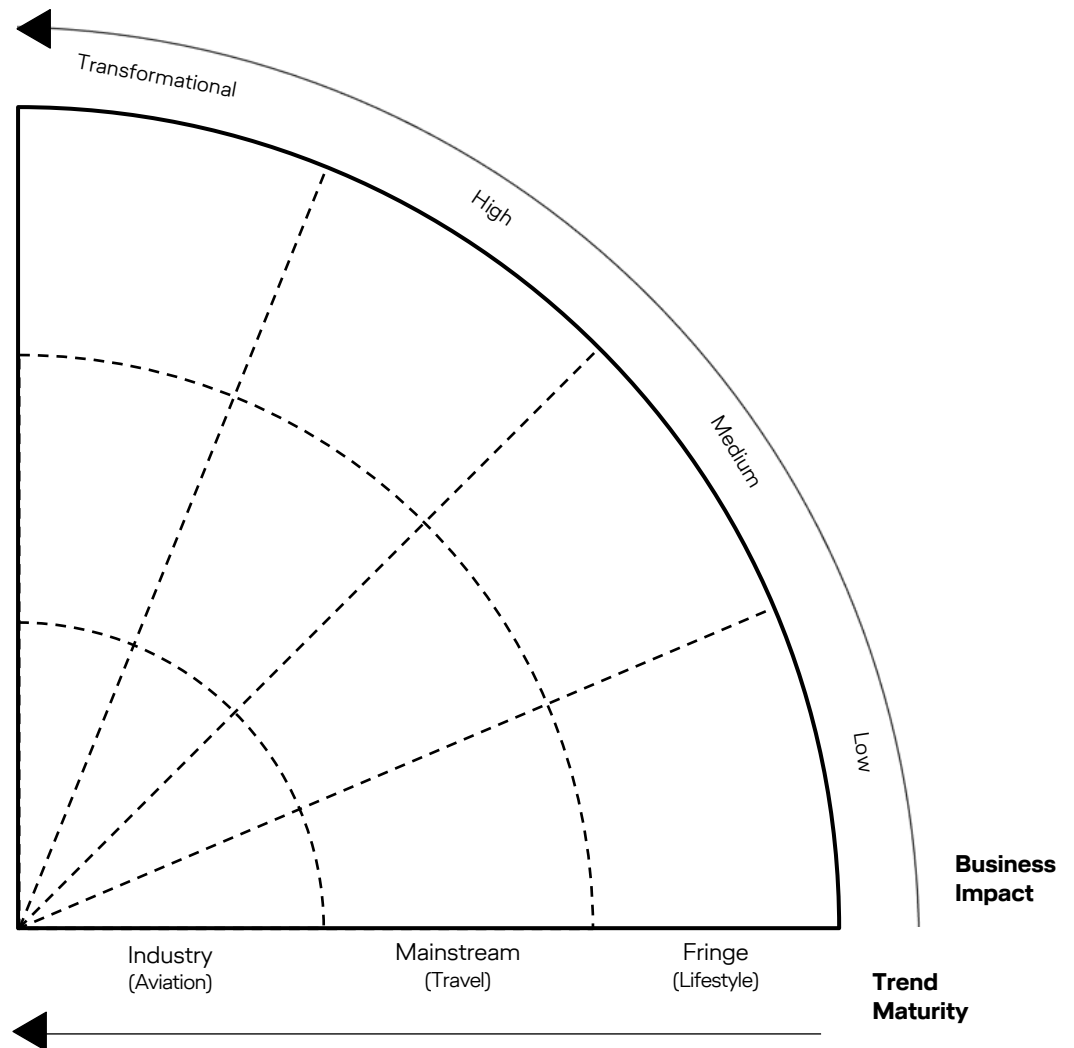
Fringe: less mature, 3years+ until impact

**Business impact** describes the level of impact it will have on your business. It ranges from low to transformational, when the whole business model itself is in question.

Please keep in mind that this is a snapshot and it will evolve with time – revisit and update it regularly.

Company

Date



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Based on your mapping, different implications can be drawn on how to act on the trends:

## Hold

Put these trends on your watchlist. Re-evaluate after a certain amount of time to see if it developed.

## Assess

Evaluate these trends further to gain a better understanding of the trend and area of impact. Prepare yourself by proactively starting trials of how to address these trend in affected units.

## Act

Start initiatives to address these trends. Have a look at what direct competitors are doing about these trends.

Please keep in mind that this is a snapshot and it will evolve with time – revisit and update it regularly.

