

WORKSHEET

Changes and trends

Identify changes, threats, and trends that may impact your organization. Discovering them will help you to imagine the possible future business model of your organization or company. To do this:

STEPS

- 1 Identify which members of your organization could provide insight into the changes, threats, and trends that affect and will affect, in the short, medium, and long term, your organization or company.
- 2 Distribute, among these people, the attached file (what changes?). Explain to them what your goal is and how to fill it out. On the one hand, they must identify what is internal to the organization that is changing and that must be taken into account. And on the other, the sectoral, competitive, technological, social or political changes that are taking place and that must also be considered.
- 3 That each member individually makes his or her own assessment and identification of changes and trends (that they are supported, if necessary, by asking colleagues in the company or outside it)
- 4 When the worksheets are done, organize a workshop where everyone can share and discuss the changes, trends and opportunities identified. Consensus it. List them and put them estimating their probability. Also identify potential risks and benefits.
- 5 The outcome of this workshop, along with the current/future Canvas analysis (see worksheet: 4. Worksheet CanvasBM Actual v Future), will help you identify a first list of actions to do to transform and take your organization into the future. Expected innovations will probably be identified, to be strengthened. Hopefully, one, to differentiate yourself.

WORKSHEET

WHAT CHANGES?

This worksheet will allow you to identify the internal and external changes that you believe, that you know, are taking place, or that will occur, and that your organization will need to take into account in order to remain alive and competitive. Without shame, with freedom, describe whatever comes to mind. Anything is welcome. Ask your colleagues in the company or outside it.

INTERNALLY

Because of how we are, what we do, what we don't do, identify 5 things (or more) that threaten or hinder the future of the company and that if we do not change the company may be affected.

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EXTERNALLY

Due to changes in customers, competitors, new technologies, laws, geostrategics, etc., identify 5 things (or more) that if we do not take them into account the company will be in danger.

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OPPORTUNITIES –derived from internal changes-

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OPPORTUNITIES –derived from external changes-

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