

Trend impact

- Identify the macro trends that may have or are having an impact on your organization (be specific)
- Describe how the selected trend impacts business performance
- Confirm if the trend requires response or action
- State what the intended business outcome will be of taking the action
- Use table below to prioritize for action

Trend	Business impact	Response or action	Priority	Business outcome
Example <i>Increasing adoption of Twitter as a business tool</i>	<i>Will affect way we market our services</i>	<i>Need to get consistent approach to Twitter use + set up 'tweeters'.</i>	<i>High</i>	<i>Swifter customer complaint resolution</i>