

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 Increasing adoption of Twitter as a business tool | Will affect way we market our services | Need to get consistent approach to Twitter use + set up 'tweeters'. | High | Swifter customer complaint resolution |
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