

Trends and driving forces

1 What is it that "drives" in our society, for our companies and for us as individuals?

Start by reading the trends and driving forces presented on this worksheet. Do you recognize yourself in any of them?

In what ways do these affect your everyday life? Share your experiences.

Abundance **1**

Never before have we been able to select from so many products and services. Our wealth means that we always have a broad range to choose from, affordable prices and good quality. The only difficulty left is choosing.




New technology **2**

That which was high tech just a few years ago is now available to everyone. Computers, internet shopping, mobile phones are every day technologies. And the development continues, everything gets smaller, faster, stronger and cheaper.




Internationalization **3**

The world is getting smaller. News spreads at the speed of light and trade between different parts of the globe continues to increase. IT and improved transportation systems reduce cost.




Deregulation **4**

No one believes anymore in a planned economy. When market forces are freed, the wealth of the people increases. State-owned monopolies and regulations disappear across the world.




The knowledge society **5**

Value was previously based on how much work and materials had been used in the production. Today value is based on the inventiveness, knowledge, creativity and design.



Time - a scarce resource **6**

We live in a 24-hour society where you either quickly convert your ideas into action or are hopelessly late. Products become old long before they are worn out. The boundary between work and leisure is erased.



Own proposal **X**

.....

.....

.....

Own proposal **Y**

.....

.....

.....

New conditions

2 Read the new conditions presented below. Do you recognize any of them?

In what ways do these affect your industry and organization? Share your experiences.

In what ways are these new conditions linked to the trends and driving forces? Mark the strongest relationships.



Strong brands

When you have a lot to choose from, strong brands help to reduce uncertainty. When a well-known company is sold it is often the brand the buyer wants, not buildings and machinery.

What trends and driving forces are related to strong brands? Mark the strongest relationships with a cross.

1 2 3 4 5 6 X Y




Increased range

Ten years ago, there were 50 beer types in Sweden - today there are more than 350. In 1996 Sony launched more than 5,000 new products. That is more than two new products every working hour.

What trends and driving forces are related to increased range? Mark the strongest relationships with a cross.

1 2 3 4 5 6 X Y



New players

Nobody knows where invaders of old, safe markets will come from. A pop star starts an airline. A watch manufacturer builds a new car. IKEA starts a bank.

What trends and driving forces are related to new players? Mark the strongest relationships with a cross.

1 2 3 4 5 6 X Y




Competition

Day by day it becomes simpler to compete with established players. New entrants use price as well as quality to be competitive. Those with low costs can hold out longer.

What trends and driving forces are related to competition? Mark the strongest relationships with a cross.

1 2 3 4 5 6 X Y




New channels

"Internet will only be a temporary phenomena", a Swedish minister once said. Soon, everything will be available on the internet. Banking, cars, movies, refrigerators, books, tickets.

What trends and driving forces are related to new channels? Mark the strongest relationships with a cross.

1 2 3 4 5 6 X Y



Customer power

When there is only one telephone company, the customer does not have much to say. When there are several companies, customers have a strong voice.

What trends and driving forces are related to customer power? Mark the strongest relationships with a cross.

1 2 3 4 5 6 X Y

Own proposal

.....

.....

.....

1 2 3 4 5 6 X Y

Own proposal

.....

.....

.....

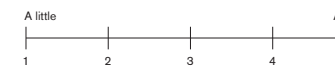
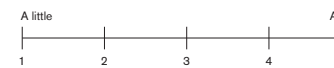
1 2 3 4 5 6 X Y

Consequences

3 How do these new conditions affect our organization?

First mark on scale below

Finally give examples on new issues on your agenda.



New issues on our agenda:

.....

.....

.....

New issues on our agenda:

.....

.....

.....

New issues on our agenda:

.....

.....

.....

New issues on our agenda:

.....

.....

.....

New issues on our agenda:

.....

.....

.....

New issues on our agenda:

.....

.....

.....

New issues on our agenda:

.....

.....

.....

New issues on our agenda:

.....

.....

.....