

# GETTING TO GRIPS WITH A TREND

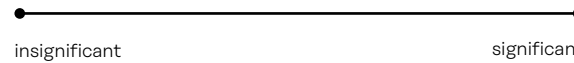
The trend's impact on what we do

## TREND

Choose from the trend cards

## THE SIGNIFICANCE OF THE TREND TO US

Mark on the scale:



## IMPACTS ON US

What opportunities and threats does the trend pose to our activities?

## CHANGES IN SOCIETY

How does the trend show itself and how does it affect everything around you?

NOW

5 YEARS

20 YEARS

## THIS IS HOW WE ACT

How do you respond to and prepare yourself for the changes caused by the trend? Think of three actions that you can take now.

## OUR STRENGTHS IN RELATION TO THE CHOSEN TREND