

## Assessing Trend Relevance

Consider trend impact globally						Consider trend impact on your organisation			
Timeframe		Scope		Impact		Likelihood		Urgency	
<i>When will trend begin to have an impact?</i>		<i>What is likely future uptake of this trend?</i>		<i>What is likely future impact of this trend?</i>		<i>What is the likelihood of the trend having an impact on your organisation?</i>		<i>How quickly does the organisation need to respond to this trend?</i>	
Assessment	Rating	Assessment	Rating	Assessment	Rating	Assessment	Rating	Assessment	Rating
1-4 years	5	Global	5	Significant	5	Almost Certain	5	Now	5
5-9 years	4	Widespread	4	Major	4	Likely	4	Within 3-5 years	4
10-14 years	3	Niche sector/market	3	Moderate	3	Possible	3	6-9 years	3
15-20 years	2	Organisations	2	Minor	2	Unlikely	2	10-15 years	2
20+years	1	Individuals	1	Insignificant	1	Rare	1	16-20 years	1
Never *	0	Non-existing*	0					20+ years**	0

\*Before you assign "Never" or "Non-existing" to a trend, make sure you have tested your assumptions, and identified your blind spots. Ask what would have to happen to make the trend a reality? Only then should you feel comfortable assigning these categories to a trend.

\*\* Even though the urgency to address these trends is long-term, consider keeping them on your scanning 'watch list'.

Assessment Total	Decision <i>What might you do now?</i>	Comment
Between 20-25	<b>Act now</b>	You need to make a decision now about whether or not your organisation needs to respond to this trend. Consider how to respond and include in your current strategic plan if appropriate. If you decide not to include in your plan, then add to your watch list.
Between 15-19	<b>Manage</b>	You need to consider now how you might respond to these trends as they continue to emerge. It would be a good idea to include actions in your plan now that will allow you to act quickly if you need to.
Between 10-14	<b>Watch</b>	These trends are likely to have an impact on your planning in the medium term (up to five years). To prevent future surprises, keep these trends on your scanning watch list and reassess when they increase significantly in strength.
Under 10	<b>Monitor</b>	These trends are probably of interest to your organisation, but are still at the periphery in terms of impact and uncertainty. You may only have one or two hits about them right now. Keep scanning, and reassess if you start to see them more often.

