

# Managing Status Quo Risk

Managing Status Quo Risk is a program designed to help organizations lower their risks of unseen, or disruptive, threats to their future. This approach has been applied to hundreds of organizations over nearly 2 decades. This program also has been implemented through the National Association of Corporate Directors (NACD) with multiple boards of directors to address their #1 concern - identifying and managing the things they don't know they don't know. The program includes threat and opportunity assessments tailored to your organization that start as low as \$4,000.

## INDEPENDENT THREAT ASSESSMENT

Adam and his team of senior trendcasters will look at your organization and industry as outsiders. We will identify the big trends most likely to impact your business, and tailor the specific threat to your solutions, customers and markets. Simultaneously we identify the fads and trends you need not follow – freeing resources to focus on the scenarios most likely to have significant, measurable impact within the next decade. We don't have company/industry blinders, so we can assess trend impacts without a vested interest in the status quo, or vested interest in your R&D or product development, or traditional distribution, etc.



## OPPORTUNITY ASSESSMENT

Adam and his senior Trendcast team will look at your organization as outsiders and evaluate how trends impacting your industry create opportunities for growth. For example, how could an ornamental garden company build on demographic trends to re-invigorate the business with modern e-commerce moving far beyond the traditional retail approach? Or, linking the trends in motivating people to action to help a company fixated on sign production to dramatically expand the offerings. We look beyond the confines of how organizations historically define their business (usually completely driven by the current products/solutions) to discover deeper customer value and more opportunities for growth based on trends.



### Level 1 project

We do this work via phone. We prepare a report and review it with you via phone or Zoom. No travel. No expenses. Just the fixed price of the report.

### Level 2 project

We can come to your office for a day, meet with execs 1-on-1 to get personal input on the company and industry. We then prepare a report in our offices and send it to you with a follow-up call or Zoom.

### Level 3 project

We come to your office and do interviews. We prepare the report. We then visit your offices and conduct a 2-4 hour meeting processing the results of our analysis, discussing probabilities, and forecasting timing.

### Level 4 project

We not only prepare a report, and go over the conclusions with you, we also identify key external metrics we think you should monitor and sources for the data to feed your planning process.

## Contact Us

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