



**Adam Hartung**

**NACD**  BOARD LEADERSHIP  
Fellow



## Newsletter- February 2017

### Rollin' on the River...

Throughout history, rivers have been associated with life. Rivers have been named since the ancients worshipped goddesses who protected this civilization lifeblood and highway.



We like to analogize trends with a river because both start as a trickle, far out of the popular view, but ultimately grow into wide, powerful forces of nature. Rivers find their way around, through and over obstacles – just as trends do. Rivers eventually change the terrain, as do trends, and those who take advantage of these changes benefit greatly – while those who ignore such changes are punished mercilessly.

What better way to think of the Product “Life” Cycle than as a river? This month I’ve included a few slides you can use to present and discuss your businesses and products flowing along the Product Life Cycle River.

Consider this: since the early 1980’s, and continuing well into the popular business books of the early 2000s, much was written about shortening the dip in sales that often follows an initial product launch. The faster a product/service moves out of Launch (Innovators & Early Adopter customers) and onto the growth curve (Early Majority customers), the greater likelihood of long-term success – and the quicker the venture reaches profitability. Positioning new products on

intersecting trends can shorten or eliminate that “launch-to-growth” gap because the benefits are easily understood.



I've developed a way to think about the PLC as a river, from new products suggested by trends to the quiet waters of sustaining innovations and beyond. It's a good way to discuss the status of your products and business unit, as well as to help make investment decisions. [Click Here](#)

As part of my last newsletter, we posed an online question about trends. Subscribers to my newsletter have incorporated some of the key elements of trends: competition and societal monitoring. Population trends, especially regarding immigration, will have a larger impact in the next few years if the market for labor becomes more competitive. [Click Here](#)



Online Poll:  
Which types of trends to you use in new products or business planning?



Finally, here is our first spotlight on the TrendIQ questionnaires: [Click Here](#).

“Life is like a river, sometimes it sweeps you gently along  
and sometimes the rapids come out of nowhere”

*Emma Smith, Author*

We are your experts at identifying trends, creating scenarios and building monitoring systems. We've done this kind of work for over 20 years, and bring a wealth of experience, and tools to the task. You don't have to go into scenario planning alone, we can be your coach and mentor to speed learning and success.

Give us a call today, or send an email, so we can talk about how you can be a leader, rather than follower, in 2017 and beyond. Or checkout my [website](#) to read up on what we do so we can create the right level of engagement for you.

## Forbes Blog- Hartung

[Tim Cook's "Balmer-ization" of Apple:](#)

[Why You Want to Invest in Trends, not Asset Managers](#)

[The No.1 Trend for Planning- Demographics—and Why People are Fleeing Illinois](#)

[Trends: Understanding Aging and Immigration Are Critical To Your Future Success](#)

For more on how to include trends in your planning, I've created a “how-to” that you can adapt for your team. See my [Status Quo Risk Management Playbook](#).

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