

# What's Your TrendIQ?

Initials \_\_\_\_\_



1. What percent of your innovation investment portfolio is in each quadrant? (Innovation Mix)

<b>Products</b>	New	%	%
	Existing	%	%
		Existing	New
<b>Market</b>			

2. What is the weighting of trends you use in planning and forecasting? (H, M, L, N = none)

Trend Type	H/M/L/N
Internal data	
Past market or industry data	
Forecasts for market or industry	
Technology	
Economic	
Social/ Cultural	
Political/Regulatory	
Other:	

3. Are "trigger points" set where the company takes action?

Internal data	Yes	No
Past market or industry data	Yes	No
Forecasts for market or industry	Yes	No
Future socio- economic	Yes	No
Technology	Yes	No

4. What mix of technology trends do you use in planning and forecasting?

Internal development	%
Competitor development	%
Applied technology	%
Basic research	%

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5. What percent of time or resources is dedicated to monitoring your customers and prospects for trends? **(High/Med/Low)**

Employee= Sales, service, customer service

Primary= social media, surveys, website

Secondary= articles, industry sources, studies

<b>Info Source</b>	Secondary	%	%	%
	Primary	%	%	%
	Employee Info	%	%	%
		Large Customers	Small Customers	Non-Customers

**Market Segment**

Frequency

NA= Not done

Q= Quarterly

A= Annually

NP= New products

6. How often is trend information consolidated, analyzed and reported at each level?

7. How often are scenarios evaluated to respond to market and competitive changes at each level?

	<i>Frequency</i>	
<i>Level</i>	6.Trend Info	7.Scenarios
Product line		
Market research		
Business unit/ Division		
Corporation		

Company Revenue:

<\$25 MM    \$25-\$99MM    \$100-\$499MM    >\$500MM

Industry:

Consumer    Industrial    Medical/Pharma    Food    Service    Non-Profit    Financial

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