



## **MODULE 1-3: LOOK AT THE TRENDS**

### **KEY POINTS**

- Understand what the trends are in your market
- Time is a great indicator of past and future performance

### **QUESTIONS TO CONSIDER**

- What happened in your market back from 1996 to 2006?
- What happened in your market from 2006 up to today?
- How are your customers being served in the industry you are in?

### **ACTION ITEMS**

- Be in the mix of creating what the market wants
- Productization in an innovative way is key
- Discuss the past, present and future