



Activity: Forces for strategic innovation

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Thinking about an organisation with which you are familiar, try and list the 'driving forces' for strategic technological innovation. What are the main sources of demand and how are they pulling particular responses from competing firms? What are the main trends in technology and how are these shaping new opportunities which firms can exploit to advantage? Jot your ideas down in the spaces provided. Then add a future dimension - thinking 5, 10, 20 years ahead what can you see on the horizon? Is it more of the same or might there be possible points where new demand issues or new technology opportunities change the rules of the game?

<i>Now</i>		
<i>5 years ahead</i>		
<i>10 years ahead</i>		
<i>20 years ahead</i>		