© 2010 David Goldsmith All Rights Reserved L-PTT-03-100 Identify Forecasted Winners



## Paid to THINK® A leader's toolkit for redefining your future



Forecasted Winners - What do you anticipate to be the order winners of tomorrow?

- 1. List your Order Qualifiers what minimum requirements are necessary for an organization or individual to compete in a sector, location, industry, etc.?
- 2. List your Order Winners reasons why people use your services today
- 3. List your Forecasted Winners what you can accurately identify as the winners you foresee as being necessary for you to compete tomorrow.
- 4. Post the list and add and subtract from the list over a period of at least two weeks. Pull from all the ET categories for ideation.
- 5. When you feel confident the list is complete, add the projects to your next project evaluation review.

