

Weak Signals Amplification Worksheet

A FRAMEWORK FOR ENVISIONING THE FUTURE

	Now 0-3 Years	Next 3-5 Years	Later 5-10 Years
Behavior Signals			
Technology Signals			
Competitive Signals			

This Weak Signal Could...

- Wildly Succeed
- Ultimately Fail
- Become Niche

Weak Signals —————→ *Strong Signals*
A M P L I F I C A T I O N

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INSTRUCTIONS

1. Write in a signal you've identified in the 'now' column, in the row that best corresponds to its signal type: behavior, technology, or competitive.
2. Fill out the remaining signal types in the 'now' column, then amplify each signal type into the 'next' and 'later' columns. Imagine where each signal type could go in the future.
3. Repeat the step 2 under the assumptions that your original signal will succeed, fail, or become a niche. Use the amplifications to assess your organization's readiness for the future.

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