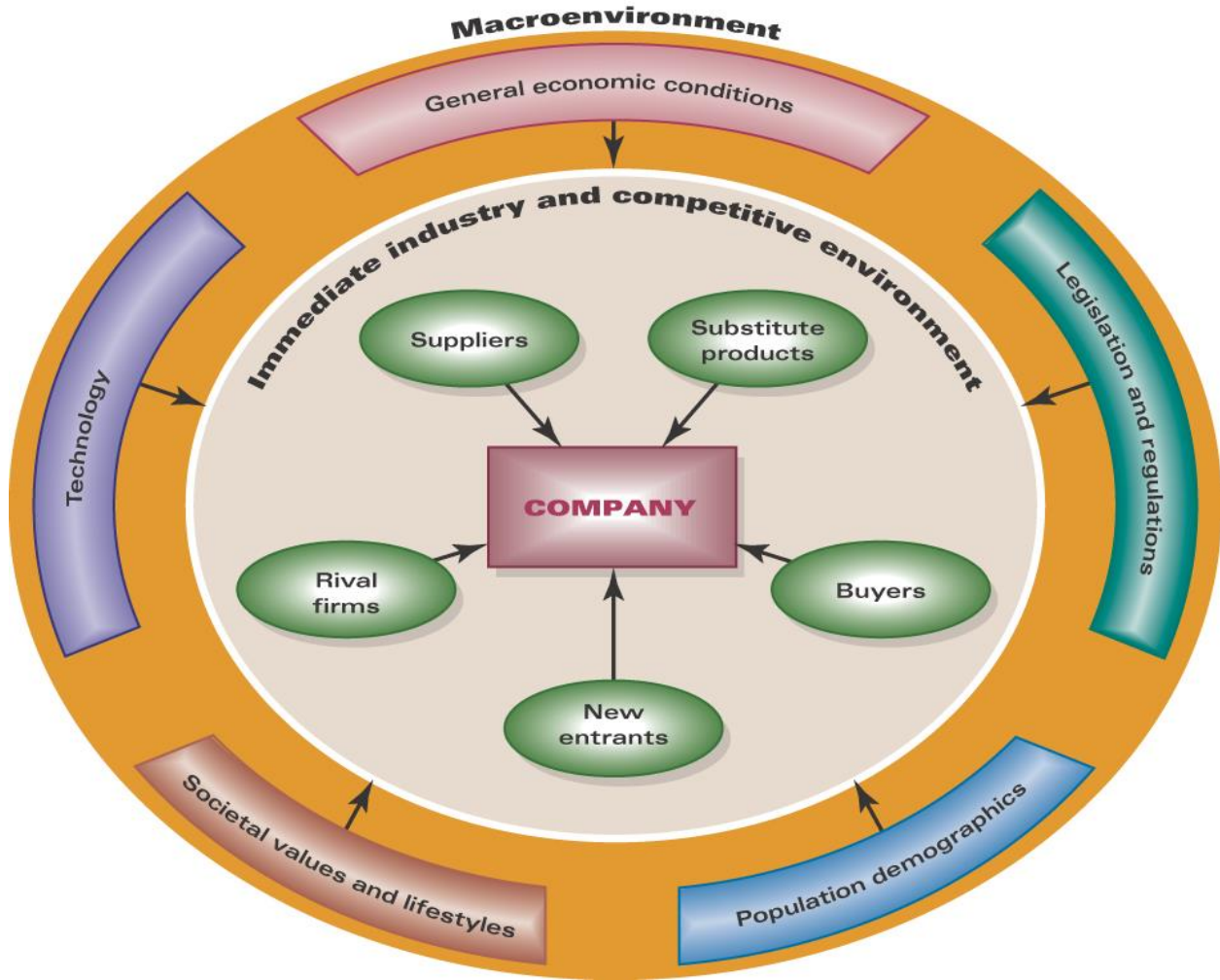


TEPAP Exercise

Understanding the Drivers of Change



Instructions: We discussed the diagram on the previous page in class. We want to begin by focusing on the 5 external drivers. Now you have a chance to think about one of these drivers of change in depth. For the next 20 minutes you are to work in a group of four to discuss one of the five drivers of change (Assigned in class). In your group discuss the key trends in this area and think about how they will impact your business over the next 3 to 5 years. Make sure to appoint a spokesman as we will spend a good deal of time debriefing your ideas in class.

Assigned Driver: \_\_\_\_\_

1. Technology

2. Societal Values and Lifestyles

3. Population Demographics

4. Legislation and Regulations

5. General Economic Conditions