

1. What are industry shifts?

Industry shifts are deep, structural changes to an industry, industry norms or how an industry operates. Often, these take place over 10+ years before they fully materialilze. By industry leades and experts, these shifts are rarely taken seriously as they are <<not how things are done in our industry>>. Industry shifts frequently represent significant disruption to incumbents. Often, they are only really understood in retrospect. Examples include the internet in the media industry, digital and social in the photo industry, low-cost airlines, distributed energy paradigms, Uber in transportation, clean energy and electric cars in oil & gas. Future-thinking, innovative firms can identify weak signals, invest to learn and develop new business models on major industry shifts.

2. List the top 3 - 5 industry shifts your industry is facing or expect to be facing in the future

- #1
- #2
- #3
- #4
- #5

3. Place your 3-5 industry shifts into the Industry Shifts Map below.



The Industry Shifts Map



Get yours at www.strategytools.io
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