



QUICK *Wisdom*

QUICK ACCESS TO TIMELESS WISDOM — ANY TIME, ANYWHERE

Bobb
BIEHL

TRENDS

*“Don’t only watch the trends,
watch the changes in the trends.”*

—Dr. Peter F. Drucker

Let’s say your event attendance
has been going up at a rate
of five percent per year
for the past 10 years,
but this year it changed to 25 percent.
Stop and ask yourself:
What does this trend increase mean?
What are the implications of this trend increase?
Where in this trend increase
can we find unexpected opportunity?
Watch the changes in your trends!

Here to help you win!

Bobb

— Bobb Biehl