

How to rate

Trends


Cheat Sheet

What? This cheat sheet provides a concise framework to help your organization assess and prioritize the trends and other demand drivers at play within your business environment.

Why? Rating trends according to different criteria provides a central view of the perceived impact that relevant drivers may have on your company's future growth plans.

Rating enables a collective perspective that informs strategic and operational decision-making.

Where? Collaboratively rate trends in the [ITONICS Innovation OS](#). The Innovation OS centralizes and structures all your trends and related innovation assets in customizable, interactive visualizations.

 Use the [ITONICS Radar](#) and Matrix to view and compare ratings in a glance, gain context, and uncover new opportunities.

Who? There are two approaches to determining who should rate:

Expert rating

- Only a dedicated group of invited subject matter experts
- Best for: **trend** and technology evaluation on specific criteria

Community rating

- All members of a community, team, or organization
- Best for: idea evaluation on general criteria

How? Follow six easy steps to get started:

1. Centralize your scouted trends in the Innovation OS. Create new or import existing trends from [ITONICS Trends & Technologies](#) or from external sources.

2. Define your rating criteria. Use the preconfigured trend ratings in the Innovation OS, or configure your own to align with specific needs and workflows.

 Preconfigured trend ratings in the Innovation OS:

Company-agnostic

- Scope
- Potential Impact
- Time-to-Market Impact
- Adoption Stage

Company-specific

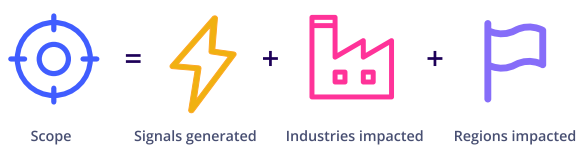
- Business Relevance
- Strategic Fit
- Need for Action

3. Invite your rating experts or community to rate all or a selection of trends. Rating can occur throughout a given time period or in dedicated workshops.

4. Rate the trends in the ITONICS Innovation OS. It is important that everyone invited to rate is aligned in the approach. Establish and communicate clear rating criteria and scales for your company-specific ratings based on your strategic goals. For establishing company-agnostic rating scales, you can use the following as a recommended guide:

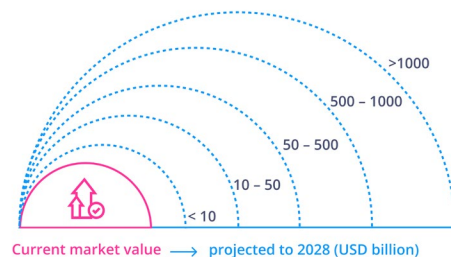
Scope

How far-reaching is the potential influence of the trend on the market?



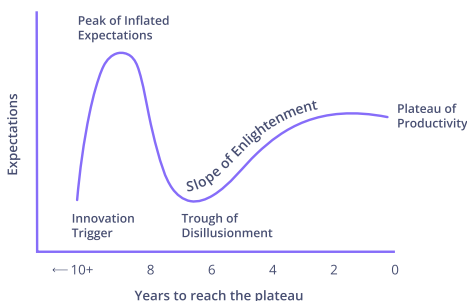
Potential Impact

How high is the potential impact of the trend on the market?



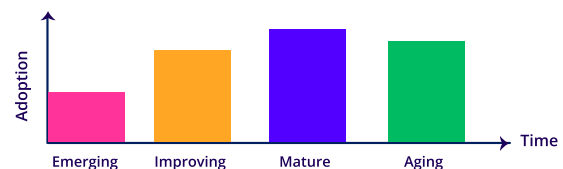
Time-to-Market Impact

When can the trend be expected to have a substantial impact on the market?



Adoption Stage

How mature is the trend in the market?



5. Analyze the ratings depending on who rated and how:



Average scores

- The arithmetic mean is calculated equally across all ratings
- Best for: all raters share a common background



Context-specific scores

- Results are analyzed from the specific perspectives of different business units
- Best for: multiple business units use the same criteria

6. Act on your collective intelligence. Filter trends on the Radar and Matrix based on preferred ratings. Save and share filtered views to inform strategic and operational decision-making.

Further resources:

Guide: [How To Rate Trends & Technologies](#)

Video: [How To Use ITONICS To Monitor Trends & Technologies](#)

Blog: [How To Identify Relevant Trends & Technologies For Your Organization](#)

Get a Demo

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