

WHAT YOU NEED TO LEARN ABOUT YOUR MARKET DEPENDS ON YOUR ORGANIZATION'S STRATEGY

	 REACTIVE	 RESPONSIVE	 INVENTIVE	 DISRUPTIVE
PROCESS	Listen-React	Listen to Solve	Analyze to Expand	Synthesize to Lead
OBJECTS OF LEARNING	Users - Workflow	Users – Function/Buyers Competitors Governors	Organization Strategy Markets Enablers	Organization Vision Ecosystem Meteors
THEME	<i>"Tell me what you want."</i>	<i>"What else do you want?"</i>	<i>"What do we want next?"</i>	<i>"What do we dream of?"</i>
SOURCES	Customer Service Calls Sales Requests	Buyers Regulatory Agencies	Market Leaders Technology Advances	Cultural shifts Ecosystem changes Societal Disruptions
LEARNING TOOLS	NA - passive	Advisory Boards Win/Loss Monitoring Regulations	Workflow Mapping Expert Updates Trend Analysis	Demographic Analysis Broad-Source Review Synergistic Thinking
WORKFLOW	Hear it - add to backlog	Proactive information gathering	Concept testing	Multi-source synthesis & ideation