



RECONVERGE®
forge belonging

G2:2019: April 22-25

Predicting the Future
Part 2/3: Inflection Points

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Key Learnings

- **Most all organization perform forecasting by way of extrapolation**

ex·tra·po·la·tion NOUN - the action of estimating or concluding something by assuming that existing trends will continue or a current method will remain applicable

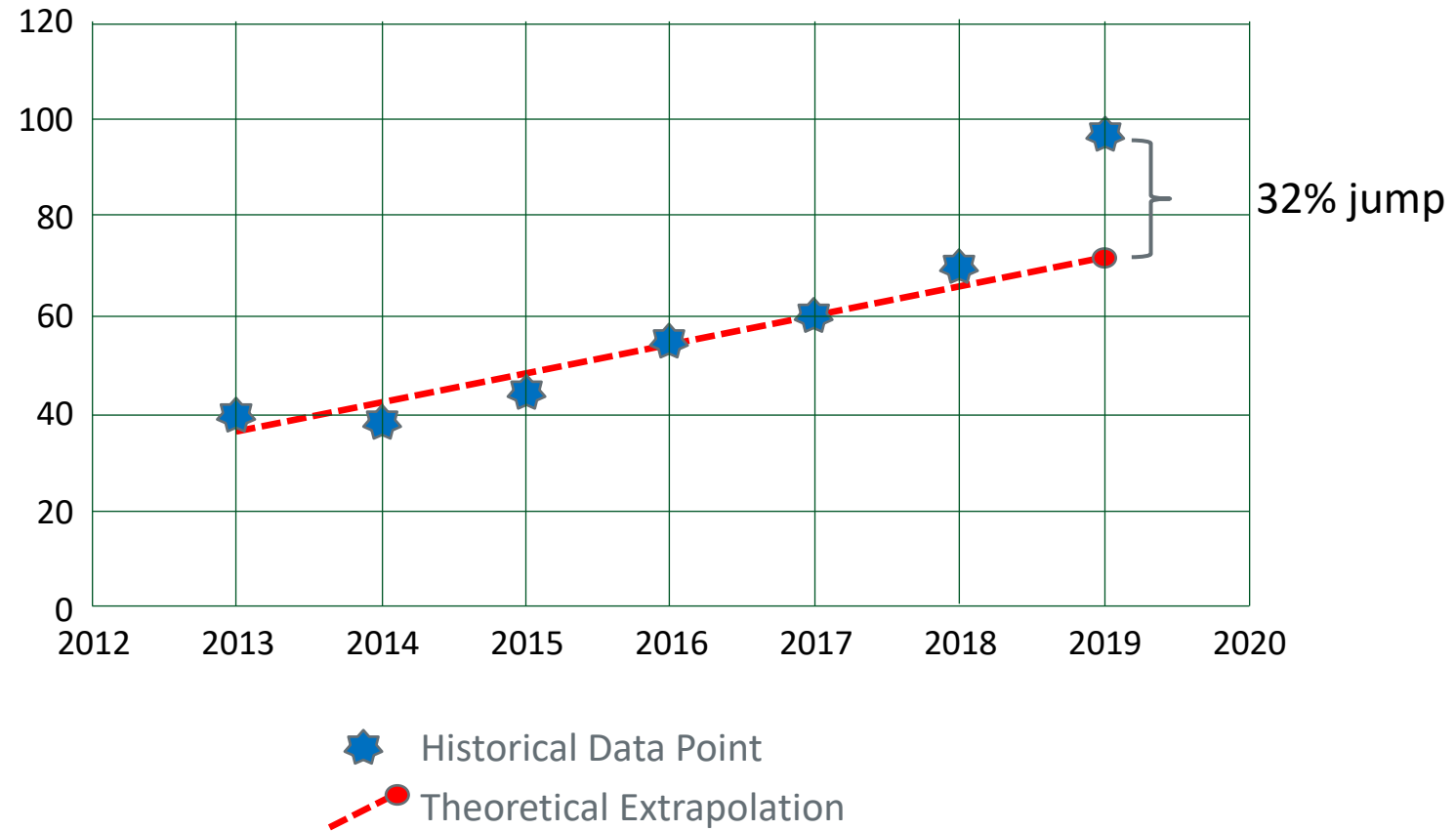
- **Extrapolation produces poor predictions**

- If actual data trends were all linear, extrapolation would be easy and accurate
- Inflection points in the real data are the complicating factors

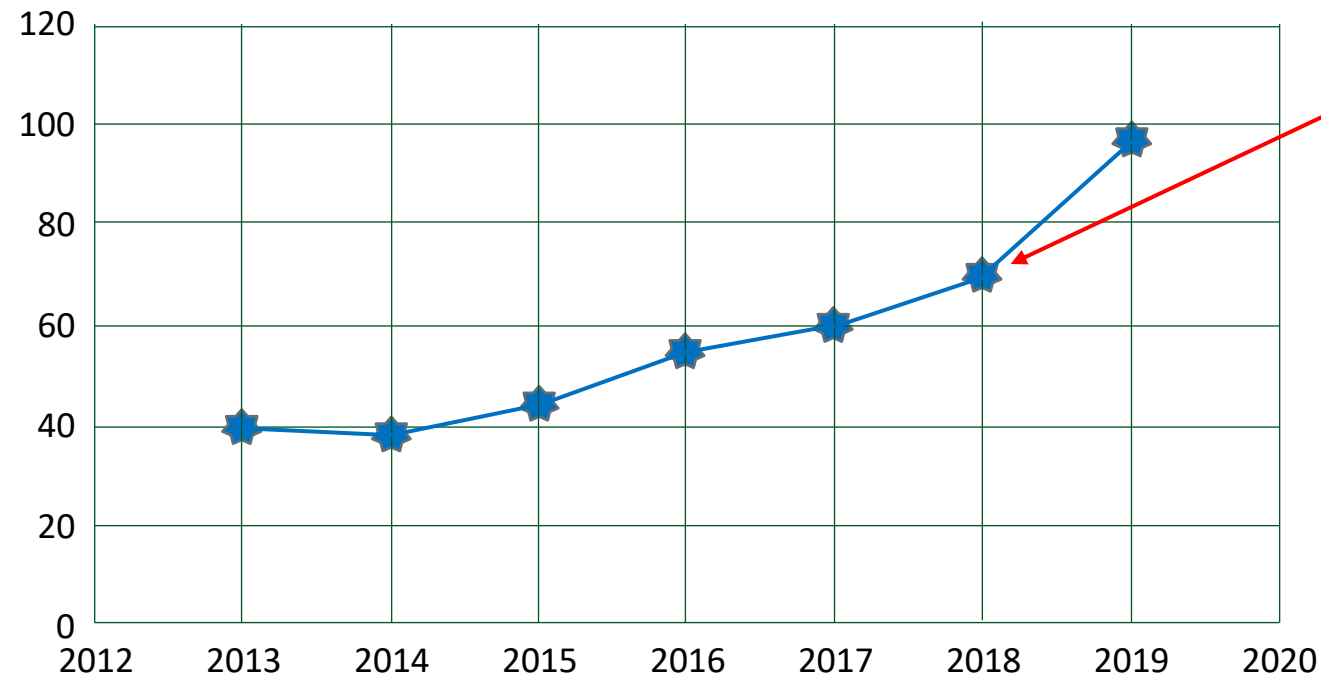
- Inflection points are either often ignored or assumed to be unknowable

- Organizational inertia usually drives the “head in the sand” response to somewhat obvious signals
- There is a way to know much of the “unknown”

G2 Conference Attendees



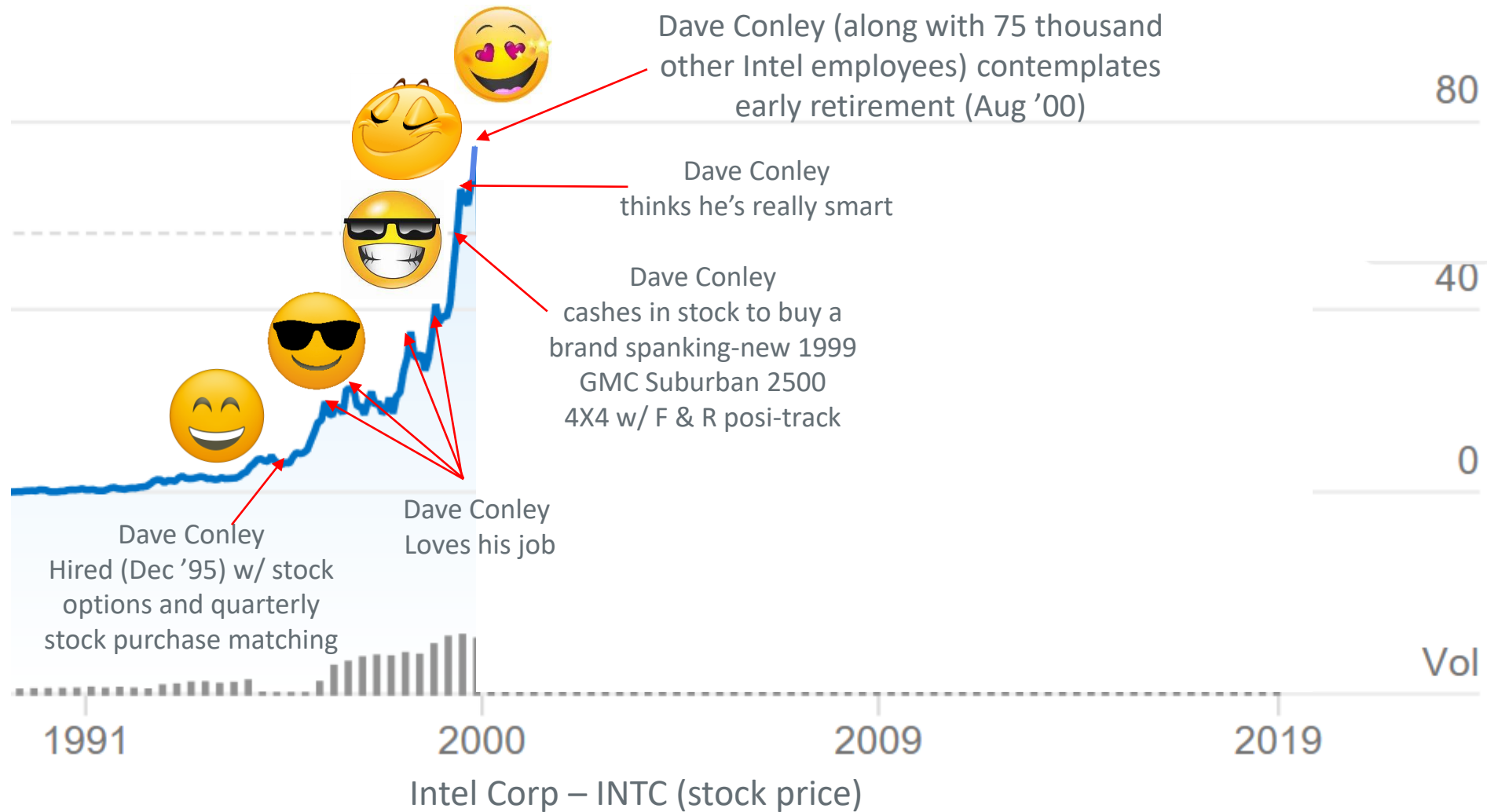
G2 Conference Attendees



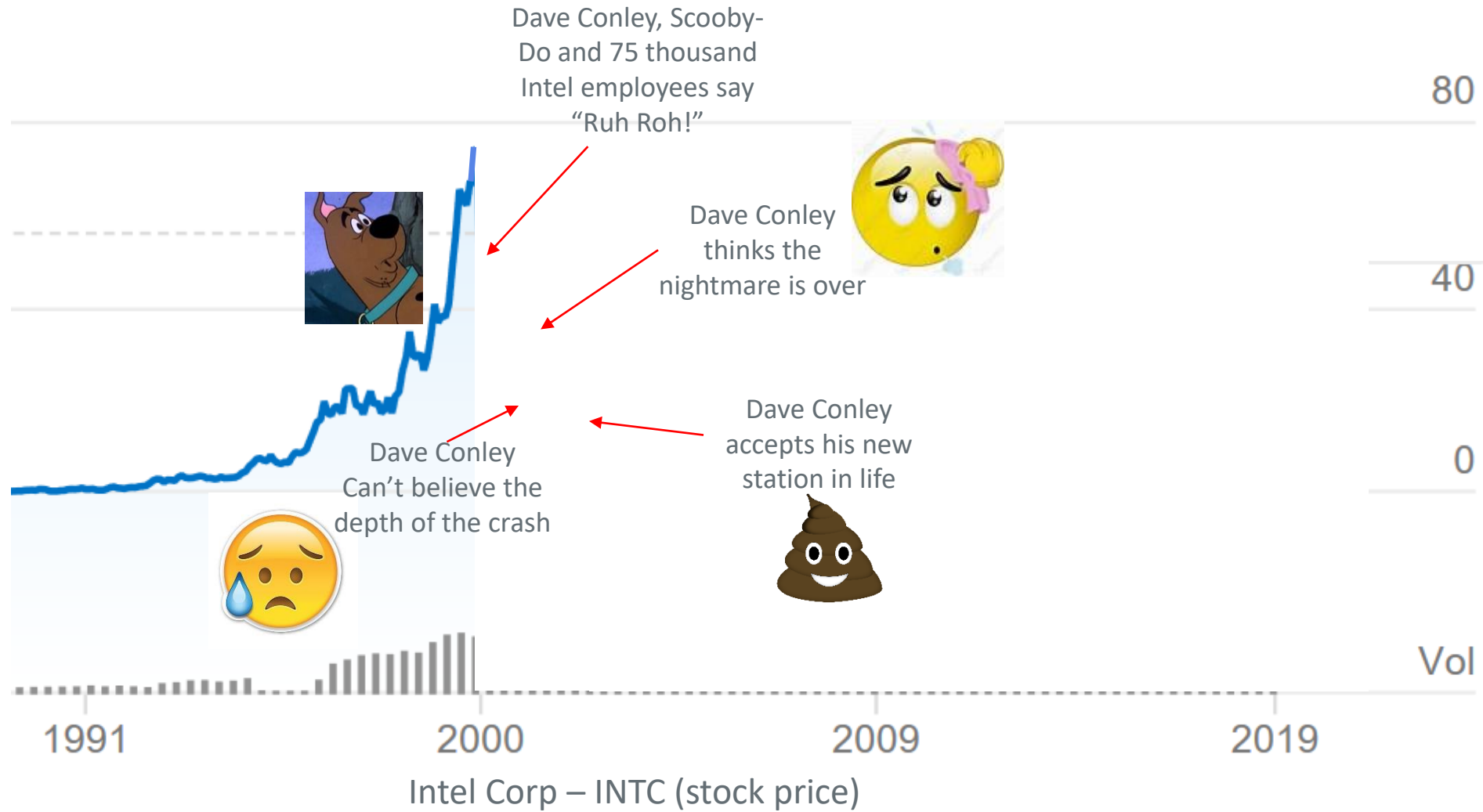
Inflection point – driven by designing the conference for teams which accelerates the attendees learning (inc. dynamization, inc. coordination, inc. value, etc.)

- ★ Historical Data Point
- Theoretical Extrapolation

Obvious (in hindsight) Inflection Point Case Study



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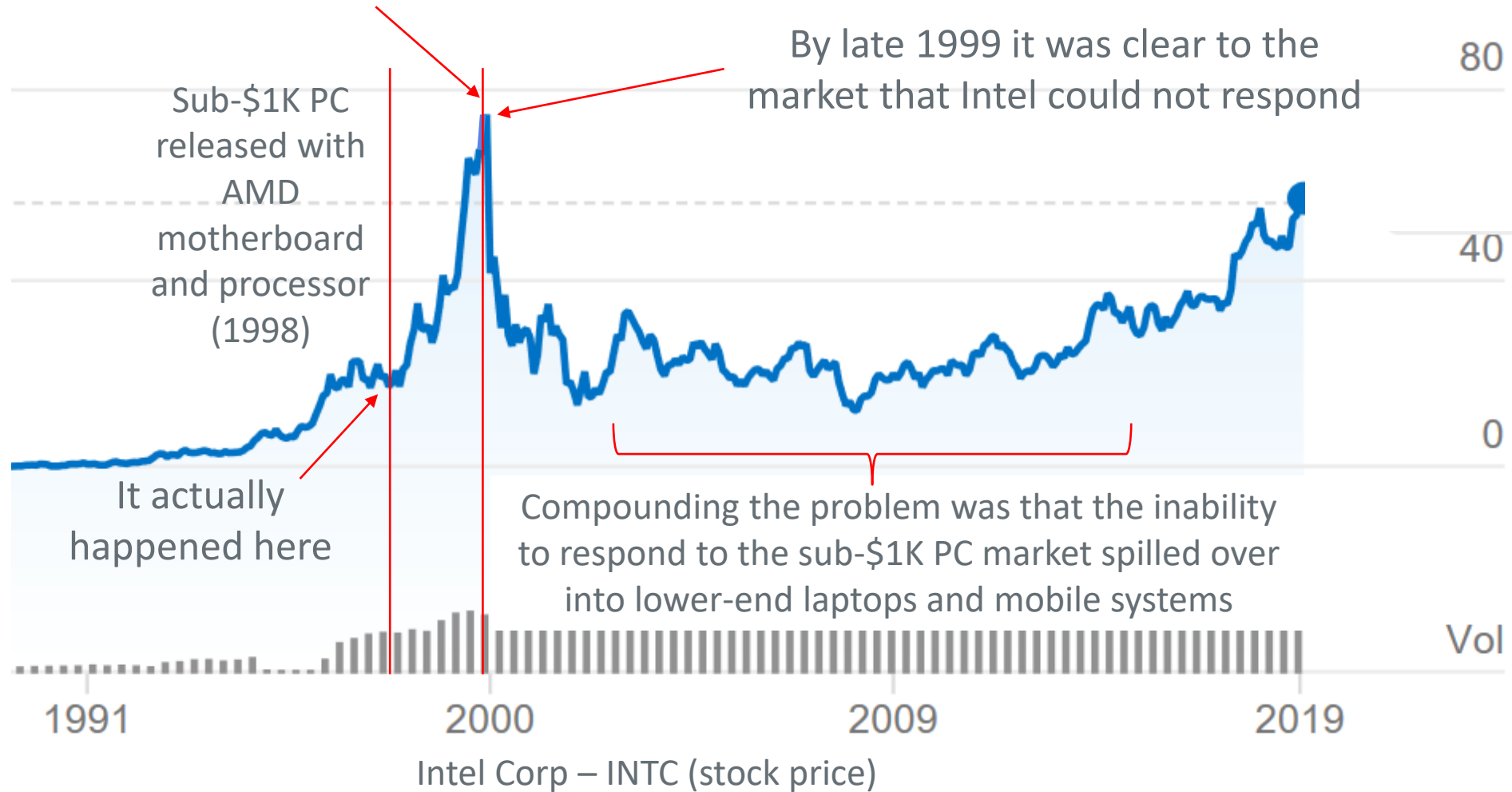


Obvious (in hindsight) Inflection Point Case Study

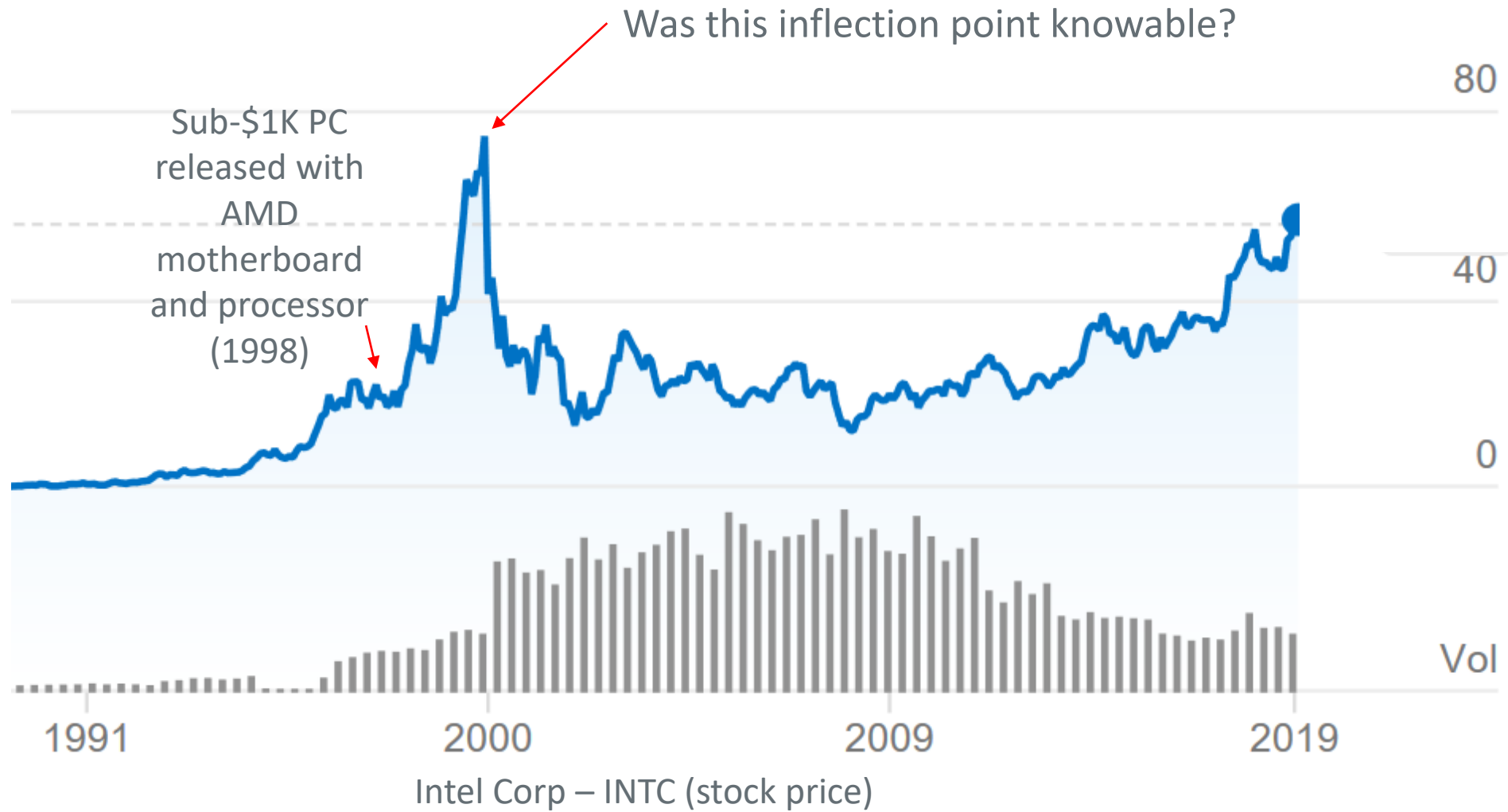


Obvious (in hindsight) Inflection Point Case Study

What happened here?



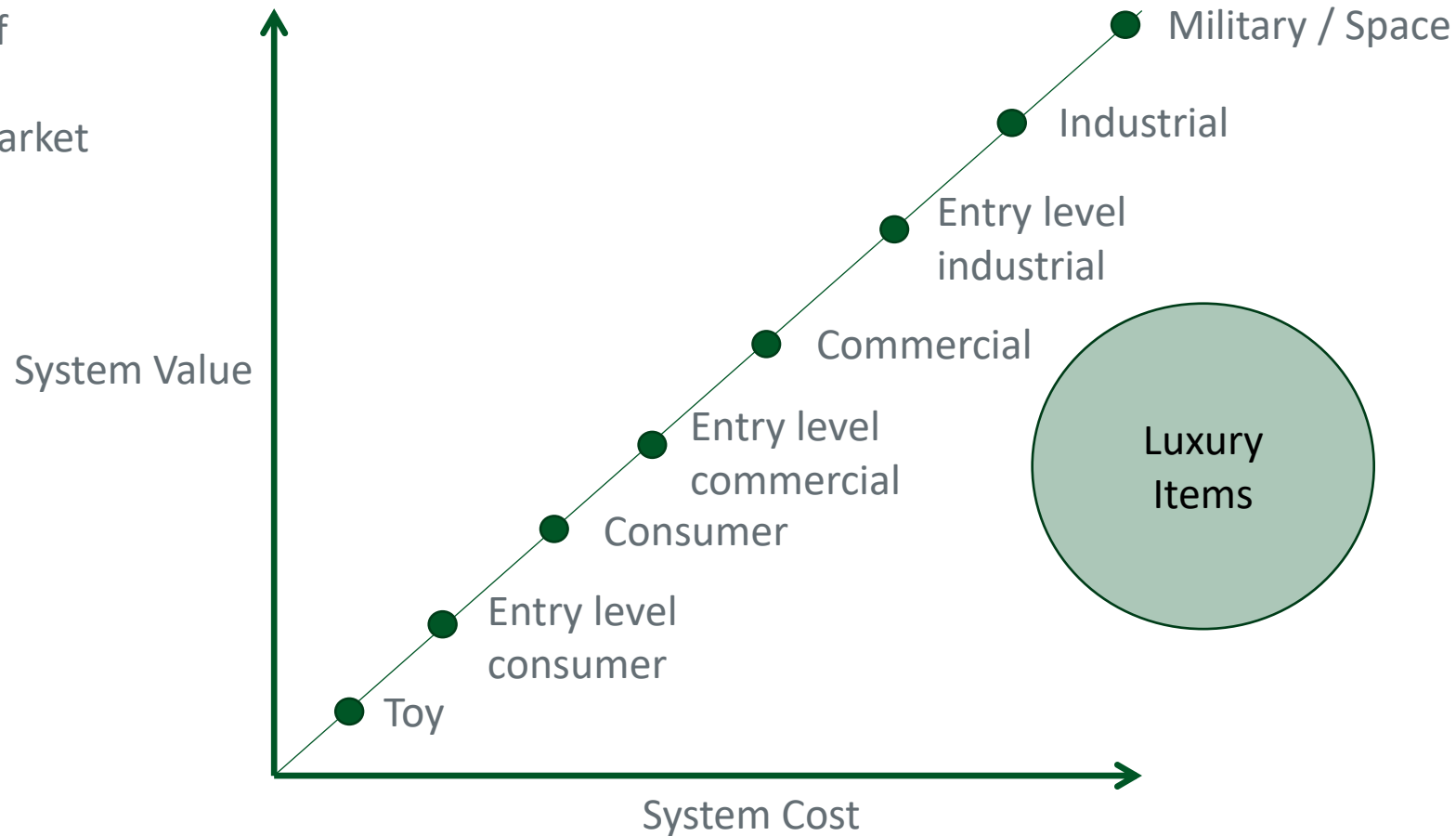
Obvious (in hindsight) Inflection Point Case Study



Obvious (in hindsight) Inflection Point Case Study

At any point in the life of a product (throughout the S-Curve), any point on the 45 degree axis of value vs. cost is acceptable by the market

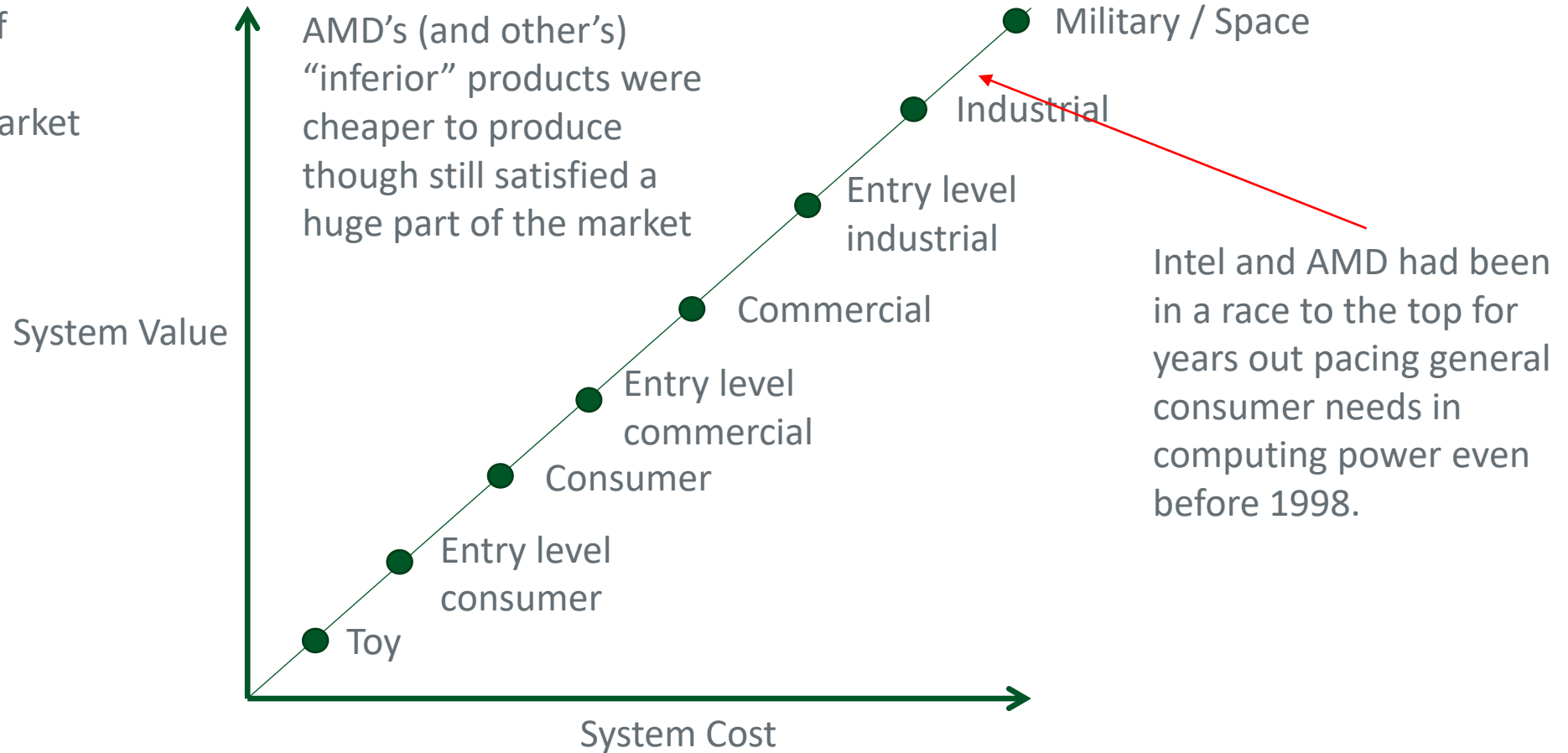
Was this inflection point knowable?



Obvious (in hindsight) Inflection Point Case Study

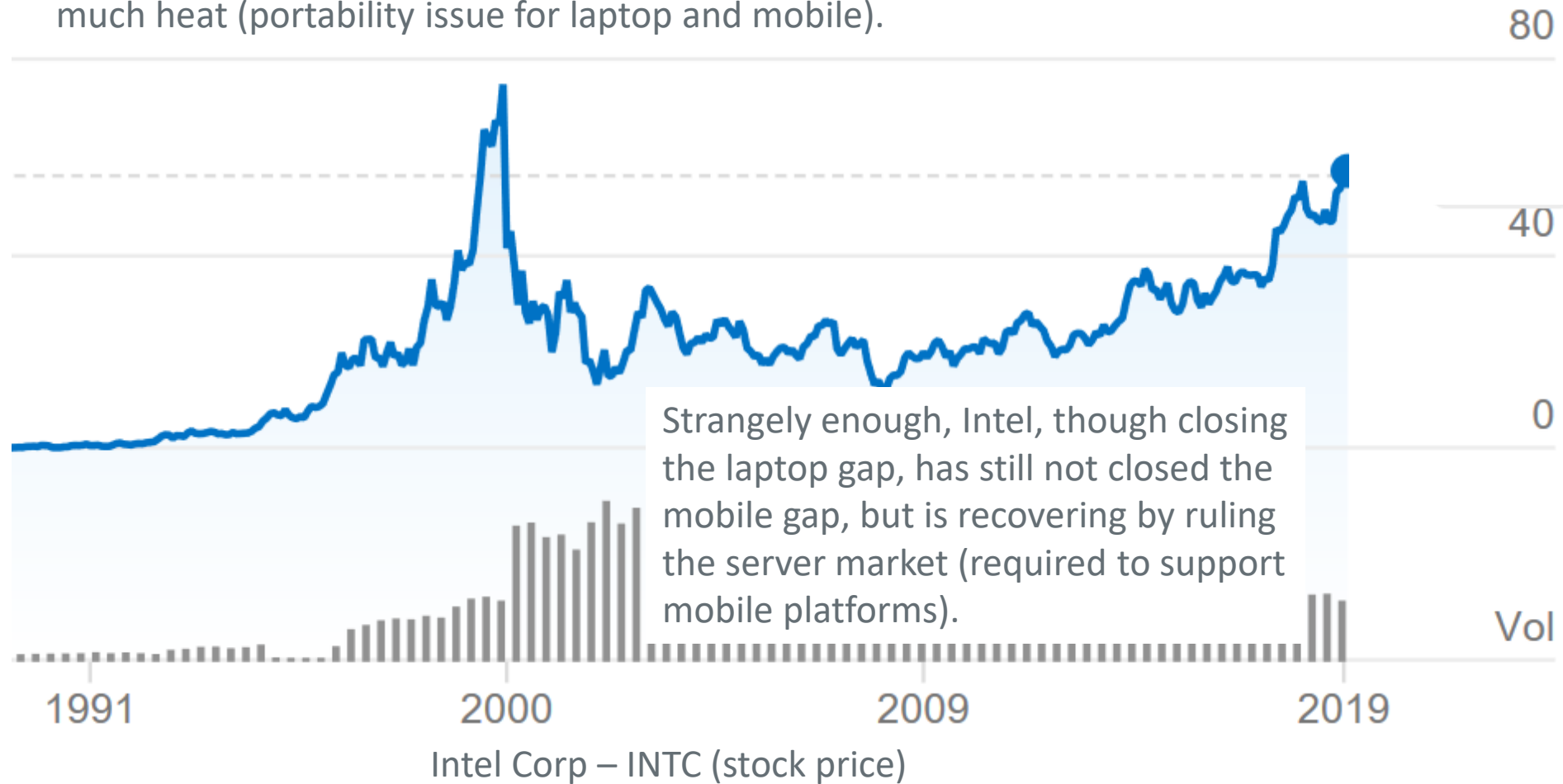
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Was this inflection point knowable?



Obvious (in hindsight) Inflection Point Case Study

Intel's products (while by far the best on the market) were over powered and thus used too much energy (battery life issue for laptop and mobile) and produced too much heat (portability issue for laptop and mobile).



Inflection Point Exercise

- Locate your product(s) or service(s) on the 45 degree axis of a value vs. cost graph
- What new markets might you enter by moving your product or service up or down the 45 degree axis?
- Is it possible for competitors to make an offering at a different point along the 45 degree axis?
- If so what might that look and how might you respond?
- Short Discussion / Sharing

Except in rare circumstances, isn't it next to impossible to have visibility to future inflection points?

