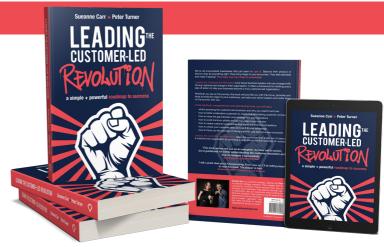
## The five customer trends

## SELF ASSESSMENT + REFLECTION

From **Page 17** of Leading the Customer-led Revolution



Think about your organisation today within the context of the five trends. Are you on it, or a little off? Give yourself the super-scientific rating out of five stars for each trend, then jot down a few notes on some initial things you might be able to do.

- **#I Paradox of choice**
- #2 Customer has the knowledge
- **#3 Stories over stuff**
- #4 Purpose-driven purchasing
- **#5** Personalisation

$\stackrel{\wedge}{\Longrightarrow}$	$\stackrel{\sim}{\sim}$	$\stackrel{\wedge}{\sim}$	$\stackrel{\wedge}{\bowtie}$	$\stackrel{\wedge}{\sim}$
$\stackrel{\wedge}{\square}$	$\stackrel{\wedge}{\sim}$	$\Diamond$	$\stackrel{\wedge}{\sim}$	$\stackrel{\wedge}{\sim}$
$\stackrel{\wedge}{\boxtimes}$	$\stackrel{\wedge}{\sim}$	$\stackrel{\wedge}{\boxtimes}$	$\stackrel{\wedge}{\sim}$	$\stackrel{\wedge}{\sim}$
$\Rightarrow$	$\stackrel{\wedge}{\sim}$	☆	☆	$\stackrel{\wedge}{\approx}$
$\stackrel{\wedge}{\Longrightarrow}$	*	$\stackrel{\wedge}{\Longrightarrow}$	$\stackrel{\wedge}{\Longrightarrow}$	☆

**NOTES / THOUGHTS**