



## Trend Spotting: How to Transform Trends into Business Results

**Robyn Waters**

April 27, 2011 • 8:30–11:30 a.m.

It's not about what's next ... It's about what's important. Recognizing and reacting to trends is a learned skill as much as it is an art. Robyn Waters knows that times have changed, and there is a new way of looking at the world and finding the latest trends for your organization. Robyn challenges audiences to look at trends from the inside out by focusing their attention on what's important instead of just what's next. She uses current and emerging trends in business as examples of how to be more than just up to the minute. Robyn knows firsthand that following trends not only keeps an organization thriving, it can also advance the organization to the next level. Seth Godin calls her "the woman who revolutionized what Target sells, and helped the company trounce Kmart."



**Robyn Waters** is Target's former Vice President of Trend, Design, and Product Development. She helped a small regional discount chain become a national fashion destination. She has served as a juror for numerous national design competitions, including the BusinessWeek IDEA Design Awards. Robyn is the author of *The Trendmaster's*

*Guide: Get A Jump on What Your Customer Wants Next*, and *The Hummer and the Mini: Navigating the Contradictions of the New Trend Landscape*.

### Leadership Competencies

**Gain skills and enhance the following capabilities:**

#### STRATEGIC ORIENTATION

- **Action Oriented:** Seizes more opportunities than others. Is action oriented and full of energy for the things he/she sees as challenging. Not fearful of acting with a minimum of planning.

#### PROBLEM SOLVING ORIENTATION

- **Organizational Agility:** Knows how to get things done both through formal channels and the informal network. Understands the origin and reasoning behind key policies, practices, and procedures. Knowledgeable about how organizations work, and work with their culture. Understands how strategies and tactics work in the organization.
- **Learning on the Fly:** Open to change. Experiments and will try anything to find solutions. A relentless and versatile learner. Analyzes both successes and failures for clues to improvement.

#### PEOPLE LEADERSHIP

- **Customer Focus:** Acts with customers in mind. Is dedicated to meeting the expectations and requirements of internal and external customers. Gets first-hand customer information and uses it for improvements in products and services. Establishes and maintains effective relationships with customers and gains their trust and respect.

Leadership Competencies are adapted from: Lombardo, Michael, and Eichinger, Robert. *For Your Improvement: A development and coaching guide for: learners, supervisors, managers, mentors, and feedback givers*. Minneapolis: Lominger Limited, Inc, 2000.

#### PROGRAM LOCATION

Donald R. Seawell Grand Ballroom at The Denver Center for the Performing Arts • 14th & Arapahoe, Denver, CO 80204

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