

Why use the ROESI model?

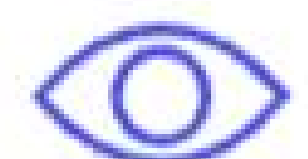
ROESI is a **data-driven action suggestion model** developed by Trensition, which translates complex trends into actionable strategies to drive organizational growth. Team members can have different visions about the actions needed to support the company's future. ROESI helps you manage the varying visions and guide conversations about which action to take. As a source of objective insights, ROESI encourages reflection on trends, leading to decisive, effective action.

With this model, you do more than observe market trends—you confidently shape your future.



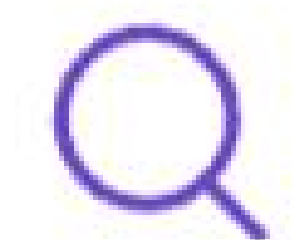
RECOGNIZE

Be aware the trend exists, no further action required.



OBSERVE

Proactively and periodically monitor the evolution of this trend.



EXPLORE

Explore trend in-depth. Perform deep dives and assess risks and opportunities within the business context and beyond.



STRATEGIZE

Develop strategy and build capabilities. Envision best optimal approach. Build, Measure, Learn.



INCORPORATE

Fine-tune into initiatives. Incorporate into operations, scale within the organization.