

STEP

Strategic Trend Evaluation Process

Weiner, Edrich, Brown, Inc.
200 East 33rd Street, Suite 9I
New York, NY 10016
(212) 889-7007
www.weineredrichbrown.com

STEP: Strategic Trend Evaluation Process

STEP is an ongoing service that addresses strategic information needs of managers for:

- * innovation
- * planning
- * public affairs
- * product development
- * investments
- * marketing, advertising and communications
- * human resources and executive training
- * issues management
- * conference agenda

STEP is a client-focused, participatory program that provides you with:

- **A continuous look at emerging issues** in the external environment — at what is happening in the social, economic, political and technological climates that could affect your company's or association's customers, members, strategies and operations.
- **A quarterly forum in New York** for you and members of your staff to participate in the analysis of these emerging issues — along with our other clients who have similar needs for getting an early handle on these changing times.
- **Many hours of additional and tailored assistance** in applying the information and analyses to your own particular needs.

STEP is a multi-client offering that combines components of other services that have been provided by Weiner, Edrich, Brown, at much higher cost to individual clients. Here's how it works:

1. Weiner, Edrich, Brown will send you a monthly package of over 50 abstracts drawn from dozens of carefully selected and tested publications, websites and other sources. These abstracts will provide pertinent information about trends and developments shaping your social, economic, political and technological environments.
2. Every quarter, Weiner, Edrich, Brown holds a one-day meeting for **STEP** subscribers, at which participants:
 - Discuss six new issues emerging from the prior quarter's abstracts (that amounts to 24 new issues per year.)

- Develop implications of emerging issues for businesses and associations in general — and for client-specific interests that are raised.
3. Included in your **STEP** contract are up to 30 hours of consulting time, which include any necessary preparation or travel, and these can be used by telephone or in person, at your discretion. You might use this time for:
- Development of your own internal strategic scanning and analysis program — working with members of your management and staff, we help to further refine the information into intelligence for you and your organization, and at the same time, help you to involve critical thinkers and decision-makers in your company or association on an ongoing basis.
 - Briefings for you and your colleagues on the specific implications of external developments.
 - Development of seminars on relevant social, technological, economic and political trends and developments, and their implications for marketing, new product development, public and government affairs, one or more of your customers or members, or any other operational area you may be charged with.

The cost for **STEP** is \$50,000 per year, exclusive of our travel and related expenses.

There is no comparable service available at such a modest price. The consulting time alone, individualized as it is, would cost more than the price of this complete program. And no other service is backed by our personal record of more than 40 years of successful experience in strategic scanning and analysis — and in practical application of information about trends, developments and issues in the external environment.

One Final Note

Sometimes forgetting is as important as learning. We are incapable of changing with the times if we cling to the methods and visions of the past. Neglecting to alert your organization to new technology, new markets, changed markets, new approaches to managing, new product and service opportunities, new interest groups, and new public challenges is a sure way to allow competing organizations — both traditional and new — to enter your world and pick off your best ideas, best customers, best members, best employees and best chances to master the quickening pace of future challenges. **STEP** is a tremendous resource for you in these changing times, and we will personally work with you to tailor the program to your needs.

For information, contact us at:

Weiner, Edrich, Brown, Inc.

200 East 33rd Street, Suite 9I

New York, NY 10016

Telephone: (212) 889-7007

Fax: (212) 679-0628

info@weineredrichbrown.com ♦ www.weineredrichbrown.com

Weiner, Edrich, Brown, Inc. (WEB)

Weiner, Edrich, Brown, Inc., founded in 1977, was the pioneer futurist consulting firm in providing **strategic scanning services**. Continually tracking social, economic, political and technological trends, **WEB** serves client organizations by enhancing their capacity to look ahead and to respond profitably to change. Services include:

- **Explorations** into the markets and products that provide future opportunities for clients.
- **Programs** analyzing trends and their specific impacts on client organizations.
- **Talks, seminars, workshops and management retreats** that help client organizations respond effectively to changes in the external environment.
- **Multi-client programs** that provide monthly abstracts, quarterly trend meetings and individualized consulting time.
- And a host of tailored, client-centered programs and processes to aid **planning** and **strategy** development.

WEB's clients have included major corporations, trade associations, the U.S. Congress, leading research organizations and other consulting firms. **WEB** has worked with executives in the fields of **strategic planning, new product development, marketing, advertising, public affairs, administration, investment, finance, communications, human resources, and government relations.**

Arnold Brown and **Edie Weiner**, the principals, serve on a number of boards and advisory groups in both the public and private sectors. They have authored numerous articles, and their work has been reported on in hundreds of periodicals, including *The Wall Street Journal*, *Boardroom Reports*, *Fortune*, *U.S.A. Today*, *Best's Review*, and *Planning Review*. Their first book, "*Supermanaging: How to Harness Change for Personal and Organizational Success*," was selected by three major book clubs and was published in Europe, Japan and Latin America. Their second book, "*Office Biology*," was a ground-breaking compilation of recent discoveries about human biology and what these mean for work and the workplace. Their third book, "*Insider's Guide to the Future*," met with rave reviews. Their current book, "*FutureThink*," is a best seller globally, and has become a template for innovative thinking and strategy. Weiner and Brown were the subject of a PBS television program on business planning, and have been consulted by *Business Week*, *The Wall Street Journal*, *The New York Times*, *Newsweek*, and *Fortune* for ideas about significant trends in business and the business environment. They are frequently asked to speak at conferences, on campuses, at corporate meetings and on TV and radio.

Past and Present Clients of Weiner, Edrich, Brown, Inc. include:

Accenture	General Mills	Petrosar
American Apparel Mfrs. Assn.	General Motors	Pharmaceutical Mfrs. Assn.
American Assn. of Ad Agencies	Govt. of Alberta	Philip Morris International
American Council of Life Ins.	GPU Nuclear Corporation	Pillsbury
America's Community Bankers	Grey Advertising	Pitney Bowes
American Express	John Hancock	Port Auth. of NY & NJ
American Institute of CPAs	Harley-Davidson	Portland General Electric
American Intl. Group (AIG)	Hartford, The	Procter & Gamble
American Society of CLUs	Heublein	Prudential
American Stock Exchange	Hoechst Celanese	Public Affairs Council
APCO	Hoffmann-LaRoche	Raytheon
ARCO	Humana	R.J. Reynolds
Assn. of Junior Leagues Int'l.	IBM	Rockwell Automation
Assurant, Inc.	ING	St. Petersburg Times
Australian Assn. of Corporate Directors	Internal Revenue Service	Safeway
AT&T	Intl Council of Shopping Ctrs	Schering-Plough
Avon	ISG/Mars	Joseph Seagram & Sons
Bank Marketing Assoc.	S.C. Johnson & Son	Sears Roebuck & Co.
Baptist Gen. Convention of TX	Kal Kan Foods	Security Ind. Automation Corp.
Baylor Medical Center	Kraft	Security Pacific Fin. Svcs.
Bell Canada	Lee Hecht Harrison	Service Master Corp.
Bell South	Leo Burnett, USA	Shell Canada
Boardroom Inc.	Life Ins. Mktng & Res. Assn.	SIGNET Banking Co.
Bristol-Myers	Luxury Goods Mkt Council	SmithKlein Beecham
Brookwood Industries	Macy's West	Society of Actuaries
Burger King	Mass. Mutual Life Ins. Co.	Society of American Florists
Campbell's	McDonald's	Southern Baptist Sunday School Board
Census Bureau	MeadWestvaco	Sperry
Charming Shoppes	Merck	SRI International
Chase Bank	Metropolitan Life	Taco Bell
CIGNA	Monsanto	Target Corporation
CIT	MONY	Texas A&M Center for Retailing Studies
Citigroup	J.C. Penney	Turkish Federation of Industrial Associations
Coca-Cola	J.P. Morgan & Co.	J. Walter Thompson
Conference Board, The	Natl. Assn. of College Stores	3M
Crowe Chizek	Natl. Assoc. of Convenience Stores	Unilever
Dial Corp.	National Retail Federation	United Airlines
Dubai Holding	Nat'l. Rural Electric Coop. Assoc.	United States Congress
E.I. DuPont	New England Bar Assn.	U.S. Dept. of Health & Human Services
Edison Electric Institute	N.Y. Life Ins. Co.	U.S. Department of Justice
Electric Power Research Institute	N.Y. State Dept. of Education	U.S. GAO
Ernst & Young	Niagara Mohawk Power	U.S. Trust Co. of N.Y.
Esquire Magazine	Neiman Marcus	U.S. West
Fairchild Publications	Nokia	United Way of America
Fidelity Investments	Northwestern Mutual Life Ins.	UNUM Corp.
Financial Acct. Standards Bd.	Ontario Ministry of Tourism	Virchow Krause
Financial Times	Owens-Corning	Wachovia
Food Marketing Institute	Pacific Petroleum Conference	Western Electric
Ford	PayPal	Westinghouse
Fragrance Foundation, The	Penn Central	Women's Jewelry Association
GAP International	Penton Publishing	
General Electric	Pepsico	
GE Capital		

Sample Publications Scanned

The Atlantic Monthly	Harvard Business Review	Technology Forecasts & Technology
Business Week	IEEE Spectrum	Surveys
The Economist	Inc.	Technology Review
Fast Company	New Republic	U. S. News & World Report
Forbes	New Scientist	The Wall Street Journal
Foreign Affairs	Newsweek	The Washington Post
Foreign Policy	The New York Times	The Weekly Standard
Fortune	Reason	The Wilson Quarterly
Futurific	Science	World Future Society Bulletin
The Futurist	Science News	
Harper's	Scientific American	

Sample Websites Scanned

BBC	The Guardian	Popular Science
The Boston Globe	Huffington Post	TechNewsDaily
Christian Science Monitor	Innovation Watch	Time Magazine
CNN	Kurzweil AI	TreeHugger
The Cool Hunter	Live Science	Trend Central Newsletter
Daily Telegraph	The Los Angeles Times	Wired
Designboom	MIT Technology Review	Yahoo! News
Digg Science/Tech News	MSNBC	
Engadget	PhysOrg	

Many newsletters, conference proceedings, videos, association materials and miscellaneous periodicals and presentations are also incorporated into the materials reviewed by **Weiner, Edrich, Brown, Inc.** to ascertain emerging trends. The above list includes only those publications that are currently monitored on a regular systematic basis. The list is subject to change (and has been changed) over time.