

As noted from *inaccurate* election polling projections, it is far easier to assess past activities than forecast the future. However, future projections are vital to planning our overall well-being.

The more targeted our future projections are the more accurate our actions can become. Marked variations exist between group behaviors. For example, our election results responses differed between the categories of men/women, college/non college educated, urban/rural residents, white/no-white voters and lockdown/ stay open business owners.

When you assess opportune new markets, make certain not only to assess overall market growth, but **the growth in the individual segments that relate to your planned offerings**. Procter & Gamble lives by the concept of *divide* (the total market) *and conquer* (sub-segments).

By now you should have selected your preferred diversified product/service candidate and planned a strategy for its introduction.

The *NEW ORDER* era is close upon us as coronavirus inoculation options become available. This is your timing opportunity to launch your diversified product/service. **Ride the crest of the *NEW ERA* wave, do not just be a follower!**

More specific action suggestions and steps are included in my [MOVING FORWARD - DECEMBER](#) webpage presentation.