

It's In The Little Things

Hard facts and real people show us where the world is heading



“A microtrend is an intense identity group that is growing, which has needs and wants unmet by the current crop of companies, marketers, policy makers and others who would influence society’s behavior.” So the authors proclaim in this interesting book. A microtrend is a group to watch – and a group eager for attention.

Passing by the title *Microtrends* in the bookstore, what attracted me was the subtitle: “*The small forces behind tomorrow’s big changes.*” I know that whether I am coaching within an organization or with a solitary individual, it is the small shifts, the little changes that bring about the huge transformations. Now, this

Penn and Zalesne bring to their work is based on 30 years of polling at the highest level. They combine descriptive words with solid numbers, pointing out that “numbers cut to the chase of any situation. Most of the time we can’t see the true patterns of people’s lives except through statistics. Until we know the statistics, people see the world through the eyes of the media.”

I love the scientific approach, the sneak peek at what people are thinking, where the new waves of learning are, and what groups are forming. Nevertheless, I am a “flip reader” when it comes to this kind of book. I choose my favorite topics and leave the ones that don’t inter-

statistics, gives the invisible a voice.

As coaches it is important for us to be in touch with what is going on in the world. *Microtrends* gave me a microscope on the world in a way that was accessible. I am not usually interested in the numbers, but this book is a great combination of hard facts and stories of real people.

For corporate coaches, trends are identified that will help businesses stay ahead of the eight ball. For all coaches, this book is a gold mine when it comes to connecting with your people and identifying people who are in need of guidance and support.

As an addition to your bookshelf, *Microtrends* certainly is not for everyone. But it seems to me worth a glance. You just might find out something new. As the book points out, “Hidden right in front of us are powerful counter-intuitive trends that can be used to drive a new business, run a campaign, start a movement or guide your investment strategy.”

Easy to read and at times even entertaining, *Microtrends* offers some great information. One of our basic human fears is the fear of the future, and this book gives us a way to think about the future and change. If we get in the habit of looking for where people connect around their passions, we will have a sense of where the world is heading. ●

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book takes that same conversation to a global level.

When you dig into this book, co-written by Mark Penn and E. Kinney Zalesne, you’ll quickly see that these microtrends impact all of us – whether we know it or not.

Recently I was looking to broaden my view of how to reach potential clients who were in need of my relationship coaching services. I had lots of ideas, many of which I thought were both practically sound as well as personally exciting. They included what kind of people I wanted to work with and the change I intended to create for my clients. What was missing was information on real concerns that were out there in the world at large.

Enter *Microtrends*. The reporting

est me for others to explore. So I asked Curtis, my husband and business partner, to take a look. He found the book so captivating that he read it cover to cover, loving the discovery of tiny fascinating cultures beneath the surface.

I am happy to report that he found the new niche we had been considering (married business partners) included in the 70 trend groups revealed in the book along with an interesting mix that included everything from newly released ex-cons to teen knitters to neglected dads to America’s home schooled. These small intense groups are full of passion, and full of people feeling ignored by the world.

At its core, *Microtrends* lifts a veil and, through compelling stories and