

# TABLE OF CONTENTS

## #1 REWIND



|     |  |    |
|-----|--|----|
| 1.1 | WHAT IS YOUR TIME PERSPECTIVE?         | 07 |
| 1.2 | IS THE FUTURE DETERMINED OR OPEN?      | 09 |
| 1.3 | PREDICTIONS GONE WRONG, BUT WHY?       | 10 |
| 1.4 | WHAT IS YOUR SKILL LEVEL?              | 12 |
| 1.5 | EXPLORE THE TREND PROFESSION LANDSCAPE | 14 |

## #2 FRAMEWORK



|     |                                  |    |
|-----|----------------------------------|----|
| 2.1 | POSITION YOURSELF: EMO OR RATIO? | 12 |
| 2.2 | CREATE YOUR TREND DEFINITION     | 18 |
| 2.3 | WHAT IS THE HYPE ABOUT?          | 20 |
| 2.4 | THE LEVELS OF YOUR TREND SPOT    | 22 |
| 2.5 | PLOT ON THE CURVE                | 24 |

## #3 SCAN



|     |   |    |
|-----|---|----|
| 3.1 | TRAIN YOUR SENSES                         | 27 |
| 3.2 | YOUR PREFERENCE IN FIELD RESEARCH SOURCES | 28 |
| 3.3 | YOUR PREFERENCE IN DESK RESEARCH SOURCES  | 30 |
| 3.4 | CREATE A SCAN PLAN                        | 32 |
| 3.5 | NETWORK SPOTTING: WHO DO YOU KNOW?        | 34 |
| 3.6 | SELECT YOUR TREND SPOTS                   | 36 |
| 3.7 | DESCRIBE YOUR TREND SPOTS                 | 38 |

## #4 ANALYSE



|     |                            |    |
|-----|----------------------------|----|
| 4.1 | CLUSTER YOUR SPOTS         | 41 |
| 4.2 | VALIDATE YOUR CLUSTERS     | 44 |
| 4.3 | CREATE A TREND MOOD BOARD  | 46 |
| 4.4 | CREATE YOUR TREND OVERVIEW | 48 |

## #5 APPLY



|     |                                  |    |
|-----|----------------------------------|----|
| 5.1 | UNCOVER THE SCOPE                | 52 |
| 5.2 | DEFINE YOUR TREND COMMUNICATION  | 54 |
| 5.3 | SELECT RELEVANT TRENDS           | 56 |
| 5.4 | GET YOUR CREATIVE JUICES FLOWING | 58 |
| 5.5 | FORMULATE TRIGGER QUESTIONS      | 59 |
| 5.6 | PRIORITISE YOUR INNOVATIVE IDEAS | 60 |

## #6 FORWARD



|     |                              |    |
|-----|------------------------------|----|
| 6.1 | HOW TO MOVE FORWARD YOURSELF | 63 |
|-----|------------------------------|----|

## SOURCES

64

## □ 2.2 CREATE YOUR TREND DEFINITION

The word 'trend' evokes many different associations and you might have heard this word being used in various ways and in different situations. What are the first thoughts that pop up in your head when you hear the word trend? And when you ask your family and friends, what type of answers do you get?

Create a mind map where you collect all associations regarding the word 'trend'. Use this map as input to create your own definition of a trend. The goal is to help you in explaining your view on trends to others.

// reference page 36 to 38 in How to Research Trends

My definition of a trend is:

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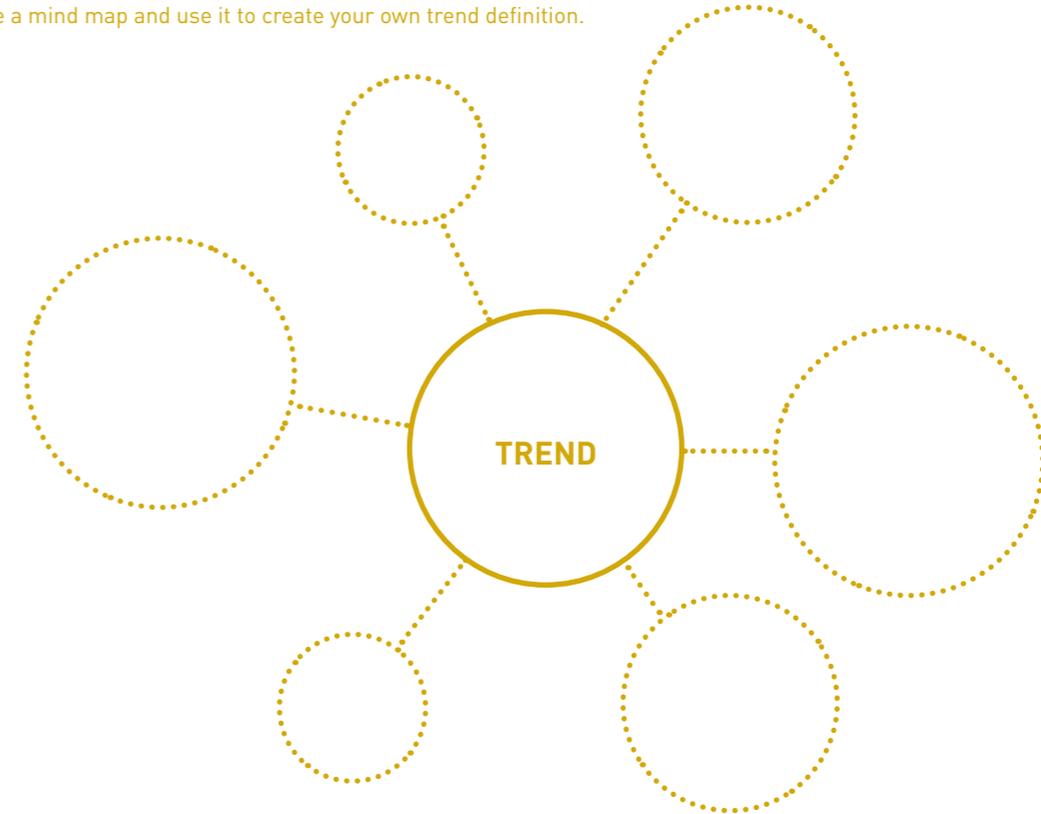


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### WHAT IS YOUR DEFINITION OF A TREND?

Make a mind map and use it to create your own trend definition.



# #3

# SCAN

## THE ART OF LOOKING SIDWAYS

Train yourself to become more observant and find manifestations of change.

## = 3.1 TRAIN YOUR SENSES

To become more observant of change, it is essential to use all your senses. To which extent do you use your senses? Mark your answers.



| SENSES        | MARK YOUR ANSWER |           |       |
|---------------|------------------|-----------|-------|
| Sight .....   | never            | sometimes | often |
| Hearing ..... | never            | sometimes | often |
| Smell .....   | never            | sometimes | often |
| Taste .....   | never            | sometimes | often |
| Touch .....   | never            | sometimes | often |

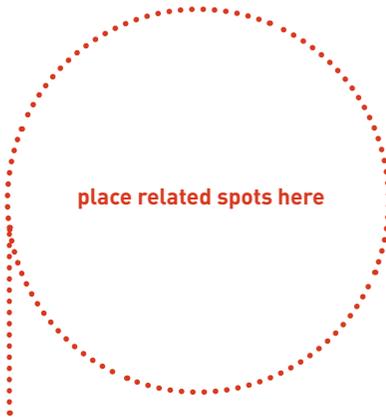
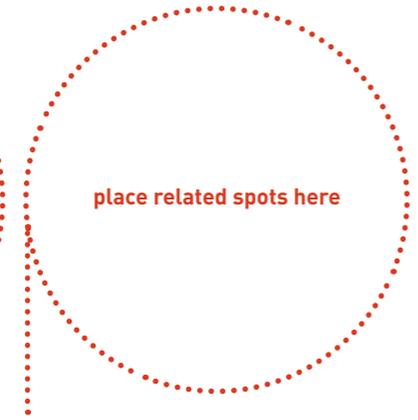
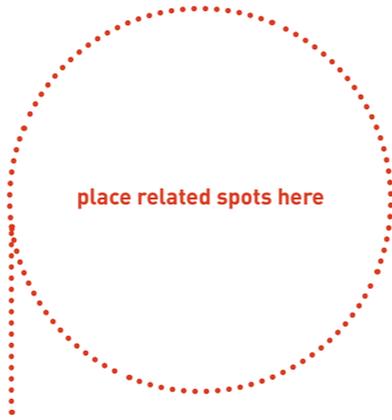
- » Why do you use some senses more often than others do and how do you use them?
- » Which of your senses do you need to develop more?
- » Why are these not activated yet?

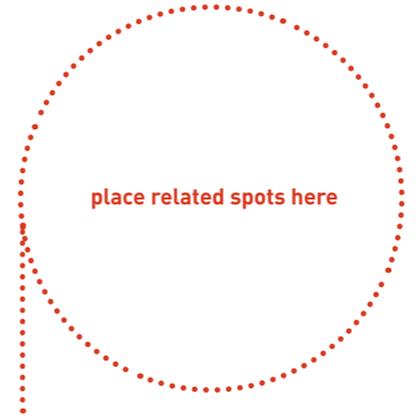
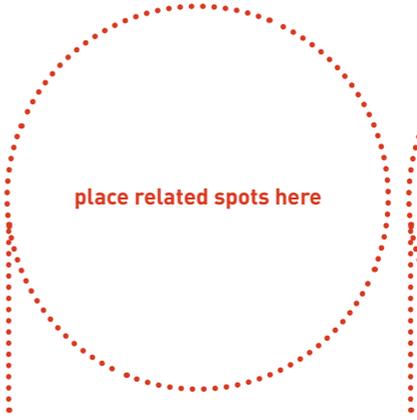
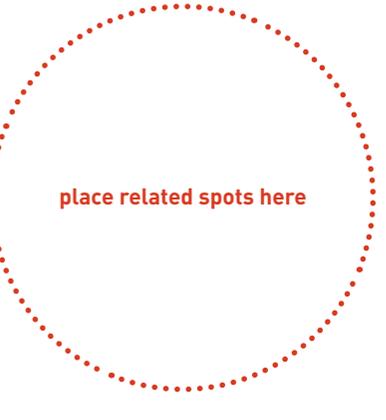
//reference page 64 to 70 in How to Research Trends



### TREND CLUSTER CANVAS

Fill in the Trend Cluster Canvas to help you turn your trend spots into trend clusters.

|   |   |  |
|---|---|--|
|  <p>place related spots here</p> |  <p>place related spots here</p> |  <p>place related spots here</p> |
| values and needs?   | values and needs?   | values and needs?  |
| <hr/> <hr/> <hr/>   | <hr/> <hr/> <hr/>   | <hr/> <hr/> <hr/>  |

|   |   |   |
|---|---|---|
|  <p>place related spots here</p> |  <p>place related spots here</p> |  <p>place related spots here</p> |
| values and needs?   | values and needs?   | values and needs?   |
| <hr/> <hr/> <hr/>   | <hr/> <hr/> <hr/>   | <hr/> <hr/> <hr/>   |

## X 5.1 UNCOVER THE SCOPE

How do you apply your trend insights for a specific challenge? Understanding the scope will guide you from your broad overview of trends to a smaller selection of relevant trend insights for a challenge or project at hand. The key activity to create a scope is setting a briefing for yourself, your team or your commissioning party / client, depending on the context that you are working on in your trend project.

Use the Trend Scope Canvas during your briefing conversation. Add any additional questions that might be related to your specific project. Try to really uncover the why behind the challenge and do not forget to make a debrief after the conversation.

// reference page 143 to 146 in How to Research Trends



### TREND SCOPE CANVAS

Fill in the Trend Scope Canvas to make sense of a trend briefing.

|  |   |   |
|--|---|---|
| <p>What is the main question and how does it relate to trend research?</p> | <p>On which level does the client want to apply trends?</p> | <p>What type of collaboration does the client prefer?</p> |
| <p>What is the internal context?</p>                                       | <p>What is the trend sensitivity of the client?</p>         | <p>What are the budgets and timings?</p>                  |
| <p>What are the specifications of the challenge?</p>                       | <p>What is the desired deliverable?</p>                     | <p>_____?</p>   |