

# TrendWatching Academy

## **Purpose-Driven Innovation Online Course**

The end-to-end methodology to help you identify and run with meaningful opportunities in 2021 (and beyond)





**from  
care-free  
to  
conscious  
consumerism**

# You're about to learn everything we know about watching trends and applying our methodology over the last 10 years.

Trends are everywhere. And for anyone, especially in the times we're living in, that can be *pretty* overwhelming. By making our Purpose-Driven Innovation (PDI) methodology accessible to all through a comprehensive curriculum, we aim to empower professionals across a broad range of innovative, creative and strategic disciplines with new skills that allow them to truly understand trends, cut through the noise and ultimately, bring to market new ideas based on the meaningful opportunities they can bring.

Over this five-week, five-module course, we will help you look at the world through the lens we do. Based on 18 years of working with trends and innovations, we've captured the learnings of hundreds of workshops with leading brands, and distilled them into an academically-solid framework that's designed to give participants real-world, practical, creative skills that are grounded in purpose, and guided by trends.

We're trying to create and usher in the next generation of Purpose-Driven Innovators. Our Academy is your chance to become one of them, so come join us! We look forward to seeing you online 😊 .

**Nathania Christy, Head of Academy**



## Meet Nia (your new teacher!)

- Nia is TrendWatching's lead APAC analyst.
- She's delivered 100+ trend & innovation keynotes, workshops and learning programs to diverse audience from business students to C-Suites around the world.
- She holds a Bachelor of Business Administration from the National University of Singapore (1st in Asia, 25th in the world).



# Academy: key features and facts

- 5 Modules. 25 sessions. 12 exercises.
- 5 Module quizzes with explanations to check your understanding and reinforce learning.
- A certificate upon course completion.
- Content: 27 videos. 14 PDFs (supplementary materials to go deeper into a topic). 12 Canvases (downloadables, for you to practice the concept).
- Ideal duration: 5 weeks (1 module / week).
- USD 249 (or your equivalent in local currency).

## 1. Flexible

- 100% self-paced pre-recorded online course to accommodate your busy schedule.
- Start instantly: you don't have to wait for the next enrollment dates!
- Lifetime access: you can forever revisit the course, refresh your knowledge, and refer to it before running your workshop.

## 2. Always updated

- Includes bonus sections with fresh trends and content that are regularly updated.

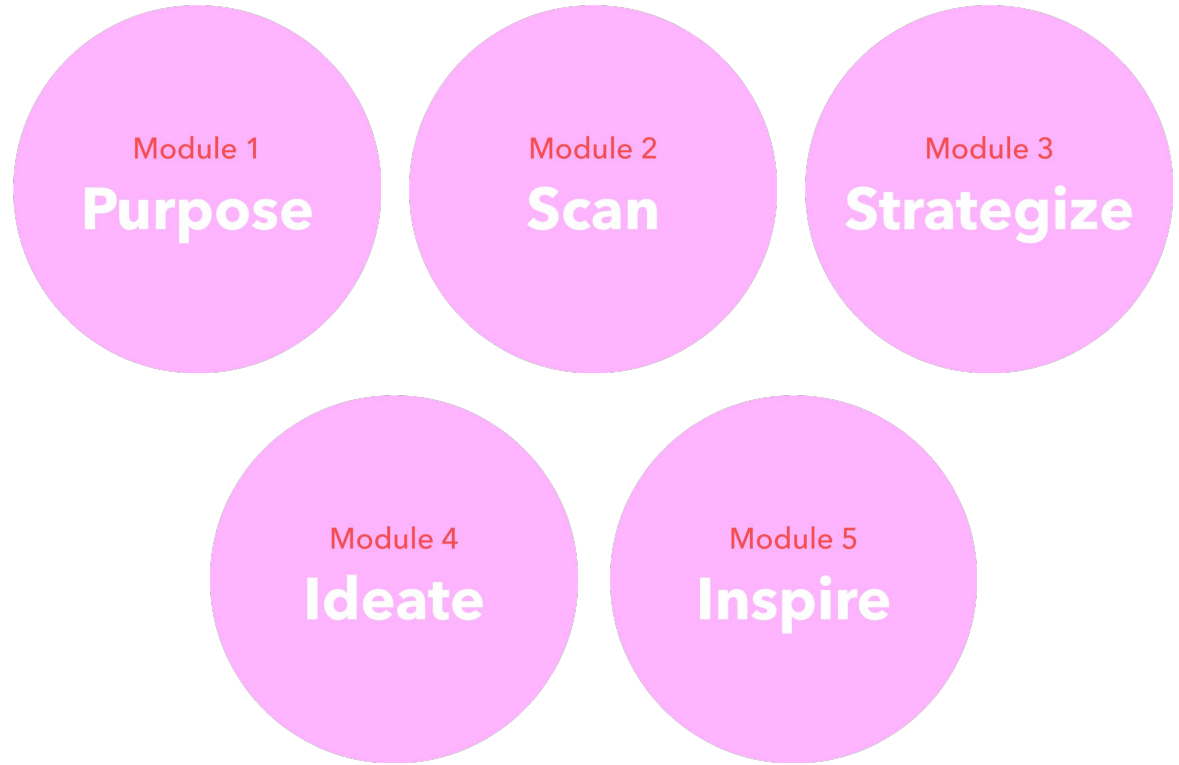
## 3. Interactive

- Peer learning: interact with other participants via our in-course forum - share your thoughts, exercises and key learnings with others.
- Support and guidance: easily ask us questions via in-course forum.
- Option to join our communities as you go through the course.

## 4. A balanced mix of theory and practice

- Designed using adult learning theories and principles in mind.
- Frameworks explained in the videos provide the theory and structure.
- Frameworks and theories are always explained with worked examples.
- Exercises and canvases allows you to get hands on experience.
- Quizzes to reinforce learning and recollection.

**Across 25+  
lessons, you  
will cover:**





**Purpose**  
transformation  
goes even  
a level  
deeper  
than digital  
transformation

Module 1

**Purpose**



# Curriculum summary

## Module 1 - Purpose

### Session 1 - Why Purpose?

The business case for Purpose. Stakeholder vs shareholder consumerism.  
Further readings on the purpose economy.

### Session 2 - Purpose-Driven Innovation Methodology

The 5 stages from Purpose to Innovation. A practical methodology to ground your strategy and innovation ideas in purpose, using trends as your guide.  
Assessing your organization's future readiness.

### Session 3 - Purpose, Vision, Mission

The difference between purpose, vision and mission.  
How to craft a Purpose Statement. The 5 'Whys'.

## Module 1 Purpose



from  
care-free  
to  
conscious  
consumerism



In a sustainable society  
nature is not subject to  
systematically increasing...



1 Extract

Concentrations of substances  
extracted from the Earth's crust

# Curriculum summary

## Module 1 - Purpose (cont.)

### Session 4 - Frameworks for Purpose

Definition of sustainability. Using the United Nations 17 Sustainable Development Goals to anchor your innovation strategy. The Framework for Strategic Sustainable Development. The 8 Sustainability Principles.

### Exercise - Your Purpose Fit

Downloadable canvas to help you and your organization discuss and reevaluate your Purpose. Worked Example included.

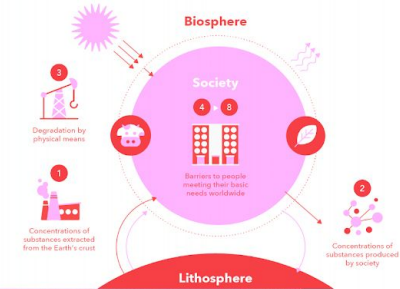
## Module 1 Purpose

### 2 Frameworks

1. The 17 UN SDGs
2. The 8 SPs

### System conditions for sustainability

In a sustainable society, nature is not subject to systematically increasing...



In a sustainable society  
nature is not subject to  
systematically increasing...



2 Convert  
Concentrations of substances  
produced as a byproduct of society



Module 2

# Scan



# Curriculum summary

## Module 2 - Scan

### Session 5 - Why Scan?

The link between trends and purpose. The importance of scanning for trends as a basis for your innovation process.

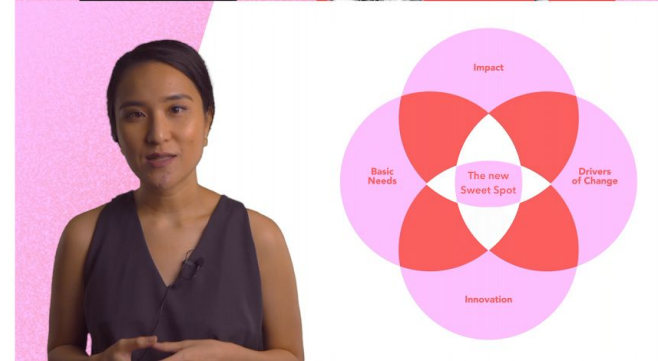
### Session 6 - The Fundamental Elements of Consumer Trends

An introduction to trends. Understanding the 3 elements of trends: Basic Needs, Drivers of Change, and Innovations. Understanding Shifts and Triggers. The 4 types of innovations.

### Session 7 - The Meaningful Opportunity Sweet Spot

Trends vs fads. The secret to successful innovations. How to analyze innovations to uncover its emerging expectations.

## Module 2 Scan





# Curriculum summary

## Module 2 - Scan (cont.)

### Exercise - Trend Fundamentals

Apply your conceptual understanding of the building blocks of trend by analysing innovations in light of the Trend Fundamentals. Worked Example included.

### Session 8 - Expectation Transfer

Understand the reason why you need to scan innovations beyond your own industry and region. Includes a downloadable exercise to practice looking at cross-industries disruption.

### Session 9 - Where to Scan Innovations

A guest session by Thomas Klaffke, our Head of Research at TrendWatching in Berlin, on how our internal research system (called Core Content Vault) works. Practical tips on how you can set up your own research department. How to leverage existing platforms and AI-driven tool for trend research. Including an exclusive access to our resources list.

Module 2

Scan

ing the right communication  
diving channels to  
our research process:

- try niches
- onal channels
- earch channels
- ats, insights, tools)
- + Project channels
- 5. Discussion channels



**Purpose-driven businesses**  
are the ones setting these new expectations.





# Curriculum summary

## Module 2 - Scan (cont.)

### Session 10 - Trends Unpacked

A guest session by Vicki Loomes, our Head of Content in London, on how we go from scanning innovations to uncovering the trends. A step-by-step analysis of 2 recent trends.

### Session 11 - Trend Framework

Trend Hierarchy and nomenclature. How to structure your trend thinking and put your trend research into context. Introduction to our 16 mega-trends.

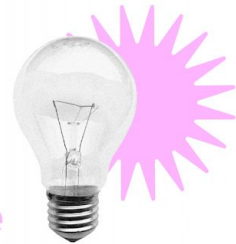
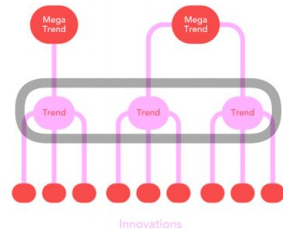
### Exercise - Mega-trend Mapping

Practice categorizing innovations into its respective mega-trend to sharpen your trend thinking skills. Includes downloadable canvas that you can take back to your team with a Worked Example.

## Module 2 Scan



## Trend Hierarchy



Lesson 4

## Ideate



Product, Services  
and Experiences



Marketing,  
Advertising and PR



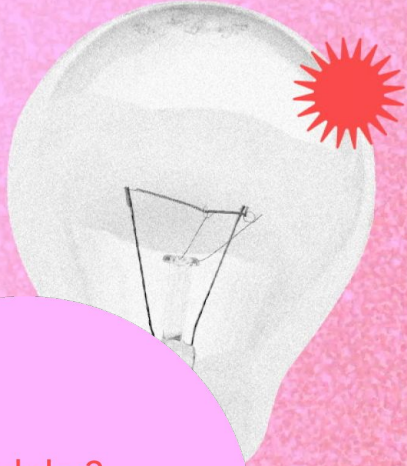
Business Model



Vision

Module 3

# Strategize





# Curriculum summary

## Module 3 - Strategize

### Session 12 - Why Strategize?

Learn how you can prioritize which trends align most with your organization and purpose, and specifically, where and when you can incorporate them into your work.

### Session 13 - The Consumer Trend Radar - Introduction

The Consumer Trend Radar (CTR) is a collaborative strategy tool to help you discuss, align and map trends that you'd like to run with. Understand when and how you can plan a Radar session with your team.

### Session 14 - The Consumer Trend Radar - Step-by-Step

A step-by-step guide on how to use the CTR, including a downloadable canvas for your next strategy session.

## Module 3 Strategize



Worksheets



### Step 1 Evaluate the Trends





# Curriculum summary

## Module 3 - Strategize

### Session 15 - The Consumer Trend Radar - Example

Two case studies on how brands can use the CTR in their business process.

### Session 16 - Hack the Radar

The CTR is a versatile tool that can be modified to suit your objectives. Learn how you can get creative with the tool.

## Module 3 Strategize

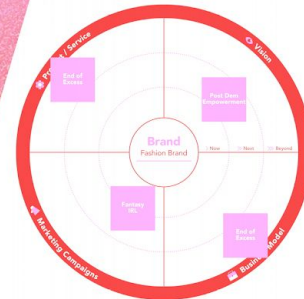


Sheep Inc.



## Future Positive Knitwear.\*

the first carbon-negative knitwear on earth,  
designed to last a lifetime.



# Let's Go!

Module 4

**Ideate**





# Curriculum summary

## Module 4 - Ideate

### Session 17 - Why Ideate?

How you can turn trend insights into meaningful innovation ideas.

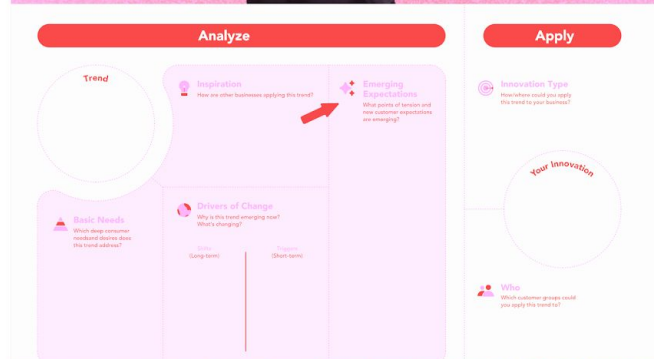
### Session 18 - The Consumer Trend Canvas - Step-by-step

A simple, yet powerful tool that walks you through the process of ideation from trend analysis to application. Includes a Worked Example from a recent trend.

### Session 19 - Apply Purpose Filters to Your Idea

An additional tool to assess the impact of your innovation idea, using the principles from the Purpose stage. Includes downloadable canvas for you to use with your team.

## Module 4 Ideate





# Curriculum summary

## Module 4 - Ideate

### Session 20 - Summarize Your Idea

How to encourage your team or workshop participants to share their innovation idea in a structured way.

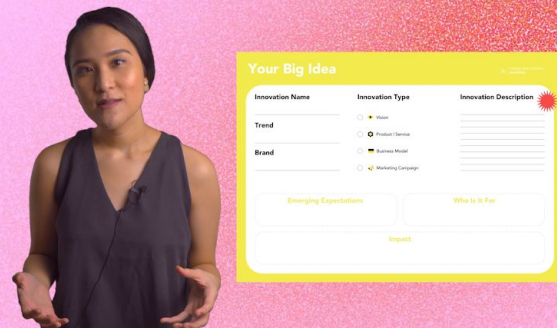
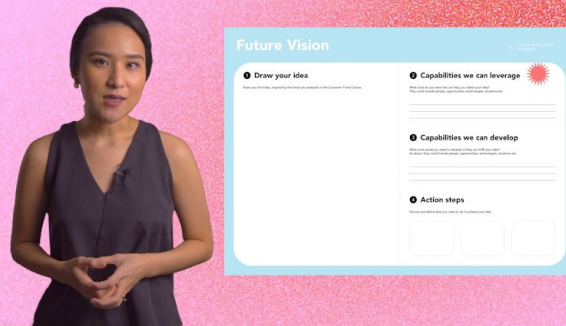
### Session 21 - Action Your Idea

Translate your written idea into a visual one. How to get yourself and your team to commit to a few action steps to make the innovation idea a reality. Reflecting on capabilities you can leverage and capabilities you can develop.

### Session 22 - Run a Purpose-Driven Ideation Session

A step-by-step guide (before, during and after) on how to plan and run an ideation session. 6 questions to understand your audience. Tips to engage your audience.

## Module 4 Ideate



Module 5

# Inspire





# Curriculum summary

## Module 5 - Inspire

### Session 23 - Why Inspire?

Building a purpose-driven trend culture in your organization. How to bring the mindset and key learnings from this course back to your team.

### Session 24 - Organize a Purpose Tour

A guest session by Head of Business of Purpose on why and how to run a Purpose Tour for your team. Includes a downloadable guide.

### Session 25 - Deliver a Trend Presentation

A guest session by one of TrendWatching's key speakers on how to deliver an impactful and compelling Trend Presentation. Common structures used for Trend Presentations. How to craft a trend narrative.

### Exercise - Innovation Commitment

A simple downloadable worksheet to wrap your PDI journey.

## Module 5 Inspire



### Why run a Purpose Tour?

3. Help your audience connect with other like-minded participants!



### Selecting the trends:

1. A well-known example to orientate
2. A successful example to hit home the impact
3. A wide range of industries and markets to show the breadth
4. An example that the audience can experience for themselves
5. An example from your audience's market/sector to show relevance
6. A novel or cutting-edge example to demonstrate where the trend is headed





# Plus downloadable PDF content

## Supplementary Materials (PDFs) included

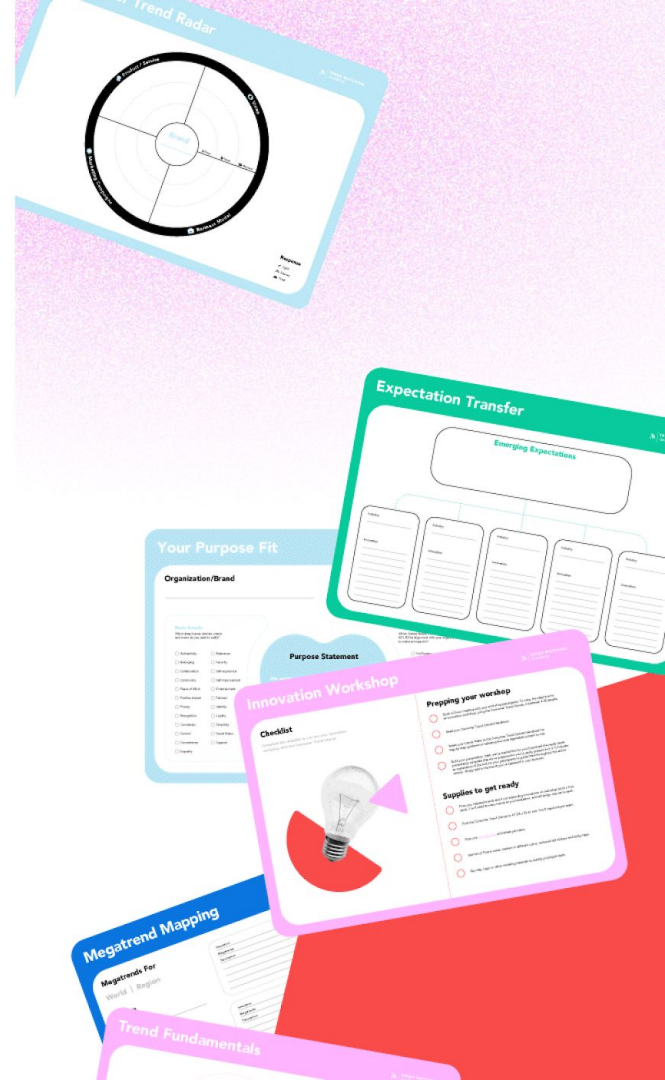
1. Get Purposed: A Deep Dive
2. Basic Needs & Drivers Of Change List
3. Collective Brain: Our list of resources
4. The Trend Framework Summary
5. The latest edition of Make->Shift
6. How to 'Hack the Radar'
7. CTR Workshop Checklist
8. CTR Handbook
9. CTR Presentation Template
10. CTC Workshop Checklist
11. CTC Handbook
12. CTC Presentation Template
13. How to Organize a Purpose Tour
14. How to Organize a Trend/Purpose Lunch & Learn



# Plus worksheet canvases

## Canvases included:

1. Your Purpose Fit Canvas
2. The Fundamental Elements of Trends Worksheet
3. Expectation Transfer Worksheet
4. Mega-trend Mapping Worksheet
5. Evaluating Trends Worksheet
6. The Consumer Trend Radar
7. The Consumer Trend Canvas
8. Purpose Filter Worksheet
9. Your Big Idea Canvas
10. Future Vision Canvas
11. Trend Baby
12. Innovation Commitment Worksheet



**Enroll here**