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)

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 😃 .

Livia Fioretti, Head of Academy

Meet Liv

- Livia heads up our Academy, as well as our LatAm activities.
- She is also one of our presenters and workshop facilitators, having worked with clients in Spain, Norway and Ecuador.
- She previously worked as a Trend Researcher and Innovation Consultant in Brazil (where she's originally from).

Meet the team

Nia, course instructor

Nia is a consultant and a trusted partner of TrendWatching. Throughout, she will guide you on the majority of concepts and theories of working with trends and our underlying theory of Purpose-Driven Innovation.

TrendWatching Analysts

Our analyst team occasionally pop-up in some lessons to give additional insights – as well as replying to comments and enquiries via the teaching platform.

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. Translated

- Spanish & Portuguese subtitles are now available! 🇪🇸🇧🇷🇵🇹
- More languages available in Q3 2021.

4. 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.

5. 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:

Module 1
Purpose

Module 2
Scan

Module 3
Strategize

Module 4
Ideate
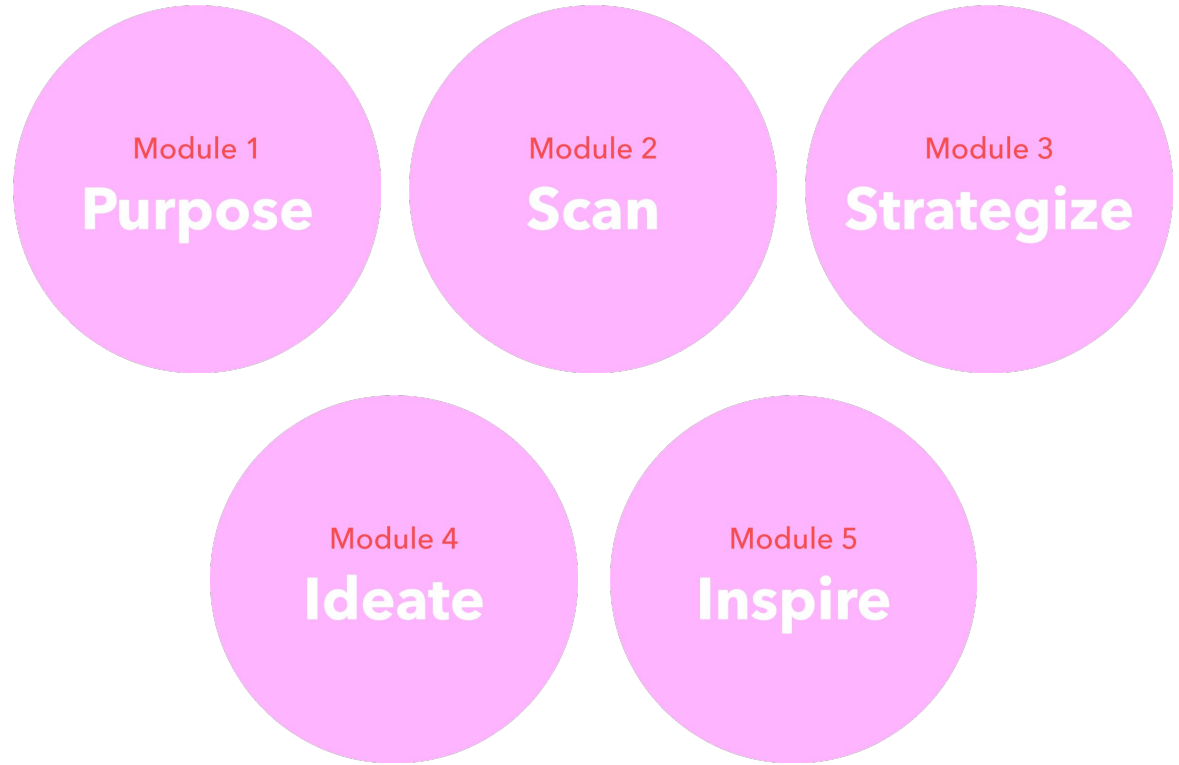
Module 5
Inspire

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'.

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

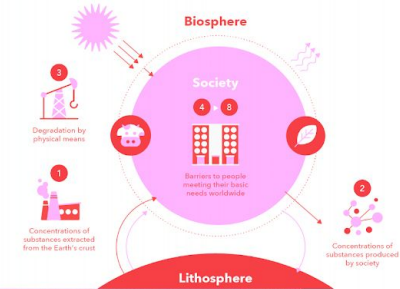Downloadable canvas to help you and your organization discuss and reevaluate your Purpose. Worked Example included.

Module 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.
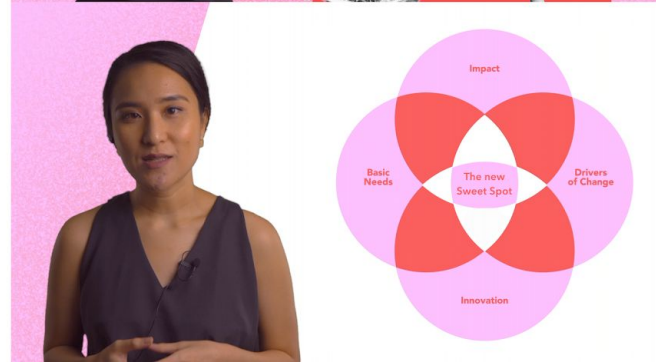
Curriculum summary
Module 2 - Scan (cont.)

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.

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.
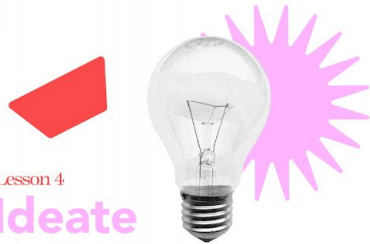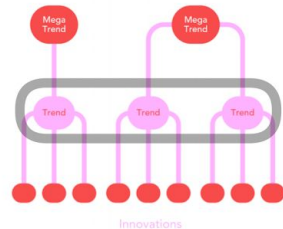
Exercise - Mega-trend Mapping

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 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.

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.
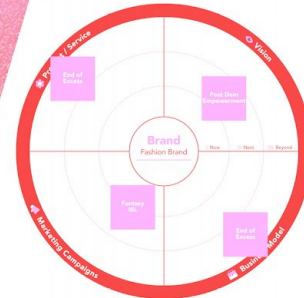
Module 4
Ideate

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.
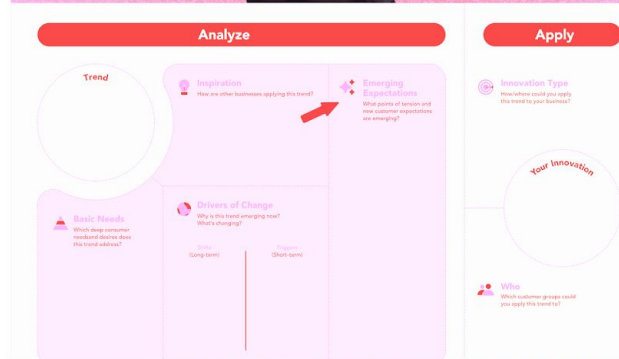
Curriculum summary
Module 4 - Ideate

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
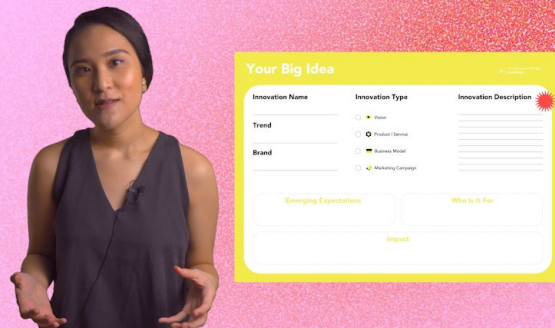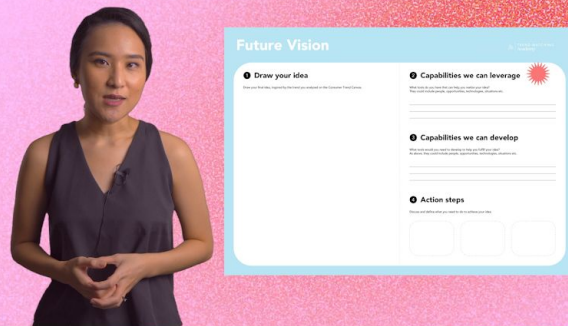
Module 5

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

New Way
eing

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
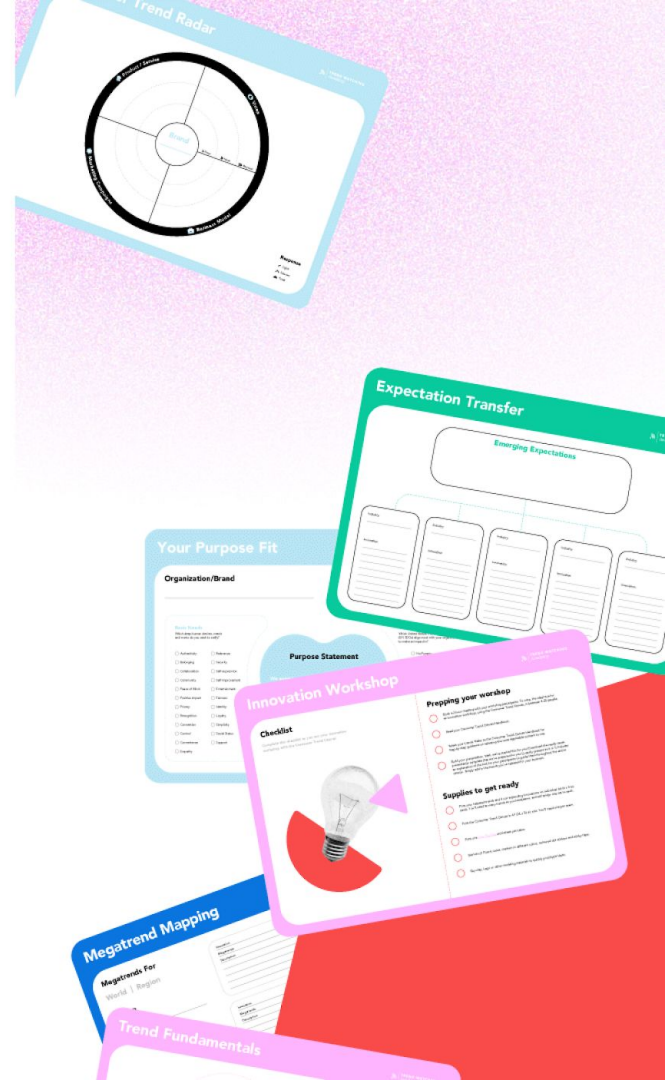14. How to Organize a Trend/Purpose Lunch & Learn

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](#)